

# intelliFLEX 2017 Third Quarter Update

## Successful rebranding, relaunch as intelliFLEX Innovation Alliance

- Developed and launched new website: [www.intelliflex.org](http://www.intelliflex.org)
- Redesigned program offering to focus on key priority areas identified by industrial members: New product development, scale up for manufacturing, accessing global markets, securing growth capital, finding top talent.
- Well-attended free webinar in September to discuss changes, recorded for anytime access.

## External & International relations

- Federal government's Superclusters Initiative
  - intelliFLEX executive secured 10+ high-level meetings with potential partners related to third-party supercluster proposals
  - Decision made at board level to align intelliFLEX with four supercluster proposals (first two related to intelliFLEX manufacturing institute proposals reference below, latter two related to intelliPART vertical business network and leadership council planned for 2018):
    - The advanced manufacturing supercluster, led by Communitech, MaRS and the Government of Ontario.
    - The photonics and microelectronics supercluster, led by the National Optics Institute (INO) and the MiQro Innovation Collaborative Centre (C2MI).
    - MOST 21 proposal, led by the Consortium for Aerospace Research and Innovation in Canada (CARIC) and the Green Aviation Research and Development Network (GARDN).
    - Automotive proposal, led by the Automotive Parts Manufacturers Association (APMA).
- Agreement reached with the National Research Council of Canada to assume control of its Smart Textile and Wearables Innovation Alliance (STWIA), as a foundational step to create the intelliWEAR vertical business network and Leadership Council.
- Secured ~10 pieces of editorial coverage related to brand relaunch and new member announcements, including OPE Journal, Printed Electronics Now, PrintAction, Graphic Arts Magazine, ITBusiness.ca.
- Our Printed Electronics Network LinkedIn group surpassed 3,000 members globally. Our mailing list has grown significantly – now up to ~1,600 contacts across Canada.

## Advanced FHP-E Manufacturing & Product Development Program

- For October Sector Development Leadership Council, agenda to focus on further developing two institutes intended to bridge the commercialization and scale-up gap for Canadian SMEs (following mandate granted by members at 2016 AGM in May):
  - Flexible & Hybrid Electronics (FHE) Manufacturing Institute
  - Smart Textile and Wearables Manufacturing Institute (tied to intelliWEAR below)
- 1-day course in printable, flexible, hybrid electronics: Development and test delivery in September of new one-day course intended to educate the marketplace, serve as a member development tool. Final development and marketing through regional partners planned for Q4.
- Webinar for NRC's IRAP Industry Technology Advisors in development for October to help intelliFLEX members secure IRAP support.
- New application notes and use cases in development for Q4 publication with TUKU, CRC, Laipac Technologies.

## intelliWEAR

- Launch of new vertical business network and leadership council focused on smart textiles and wearables, following takeover of STWIA from NRC.
  - STWIA members encouraged to join intelliFLEX with fee incentives
  - Development of 10-month communications/integration plan for STWIA members
  - September Leadership Council launch events in Toronto and Vancouver in partnership with NRC to discuss common challenges, define strategic priorities, develop mandate and program objectives for intelliWEAR:
    - Toronto event attendees included Awake Labs, Be Wear Wearable Technology, Centennial College, CTT Group, Jannatec Technologies, GO 2 SCOUT 4 R&T, intelliFLEX, Myant, NRC, O'Mahony Consultancy, Push, RFID Canada, TELUS Health, Xerox Research Centre of Canada.
    - Vancouver event attendees included EPIC Semiconductors, intelliFLEX, lululemon athletica, Mio Global, NRC, Plantiga, Simon Fraser University, WearCare, WOKE, XCo Tech (attendance lower than expected due to distance from downtown of venue).
  - Participation planned for Startup Fashion Week, Oct. 16-20, Toronto

## intelliPACK

- One-day course, Smart Packaging for Managers, was completed following the June 7, 2017 test delivery of the course. The most significant update was the addition of a Big Data and Data Analytics Module based on inputs received from key participants.
- Continued development of programs for Get Smart Summit for Oct. 17 in Mississauga. We held several meetings related this event. Secured four tabletop exhibitors and expect 75-80 participants.

- Continued to make arrangements for subsequent events. Continued to grow the membership with new Members such as Memtronik Innovation and RFID Canada.

## **intelliBUILD**

- No activities were planned for this quarter.

## **Membership**

- Continued to build on our stable base of 95 Members, driven by integration of STWIA membership. After a first half of 2017 that saw intelliFLEX add 18 new Members, in Q3 added:
  - Authentic or Not
  - Awake Labs
  - Be Wear Wearable Technologies
  - George Brown College
  - Laipac Technologies
  - MBM Intellectual Property Law
  - University of Windsor
  - CTT Group
  - OXC
  - And we are progressing with several others.

## **Finance and Administration**

- Hired dedicated part-time events manager to expand events schedule, reduce hourly labour costs, build redundancy into the team.
- Continued effort to hire a combined executive assistant/membership coordinator.
- Adoption of new membership management database with website relaunch and rebranding.
- 2018 membership invoice renewals to be issued in October.
- Continued to carefully manage cash flow by reducing operations through June, July and August. Association continues to be short cash flow for proper operation due to past losses despite positive income and manageable expenses for the year to date—we expect same for 2017 CY. As of the end of October, we will be in arrears for September and October expenses.
- Cash flow will improve as we increase membership if we can contain our costs and maintain or increase event and training revenues through CPES2018, the one-day FHE Training Course and the intelliPACK One Day Course.

## Quarterly Board of Directors Meeting

- The Board decided at the June 2017 meeting that the next meeting should be after the Sector Development Leadership Council consultations on Oct. 24.