



Commercialization Advisor(s) – 15 Hour Engagement

Innovate Calgary

CALGARY, ALBERTA

As a leading technology-transfer and business-incubation center for the University of Calgary, Innovate Calgary has been working closely with entrepreneurs, researchers, startups and investors for 35 years to guide research and drive innovation to market or to the next stage of business growth. We bridge the gap between discovery and innovation. Our integrated approach to commercialization focuses on facilitating connections among stakeholders and offering a comprehensive range of programs and services to achieve success.

OVERVIEW

University research is often at conceptual or very early stage development, where the end-product and its potential market applications require exploration, in particular with key industry adopters. Innovate Calgary (on behalf of the research teams) seeks the expertise and guidance of a Commercialization Advisor(s) who are technically proficient, experienced with technology commercialization, and have a depth of sector-specific contacts who could be approached for early feedback/guidance during the industry engagement stage of the commercialization process.

Innovate Calgary is seeking Commercialization Advisors to fill short-term, 15-hour Engagements called Phase 1 Market Discovery. The Commercialization Advisor will provide insight on current market potential, engage industry for early feedback, and advise the research team on the best commercialization path for developing their technology. As the commercialization process proceeds, there may be opportunities for additional future engagements on the same project, or other projects evolving within the University. In some instances, when research projects advance into startup companies, the Commercialization Advisor could continue to support the research team in a founder's role.

These groundbreaking roles are ideally suited for later career stage (potentially retired / semi-retired) C-suite executives OR senior business, operations or engineering professionals that are:

- Looking to connect with Alberta's energy innovation ecosystem, while working with leading edge researchers from the University of Calgary;
- Seeking unique opportunities where a science and research culture is thriving and celebrated, and entrepreneurialism is nurtured;
- Interested in and experienced in encouraging early concept opportunities to flourish and integrating them into the commercial domain or startup establishments;
- Passionate about growing with a project, seeing it to completion and potentially provide a continued support system where the innovation is taken to the next level of success.

Partner with us in driving the future of energy innovation in Alberta

KEY ACCOUNTABILITIES & DELIVERABLES

Depending on the needs of the project, Commercialization Advisors may be asked to assist in one or more of the following activities:

- Provide overall commercialization guidance and support to the research team(s);
- Work with the research team(s) to:
 - quantify and validate a value proposition, and specify how research will solve a specific customer problem;
 - understand the patent and competitive landscape at an early stage;
 - understand commercial potential opportunities in research areas and potentially shift research programs to areas where IP is not crowded;
- Provide a gap analysis with respect to technical and commercial aspects of the project/ technology;
- Provide insight on business plans, preliminary economics, funding proposals and de-risking plans, competitor and potential partner analysis;
- Identify and support the formation of strategic partnerships and collaboration opportunities to grow research and development activities;
- Assess whether additional funding to expand the research program is required, and help secure the necessary resources; ;
- Perform a high level market assessment for the technology (with support from Innovate Calgary):
 - Engage industry participants, either 1-on-1 or through white board sessions, to define the problem and validate gaps for the proposed opportunity;
 - Explore what an ideal solution might look like for industry, potential consumers and competitors, market size and growth rates.

CANDIDATE PROFILE

Skills & Qualifications:

- Strong connections in one or more Opportunity Areas (see below)
- Strategic thinker, with 10+ years of experience in R&D/commercialization/stakeholder outreach and consensus building for technology development
- Demonstrated success in engaging multiple stakeholders and overcoming obstacles to commercialization for new energy technologies
- Familiarity with the innovation system in Alberta and Canada, and with different funding agencies
- A background in entrepreneurship or a start-up company will be considered an asset

Opportunity Areas:

- Heavy oil and bitumen
- In situ flow processes
- Low permeability reservoirs
- Hydraulic fracturing
- CO₂ capture and conversion
- GHG emissions
- Offshore drilling and completions
- Renewables / Bio fuels
- Upgrading
- Energy Storage
- Fuel Cells



- Smart Grid
- Digital oilfield
- Pipeline Integrity and Leak Detection

FURTHER INFORMATION

Interested applicants are asked to forward their resume to hr@innovatecalgary.com or by mail to HR, Innovate Calgary, 3553 – 31 Street NW, Calgary AB, T2L 2K7

We thank all applicants for their interest however, only those person for whom we need further information or who are being considered for an interview will be contacted.