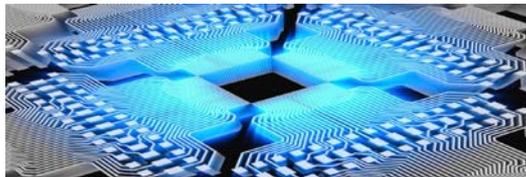
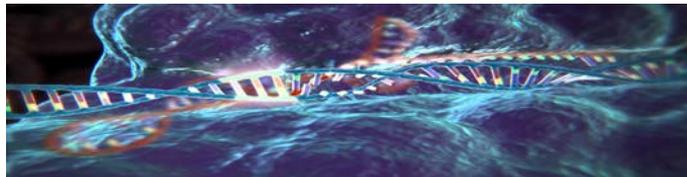


# Mark Kuess

## “Canadian Innovation Startups”



**CREATING DIGITAL OPPORTUNITY**  
**4th Annual Partnership Network Conference**  
**Hotel le Crystal – Montréal, QC | May 1-3, 2017**



# Traditional Markets

# Canada's Current Top 15 Trade Partners (2016)

United States: \$297.7 billion (76.3%)

China: \$15.8 billion (4.1%)

United Kingdom: \$12.9 billion (3.3%)

Japan: \$8.1 billion (2.1%)

Mexico: \$5.8 billion (1.5%)

South Korea: \$3.3 billion (0.8%)

Germany: \$3.1 billion (0.8%)

India: \$3 billion (0.8%)

France: \$2.6 billion (0.7%)

Belgium: \$2.3 billion (0.6%)

Netherlands: \$2.1 billion (0.5%)

Hong Kong: \$1.8 billion (0.4%)

Italy: \$1.8 billion (0.4%)

Brazil: \$1.5 billion (0.4%)

Australia: \$1.5 billion (0.4%)

(93.9 % of Canada's Trade)

# Innovation Canada: A Call to Action (Oct 2011)

Federal R&D Panel reports with six major recommendations

Figure 2.6 The Innovation Ecosystem: Converting “Research” into “Innovation”<sup>aa</sup>

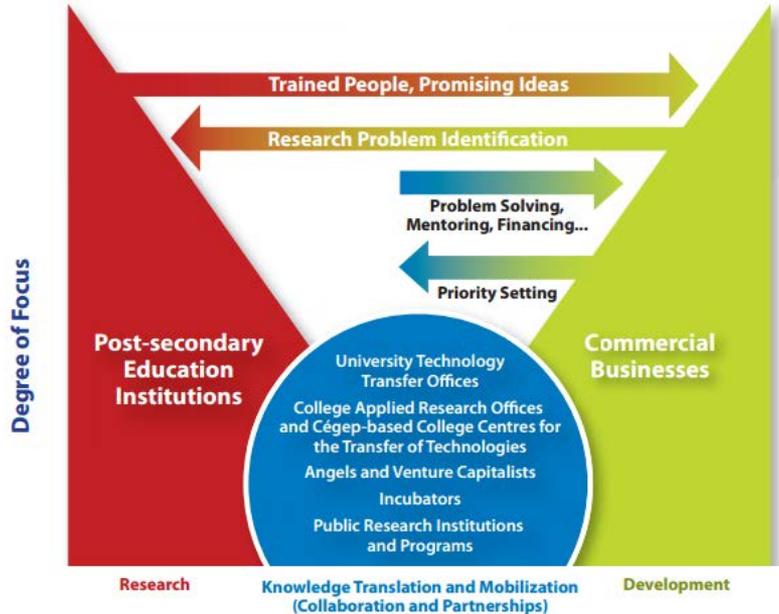
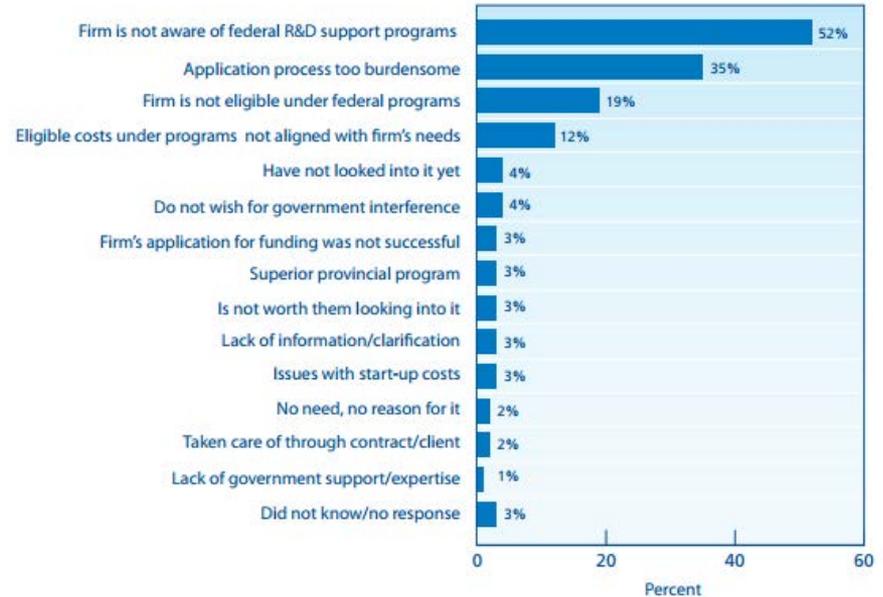


Figure 5.2 Reasons for Not Participating in R&D Programs



## Bloomberg 2017 Innovation Index

2017 rank	2016 rank	YoY change	Economy	Total score	R&D intensity	Manufacturing value-added	Productivity	High-tech density	Tertiary efficiency	Researcher concentration	Patent activity
1	1	0	S. Korea	89.00	1	1	32	4	2	4	1
2	3	+1	Sweden	83.98	5	11	15	7	18	5	6
3	2	-1	Germany	83.92	9	3	16	5	12	16	9
4	5	+1	Switzerland	83.64	8	6	2	11	16	14	4
5	7	+2	Finland	83.26	4	13	20	15	5	3	5
6	6	0	Singapore	83.22	14	5	12	17	1	6	12
7	4	-3	Japan	82.64	3	9	28	8	27	9	3
8	9	+1	Denmark	81.93	6	17	5	13	22	2	11
9	8	-1	U.S.	81.44	10	22	10	1	34	20	2
10	11	+1	Israel	81.23	2	30	30	3	20	1	18
11	10	-1	France	80.99	12	34	18	2	10	18	10
12	13	+1	Austria	80.46	7	7	11	23	6	10	17
13	16	+3	Belgium	77.18	11	21	9	10	19	19	25
14	14	0	Norway	76.89	19	36	3	12	25	8	15
15	18	+3	Netherlands	75.23	17	24	19	6	44	15	19
16	15	-1	Ireland	74.94	22	2	6	16	13	22	31
17	17	0	U.K.	74.52	20	38	21	14	7	17	14
18	20	+2	Australia	73.33	13	44	1	20	21	12	21
19	22	+3	New Zealand	71.63	32	37	8	19	24	21	7
20	19	-1	Canada	71.58	21	32	14	26	30	13	20
21	21	0	China	68.89	15	19	43	9	43	43	7
22	23	+1	Poland	67.47	35	16	35	22	15	35	24
23	25	+2	Malaysia	66.98	27	12	37	21	26	34	33
24	26	+2	Italy	65.57	25	20	29	18	37	36	37
25	28	+3	Iceland	65.27	18	23	7	-	36	7	22

**CANADA**





30

300

7000



**SOLVE A REAL PROBLEM**  
**GLOBAL MARKET POTENTIAL**  
**DISRUPTIVE INNOVATION**

# GROWTH AREAS

1. **Artificial Intelligence** (China \$15B in 2018)
2. **Medical** (Smart Tech, Stem Cells, Genes, DNA, etc)
3. **Encryption** (Evolution) Quantum computing
4. **Smart Contracts** (Blockchain - \$500M/Day)
5. **Quality of Life** (IOT, Transport, Comms, etc)

Unique Innovation and Global Standards



# BUILD A TEAM

(20 Experts)



KAISIMA Inc.



Under 30



# INNOVATION RECIPE

Diversity (Acceptance)

Disruptive (Challenge)

Big Ideas (No Fear)

Exponential Change (Unlimited)

EHang 184



# REPORT CARD:

Under 30

Pinterest \$ 11 B  
Air BnB \$ 30 B  
UBER \$ 68 B  
Snap (Snapchat) \$ 18 B  
Dropbox \$ 10 B  
WeWork \$ 17 B  
Space X (NASA?) \$ 12 B  
Palantir \$ 22 B  
Spotify \$ 12 B

Microsoft \$ 544B  
Alphabet (Google) \$ 713B  
Apple \$ 750B

\$ 2 T

\$200B

# Attracting The BEST UNDER 30 Global Talent

## Jobs

Relevant Industry growth opportunities  
Industry and government collaboration  
Be a global hub for innovation

## Affordable Living

Can make ends meet and get ahead  
Safe Communities / Smart Cities

## Education

Best in Class (Reputation and Results)  
Mix of Academic and Trades

## Lifestyle

Multicultural Society - Welcoming Diversity  
Dining, Shopping, Entertainment, etc  
Easy to use Healthcare System

## Environment

Clean City (Water, Air, Roads, etc)  
Access to parks and outdoor activities

## Easy to Navigate (Independence)

Internet, Bus, Train, Bicycle, Ride Sharing, etc  
Pay as you play (Bicycle, Car, etc)

# Canadian Innovation Startup - Challenges

**50% Work in Companies with less than 10 Employees**

**20% Work in Companies with less than 11-100 Employees**

**20% Work in Companies with 101-499 Employees**

**10% Work in Companies with more than 500 Employees**

# Canadian Innovation Startup - Challenges

IT'S A MAZE (or FOG) LIKE ENVIRONMENT TO FIND ENABLERS

Large Multinational Companies (Filter, Contracts, ROI, TTM, etc)

Incubator's, Grants, Funding, Angels, VC's, IP (Quite difficult to navigate)

Everyone says they do it all (Initiatives and focus areas)

**GOVERNMENT FUNDING** (% of GDP invested is low)

Entrepreneurs are forced to exit early for small return

ROI for Canada is negative (recycle cash cycle is unfavorable)

# Canadian Innovation Startup - Challenges



# Canadian Innovation Startup - Opportunity



# Canadian Innovation Startup - Next Steps

## EDUCATION

67% of millennial's said their goal involves starting their own business (Forbes)

Educate and enable the next generation of entrepreneurs

Focus on global markets (7.5B People)

## GOVERNMENT

Focus on high growth markets with collaborative governments

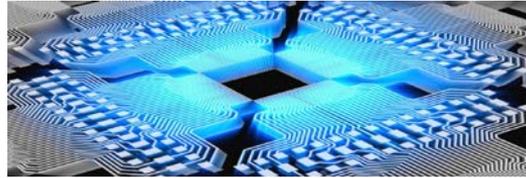
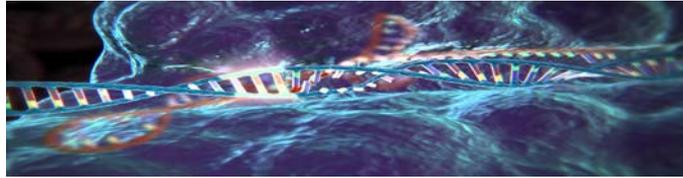
Establish rules on IP Ownership, Open Source, etc

Encourage International Investment (New Cash)

# ITS TIME TO ENABLE OUR FUTURE



# Thank You



Mark Kuess, President

[mark@kaisima.com](mailto:mark@kaisima.com)

[www.kaisima.com](http://www.kaisima.com)

Global solutions for smart connected people, things and data