

London had an IDEA

Organizations whose departments/members/staff Expressed Interest in an IDEA

- Western University (Computer Science, Ivey, Law)
- Fanshawe College (Information Technology)
- TechAlliance
- BizInc
- AIM Health Group
- Lerner LLP
- Microsoft
- Students at the University of Waterloo
- Economists in Ottawa
- Accountants in Toronto
- Former MaRS employees
- Planners from Tri-City
- Canadian University/College Campus Consultants
- Welcome to the the City of Opportunity, can we take your investment?
- Will you have a side of sweet success with that?

Problems with the YMCA Proposal

- Not an appropriate use of the building
- Moving services, not creating new opportunity
- Accessibility Problems
 - Lots of stairs, split-level washrooms
 - Public access and daycare security issues
- Not Compatible with Neighbourhood
 - Daycares have strict nutritional requirements so no area sales will be generated. Patrons will be passing through Wortley Village quickly

London needs an IDEA for Normal

- Involve Community
- Stimulate Economy
- Bring awareness to architectural masterpiece
- Bring the Old Normal into the New World
- Appreciate the Green for its value to the area
- Appreciate Wortley Village for its uniqueness
- Bring London organizations together
- Stimulate the economy while doing the above

Vision

Goal: Create a Technology Development Centre in London that links students from various Western and Fanshawe faculties and departments (Ivey, business, Law, Comp Sci, Engineering, Social Science, IT, Digital Arts) and fosters the development of for-profit tech start-ups. The incubator itself would be a private not-for-profit organization. There would also be the capacity to develop highly promising not-for-profit social enterprise projects that are of a self-sustaining nature (e.g. Wikipedia).

Outcome: The centre will fuel economic activity in London, resulting in:

- Keeping graduates in London
- Creating world-class technology businesses headquartered in London
- Producing jobs and enhancing the economic health of London
- Accelerating the commercialization of research currently being produced in London

London IDEA Centre

Opportunity to build on the London Brand:

London has been branded as the “City of Opportunity”. The London Technology Development Centre is a generic name. London can build a name that suits the city’s brand.

London IDEA Centre:

Innovation – creating new concepts and methods

Development – expanding on those concepts and making them work

Excellence – perfecting what has been created

Advancement – the higher level of achievement IDEAs create

LIDEAC

Existing Challenges in London

- Under utilized resources in London
 - Human capital and excess inventory of historical buildings (London Normal School Building in Wortley Village)
- No existing facility to assist in structuring balanced start-up teams
- Excess inventory of work-study/co-op/internship opportunities
 - University curriculum requirements could be satisfied through a structured program
 - Provide faculty wide courses for program credits

Start-up Team Components

Collectively, Western and Fanshawe make up all components of a balanced tech start-up

Team Component	Department	Program/Course
Design	MTP	<ul style="list-style-type: none">- Graphic design- Media production
Tech	Comp Sci / Engineering / IT	<ul style="list-style-type: none">- 1st year advanced - 1025A Advanced placement class- 3rd & 4th year thesis
Strategy	Ivey HBA / MBA	<ul style="list-style-type: none">- NVC
Accounting	Ivey / BMOS	<ul style="list-style-type: none">- Accounting
Sales & Marketing	Ivey / Social Science / Business	<ul style="list-style-type: none">- Marketing
Customer Service	Ivey / Social Science	
Legal	Western Law	<ul style="list-style-type: none">- Tech Law
Political Lobbying	Law / Social Science	
Medical	Schulich School of Medicine	
Global Tech Trends	Journalism / Media	

The Old Normal

Structure and Grounds:

- Historically significant
- Symbol of higher learning
- Icon of Wortley Village
- Inspiring architecture
- Open hallways and staircases
- Manicured grounds
- A Green that is Green
- Sense of timelessness
- High ceilings
- Variety of work space sizes
- Developing the leaders of tomorrow



LEDC had an IDEA

LEDC strategy: Information Technology

Digital Media Centre of Excellence

- Industry, academic, institutional partnership for R&D, IP, and commercialization
- DIG annual conference

Targeted workforce development

- www.londontechjobs.com
- Ontario Technology Corridor
 - Maintain leadership role in FDI activities
- Continue cluster growth



WWW.LEDC.COM



Source: http://www.ledc.com/_events/2012_AGM/CEO_Update.pdf

LEDC had an IDEA

LEDC strategy: Life Sciences

- Establish Institute for Medical Devices
 - Market research and development
 - Attract R&D contracts

- Continue partnership with WorldDiscoveries, TechAlliance, Lawson, Robarts, Stiller Centre, Schulich
 - Increase IP and license transfer
 - WorldDiscoveries in Nanjing
 - CimTec



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The IDEA Developed

- A Task Force was Developed
- A website was created overnight
- Letters of Support
- Letters of Interest in space
- Letters of Interest in Donations
- Letters of Interest in Fundraising
- The most appropriate use for the Normal

The IDEA is Excellent

- Seed Funding available through LEDC
- Operational subsidy available through LEDC
- Potential to unite Western and Fanshawe with the City of London and community partners
- Keep talent in London and attract new talent
- Gain the investment required to further advance the Information Technology sector growth in London

Advancement because of an IDEA

- Phase 1 – Short-Term
 - An IDEA at the London Normal School
 - Attainable in 1 year
- Phase 2 – Medium-Range
 - Accelerator/growth centre at South Street Campus
- Phase 3 – Long-Term
 - High-Tech manufacturing and R&D at the McCormick Building

London IDEA Centre at New Normal

- Community

- Innovation Consulting
- Access to technology resources
- Front foyer open to public with London Normal School history timeline tribute, public can sign-in to see more
- Community access to meeting rooms and computers
- 24x7 operation and surveillance, on-site security
- Public, free wi-fi throughout the Normal block
- Privately maintained, publicly accessible Green
- Technology Resource Library

London IDEA Centre at New Normal

- Corporate
 - Start-up space
 - Variety of room sizes, one building fits all
 - Multitude of varied talent all in one building
 - Quite and conveniently located near downtown
 - Open green space to go for walks and relax
 - Endowment fund to fuel new businesses

London IDEA Centre at New Normal

- Local Economy
 - \$500,000 per year in estimated spending increase
 - Four local computer shops nearby
 - Ample food services to cater for meetings
 - Hardware store down the street for inventing
 - Coffee shops for IDEA generation
 - Late-night restaurants for irregular work days
 - Health and wellness boutiques nearby

London IDEA Centre at New Normal

- Appropriate re-use of the Normal School
- Most appropriate use of taxpayer dollars
- YMCA facility can be located at Lorne Ave
- Two schools can be saved for the price of one
- Funding exists for Information Technology
- Funding Exists for Medical IT and Devices
- Investors are looking to London for IT development with the prospects of this IDEA

How can London have an IDEA?

1. Stop progress of YMCA Proposal
2. Start Acquiring the London Normal School
3. Use LEDC Digital Media Reserve Fund
4. Participate in creative fundraising
5. Accept Founding Thoughts (Donations)
6. Accept community technology partners
7. Attract IT R&D contracts to London

London Needs IDEAs, We have One!

If there was ever an opportunity for the
City of Opportunity, this is it!

Foster IDEAs for a successful future.

IDEA: Starts with YOU

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