

**Nova Scotia Productivity and Innovation Voucher Program  
Program Service Provider Information Form**

<b>Organization</b>	Saint Mary's University			
<b>Business address</b>	Saint Mary's University 923 Robie Street, Halifax, Nova Scotia B3H 3C3 Link to Business Consulting: <a href="http://www.smu.ca/partners/smubdc/htmls/consult.html">http://www.smu.ca/partners/smubdc/htmls/consult.html</a> Link to Academic Researchers can be found using our online Research Expertise Database (RED): <a href="http://fgsr-red.smu.ca/">http://fgsr-red.smu.ca/</a>			
<b>Primary Organizational Contact</b>	<b>Name</b>	<b>Title</b>	<b>Phone #</b>	<b>E-mail</b>
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**Proposed Services**

Saint Mary's University has several dedicated groups of professionals that work together to provide a rich environment in which to develop partnerships with local industry. For example, the **Business Development Centre** that has been assisting small and medium business with growth and development since 1989 and the **Industry Liaison Office** which focuses on the commercialization of research act as a single interface to the business community drawing on our breadth of research and consulting resources. We have access to several hundred faculty working in key industry sectors such as green chemistry, alternative energy (tidal, biogas, biofuels), health and wellness.

Saint Mary's can address a variety of productivity and innovation life cycle needs, from research, to defining product and market opportunities, guidance through the commercialization phase, to optimizing your operations with the application of technology and/or productivity and process improvement.

We have extensive experience with business across all sizes and sectors. Our team will work closely with your organization to define a project and create a customized approach that will effectively address your needs and assist you in achieving the desired results.

**Research:** Saint Mary's has hundreds of researchers (professors, post-doctoral fellows, research associates, technicians, graduate students and senior undergraduate students) working on hundreds of research topics. We may already be researching a subject that will assist your business, but if not, we can assist you with developing a research project or study that will address your specific requirements. Some possibilities to consider are:

- Applied research
- Lab testing
- Proof of concept/field testing
- Market validation

**Proof of Concept:** Depending on your stage of innovation or product development you may require some assistance with proving a concept has commercial viability. The Proof of Concept usually requires a number of iterations, but at Saint Mary's, we have experience and people who can help you through processes such as:

- Prototyping
- Field testing
- Product Design
- Lab facilities

**Feasibility and Commercialization:** The feasibility of expanding into new markets, market demand for new products, the path for commercialization, and the associated analysis and investments are but a few of the challenges to be addressed when you take a new product or service to market. Innovation doesn't just happen; it takes commitment, communications and the allocation of human and financial resources to achieve real benefits. Saint Mary's has over 20 years of experience in delivering solutions for businesses in Nova Scotia including the following:

- Commercialization Plans
- Technology Assessments
- Feasibility Studies
- Market Validation
- Business Plans
- Operational Plans
- Marketing Plans
- Human resource Planning
- Communications Plans
- E-business audits

**Technology Sourcing:** Adopting the right technology solutions to improve your productivity or to enable your new product or service innovation is a key business decision in today's global environment. At Saint Mary's we have faculty who are experts in their field and have access to state of the art laboratory facilities, either of which can provide you with significant advantages:

- Use our online searchable database to find specific researcher and subject matter expertise: <http://fgsr-red.smu.ca/>
- Access to Saint Mary's University facilities. A complete list can be found at: [http://fgsr.smu.ca/research\\_inst.html](http://fgsr.smu.ca/research_inst.html)

**Process Development and Improvement:** Whether you are expanding your business through new products and markets, or you are trying to improve your competitive advantage through productivity improvement and innovation, Saint Mary's has expertise that can improve your business's operational efficiencies and product development cycles.



Economic and Rural Development and Tourism

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