

**REDUCING COSTS  
THROUGH INNOVATIVE  
INDUSTRY ENGAGEMENT**

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**November 26, 2012**

**Presented at  
Higher Education Summit 2012**

# 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
<b>Total</b>	<b>192</b>	<b>208</b>	<b>400</b>





# 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



Open House - Fall 2012 (Internal) - Windows Internet Explorer

http://fluidsurveys.com/s/openhousefall2012internal/

File Edit View Favorites Tools Help

ReviewRoom - Onli... Open House - Fa... X

## Open House - Fall 2012 (Internal)

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Display Locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Participation in Classroom Visits/Tours/Presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Overall Event Format	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Are you:**

- Faculty
- Staff
- Algonquin Student

**Did you work/volunteer:**

- Morning Session
- Evening Session
- Both

Done

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**Office of Applied Research & Innovation (ARI)**

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(Street Line 2)	<input type="text"/>
City, Postal Code	<input type="text"/>
Province	<input type="text"/>
Country	<input type="text"/>
Company Website	<input type="text"/>
Telephone	<input type="text"/>
Mobile	<input type="text"/>
Fax	<input type="text"/>





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