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Delivering Impact – What comes next

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Growth Lab
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ABOUT
CANADA
Canada is a high-income country, ranking as the 13th richest economy per capita out of 145 studied. Its 40 million inhabitants have a GDP per capita of $53,607 ($62,266 PPP; 2023). GDP per capita growth has averaged -0.1% over the past five years, in line with regional averages.
Canada ranks as the 50th most complex country in the Economic Complexity Index (ECI) ranking. Compared to a decade prior, Canada's economy has become less complex, worsening 8 positions in the ECI ranking. Canada's worsening complexity has occurred in spite of the increasing diversification of its exports, as the country has diversified into lower complexity products. Moving forward, Canada is positioned to take advantage of many opportunities to diversify its production using its existing knowhow.
Canada is slightly less complex than expected for its income level. As a result, its economy is projected to grow slowly. The Growth Lab's 2033 Growth Projections foresee growth in Canada of 2.0% annually over the coming decade, ranking in the bottom half of countries globally.
Country Profile raw data is provided by UN COMTRADE (HS 1992) and the IMF's WEO data.
START EXPLORING
GDP PER CAPITA, 2023
$53,607
13 TH OF 145
$20,706
$53,607
1995
2023
ECI RANKING
50TH OF 145
32nd
50th
1998
2023
GROWTH PROJECTION TO 2033
1.97%
92 ND OF 145

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Canada & the Knowledge-based Economy

Key statistics that speak to the need for IAC's risk mitigation programs.

1. Today, 9 % of Standard & Poor's corporate value is held in tangible assets, **with over 90% held in intangible** assets such as IP and data.*

2. Companies now **compete in global value chains** with their ability to collect **economic rents based on IP ownership**. Hence, owning IP and increasing freedom to operate is critical.*

3. Percentage of total patents owned by Top 10 Canadian owners versus total patents owned by Top 10 global owners (excluding CN):
   - Precision Ag: 2%
   - Dairy: 1.75%
   - Mining: 15%

** "In giving billions to electric car makers, Canada is blinded by economic delusion" – by Jim Hinton, The Globe and Mail, February 12, 2024.*

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Risk for Canadian Businesses & Economy

Key statistics that speak to the need for IAC's risk mitigation programs.

1. Large IP owning operating companies pose a threat to the growth of Canadian SMEs given the disparity in size, financial and legal resources, and IP ownership.

2. Without a significant portfolio of patents, a smaller company involved in an IP dispute with a large company lacks the leverage that the ability to counter assert provides.

3. Potential outcomes for smaller companies:
   - Inability to conduct business in desired markets
   - Pay large amounts to conduct business
   - Long and onerous IP dispute(s)
   - Need to sell or bankruptcy

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What changes are needed to create the necessary outcomes?

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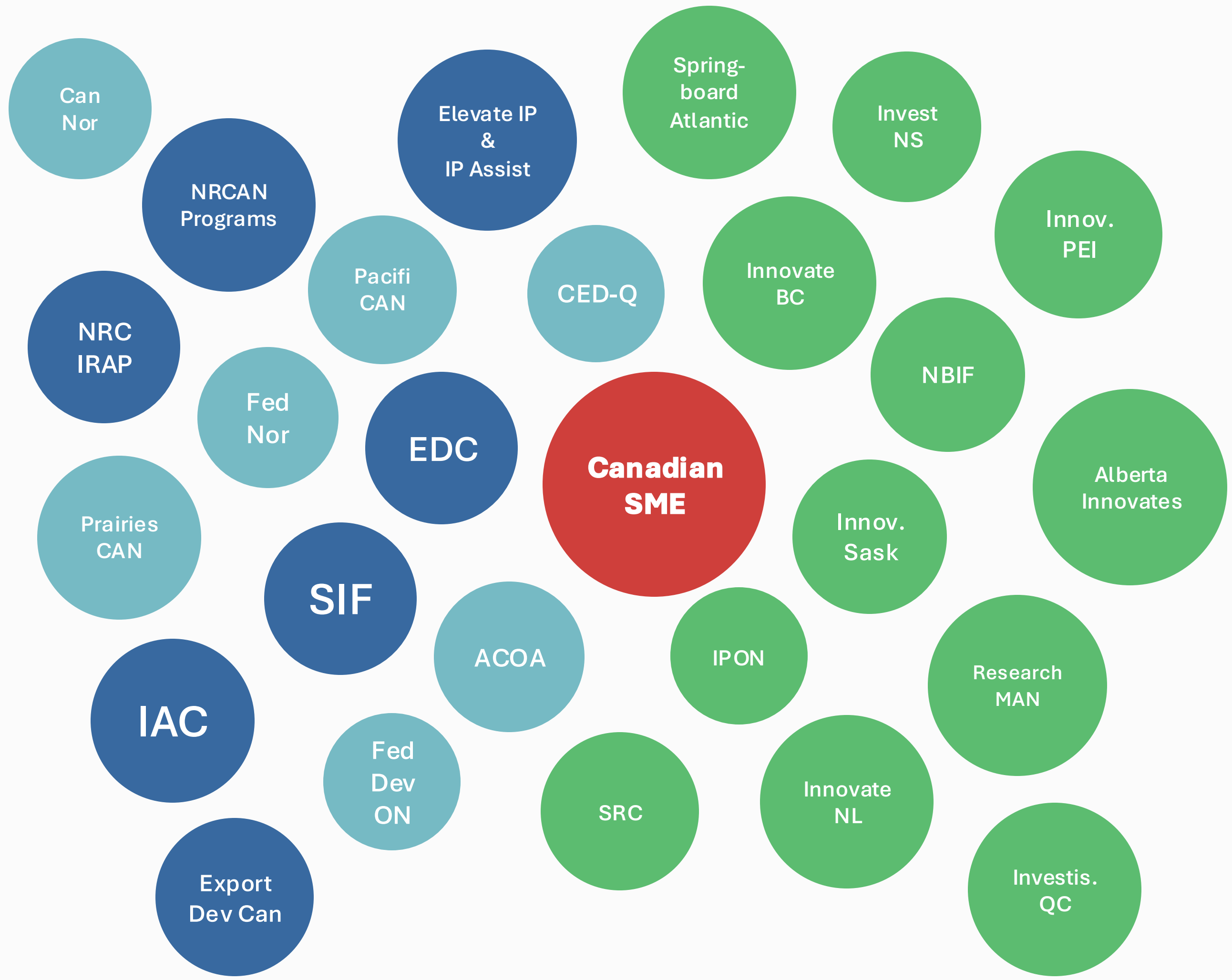
Many Programs. No Pathway.



- 2018 Federal IP Strategy for Canada sparked the expansion and addition of new funding programs
- Sparked a focus on creating stronger IP ownership positions around home grown innovation
- Each SME navigates the web of supports to address their need BUT this assumes they know what they need

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Team Canada

1

Planned integration of federal & provincial efforts to create a multiplier effect

2

Focus on HOW to we stretch the $$ invested to drive scale

- Maximize usage of available currently available resources
- Build new resources to address gaps in SME maturity
- Maximize usage of the limited pool of Canadian experts

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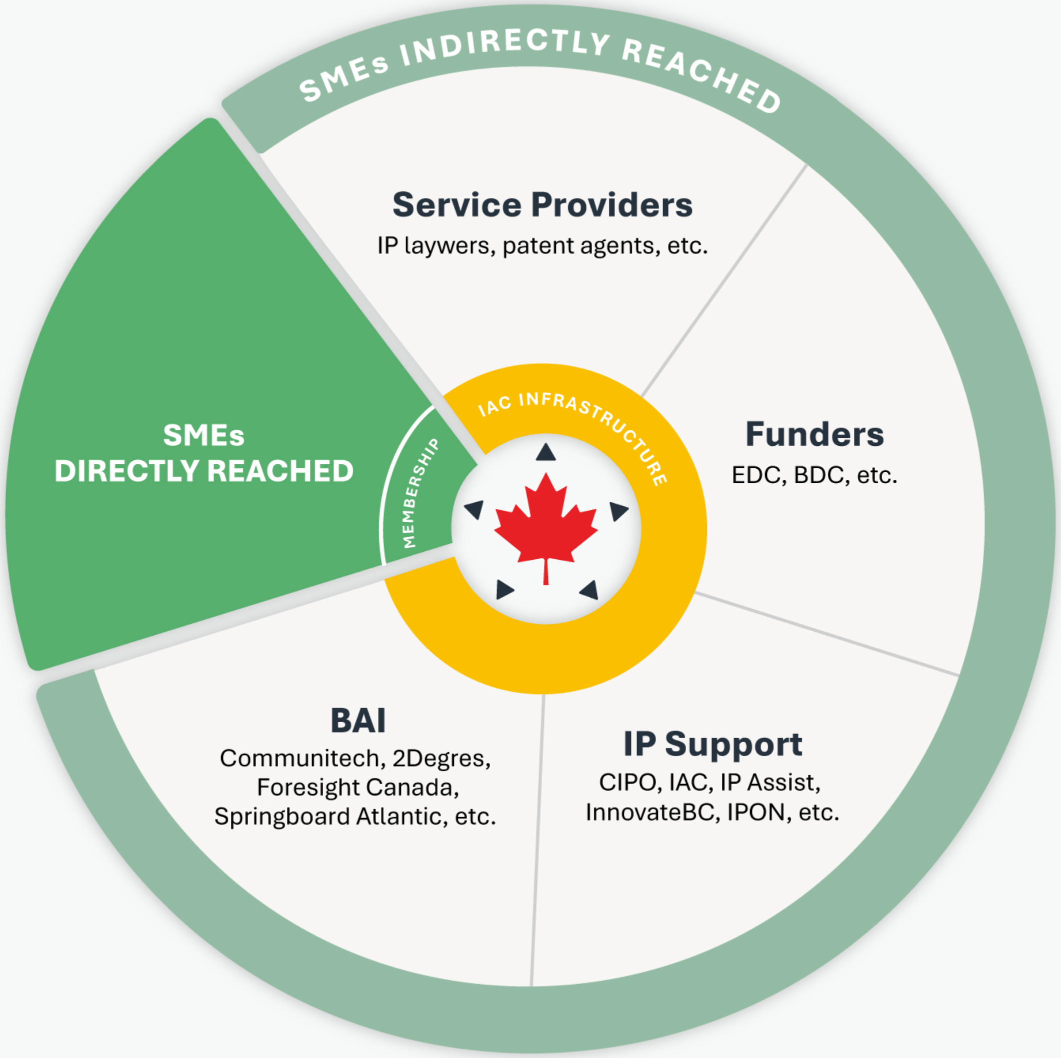
Amplified Impact of a Team Canada Approach



National Framework for Coordinated IP Training

IP Milestones built into Funding Calls

National Portfolio Delivery

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National Framework for IP Maturity

We built a framework that assesses a company's current IP state and matches it to Canadian resources.

The IP Maturity Framework is a structured tool that evaluates and improves an organization's IP procurement and management practices.

IP Strategy

Approach to Risk

Approach to Data

IP Culture

Based on working with **SMEs like yours**

Developed with **insights** from stakeholders in the ecosystem

Validated by agencies that support or invest in SMEs

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National Framework Adopted for Capacity Building

- A national framework enables our ability to process our current state to a desired future state
- Supports the ability to measure progress consistently across programs
- Map existing curriculum to enable directed pathways for learning
- Coordinate new learning content to address gaps – where there are limited resources to support a fully developed path to maturity

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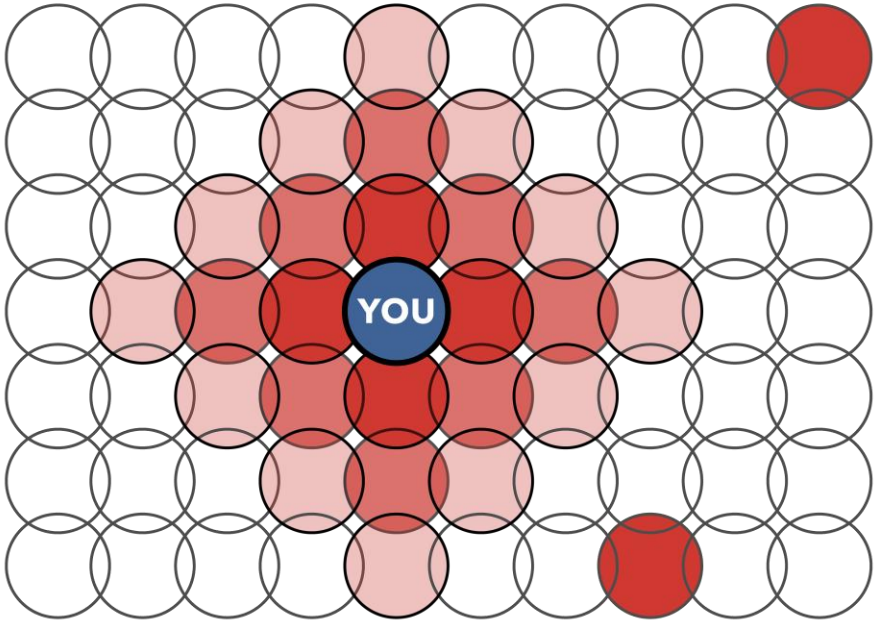
Freedom to Operate – Firm vs National

Your potential patent risk



Dark red = competitors, suppliers, customers, partners and large corporate asserters

The strategic counter-assertion model for patent portfolio RoI - IAM (iam-media.com)

Defending against a patent infringement claim is very expensive.

Mitigation tools that address risks are key.

Consider:

Counter Assertion Strategy: by developing or having access to strategic patents, you mitigate your risk

IP insurance: for enforcement and defense.

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Sovereign Patent Portfolio

Provides access to patents for counter-assertion against large IP owning operating companies.

The **ability to counter-assert increases FTO** by enabling cross-licensing negotiations.

1. Identify large operating entities that could pose risk to members; and acquires patents relating to those entities' products.

2. Full Members can acquire patent(s) to counter-assert, or license patent(s) to further a business objective.

3. Other advantages: deterrence; attracts investors and collaborators

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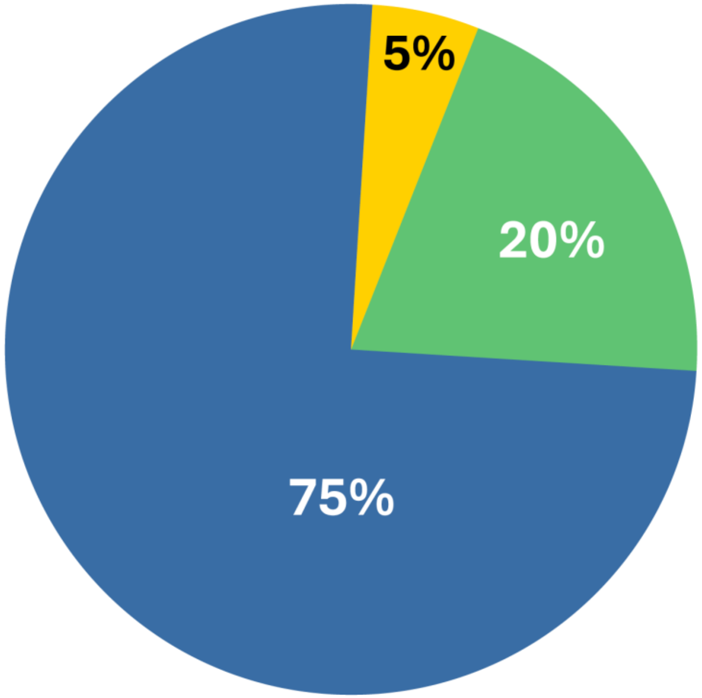
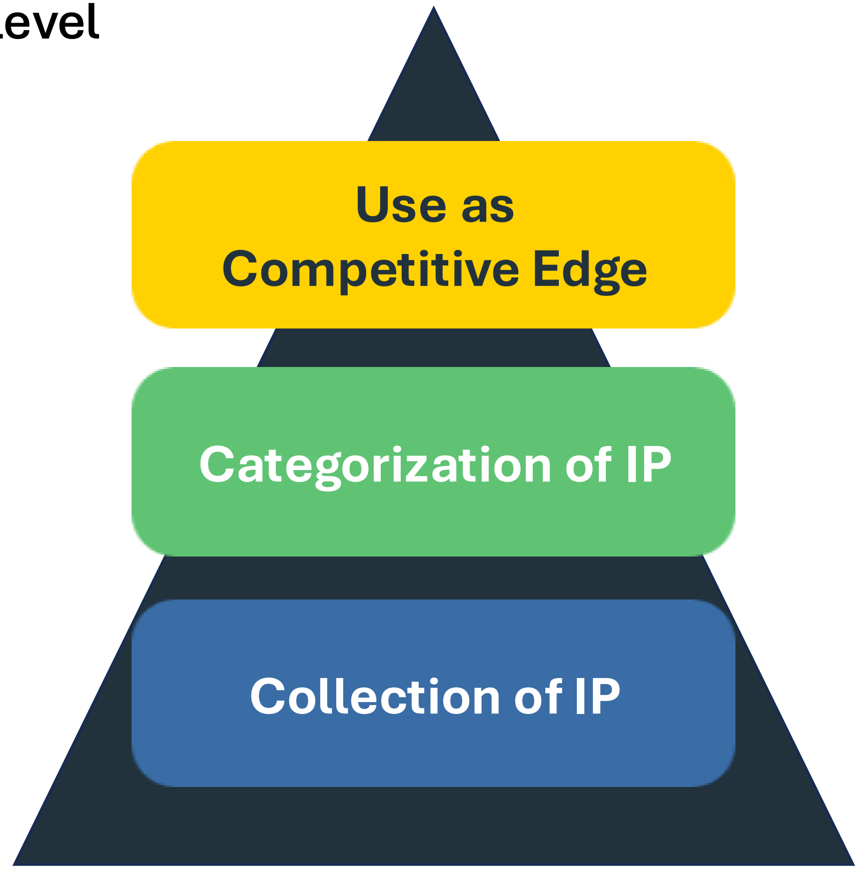
Building a Patent Portfolio for Canada

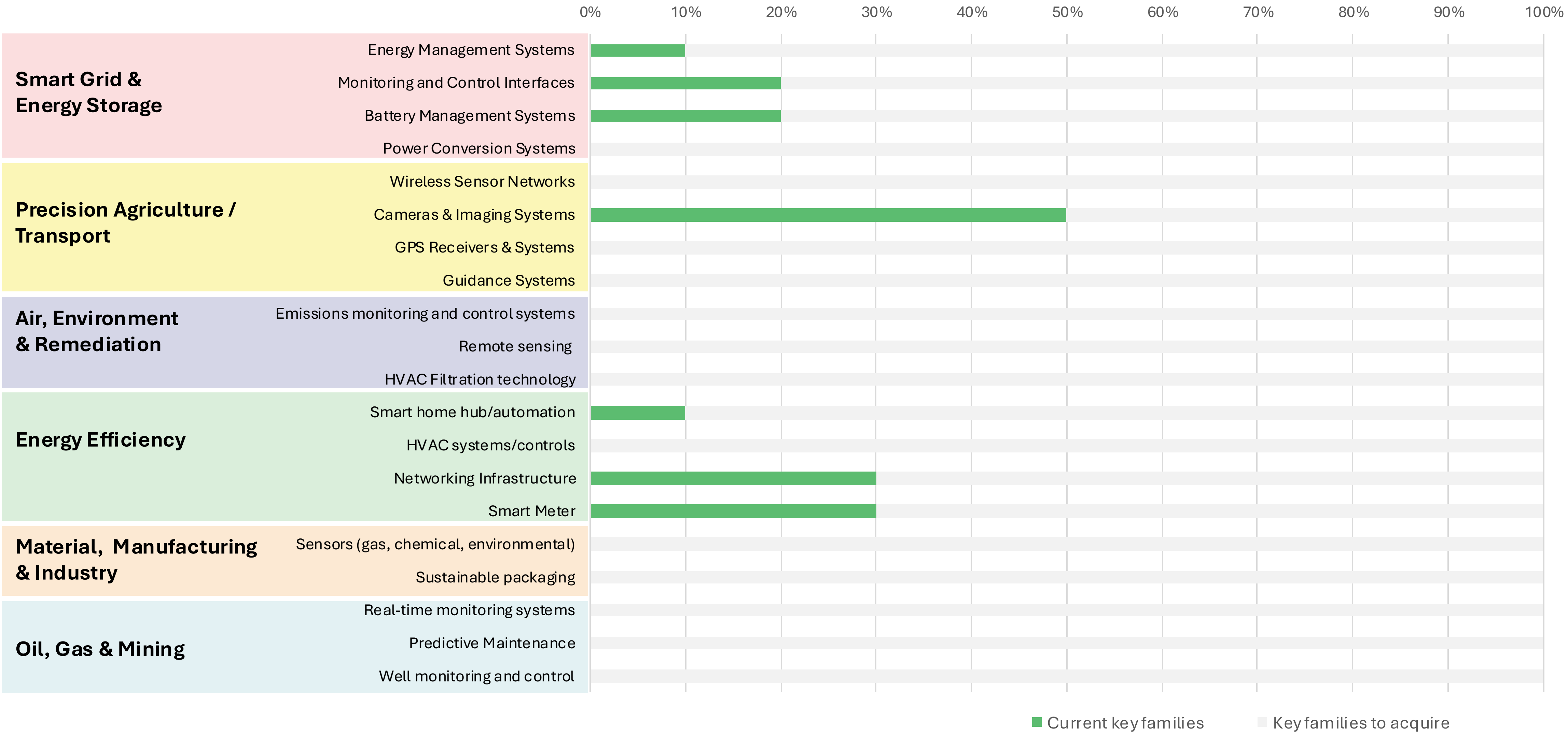
Percent of Companies performing at each level

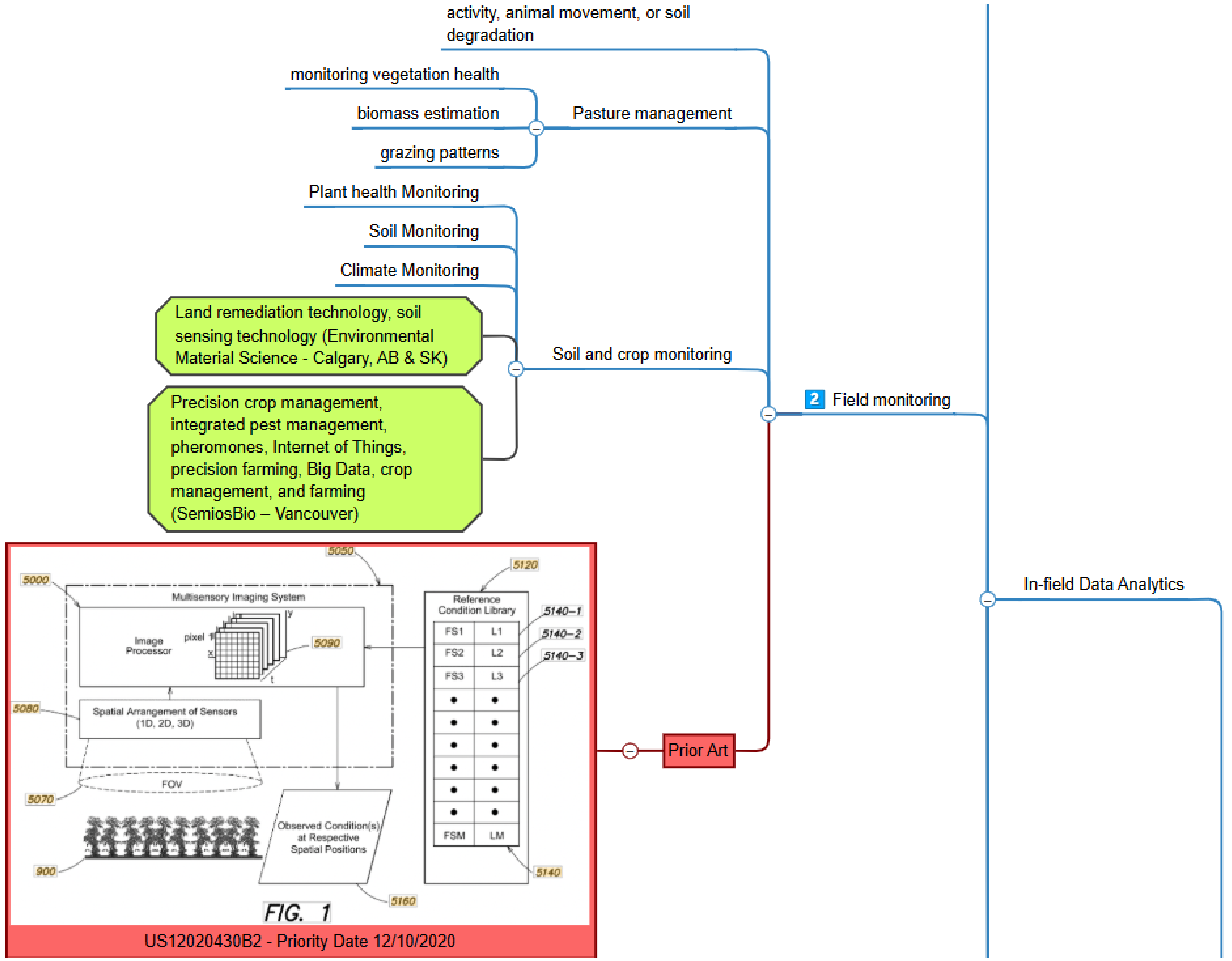




Data Source: IPotential

Building a Patent Portfolio by Acquisition




activity, animal movement, or soil degradation
monitoring vegetation health
biomass estimation
grazing patterns
Pasture management
Plant health Monitoring
Soil Monitoring
Climate Monitoring
Land remediation technology, soil sensing technology (Environmental Material Science - Calgary, AB & SK)
Precision crop management, integrated pest management, pheromones, Internet of Things, precision farming, Big Data, crop management, and farming (SemiosBio – Vancouver)
Soil and crop monitoring
2 Field monitoring
In-field Data Analytics
Prior Art
Multisensory Imaging System
Image Processor
pixel
Spatial Arrangement of Sensors (1D, 2D, 3D)
FOV
Reference Condition Library
FS1 L1
FS2 L2
FS3 L3
FSM LM
Observed Condition(s) at Respective Spatial Positions
5000
5050
5120
5090
5080
5070
900
5140–1
5140–2
5140–3
5140
5160
FIG. 1
US12020430B2 - Priority Date 12/10/2020

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Maximizing Impact

Needed Action

Program Integration

Directed Capacity Building

Strategic Patent Portfolio for Canada

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Thank You For Joining Us!

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