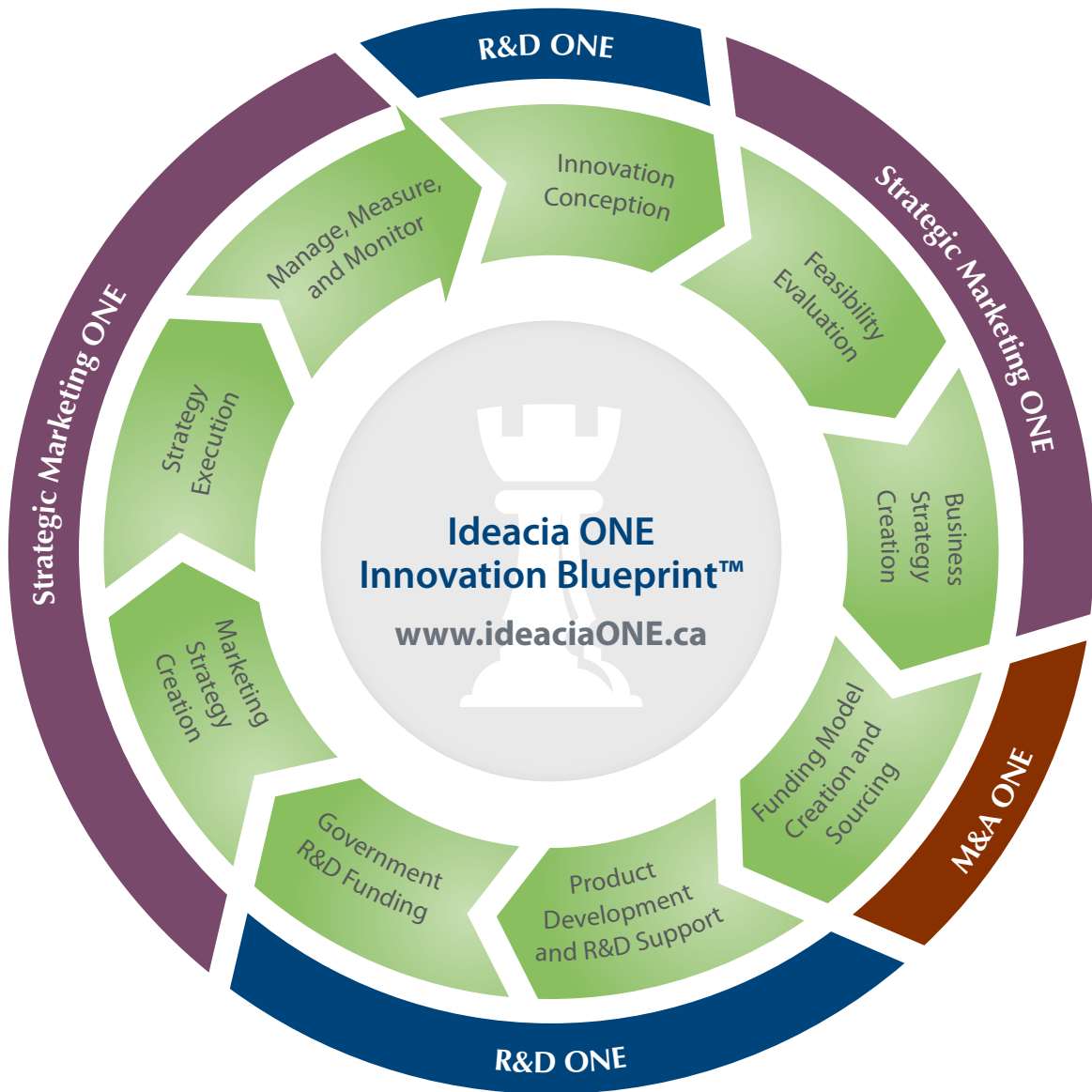




Proven Solutions for Business Innovators

.....
Innovation Blueprint™





How Ideacia ONE can become your Partner in Innovation

Innovation Blueprint™

How we help...

PHASE 1: Innovation Conception

Innovation is typically driven either by the identification of a problem, realization that an existing product or process could be optimized, or spurred by a new idea.

In this initial phase we work with clients to evaluate from a high level perspective the potential for moving forward to the next step by investing in R&D and longer-term commercialization and/or implementation of the new innovation.

R&D ONE

- Preliminary Eligibility Assessment (*conducted for SR&ED and Interactive Digital Media Tax Credit funding*)
- Guidance on how to maintain Documentation of Experimentation and subsequent regular follow up

PHASE 2: Feasibility Evaluation

Feasibility studies are preliminary investigations into the potential benefits associated with undertaking a specific activity or project.

In this phase our consultants work with you, your senior management team and technical advisors to determine if the investment in time and other resources will yield a desirable result. This evaluation will help to determine if the business should move forward to the next phase.

Strategic Marketing ONE

- Independent Technical Feasibility Analysis (*using our in-house scientists and engineers*)
- Exploratory Internal and External Environmental Analysis
- Exploratory Competitive Analysis
- Financial Modeling
- Practical Market Feasibility Study with Recommendations

PHASE 3: Business Strategy Creation

Our consultants work with business owners and their senior management team to develop a business model with a sustainable competitive advantage and supporting business strategy. A strategy that is clearly articulated within the formal Business Plan, along with a comprehensive project plan and critical path used to support the implementation and establish key performance indicators, milestones and measurable deliverables. This strategy will be used not only to guide the business throughout its growth, but also used to raise funds to support growth.

Strategic Marketing ONE

- Comprehensive Business Diagnostic™
- Internal and External Environmental Analysis
- Stakeholder Mapping and Segmentation Analysis
- Competitive Analysis
- Growth Strategies Evaluation
- Sustainable Competitive Business Modeling
- Business Plan Development
- Innovation Strategy Development
- Communications Plan Development
- Project Plan / Critical Path Creation (*identification of Key Performance Indicators "KPI's"*)

PHASE 4: Funding Model Creation and Sourcing

Unless the client has the internal financial resources in place to support new innovation, and/or support the launch of a new business and marketing strategy, they often require funding from external sources.

In this phase our consultants work with clients to identify the most appropriate funding sources and help to position them to successfully raise the funding they require for growth.

Through M&A ONE, approved clients are introduced to angel investors, large financial institutions, venture capitalists, and where possible any government grants and assistance programs.

M&A ONE

- Acquisition and/or Divestiture Plan Creation
- Business Valuation
- Company Brief Development
- Investor Presentations
- Investor Road Show Support and Management
- Due Diligence
- Negotiation
- Investor and Banking Relations' Expertise and Support

R&D ONE

- Preparation of Industrial Research Assistance Program (IRAP) Grant Applications

PHASE 5: Product Development and R&D Support

During this critical new product development and R&D stage, R&D ONE's scientists and engineers are accessible to clients, supporting them from the very beginning to ensure they are effectively documenting the entire process in order to optimize their SR&ED claims.

At this point in the innovation process clients are undertaking the following activities:

- Creation of new products;
- Enhancement of existing products;
- Improvement of the manufacturing process;
- Experimenting with different approaches, processes and materials;
- Prototype development; and
- Testing.

R&D ONE consultants are readily accessible to provide support, expertise, and facilitate access to other business innovators and/or strategic partners as a value added service where appropriate.

R&D ONE

- Ongoing Review & Support for SR&ED Documentation and Claim Preparation
- Facilitating the Linkages between Business Innovators and Strategic Partners (*i.e. academia, industry organizations, investors, etc.*)

PHASE 6: Government R&D Funding

In this phase R&D ONE works with clients to recover R&D spending through the Scientific Research & Experimental Development (SR&ED) program, offered through the Canadian federal government.

R&D ONE provides professional and personal claim preparation. We do the entire claim to minimize our clients' time spent on this activity. All claims are carefully written up, reviewed thoroughly by our multi-disciplinary team, supported by CRA guidelines and easily defensible should CRA review the claim.

R&D ONE

- Uncover all Eligible Projects and Activities
- Write Compelling and Robust Technical Descriptions
- Costing of Eligible Activities
- Preparation of all Relevant Tax Schedules
- Filing of SR&ED Claims with CRA
- Regular follow-up with CRA and all relevant government departments to ensure the claim proceeds smoothly
- Defend SR&ED Claims

PHASE 7: Marketing Strategy Creation

Leveraging research and market insights, and always keeping the overall corporate goals and objectives in mind, Strategic Marketing ONE consultants work with clients to develop solid, forward-thinking marketing strategies designed to generate results within the marketplace.

All too often companies rush to market with identical business models and no marketing strategies to differentiate themselves from the competition; either in terms of the market served, customers targeted, or kind of value created.

At Strategic Marketing ONE our strategies are based on a deep understanding of how to differentiate our clients from the competition, while keeping in mind the customers' needs.

We ensure our clients understand their customers and identify the most profitable markets to serve. We then work with our clients to develop clear and concise messaging that resonates with their customers. Proper strategy and planning helps to ensure a successful commercialization of new innovations and/or release of new products.

Strategic Marketing ONE

- Comprehensive Business Diagnostic™
- Internal and External Environmental Analysis
- Market Research and Analysis
- Product/Service Offering Review
- Competitive Analysis
- Stakeholder Mapping and Segmentation Analysis
- Evaluation of Forward-Thinking Marketing Strategies
- Key Message Development
- Marketing Plan Development
- Project Plan / Critical Path Creation *(including the identification of Key Performance Indicators "KPI's")*

PHASE 8: Strategy Execution

With a comprehensive business and marketing strategy in place, Strategic Marketing ONE works with clients offering support in the execution of those strategies.

In partnership with an award winning marketing communication firm, Strategic Marketing ONE seamlessly offers a range of solutions including brand development, creative design, and marketing collateral development, among other services required to successfully launch and sustain momentum of the new marketing campaign.

Strategic Marketing ONE

- Business and Marketing Plan Implementation Support
- Marketing Communications and Public Relations Support
- Brand Development and Marketing Collateral Creation
- Social Media Business Development Support
- Business Writing Services
- Strategic Partnership and Joint-Venture Development Support
- Market Research
- Ongoing Management, Measurement, and Monitoring *(strongly connected to Phase 9)*

PHASE 9: Manage, Measure, and Monitor

Success is only achieved if goals, objectives and tactics can be effectively managed, measured and monitored.

With each and every engagement our consultants establish Key Performance Indicators and leverage a combination of web-enabled diagnostic systems and critical paths to ensure projects are successfully completed on time and on budget. Any necessary strategy adjustments are made along the way to ensure growth and related innovation strategies are achieved.

Strategic Marketing ONE

- Critical Path and Key Performance Indicator Monitoring
- Comprehensive Business Diagnostic™ and Benchmarking
- Ongoing Competitive Analysis
- Market Research and Analysis
- Market Conditions Re-Assessment
- Proposed Strategy Adjustments

M&A ONE

- Strategic Advisory Services
- Investor Relations Services

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