

INNOVATION AND ENTREPRENEURSHIP RESEARCH AT UNB



Most Entrepreneurial Post-Secondary Institution of the Year (Startup Canada, 2014)

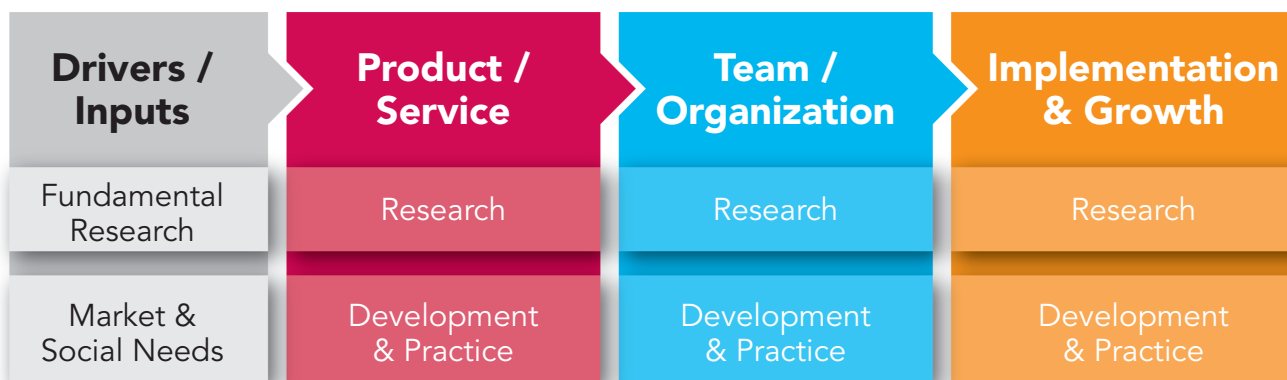
UNB was also chosen as the top ranked Teaching and Learning university in Industry Canada's "The Teaching and Practice of Entrepreneurship within Canadian Higher Education Institutions". Universities have always been sources of new ideas and innovation, and many of the ideas and innovations

originating from UNB have found their way into successful social- and market-driven enterprises. UNB continues to focus on growing a culture of innovation and entrepreneurship, not only within both campuses, but throughout the province. In addition to world-class research and education, UNB offers unique opportunities for experiential learning, community engagement, and an ecosystem to support the practice of innovation and entrepreneurship.

It's hard to imagine a more fertile environment than a university to generate, share, nurture, and develop new ideas and new innovations – especially a comprehensive university such as UNB, with strong science and technology, humanities, social science, and business programs. In terms of **Drivers/Inputs** to innovation and entrepreneurship, UNB is a natural innovation engine – spawning new ideas from fundamental and applied research. It also attracts innovative individuals and institutions seeking solutions to critical market and social needs.

Not every idea, however, has the potential to be developed into a new, or enhanced, **Product/Service**. Research into product and service development, as it relates to innovation and entrepreneurship, includes exploring the role of design as an enabler of innovation. Researchers also examine the subject of innovation itself, including its characteristics of success. The spatial distribution of innovation capacity is another area studied, seeking to identify innovation hotspots and economic opportunity. The various labs and research centres spread throughout both campuses regularly support the practical aspects of prototyping, testing,

Research Focus Areas



and development of innovative products and services. Strong business programs on both campuses offer meaningful experiential learning and practice opportunities to vet viable ideas, establish meaningful value propositions, and assess competitive advantage. The university has also developed strong technology transfer and intellectual property (IP) protection programs.

Research into the entrepreneurial **Team/Organization** is directed at developing and assessing innovative approaches to university-level education on entrepreneurship. It also includes exploring alternative entrepreneurial models for socio-economic development, as well as linkages between entrepreneurship and gender. Creating entrepreneurial awareness takes place throughout the university; however, the Pond-Deshpande

Centre (PDC), and the Wallace McCain Institute (WMI) have both developed formal programs. Experiential learning (learning by doing) has been built into programs delivered by Faculty and Colleges on both campuses, as well as the J Herbert Smith Centre for Technology Management and Entrepreneurship (TME) and the International Business and Entrepreneurship Centre (IBEC). Coaching and mentoring is also embedded into many of UNB's entrepreneurial development endeavours.

A considerable amount of research related to venture **Implementation & Growth** is undertaken. This includes research on various aspects of running businesses and analyzing markets, as well as research specific to commercialization and early stage organizational growth. The actual

practice of business planning is embedded into UNB's many entrepreneurial programs including business model canvas development within TME, and IBEC's business plan competition. UNB has also nurtured an ecosystem that includes seasoned advisors, early stage funding organizations, and numerous programs like pitch competitions to help entrepreneurs launch their ventures. Enterprise growth is supported with ongoing R&D of new and improved products and services to help grow markets, increase market share, and be more competitive. It also includes programs like IBEC's "Exporter U," which matches students with companies seeking to achieve growth through export.

Over 75
Spin-off and start-up companies

\$4.5 million
In licensing revenues and patent reimbursements secured since 2000

2014
"Most Entrepreneurial Post-Secondary Institution of the Year"
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9 Faculties, Departments and Colleges pursuing research in this area

- Arts (Fredericton)
- Arts (Saint John)
- Business (Saint John)
- Business Administration
- Computer Science
- Engineering
- Forestry and Environmental Management
- Renaissance College
- Other
 - Office of Research Services (ORS)

6 Research and Practice Groups active in this area

- **Institutes and Centres**
 - International Business & Entrepreneurship Centre (IBEC)
 - J Herbert Smith Centre for Technology Management and Entrepreneurship (TME)
 - Pond-Deshpande Centre (PDC)
 - Wallace McCain Institute (WMI)
- **Other Research and Practice Groups**
 - Atlantic Centre for Creativity (ACC)
 - Computing Science Creative Space (CS Square)

2 Research Chair engaging in research in this area

- **Other Research Chairs**
 - Dr. J. Herbert Smith/ACOA Chair in Technology Management and Entrepreneurship
 - NSERC Chair in Design Engineering