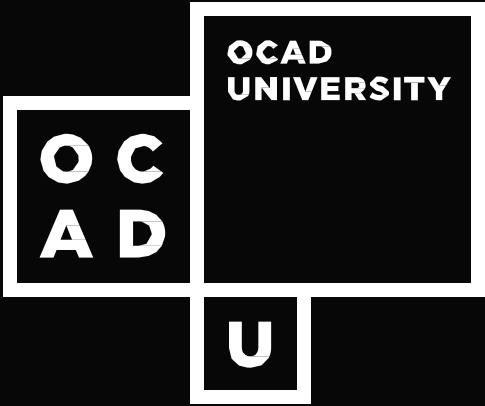


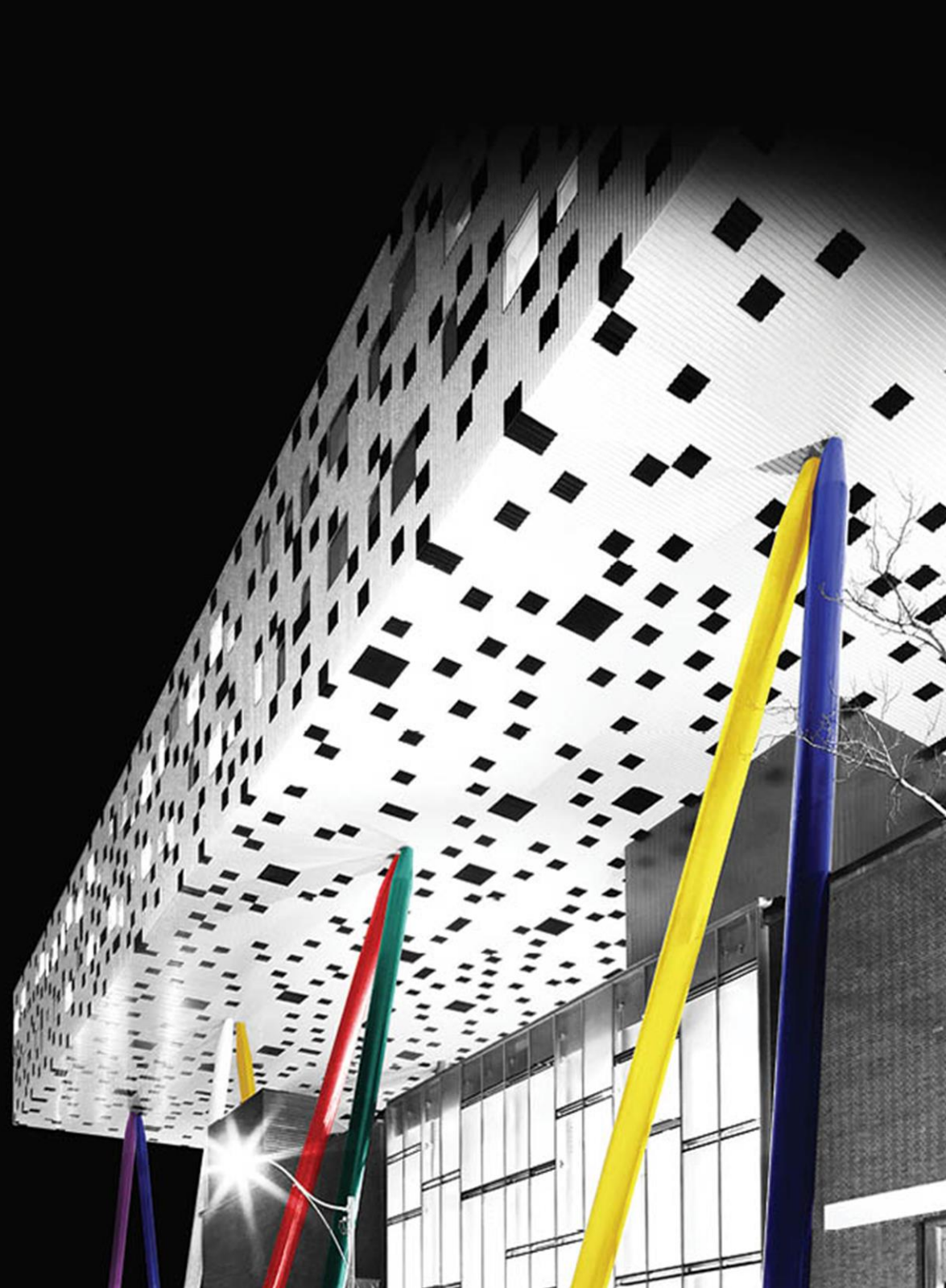
OCAD UNIVERSITY

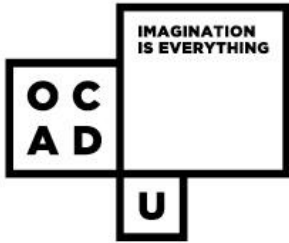
Innovation &
Entrepreneurship
June 26, 2015



Agenda

- Overview of OCAD University
- Economic Impact
- A history of innovation
- Imagination Catalyst



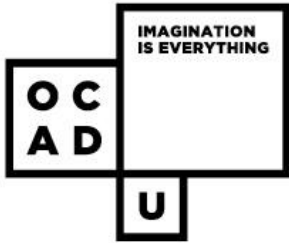


138 Years as Canada's University of the Imagination



- Established in 1876 and located in downtown Toronto
- Home to the Group of Seven
- Historic engine of Canada's advertising, graphic design and visual art industries

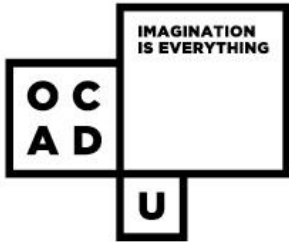




OCAD University Today



- Largest, most comprehensive art, design and media university in Canada and 3rd largest in North America
- 4,600 students in 16 undergraduate and 6 graduate programs; 9% international
- 478 total faculty
- 19,000+ alumni among Canada's leading artists and designers
- \$258 million annually in economic impact



The OCAD University Difference

Studio learning is a unique model of active, collaborative, experiential learning that permeates the entire institution and extends to the studio-laboratory, industry collaboration and work-study

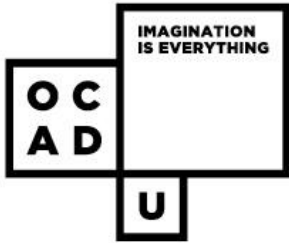
The university is proud to attract diverse students and a high number of visual learners, and strives to meet individual needs through adapted teaching and support approaches

Faculty differentiate themselves by their engagement in entrepreneurial activity as professional artists, designers and business owners

Alumni build successful professional careers as artists, designers, media producers or curators or bring these skills to other industries



Undergraduate Programs of Study



Bachelor of Arts (Honours)

Visual and Critical Studies: Art History

Bachelor of Design

Advertising

Digital Futures

Graphic Design

Illustration

Environmental Design

Industrial Design

Material Art & Design

Bachelor of Fine Arts

Criticism and Curatorial Practice

Cross-Disciplinary Art: Publication

Digital Futures

Drawing & Painting

Indigenous Visual Culture

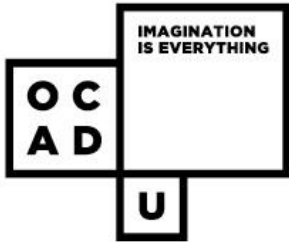
Integrated Media

Photography

Printmaking

Sculpture/Installation





Graduate Programs of Study

Master of Art (MA)

Contemporary Art, Design and New Media
Histories

Digital Futures

Interdisciplinary Masters in Art, Media and
Design

Master of Fine Art (MFA)

Criticism and Curatorial Practice

Digital Futures

Interdisciplinary Masters in Art, Media and
Design

Master of Design (MDes)

Design for Health (under development)

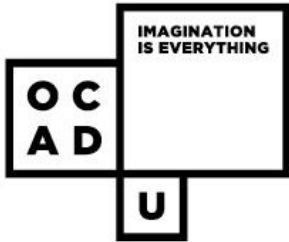
Digital Futures

Inclusive Design

Interdisciplinary Masters in Art, Media and
Design

Strategic Foresight and Innovation





Research at OCAD University

Research in health, medicine, material science, biology, digital economy, engineering, social science

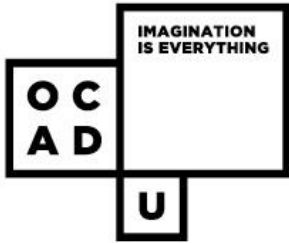
\$3.9 million in government and \$1.5 million industry research funding generated in 2013-14

19+ research labs linked to graduate and undergraduate curriculum and programs

165 research internships in 2013-14

Two Canada Research Chairs: Indigenous Studies and Curatorial Practice and Design for Health





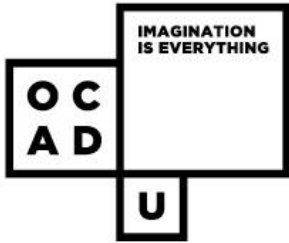
Inclusive Design Research Centre



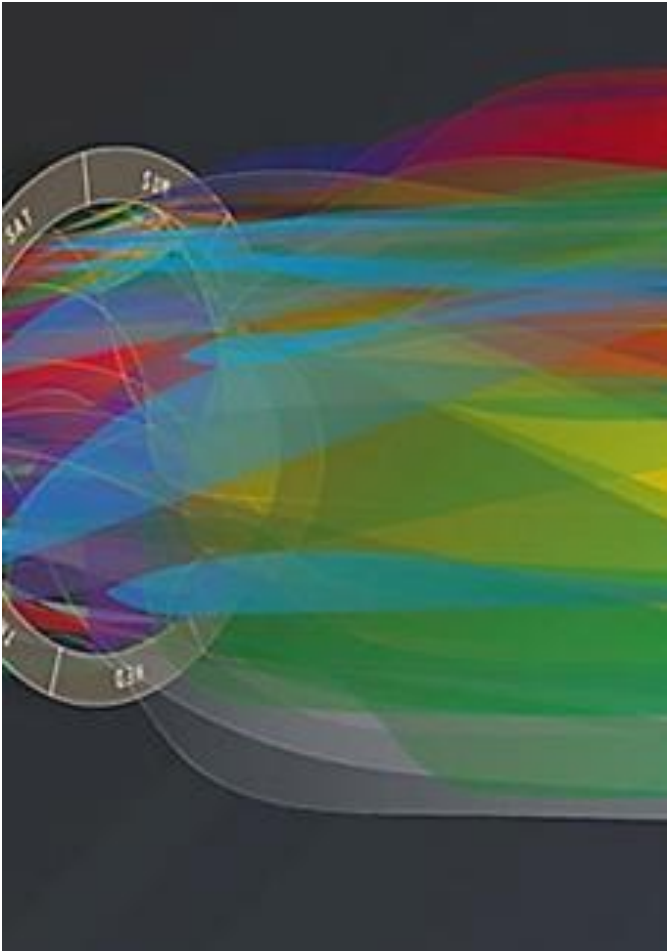
A global centre of expertise with nearly 100 partners worldwide that addresses how we design and develop information and communication technology systems so they are inclusive

Develops information and communication technology systems for people with varying abilities, languages and cultural preferences

Supported by ORF-E, ORF-RI, CFI, William and Flora Hewlett Foundation, The Andrew W. Mellon Foundation, SSHRC, OMDC, IBM, Blackberry, U.S. Department of Education, European Union



Visual Analytics Lab

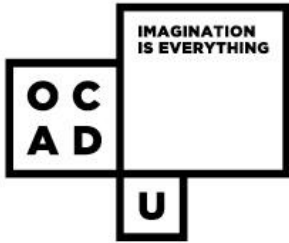


Drives research in data extraction, information analysis and scientific visualization in partnership with industry clients such as Boeing, the Globe and Mail, IBM and research hospitals

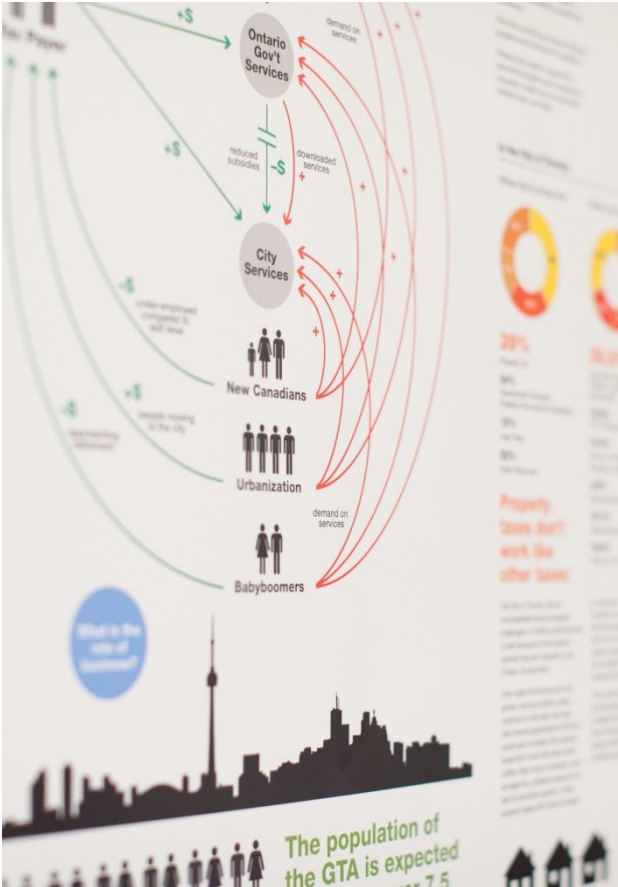
Co-PI with the Centre for Information Visualization and Data Driven Design
(an industry, York University and OCAD U partnership)

International partnerships with Brazilian and Canadian universities and hospitals

Supported by ORF-E, NSERC, MITACS



Strategic Innovation Lab (sLAB)



Develops and applies strategic foresight, design thinking and visualization prototyping methodologies

Integrates academic research, professional engagement, education and skills development for stakeholders in the private, public and not-for-profit sectors

Clients include Government of Canada Policy Horizons, SSHRC, OMDC, Ontario Government (MRI), United Way, Scotiabank, AT&T

OCAD University produces and employs Canada's *best* artists, designers and cultural thinkers; fuses creativity and innovation and generates jobs, companies, self-employment and economic impact.



Creative Economy

- Creative industries in Ontario have grown by 40 per cent over the last decade, creating 80,000 new jobs. (*Government of Ontario, 2013*)
- With over 27,970 designers, Toronto has the largest design workforce in Canada and the third largest in North America (after New York and Boston)
- Toronto is home to 27% of all Canadian designers and 71% of Ontario's architects, landscape architects, industrial, graphic and interior designers are located in Toronto
- Toronto's design labour force grew by 3.7% from 1991 to 2006, while the overall labour force grew by 1.6% in the same period
- Designers have higher levels of post-secondary education than the overall workforce: 34% of designers have a university degree as compared to only 22%, and the design sector is engaged in continual training and upgrading, prompting continuous improvement.

Creative economy

Creative entrepreneurs have an impact on a city's growth and development, and are drivers of the creative class.

(Stern & Seifert, 2012)

Creative entrepreneurs are distinct from other entrepreneurs and have different needs, including more workspace and specialized networking and professional development.

(Schrock, 2003 and Mersch, 2010)





The history of entrepreneurship at OCAD University

OCAD University's culture of entrepreneurship

87%

**WILL OPERATE
BUSINESSES OR**

**WORK AS
INDEPENDENT
CONTRACTORS**

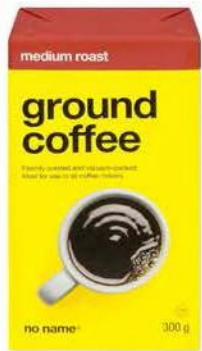
**AT SOME POINT IN
THEIR CAREERS**

57% OF OCAD U ALUMNI
ARE CURRENTLY
**SELF-EMPLOYED
OR ENTREPRENEURS**

80% REPORTED THAT
OCAD UNIVERSITY
TRAINING
**WAS DIRECTLY RELEVANT
TO EMPLOYMENT
SUCCESS**

Entrepreneurship is embedded in OCAD University's curriculum and all faculties offer entrepreneurship courses (OCAD University Strategic Plan, 2012-17).

(All stats, SNAAP 2011)



No Name branding for Loblaws, Don Watt



Systems furniture, inventor Douglas Ball



Umbra designs, Mauricio Affonso



Sunny Choi fashions, Sunny Choi



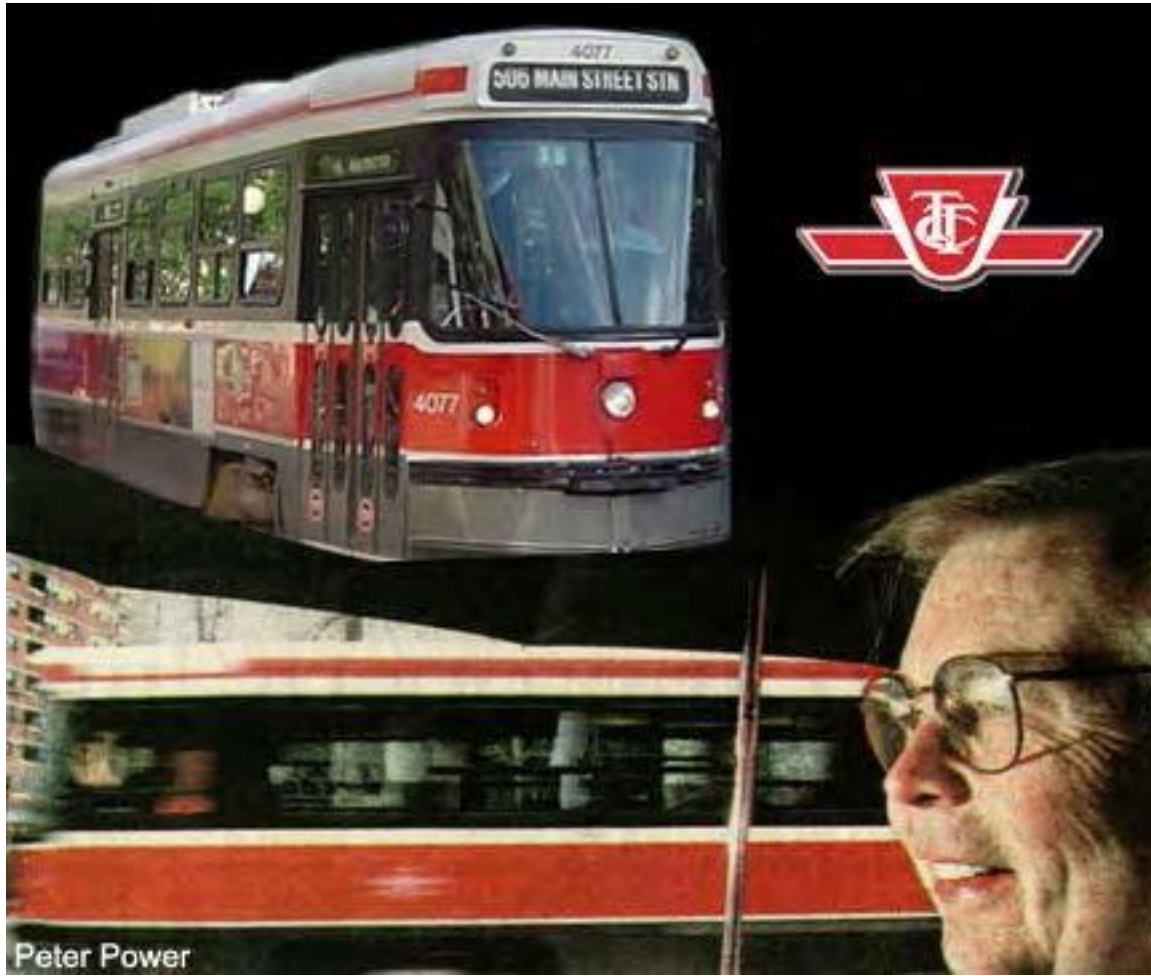
Gladstone Hotel president, and creative city builder, Christina Zeidler



Medical prosthetics, Jay McLennen



PUSH Strength fitness tracking device, co-founder Mike Lovas.
Winner of \$250,000 from Ontario Youth Investment Accelerator Fund



Accessible buses, Claude Gilman

**Building on this legacy,
OCAD University established
the Imagination Catalyst
as the university's hub for
entrepreneurship and
innovation.**





Growing the Imagination Catalyst's campus incubator

Increase number of mentors, and maintain high level of mentorship time investment.

Expand number of investors, and potential investor participation in demo days.

Expand pitch competition prize money.

Introduce new seed funding initiative.

Assist students to place their IP or invention with receptor industries.

The "Take it to Market" Program, In their own words (video clip)



Supporting on-campus creative entrepreneurs

Provide early exposure to entrepreneurial thinking across campus through a broad range of curricular and extra-curricular programs and services.

Offer high quality, best practice-based, domain-relevant and effective support for design-led maker, digital media, internet of things and cultural entrepreneurs from OCAD University and broader community.

Leverage the local and global networks of cultural entrepreneurship with other postsecondary institutions and organizations, serving youth from the broader community.

Collect and disseminate relevant data on and best business practices for cultural entrepreneurship as a viable pathways to gainful youth employment.



**Space to
connect + create**



Expand the Imagination Catalyst entrepreneurship space.

Create a high-profile gathering space that will spark social connectivity as a key attractor for young entrepreneurs and innovators, especially in the creative sectors.

Leverage the OCAD University investment in world-class technology.

Leverage the OCAD University facilities operating budget to match project investment.

Increase access to specialized maker space and equipment such as plastics rooms and 3D printers.

Imagination Catalyst Advisory Board

ENTREPRENEURS



Paul Rowan



Founder, Sarah Prevette



Raja Khanna



Amar Varma



Lahav Gil



Robert Montgomery



Founder, George Staikos

Consultant Heather May

“The Imagination Catalyst at OCAD University is an embodiment of all of the core values of the institution and is set to become a key lifeline for delivering excellent outcomes for students and faculty. These outcomes are a manifestation of the entrepreneurship embedded in all of OCAD U and range from new company formation to the harnessing of people and innovation inside growing companies.”

Robert Montgomery,
Achilles Media Ltd.

BUSINESS LEADERSHIP



Tania Carnegie



Graham Moysey



Claude Galipeau



Maggie Fox



Stephen Tapp

VENTURE CAPITALISTS, INVESTORS



John Albright



Jim Kofman



Richard J. Kostoff



Sanjiv Samant



Jim De Wilde



Mike Lee



Gary Rubinoff



David Crow and Jim Orlando



Scott Peltron



Sunil Sharma



relayventures

“Three years ago, I became involved with OCAD University and its ‘Imagination Catalyst’, a unique and innovative support system designed to increase student entrepreneurship. OCAD U is one of Canada’s best-kept secrets and produces world-class design professionals necessary to the success of any enterprises, large or small.”

John Albright,

Co-founder and Managing Partner, Relay Ventures.

New financing

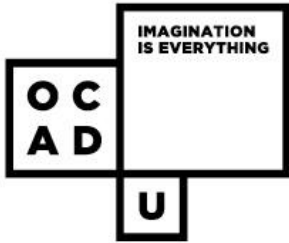
Set up unique partnership with **Relay Ventures.**

Together launch a Venture fund with \$1M private contribution.

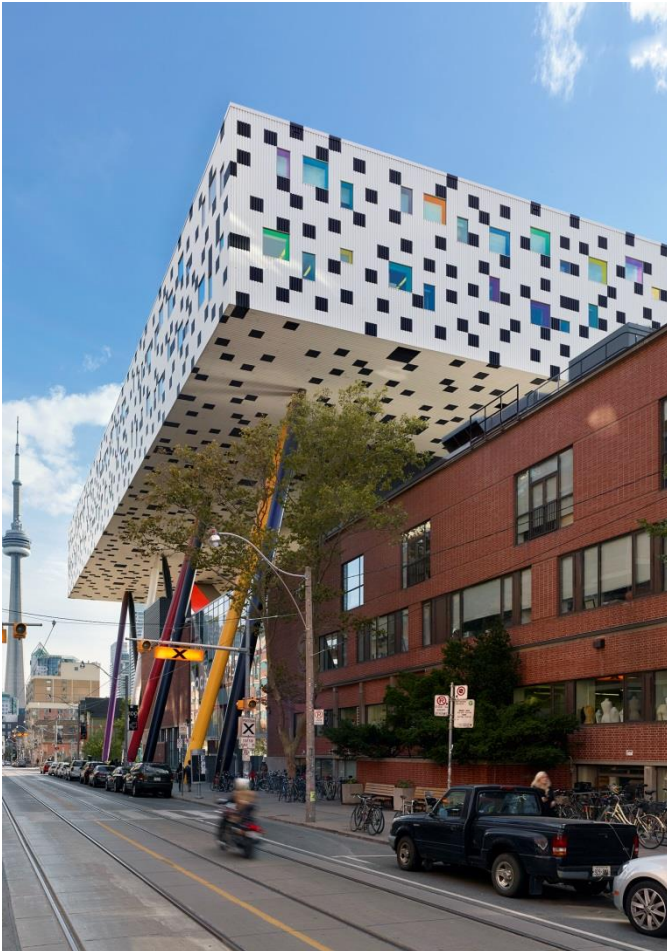
Seeking an additional \$1M from partner and investment community.

Our Companies





100 McCaul Street Creative City Campus

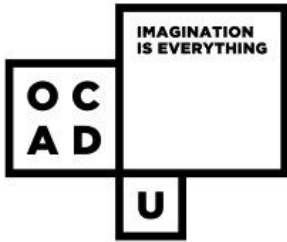


Refurbish and expand the main campus buildings to support studio-based learning and differentiated art and design education

Add at least 60,000 square feet of new space through additional floors

Fuel creative city building and strengthen Toronto's Cultural and Entertainment District

Build a home for 21st century art and design education, including cutting-edge studios, student gathering spaces, an Indigenous Visual Culture Centre and a library and archives for the future



Toronto Waterfront Campus with George Brown College



Ground-breaking shared facility and research centre

Build on Ontario's leadership in Interactive Digital Media

Bring together digital curriculum offerings across both institutions and Interactive Digital Media companies who will relocate to this new cluster

Create a powerhouse of learning, research and commercialization capacity in the digital sector Ontario located at the waterfront

Thank you!
Questions?

OCAD UNIVERSITY

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Twitter @ocad

Facebook.com/ocaduniversity

**HERE,
IMAGINATION
IS THE
NEW
CURRENCY**

