



# Evolving the Innovation Ecosystem

Edmonton Innovation Ecosystem Community Meeting  
December 17<sup>th</sup>, 2019

# Welcome

Cheryll Watson

Innovate Edmonton

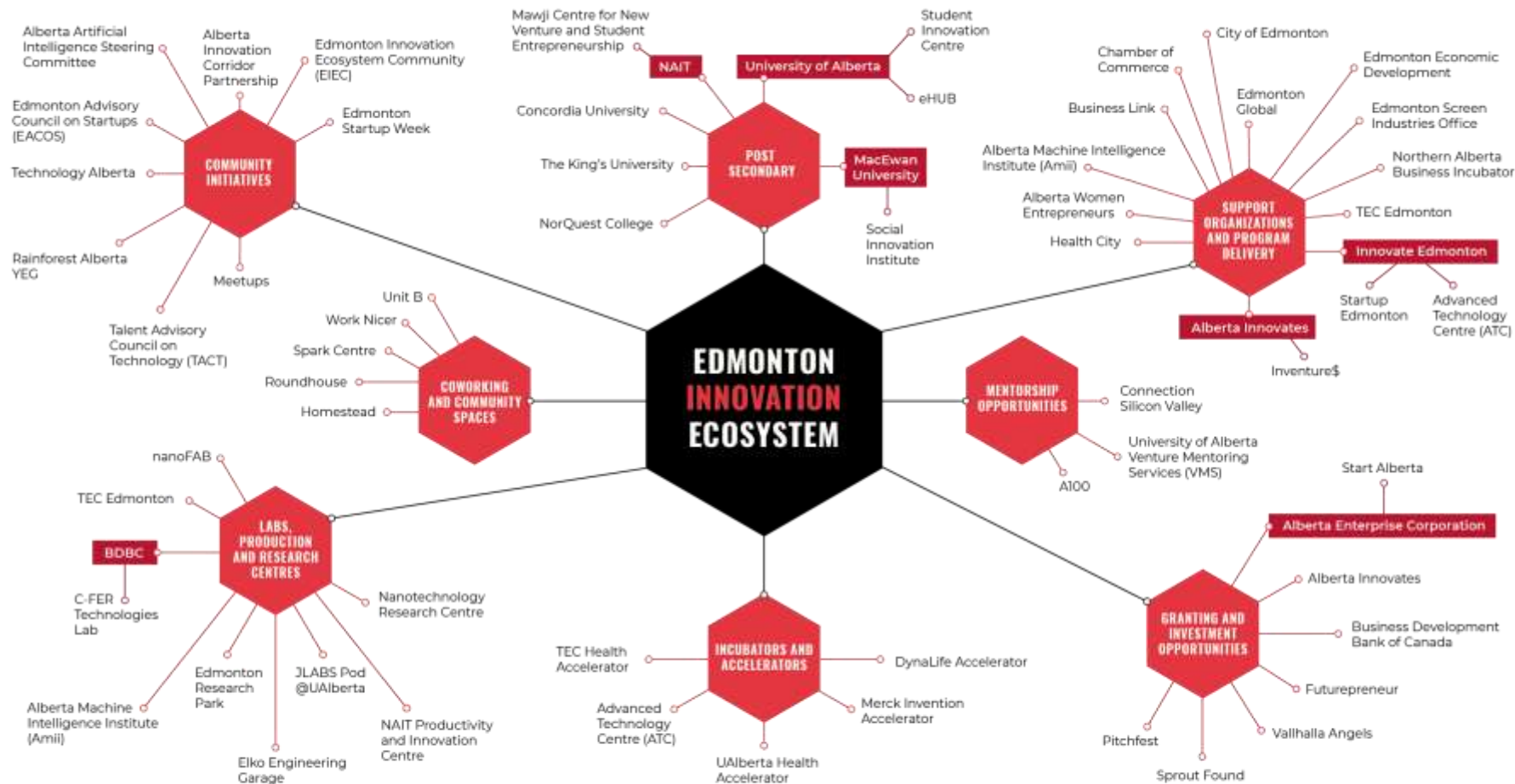
Edmonton Economic Development Corporation

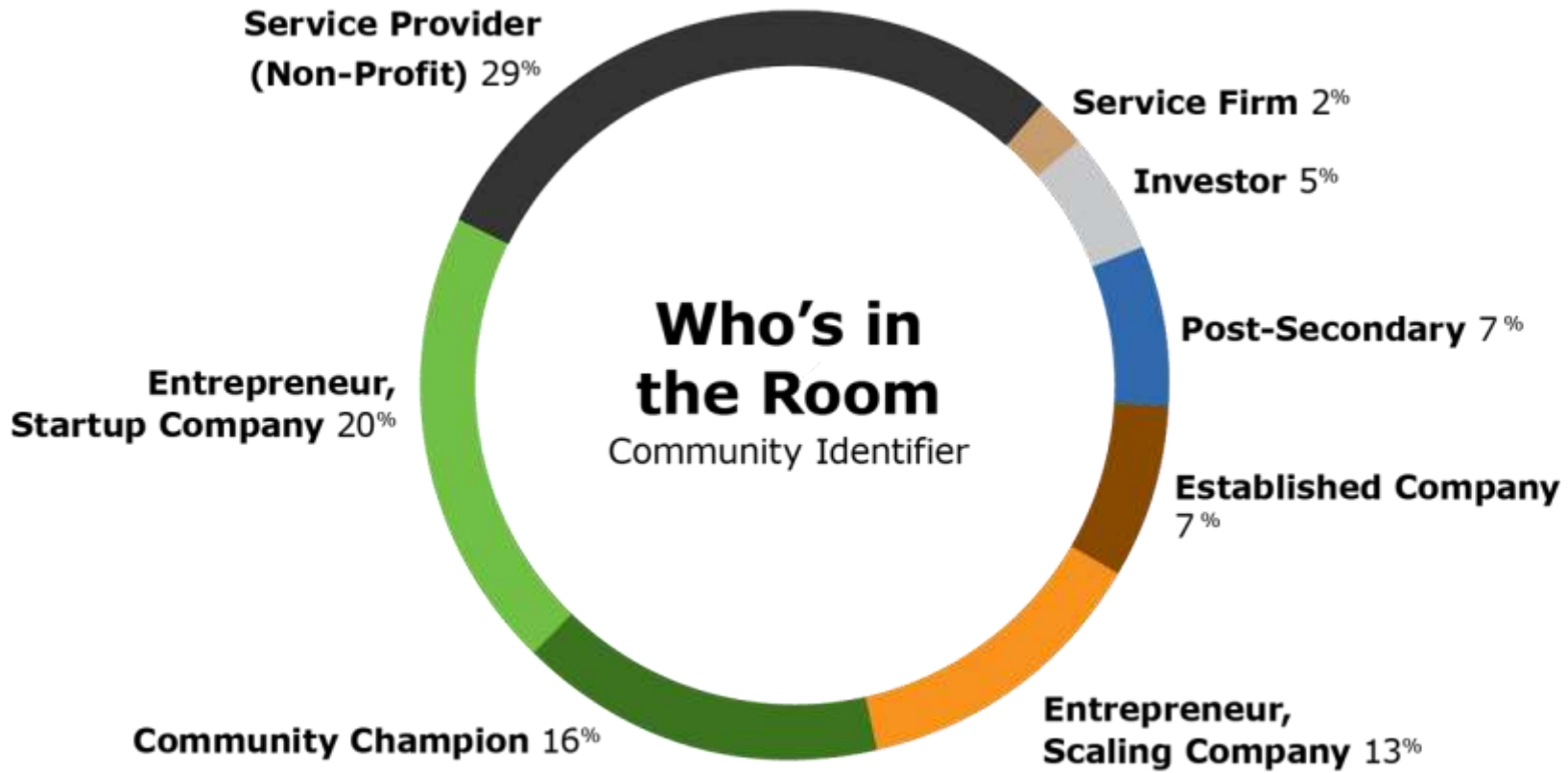


# **Edmonton Innovation Ecosystem Community (EIEC)**

Collaborate to  
Evolve and Improve  
the Edmonton  
Innovation Ecosystem







# Agenda

**4:00 – 6:30 pm**

4:10 – 4:15 pm

**Welcome** – Cheryll Watson

4:15 – 4:30 pm

**YEG Innovation Compass** – Chris Henderson  
**Collective Community Action Plan DRAFT Review**

4:30 – 4:50 pm

**ERIN Update & Activity** – Barbara McKenzie & Zack Storms, Co-Chairs

4:50 – 5:20 pm

**Edmonton Advisory Council on Startups (EACOS)** – Ashlyn Bernier  
**Year End Update & Innovation Authority Governance Discussion**

5:20 – 6:40 pm

**Community Announcements** – EVERYONE!  
**What can you share?**

6:40 – 6:30 pm

**Holiday Toast & Networking** – Please join us!



# YEG Innovation Compass Update

# The Action Plan



# Our Objectives

- Outline the tactics and commitments this community needs to take on to advance our ecosystem
- Take a many-hands-make-light work approach to getting it done

# Your Role

Come January, we will ask the community to sign up to take responsibility for certain tactics and affirm cultural commitments.

# Tactics In The Plan

- Many of these are already being addressed by someone in the ecosystem
- A few of these are being done by several of you at the same time
- Some will need an org or group to take them on as a new initiative

***Everything will be supported and collected for reporting by the keystone organization***

# Example Tactics

- Develop a clear, communicable, community-approved value proposition for investing in Edmonton's tech ecosystem.
- Find ways to entice entrepreneurs who have been away in other ecosystems to return to Edmonton and disperse that knowledge.
- Develop an ecosystem-wide media and communications strategy to tell ecosystem stories in a compelling and creative way.

## **Action Plan Timeline:**

- Over the next 24 months
- Active measurement starting in 3 months

## **As you look at the Action Plan:**

- What is your organization already doing?
- What are you passionate about?
- What do you have the time to take on? Who can you work with?
- What's the one key measurement for a tactic you want to take on?
- What support would you need?

## **To do before the next EIEC Meeting:**

Review the Action Plan to see what items you might want to take responsibility for.

In January, we'll open a central platform where you can sign up and see all the activity on the plan.

**[chris@heyChris.ca](mailto:chris@heyChris.ca)**



# Questions?

# Edmonton Regional Innovation Network (ERIN)

## Update from Co-Chairs

Barbara McKenzie

Zack Storms



# **Edmonton Advisory Council on Startups (EACOS)**

## **Update & Discussion from Co-Chairs**

Ashlyn Bernier

Sean Feehan



# **Edmonton Advisory Council on Startups (EACOS)**

## **Year in Review**



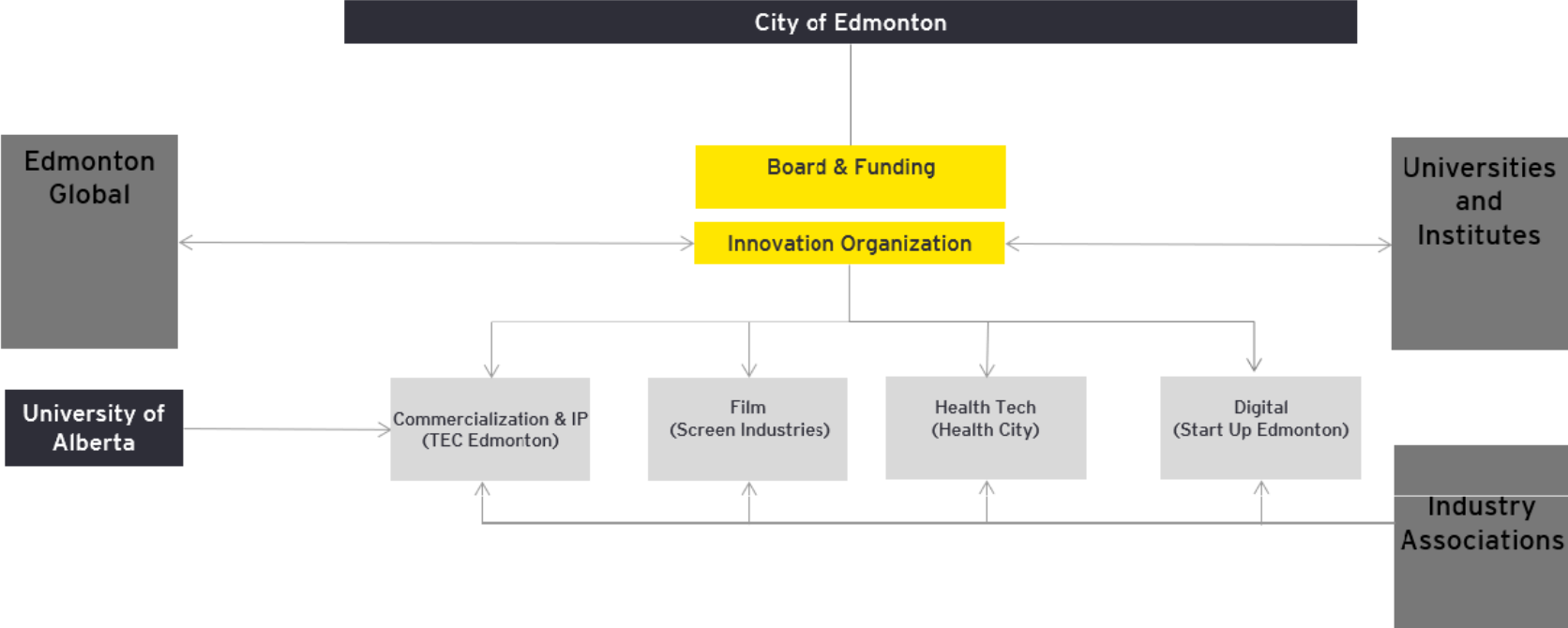
# Edmonton Advisory Council on Startups (EACOS)

## **New Innovation Organization**

This is our opportunity to provide early input on the new innovation ecosystem governance model.



# Edmonton Advisory Council on Startups (EACOS)



## Questions to consider:

1. How should the ecosystem be reflected in the governance of this organization?
2. How does this new organization need to be structured to best serve our ecosystem?
3. What risks does this new organization need to consider?
4. How should the community contribute to this process?









## Taproot Edmonton

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# Next Meeting

## Tuesday, January 28th

**Feedback is a gift.** Please be generous and leave constructive suggestions on how we can continue to make these meetings better using the cards on your table.

Thank you.