



The Canadian Impact Project

Telling the stories that have shaped Canadian innovation

The AUTM Foundation is looking for motivated sponsors to help create a platform for communication and promotion of innovation successes in Canada. It is the Foundation's hope that this will spur growth of the technology transfer field throughout the country.

This platform will include marketing collateral to help the Canadian technology transfer profession promote the importance of best practices. As stated in the House of Commons Intellectual Property and Technology Transfer: Promoting Best Practices report; "The lack of reliable and useful information capable of supporting policy-making and economic activity is perhaps one of the greatest obstacles to technology transfer in Canada."

Specifically, the project will create material that highlights the postsecondary human and economic impact of discoveries via print, website and video that will be accessible to all organizations for dissemination. Its overarching objective is to associate Canadian universities with dollars, job growth, and social impact in a way that is easily understood by the general public. Material for widespread dissemination will include:

- **Booklet** showcasing journeys of individual technologies from discovery to marketplace
- **Website** highlighting project and stories; updated frequently to display more stories and current events
- **Video**, 1– 2 minutes in length, offering a visual insight into the work of Canadian researchers and every-day impact of Canadian discovery
- **Flyers** giving a brief overview of the project and pointing readers to more resources

Funds will support the strategic development, creation of materials, and coordinating their distribution in the first 12 months. It is of utmost importance to the Foundation that the project be replicable and scalable, so expansion in the following years should be expected based on the challenges and successes of the pilot year. Sponsors can be sure their **company logo** will be prominent on all distributed material, including the website, video, booklet, and other marketing items.

The Foundation greatly appreciates its colleagues' commitment to advancing the technology transfer field. All inquiries and comments about the project or about the Foundation more generally are welcome.

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