



Ontario Centres of Excellence

DiscoveryTM

ocediscovery.com

May 9-10, 2016

Metro Toronto Convention Centre
South Building

Hosted by



Ontario Centres of
Excellence

Where Next Happens

Ontario Centres of Excellence is a member of



Day 1 – May 9

Registration Desk Opens

South Building | 7:30AM

Opening Remarks and Keynote Address

Auditorium/Hall F | 1:00PM – 2:45PM

Welcome and Opening Remarks:

- **Dr. Tom Corr**, President and CEO, Ontario Centres of Excellence
- **Michael Nobrega**, Chair of the Board, Ontario Centres of Excellence

Honoured Guest:

- **Honourable Kathleen Wynne**, Premier of Ontario

Thanked by:

- **Miriam Tuerk**, Co-Founder and CEO, Clear Blue Technologies
- **Ke Wang**, President, Eightfold Technologies

Keynote Speaker:

- **Spencer West**, Inspirational Speaker, Author and Humanitarian

Introduced by:

- **Thomas Jenkins**, Chairman of the Board, OpenText Corporation

Keynote Speaker:

- **JB Straubel**, Co-Founder and CTO, Tesla Motors

In Conversation with:

- **John Stackhouse**, Author, Journalist and RBC Senior Vice-President

Discovery Showcase Floor Opens

Discovery Show Floor | 2:45PM – 7:00PM

Explore 200,000 square feet of ideas, innovations and solutions that are shaping Ontario's future.

Innovation Partners Overview

Innovation Partners Theatre | 3:00PM – 6:00PM

The Innovation Partners Theatre provides an opportunity for government organizations to speak to their individual program offerings. Presenters from provincial and federal government organizations invite you to learn about their programs and ask questions.

3:00PM – 3:15PM: **Ontario Network of Entrepreneurs (ONE)**

- **Dmitri Prokopiev**, Senior Policy Advisor, Network Programs, Ministry of Economic Development, Employment and Infrastructure; Ministry of Research and Innovation

3:20PM – 3:35PM: **Risk Capital Programs**

- **Tyler Middlebrook**, Senior Policy Advisor, Capital Programs Unit, Ministry of Economic Development, Employment and Infrastructure; Ministry of Research and Innovation

3:40PM – 3:55PM:

Northleaf Venture Catalyst Fund, Ontario Capital Growth Corporation (OCGC)

- **Brenda Hogan**, Senior Investment Manager, OCGC

4:00PM – 4:15PM: Office for Social Enterprise

- **Katie Gibson**, Director, Social Enterprise Branch, Ministry of Economic Development, Employment and Infrastructure

4:20PM – 4:35PM: Ontario Centres of Excellence (OCE)

- **John Fielding**, Regional Director, Eastern & Northern Ontario, Business Development Operations, OCE

4:40PM – 4:55PM: MaRS

- **Usha Srinivasan**, Vice-President, Learning & Insights, MaRS

5:00PM – 5:15PM: Canadian Intellectual Property Office (CIPO)

- **Dumitru Olariu**, Business Development Officer, CIPO

5:20PM – 5:35PM: Networks of Centres of Excellence (NCE)

- **Jean Saint-Vil**, Associate Vice-President, NCE

5:40PM – 5:55PM: Concierge

- **Trish Barrow**, Ontario Innovation Advisor, Concierge

GlobalStart Pitch Competition

Next Theatre | 3:00PM – 5:15PM

Ontario Centres of Excellence (OCE) will hold its first GlobalStart Pitch Competition at Discovery 2016, in partnership with KIGALabs and the Korea Institute of Startup and Entrepreneurship Development (KISED).

Three Ontario companies have been selected as finalists to compete for an OCE GlobalStart award of \$15,000 to help them access the first global market that they have identified. Similarly, three Korean companies have been jointly selected by KIGALabs and KISED as finalists to compete for an equivalent award to be awarded by KISED.

Finalists include innovative, technology-based start-ups from Ontario and Korea that are at the customer-validation or customer-creation stage.

Moderator:

- **Martin Croteau**, Director, Academic Entrepreneurship, Ontario Centres of Excellence

Ontario Judges:

- **Stuart Browne**, CEO, Pycap Venture Partners
- **Jasmin Ganie-Hobbs**, Senior Development Banker, BDC
- **Ozan Isinak**, President, Keiretsu Forum Central Canada Region

Korean Judges:

- **Wayne Kim**, CEO and Founder, KIGALabs and Storage ASP
- **TBC**, Korea Institute of Startup and Entrepreneurship Development

Career Zone

Career Zone | 3:00PM – 5:30PM

The Career Zone is an exclusive opportunity for students and new graduates to meet with top employers, learn about current and future job opportunities, and get expert tips on developing an attention-grabbing résumé and preparing for an interview.

3:00PM – 3:30PM

- **Meet an Employer**
- **Lynch Fluid Controls Inc.**
- **Department of National Defence –
Defence Research & Development Canada**
- **Viafoura**

3:40PM – 4:10PM

Meet an Employer

- **Bombardier**
- **IBM Canada Ltd.**
- **Polar**

4:20PM – 4:50PM

Meet an Employer

- **Mitsubishi Heavy Industries Canada Aerospace (MHICA)**
- **Morgan Solar Inc.**
- **Stafflo**

5:00PM – 5:30PM

Meet an Employer

- **PaymentEvolution**
- **eSight Eyewear**

3:00PM – 5:30PM

One-On-One Career Advice

- **Lucy Keating**, Co-Founder, Commexus Inc.
- **Cayla Charles**, Director of Operations, Challenge Factory

Résumé Critique

- **Adam Koenig**, Career Counsellor

5:00PM – 5:30PM

Workshop: LinkedIn – Elevating Your Career

- **Benji Lightstone**, Account Executive, Sales Solutions, LinkedIn

Young Entrepreneurs, Make Your Pitch

Talent Theatre | 3:00PM – 5:00PM

Discovery is pleased to host the fourth edition of Young Entrepreneurs, Make Your Pitch, an entrepreneurship competition for Ontario high-school students, presented in collaboration with Ontario Centres of Excellence (OCE) and the Government of Ontario as part of the Youth Jobs Strategy.

Twenty finalists, chosen through a combination of public and expert voting based on a two-minute video, will pitch their business ideas in front of a live audience and a judging panel comprised of young, influential entrepreneurs.

Moderator:

- **Abdullah Snobar**, Executive Director, DMZ

Judging Panel:

- **Narbe Alexandrian**, Associate, OMERS Ventures
- **Karl Martin**, Founder and CTO, Nymi
- **Heather Payne**, CEO, HackerYou; Founder, Ladies Learning Code
- **Nicole Verkindt**, Founder, OMX; Dragon, CBC's "Next Gen" Dragon's Den
- **Sohaib Zahid**, CEO and Co-Founder, Vanhawks Inc.

Steering 'No Hands' into the Future

Discovery Theatre | 3:15PM – 4:30PM

This panel will address the challenges and opportunities presented by the advent of completely autonomous vehicles and how policy shifts at home in Ontario and abroad will make this futuristic technology a reality in the next five to 10 years. Canadian companies are already making great inroads on technology but there is more we can learn from what is happening in Silicon Valley and around the world.

Moderator:

- **Ray Tanguay**, Auto Advisor, Governments of Canada and Ontario; Executive Advisor, Toyota Motor Manufacturing Canada; Former Chairman, Toyota Motors Manufacturing Canada Inc. and Toyota Canada Inc.

Panellists:

- **Stephen Carlisle**, President and Managing Director, GM Canada
- **Saeid Habibi**, NSERC/Ford Canada Senior Industrial Research Chair in Hybrid Technology, McMaster University
- **Patrick Horgan**, Vice-President, Manufacturing, Development and Operations, IBM Canada
- **Caroline Hughes**, Vice-President, Government Relations, Ford Canada
- **Don Romano**, President and CEO, Hyundai Auto Canada Corp.

I³ Project Technology Showcase

Industry Theatre | 3:15PM – 5:35PM

3:15PM: Introduction to the I³ Project

Join us for an introduction to the cloud computing, cognitive computing, and high-performance computing technologies being made available to SMEs via the I³ project, and to universities and colleges working with SMEs via the Southern Ontario Smart Computing Innovation Platform (SOSCIP) program.

- **Allen Lalonde**, Senior Executive, IBM Canada's Research & Development Centre

3:30PM: I³ Demonstration and Internship Programs

Are you a small company with a smart-computing innovation that is looking for first customer demonstration? Are you a large firm looking to test drive a new smart-computing innovation from a small Ontario company? Are you a company that could use a student intern to adopt data analytics to help your business? This talk will introduce OCE's new I³ demonstration and internship programs. We will talk about how businesses can benefit from these new programs.

- **Ron Van Holst**, Director, Research Development, High Performance Computing, Ontario Centres of Excellence

3:45PM: Future of Computing – Innovation at IBM

Big data has been referred to by many as the world's new natural resource. Keeping up with ever-increasing data volumes will require paradigm shifts to emerging technologies such as Cognitive Computing and Data-Centric Systems. IBM has been working toward enabling companies to innovate in the big-data era with unique high-performance and cloud-computing platforms, Watson cognitive capabilities and open technology such as OpenPOWER.

- **Brad McCredie**, Fellow, IBM; Vice-President, IBM Power Systems Development; and Board Advisor, OpenPOWER Foundation

4:15PM: Innovating with OpenPOWER

Application developers are demanding ever-increasing amounts of capability from the systems underlying cloud-computing services. Since its inception in 2013, OpenPOWER has enabled companies to collaborate on and innovate computing technologies leading to unique and advanced systems for cloud computing. These innovations allow developers to create high-performance solutions for machine learning, bioinformatics and computer vision, to name a few.

- **Jonathan DeMent**, Program Director, Power Systems and OpenPOWER Innovation, IBM

4:35PM: Advanced Computing with Acceleration

The growth in the volume of data has outpaced our ability to process it in a timely and efficient manner. Tackling this challenge requires a shift in computing paradigms toward acceleration technology. GPU and FPGA technologies have emerged as highly scalable accelerators with modern tools that speed and ease application development.

- **Michael Paolini**, Senior Executive, Office of the Innovation and Technology, IBM

4:55PM: Building in the Cloud with Bluemix

Building innovative apps in the cloud requires a comprehensive platform that has tools allowing companies to develop solutions quickly and infrastructure to deploy and scale easily. Bluemix is a unique cloud-computing platform with a large wealth of services and APIs that accelerate cloud-based application development and deployment.

5:15PM: Cognitive Computing with Watson

Most of the world's data is unstructured and written in natural language. Cognitive computing technology can provide insight into this large volume of unstructured data buried in documents, images, publications and the web. Watson's Cognitive Computing technology has driven innovations in medicine, education and retail by being able to understand questions and respond with valuable answers in natural language.

Business-to-Business Sessions

B2B Zone | 3:15PM – 4:45PM

B2B is a new initiative at this year's Discovery, enabling up-and-coming SMEs to pitch their ideas and innovative products to large corporations. OCE will be curating SMEs to ensure this is a valuable experience for all participants.

- **D2L Corporation**
- **EllisDon**
- **Thales**
- **Ciena**

Ask an Expert

Ask an Expert Zone | 3:45PM – 5:45PM

Meet expert investors, entrepreneurs, innovation agents, and professional services and export specialists – book one-on-one meetings.

Business-to-Business Sessions

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- **Lockheed Martin**
- **CIBC**
- **Toronto Stock Exchange (TMX)**
- **Boeing**

Networking Reception

Discovery Show Floor | 5:45PM - 7:00PM

Please join us for the evening reception.

Show closes

7:00PM

Day 2 – May 10 - Morning

Registration Desk Opens

South Building | 7:30AM

Discovery Showcase Floor Opens

Discovery Show Floor | 9:00AM – 5:15PM

Explore 200,000 square feet of ideas, innovations and solutions that are shaping Ontario's future.

Keiretsu Forum Pitch Simulator

Discovery Theatre | 9:00AM – 10:00AM

Pitching to investors is very different than selling to customers. Often great ideas and businesses do not get funded simply because their presentations are weak or incomplete. So what separates good presentations from bad? What are investors looking for in a presentation?

Experience a portion of the angel investment process without the risk. This simulator provides the opportunity for learning by actually pitching your business to a panel of investors.

Moderator:

Vanessa Williamson, Regional Director, Central Ontario, Sector Lead, Advancing Health, Ontario Centres of Excellence

Facilitators and Investors Judging Panel:

Ozan Isinak, President, Keiretsu Forum Central Canada Region

Kevin Sterling, President, Keiretsu Forum Toronto

Career Zone

Career Zone | 9:00AM – 11:35AM

Career Zone is an exclusive opportunity for students and new graduates to meet with top employers, learn about current and future job opportunities, and get expert tips on developing an attention-grabbing résumé and preparing for an interview.

9:00AM – 10:15AM

Workshop: What Counts as Experience – Recognizing and Assigning Value to Your Skills

Anna Magnotta, Experiential Program Coordinator, McMaster University

10:25AM – 10:55AM

Meet an Employer

- **D2L Corporation**
- **Borrowell**

10:25AM – 10:55AM

Workshop: LinkedIn: Alternative Careers and Access to Online Education

- **Jake Hirsch-Allen**, Enterprise Relationship Manager, Lynda Academic Lead Canada and Senior Relationship Manager, LinkedIn

11:05AM – 11:35AM

Meet an Employer

- **BioConnect**
- **Scotiabank, Digital Factory**
- **Mosaic Manufacturing**

10:25AM – 11:35AM

One-On-One Career Advice

- **Lucy Keating**, Co-Founder, Commexus Inc.
- **Cayla Charles**, Director of Operations, Challenge Factory

Résumé Critique

- **Adam Koenig**, Career Counsellor

David McFadden Energy Entrepreneur Challenge

Talent Theatre | 9:15AM -11:30AM

Six finalists pitch their energy solutions for the honour of being the recipient of the David McFadden Energy Entrepreneur Challenge award. The winner receives \$25,000 to support their concept.

Moderator:

- **Sean Conway**, Public Policy Adviser, Gowling WLG

Judging Panel:

- **Carole Champion**, Director, Industrial Engagement, Ontario Centres of Excellence
- **David McFadden**, Counsel, Gowling WLG
- **Amit Monga**, Chairman, Sarapoint Global
- **Colin Kelleher**, Partner, Caliber Structures Limited

The World of 5G: Full Speed Ahead on Next-Gen Networks

Next Theatre | 9:30AM – 10:30AM

This panel will bring together some of the major players to discuss the current global task of “mapping out” the next generation of wireless networking. Topics to be discussed include the global collaboration needed to make 5G feasible, the next steps in development and the implications on sectors beyond telecommunications such as climate change, health and logistics.

Moderator:

- **Michael Hainsworth**, Senior Anchor, Business News Network

Panellists:

- **Denis Fluet**, Senior Director, Strategic Markets, Product Management, Ciena
- **Greg Friesen**, Vice-President, Product Management, DragonWave
- **Ivo Maljevic**, Technology Strategist, TELUS; Adjunct Professor, University of Toronto Faculty of Applied Science and Engineering
- **Dragan Nerandzic**, Chief Technology Officer, Ericsson Canada

Innovation Partners Overview

Innovation Partners Theatre | 9:30AM – 11:45AM

The Innovation Partners Theatre provides an opportunity for government organizations to speak to their individual program offerings. Presenters from provincial and federal government organizations invite you to learn about their programs and ask your questions.

9:30AM – 9:45AM:

Canada Revenue Agency (CRA) – Scientific Research & Experimental Development (SR&ED)

- **Lynda Sturgeooff**, Research and Technology Manager, SR&ED, CRA

9:50AM – 10:05AM: **Business Development Bank of Canada (BDC)**

- **Jasmin Ganie-Hobbs**, Senior Development Banker, BDC

10:10AM – 10:25AM:

Natural Sciences and Engineering Research Council (NSERC)

- **Bettina Hamelin**, Vice-President, Research Partnerships Directorate, NSERC

10:30AM – 10:45AM: **Export Development Canada (EDC)**

- **Chris Evans**, Senior Account Manager, EDC

10:50AM – 11:05AM:

Sustainable Development Technology Canada (SDTC)

- **Flora Livesey**, Funding Advisor, SDTC

11:10AM – 11:25AM:

National Research Council (NRC) – Industrial Research Assistance Program (IRAP)

- **Manfred Hubert**, Director, Ontario-St. Clair, NRC-IRAP

11:30AM – 11:45AM:

Federal Economic Development Agency for Southern Ontario (FEDDEV)

- **Patrick Tobin**, Director General, Innovation and Community Development, FedDev

Understanding Market Opportunities in China

Industry Theatre | 9:30AM – 10:30AM

A delegation of leading government, business and academic representatives from China will discuss the existing major market opportunities and the current R&D and investment focus in China. Learn about best practices for collaboration with Chinese partners and access to innovation incentives within China for commercializing technologies in the Chinese market.

Moderator:

- **Ling Loerchner**, Director of China Projects, Waterloo Commercialization Office, University of Waterloo

Panellists:

- **LIU Qing**, Executive President, Jiangsu Industrial Technology Research Institute
- **ZHOU Zhijian**, Deputy Director, Sichuan Technical Exchange Center
- **HOU Hongwei**, Professor and Principal Investigator, Institute of Hydrobiology, Chinese Academy of Sciences
- **WANG Tony**, Founder, Beijing Software Angel Fund; Co-Founder, River Capital
- **YU Michael**, Chief Engineer, Zhangjiagang Kangde Xin Optronics Material Co., Ltd.
- **WANG Huishen**, Deputy Director, Institute of Scientific and Technical Information of Shaanxi

Business-to-Business Sessions

B2B Zone | 9:30AM – 11:00AM

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- **PC Financial**
- **Manga International**
- **Toyota Motor Manufacturing Canada**

Upstart Start-Ups: How a New Generation of Young Ontario Entrepreneurs are Scaling Up, Securing Big Investments and Attracting International Attention

Discovery Theatre | 10:15AM – 11:45AM

This panel will inform and inspire young entrepreneurs on ways to build, market and scale successful start-ups. This is an opportunity to learn from some of Ontario's up-and-coming entrepreneurs who have broken the mold of traditional ways of doing business and made impressive strides in 2015. The discussion will focus on strategies for success, how investments are secured and how differing styles can lead to successes.

Moderator:

- **Janet Bannister**, General Partner, Real Ventures; Co-Founder, Kijiji

Panellists:

- **Katherine Hague**, CEO and Founder, Female Funders; Co-Founder and Former CEO, Shoplocket
- **Mike Katchen**, Founder and CEO, Wealthsimple
- **Michael Litt**, Co-Founder and CEO, Vidyad
- **Blair Livingston**, CEO and Founder, Street Contxt
- **Kurtis McBride**, CEO, Miovision Technologies
- **Nicole Verkindt**, Founder and President, OMX; CBC's "Next Gen" Dragons' Den

Ask an Expert

Ask an Expert Zone | 10:30AM – 11:30AM

Meet expert investors, entrepreneurs, innovation agents, and professional services and export specialists – book one-on-one meetings.

CAMPing in Beijing

Industry Theatre | 10:45AM – 11:30AM

Entrepreneurs studying the Chinese market and those immersing themselves within it may have very different experiences and outcomes. In November 2015, the first OCE/CCAA CAMP cohort of 10 Ontario companies spent an intensive two weeks in Beijing connecting with accelerators, investors, mentors and companies, including Baidu, Xioami and Tencent. This panel will examine the unparalleled lessons and opportunities that can only come from being on-the-ground in China, how they can be applied to your business and how cultural awareness is a key to success.

Opening Remarks:

- **Zhishuo (Peter) Liu**, Founder and President, China Canada Angels Alliance (CCAA); Founding Partner, River Capital

Moderator:

- **Claudia Krywiak**, Vice-President, Corporate Development, Planning and Strategic Initiatives, Ontario Centres of Excellence

Panellists:

- **Randall Howard**, General Partner, VERDEXUS
- **Ryan Porter**, Founder and CEO, Raise Your Flag
- **Tony Wang**, Co-Founder and Managing Partner, River Capital

Purpose-Built Aerospace Systems

Next Theatre | 10:45AM – 11:45AM

This panel will examine the innovation and development of specialized technology needed for aerospace systems designed and built for a particular use or with a special goal in mind. Whether the system is built for space, specialized aviation tasks, or for pleasure or sporting purposes, the outcome goals are not always the same as they would be for standard commercial aviation.

Moderator:

- **Larisa Beach**, Executive Director, Larisa Beach and Associates

Panellists:

- **Mark Aruja**, Chairman of the Board, Unmanned Systems Canada
- **John Dunlop**, Product Line Director, Space Robotics, MDA
- **Sebastien Fournier**, Chief of Innovation, SolarShip
- **Brandon Robinson**, President and CEO; Horizon Aircraft Inc.

Day 2 – May 10 - Afternoon

Luncheon, Awards Ceremony and Keynote Address

Auditorium/Hall F | 12:00PM – 2:45PM

Master of Ceremonies:

- **Dr. Tom Corr**, President and CEO, Ontario Centres of Excellence

Honoured Guests:

- **Honourable Reza Moridi**, Minister of Research and Innovation; Minister of Training, Colleges and Universities
- **Mr. CAI Jianing**, Counsellor, Department of International Cooperation, Ministry of Science and Technology of China

Awards Presentations:

- **Social Enterprise Pitch Competition**
- **Accessibility Tech Pitch Competition**
- **Young Entrepreneurs, Make Your Pitch Competition**
- **David McFadden Energy Entrepreneur Challenge**
- **GlobalStart Pitch Competition**

Keynote Speakers:

- **Paul Bunje**, Principal Scientist, Carbon XPRIZE
- **Robin Chase**, Co-Founder and former CEO, Zipcar; introduced and moderated by **Janet Ecker**, President and CEO, Toronto Financial Services Alliance; Board Member, Ontario Centres of Excellence

Discovery Showcase Floor Reopens

Discovery Show Floor | 2:45PM – 5:15PM

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Innovation Partners Overview

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3:00PM – 4:00PM:

Doing Business with Government –

An Overview of Federal and Provincial Procurement

- **Menelaos (Manny) Argiropoulos**, Chief, SME Stakeholder Engagement, Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada
- **Burke Christian**, Manager, Communication & Vendor Outreach Program & Policy Enablement Branch, Supply Chain Ontario, Ministry of Government and Consumer Services

4:05PM – 4:25PM: **Build in Canada Innovation Program (BCIP)**

- **Menelaos (Manny) Argiropoulos**, Chief, SME Stakeholder Engagement, Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada

Ask an Expert

Ask an Expert Zone | 3:00PM – 5:00PM

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Career Zone

Career Zone | 3:00PM – 4:10PM

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3:00PM – 3:30PM

Meet an Employer

- **Waste Management of Canada Corporation**
- **AMD**
- **Pressly Inc.**

Meet an Employer

3:40PM – 4:10PM

- **Ciena**
- **Uken Games**

3:00PM – 4:10PM

One-On-One Career Advice

- **Lucy Keating**, Co-Founder, Commexus Inc.
- **Cayla Charles**, Director of Operations, Challenge Factory

Résumé Critique

- **Adam Koenig**, Career Counsellor

Innovative Designs for Accessibility (IDeA) Competition

Next Theatre | 3:00PM – 4:00PM

The Council of Ontario Universities in partnership with the Government of Ontario presents the fifth annual Innovative Designs for Accessibility (IDeA) student competition.

The top finalists from across Ontario will present their innovative, cost-effective and practical solutions to a judging panel of accessibility experts. The winners will be announced live on the show floor. This year's competition features a bonus prize that will be awarded to the submission that best addresses barriers in business.

Chair of Selection Panel:

- **Alfred Spencer**, Director, Outreach and Compliance, Accessibility Directorate of Ontario

Selection Panel:

- **Monica Ackerman**, IT Accessibility Lead, Scotiabank

- **Robyn Parashyniak**, Community Accessibility Professional
- **Susan Ruptash**, Managing Principal Architect, Quadrangle
- **Lois Davies**, Manager, Social Policy and Accessibility, York Region
- **Ali Samadani**, NSERC Post-doctoral Fellow, Institute of Biomaterials & Biomedical Engineering, University of Toronto; Bloorview Research Institute

Business-to-Business Sessions

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- **Boeing**
- **Scotiabank**

The Revenue U Workshop: How to Attract Customers' Attention with a Unique Value Proposition

Industry Theatre | 3:30PM – 4:30PM

A great number of start-up companies are forging ahead with traditional business activities before cementing their Unique Market Value Proposition. This session is designed to help zealous founders take a disciplined, scientific approach to identifying and communicating their Unique Value Proposition before they invest unnecessary time and capital.

- **John R. Beresford**, CEO, The Revenue U
- **Rod Foster**, CEO and President, Covarity

Discovery Showcase Floor Closes

5:15PM