

Table 2 -12 Fullsail Ideas and Draft Action Plans Provided by Convenors

IDEAS	DOTMOCRACY RANK	CONVENORS	PARTICIPANTS	ACTION ITEMS	END GOALS
Allocate a portion of the Atlantic provinces' pension funds to venture capital	58	Toon Nagtegaal	Calvin Milberry Dan Goguen	<ul style="list-style-type: none"> a. Presentation to the Atlantic provinces' Premiers b. Work with key New Brunswick stakeholders to push the idea forward (NBIMC Chair, BNB Minister, Finance Minister) c. Encourage APCC to adopt a broader mandate 	<ul style="list-style-type: none"> - Source of venture capital - More vibrant venture capital market
Stimulate venture capital investments in New Brunswick headquarterd private and publicly traded companies	46	Jeff White	John Simon Gerry Pond	<ul style="list-style-type: none"> a. Presentation to New Brunswick business council for vetting of concept b. Co-ordination with university technology developments c. Education of provincial government investment attraction programs as to how venture capital can be part of the overall investment d. Work with NBIMC, Growthworks, NRC, and ACOA 	<ul style="list-style-type: none"> - Announced venture capital policies from 1-2 private New Brunswick companies - Attraction of outside corporate investments along with New Brunswick-based investments - Potentially a fund of corporate money aimed at industry specific solutions
Use the New Brunswick Small Business Investor Tax Credit to mobilize citizen investment in New Brunswick-based small businesses	45	Graham Savage	Richard Theriault Shane Dolan Bill Aust Christy Arseneau Keith Melvin Louis Doyle Lynn Donovan Denis Gaudet Mathieu Brideau Bruce Fitch Shannon Sanford Bernie Casey Glenn Fraser Nicole LeBlanc	<ul style="list-style-type: none"> a. Establish a working group to examine this opportunity (convenor is prepared to participate in a leadership role) b. Communicate the program c. Pool opportunities and lower risk d. Web-based Alberta Deal Generator e. 4-year time horizon for investment – can this be addressed? f. Put the product opportunities into the wholesale market ie; stock brokers 	<ul style="list-style-type: none"> - Easier access to equity needed by banks and government to trigger financing - At 25%, \$75 million in equity = \$300 million in small business investment annually, and new business for banks and other lenders - Chance to do more than 25% in equity on projects - Will allow more disciplined growth due to oversight requirements
Create K-12 education programs that create and	42	Nancy Mathis	Susan Boyle Mike Doiron Deanna Hallager	<ul style="list-style-type: none"> a. Agrarian calendar model b. Bank and Elementary - an interest calculations via JA 	Self-sufficient students for a self-sufficient New Brunswick

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maintain entrepreneurial spirit			Pamela Scott-Crace Lynn Donovan Carolyn Booth Kevin Savoy	<ul style="list-style-type: none"> c. K-12 mission statement building block d. Promote Me Inc. e. CO-OP can help prepare companies to receive and maximize student experience f. Champlain school in Moncton – MBA g. K-12 round table game – lemonade stand h. Media Spark in Nova Scotia i. French side for kids j. JA and Engineering students to do lego “How it’s Made’ k. Round table “Making Schools Work” – Stanford Principles as CEOs 	
Re-establish a New Brunswick direct air link to a major US hub city	35	Kim Sharpe	John Sinclair Imelda Gilman	<ul style="list-style-type: none"> a. Board of Trade, various airport authorities and the enterprise networks to work together with the committee to develop an action plan 	Create a direct air link to the US for easier accessibility to the US market
Establish a social networking portal to connect entrepreneurs to financing agencies	34	Kelly O’Brien	Andy Cutten Asklay Mohan Shawn Carver Michael Murphy Carolyn Booth Jeff Roach Susan Boyce Mike Darson Ronald Belliveau	<ul style="list-style-type: none"> a. Inventory of financial sources available to New Brunswick b. Navigator to help c. Mine the nodes d. Don’t design by a committee, need an owner and keep it simple e. Shared due diligence on files on applications. My Nexia search bar / link co-branded with gate way 	Faster, efficient access to good resources in three clicks or less (financial first)
Improve commercialization out of the universities and corporate environment	29	Chris Mathis	Bill Black Denis Lanteigne Shannon Sanford	<ul style="list-style-type: none"> a. Review the Quebec experience (V.R.Q) – Société de valorisation b. S.W.A.T team with core skills to bear on the initiative (Review Dalhousie model). Match ideas to researchers for earlier commercialization c. Research Dalhousie prototype group model – why did it fail? d. Investigate import group (Responsible person – David Melia) e. MSBI model – e.g., Innovatia 	N/A
Establish projects that encourage and create greater regional partnerships	19	Thor Olesen	Denis Gaudet Nichole Leblanc Ryan Smith Tim Coates Lois Vincent Imelda Gilman Christy Arseneau	<ul style="list-style-type: none"> a. Government to adopt harmonized tax plan b. Establish a process for identifying specific issues presenting challenges to business c. Encourage APCC to adopt a broader mandate 	Regional health plan (strategy), transportation, harmonized tax, labour, energy

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Effectively connect budding entrepreneurs with mentors through a mentorship program	10	Tim Coates	Nancy Mathis Calvin Milbury Mike Murphy Carolyn Thompson Deanna Hallager	<ul style="list-style-type: none"> a. Mentorship inside firms, approximately one year and track corporations doing this b. Facilitate mentors for small enterprises, approximately 2 years, help smaller firms to engage with experts and resources c. Students: approximately 2 years, exposure of students to opportunities in New Brunswick 	More successful businesses, tighter networks, open to new entrepreneurs from all sectors (and expats from away). To keep more people in New Brunswick
Encourage more start-up ICT companies to use the existing Catalict ICT technology accelerator	9	Richard Jones	Chris Boudreau Glen Fraser Gene Fowler Mathieu Brideau Jeff Roach	<ul style="list-style-type: none"> a. Need to clarify whether Catalict should be expanded into the rest of New Brunswick or whether the catalict model should first be duplicated in other areas of the province b. If we want to create another catalict entity in another area of the province, we would need: <ul style="list-style-type: none"> - a group of people with a solid track record in business community to support this - could leverage the previous learnings of Catalict in Saint John - need to do a better job of pairing up the technical inventor and creator with another person who is a good business person – together there would be more chance of success 	Have dozens of ICT companies participate in Catalict accelerator with a high success rate
Create an atmosphere among New Brunswick employers that encourages labour force innovation and transformation through continuous education	8	Akshay Mohan	Susan Boyce Lynn Donovan Deanna Hallagar Rozanne Reszel Michael Murphy Rick Roth Mike Doiron	<ul style="list-style-type: none"> a. Semi-structured independent study, where the goal would be to start up a company b. Use networks to develop products / process – Collaboration between non-profit social expertise and for-profit expertise c. Promotion of the concept of entrepreneurship as a viable opportunity d. Model UN concept but for entrepreneurship 	<ul style="list-style-type: none"> - Experiential learning opportunities - Mentorship program

<p>Stimulate sources of venture capital through an enhancement to existing programs (including the LSVCC program)</p>	<p>4</p>	<p>Peter Clark</p>	<p>Mike Murphy Dan Goquen Andre R. Charron Calvin Milbury Daniel Sandler Stephen Forgeron Louis Doyle</p>	<p>a. GrowthWorks to meet with PNB to discuss enhancements to the LSVCC program. Specific proposed enhancement includes: increasing ticket size to \$10,000 (from \$5,000) and provincial tax credit to 20% (from 15%)</p> <p>b. NBSC and PNB to evaluate appropriate measures to incent venture capital growth and creation</p>	<ul style="list-style-type: none"> - Increase the pool of venture capital available to invest in early stage companies by growing existing venture capital funds in New Brunswick and attracting syndicate partners from Canada/US - Increase the number of early stage companies receiving venture capital investments - Increase the amount of venture capital raised per round by each early stage company (New Brunswick lags behind rest of Canada and US in terms of \$ raised per round of venture capital funding)
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