

# LE QUARTIER DE L'INNOVATION

An innovation ecosystem in Montréal

March, 2013



**McGill**

**ÉTS**

Le génie pour l'industrie

# GEOGRAPHICAL POSITION



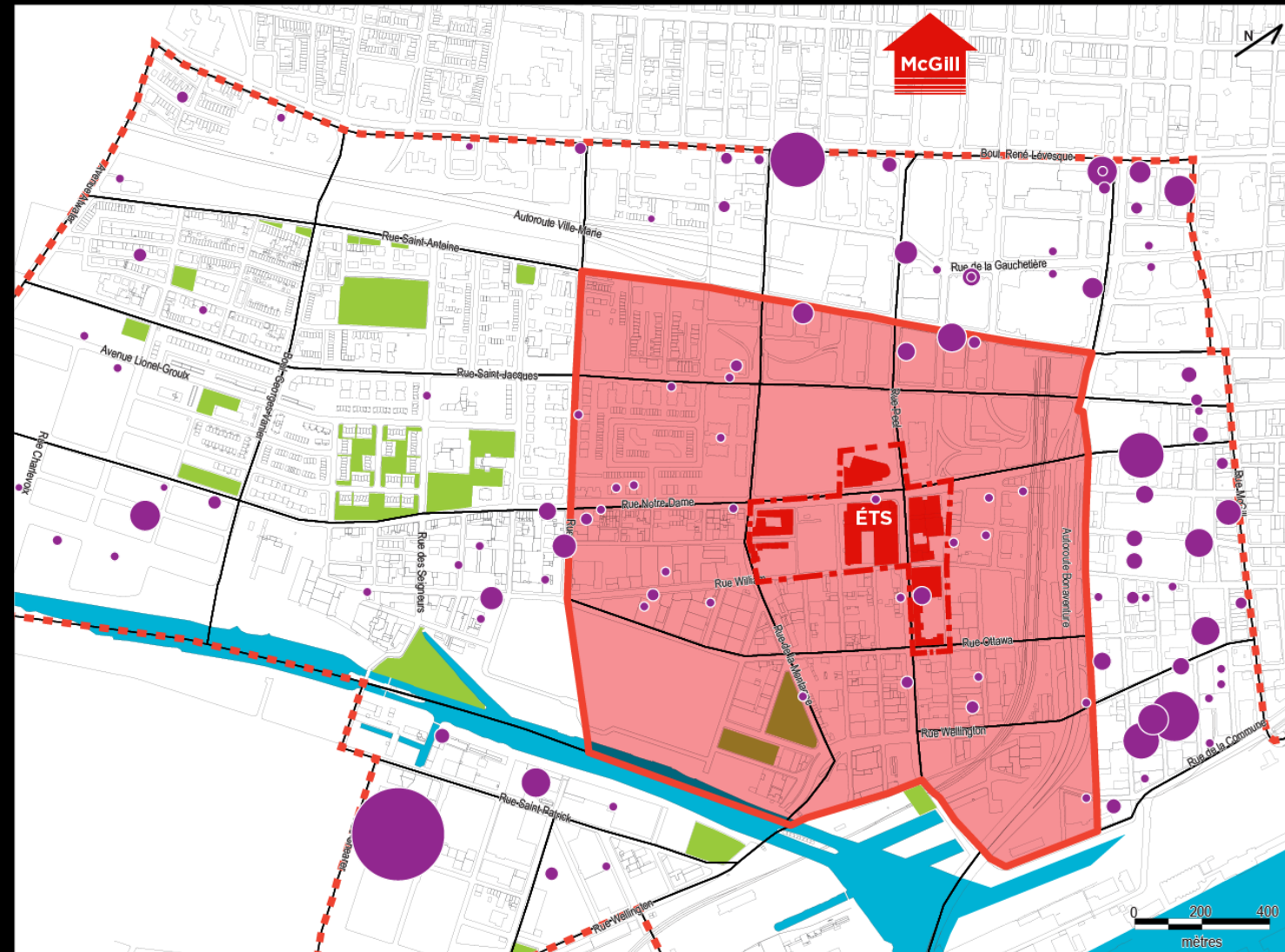
# A PROMISING DISTRICT

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- **The QI is located in an area:**
  - Renowned as an dynamic industrial hub in the 19th century;
  - Positioned at a strong convergence of technological businesses;
  - Rich with cultural and artistic creativity, but largely unknown to the public;
  - Facing sizeable urban planning challenges, as illustrated in the PPU of the City of Montreal;
  - Comprising three of Montreal's poorest neighbourhoods and served by numerous non-profit organizations;
  - Experiencing significant real-estate development.




# QI - ZONE



-  Campus ÉTS
-  Zone centrale
-  Zone d'intervention territoriale
-  Regroupement d'îlots

Nombre d'entreprises

-  64
-  32
-  6



# ONGOING STEPS



**Consensus building**  
Appearance before the OCPM

**Definition of concepts**  
Funding from all 3 levels of government

**Collaborative activities**  
Participation in C2-MTL and organization of the Montreal Summit on Innovation – Aerospace Component

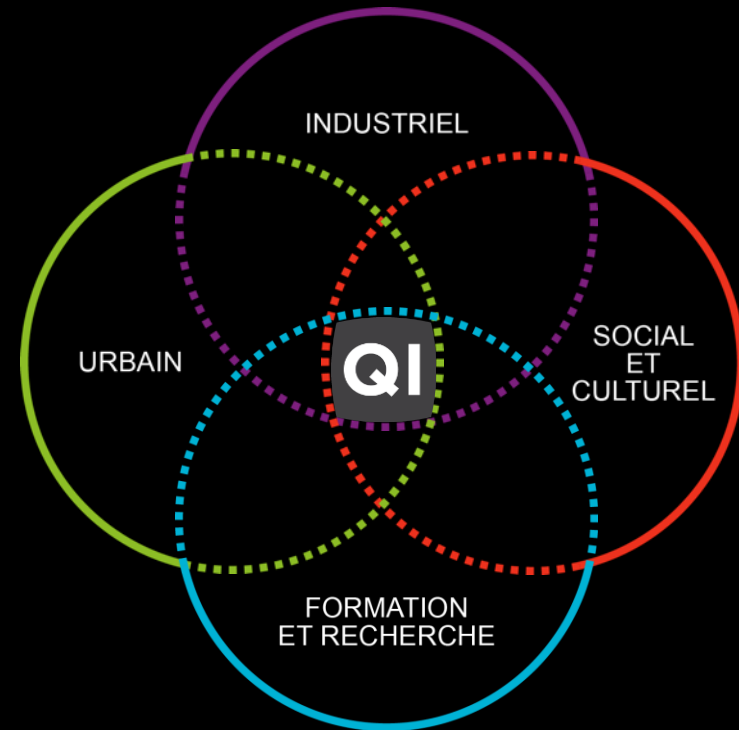
**Validation activities**  
Many validations on the local and international level:  
-Culture  
-Urbanism  
-Social innovation  
-Governance and financing  
-Industrial partnerships  
-Etc.  
  
Montreal Summit on Innovation on Innovative districts – Oct. 2012  
  
December 10<sup>th</sup> : Meeting with our ambassadors

**Official Launch of QI Spring 2013**

# VISION 2025

## QI will be known as a reference in innovation:

- A vector of mobilization around academic institutions as well as industrial, social and cultural actors;
- An “ecosystem” that encourages social, cultural and technological innovation;
- A model of sustainable development;
- A catalyst for growth for entrepreneurs, SMEs, cultural and social organizations.



**ENGAGED UNIVERSITIES IN THEIR COMMUNITY**

# MISSION

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To create, around knowledge institutions, favourable conditions for establishing an urban district of the highest quality, based on international standards, which brings together a creative and engaged community with the purpose of driving the development of an innovative and entrepreneurial culture that balances four pillars: Industrial, Education and Research, Social and Cultural, and Urban.

# OUR AMBASSADORS

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**Eric Bergeron, P. Eng., M. Sc.**  
**President and CEO, Optosecurity**

**Pierre Boivin**  
**President and CEO, Claridge Inc.**

**Jean-François Bouchard**  
**President and Senior Partner, Sid Lee**

**Lyse Brunet**  
**General Manager, Avenir d'enfants**

**Madeleine Careau**  
**President and CEO,**  
**Montreal Symphony Orchestra**

**François Côté**  
**Executive Vice President TELUS and Vice-**  
**Chair**  
**TELUS Québec,**  
**TELUS Health and TELUS Ventures**

**Marcel Côté**  
**Founding Partner, KPMG/Secor**

**Daniel Lamarre**  
**President and CEO, Cirque du Soleil**

**Michel Leblanc,**  
**President and Chief Executive Officer,**  
**Board of Trade of Metropolitan Montreal**

**Monique Leroux**  
**Chair of the Board, President and CEO,**  
**Desjardins Group**

**Sir Terence H. Matthews**  
**Chairman and Founder, Wesley Clover**

**Andy Nulman,**  
**President and CEO, Just for Laughs**

**Danny Ritter**  
**Partner, RSM Richter**

**Martine Turcotte**  
**Vice Chair, Quebec, Bell**



# QI : A CATALYST

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**The QI is an ambitious initiative with a strong impact for the community, it is :**

- A playground for new initiatives with our students, researchers and the community
- An accelerator for the development of innovative projects
- A springboard for cultural, social and technological entrepreneurship
- A showcase for the leading sectors in Quebec
- An Initiative with local goals but an international scope

**COMMUNICATE / CONNECT / CATALYZE**

# OUR OBJECTIVES

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- Provide broad promotion and support of innovation;
- Accelerate the development of technological, social and cultural organizations;
- Promote the development of innovative initiatives highlighting the expertise of our partners and institutions;
- Create bridges and opportunities in order to increase the exchanges involving the QI's four pillars.

# OUR IDEAS AND PROJECTS

- A Creativity Hub
- A focused coaching for start-ups with the CENTECH Incubator and other facilities
- An I-Lab in Social Innovation
- Continuing training for aerospace companies (McGill-ETS)
- A strong mobilisation with students and entrepreneurs through different events
- An Urban Culture Laboratory in the District
- Etc.



CAPE



# BIOFUEL. NET

McGill's new National Centre of Excellence (NCE) network, BIOFUELNET Canada, and its director Professor Donald Smith, will lead the way in the Quartier with its work focusing on alternate energy. Created thanks to a \$25M federal grant, this network will focus on second generation biofuels that do not compete with agricultural commodities, unlike ethanol with corn.





# LOOKING FORWARD

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**In the near future, the Quartier de l'innovation will be known as:**

- A vibrant, desirable, and sustainable living environment for all innovators in Montreal and Quebec;
- A neighbourhood that attracts, promotes, and supports talent and knowledge;
- An international leader in innovation, education, and partnerships;
- An integral part of Quebec and Canada's economic, social, educational and cultural scenes;
- A new model of collaboration with the community.



QUARTIER DE L'INNOVATION  
OFFICIAL LAUNCH  
MAY 2013