

REDUCING COSTS THROUGH INNOVATIVE INDUSTRY ENGAGEMENT

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PSE in Ontario Context – Murray Discussion Paper

- Strengthening Ontario's Centres of Creativity, Innovation and Knowledge
 - Increase productivity!!
 - Technology-enabled learning
 - Student mobility
 - Entrepreneurial and experiential learning
 - Data and accountability

PSE Challenges

- Accessing technology and tools on limited budgets
- Increasing productivity on limited budgets
- Providing experiential learning on limited budgets
- Accessing timely and relevant data on limited budgets

Quid Agere? (What to do?)

- Connect with industry through applied research
 - Looking for opportunities in education
 - Have products and process needed in PSE
 - Very interested in collaboration with colleges
 - Products have applications in other sectors
 - Can demonstrate products at colleges
 - Willing to contribute to projects
 - Keen on working with students



Chide.it and Algonquin College

- Chide.it started applied research in 2008
 - Eli Fathi, Co-CEO and seasoned entrepreneur
 - Aydin Mirzaee, Engineering grad with big ideas
- Came to Algonquin for assistance in developing products
 - Received financial assistance through grants
 - Incubated at College for 9 months
 - Engaged faculty and students



Developed 2 Products

FluidSurveys

- Web-based survey software
- Gov. of Canada compliant
- Intuitive, easy-to-use interface
- Powerful analytics

ReviewRoom

- Competition management software
- Intuitive, easy-to-use interface
- Easy to collect, organize & evaluate applications online

FluidSurveys

ReviewRoom



So What??

- Mutually beneficial License Agreement
 - Algonquin has free access to premium versions of each product
 - Faculty and staff use to increase productivity
 - Students use to improve education
 - Product being used by students who going on to employment
 - Influence employers to adopt



Uptake at Algonquin

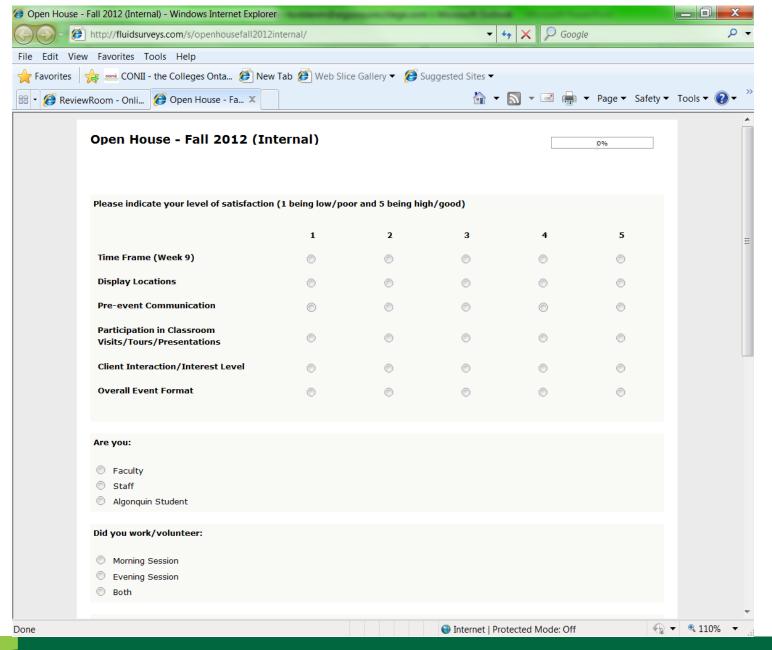
Year	Students	Staff	Total
2012 to date	139	119	258
2011	47	43	90
2010	6	29	35
2009	0	17	17
Total	192	208	400

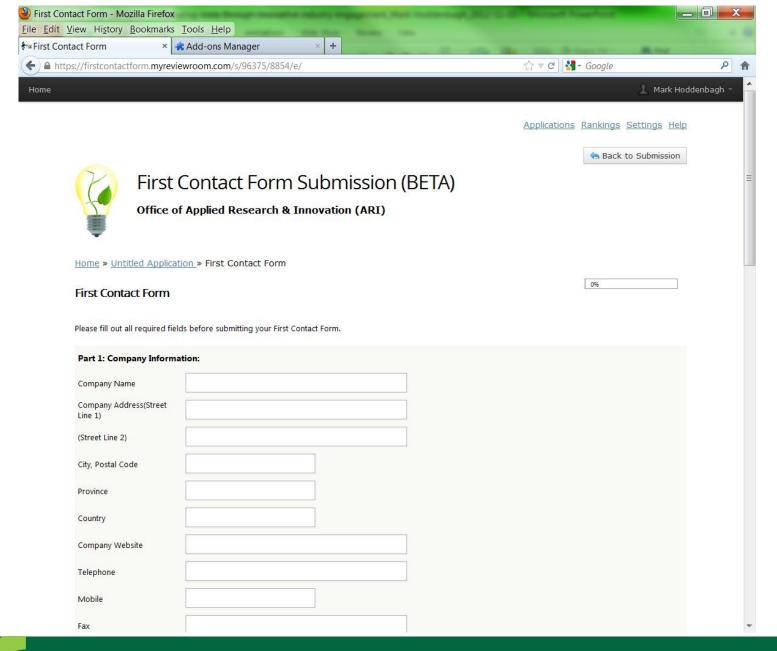
Benefits to Chide.it

- Accessed significant research funds during start-up phase
 - OCE, TFN, CONII
- Access to great future employees
 - Currently have 40 employees
 - 8 Algonquin graduates hired to date
- 400 ambassadors
 - 192 students to introduce to employers

Benefits to Algonquin

- Financial Savings
 - 80,000 over 4 years
- Improved Pedagogy/Applied Research
 - Students access fully-functional product
 - Enhances research quality
- Enhanced productivity
 - Ease of gathering data
 - Improved competition management







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