

Invitation for Expression of Interest: Intellectual Property (IP) Upskilling Content ("IP Resources")

Innovation Asset Collective (IAC)

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1. About IAC

Innovation Asset Collective is a not-for-profit, membership-based organization funded by the Government of Canada. Established in 2019, IAC is dedicated to helping Canadian SMEs mitigate IP related risks, foster strategic IP positions aligned with their commercial goals, and enhance their ability to access global markets. IAC provides its members with a comprehensive suite of resources including a growing patent portfolio, market intelligence reports, IP insurance, upskilling resources, toolkits, 1:1 engagement, IP Credits and IP funding.

2. Building IP Capacity in Canadian SMEs

At IAC, we believe that IP is critical to a company's growth and its ability to compete globally. We encourage Canadian SMEs to develop strategies that support the creation of strong IP positions and to secure ownership of their innovation and IP assets to enhance freedom to operate. To this end, IAC provides a plethora of IP resources to support SMEs in their IP journey.

IAC has created an Intellectual Property Maturity Framework (IPMF)--a structured rubric used to evaluate SMEs at different levels of IP maturity. IAC's resources are developed and mapped against the IPMF to ensure that they are tailored to SMEs at various stages of IP maturity.

A high-level summary of the IPMF is provided in Schedule 1. The IPMF provides a roadmap for companies to progressively build the IP knowledge and capabilities needed to support business growth and competitiveness.

At present, we are focused on building out practical, business-focused resources aligned with Levels 3 and 4 of the IPMF to fill a gap in more advanced resources that helps companies develop the strategic thinking and operational skills needed at later stages of growth. We want to support companies in moving beyond foundational awareness toward more sophisticated use and integration of IP within their business.

3. Invitation to Proponents

IAC is seeking expressions of interest from IP experts and IP content owners interested in making their prebuilt (existing) resources available to IAC through acquisition, license, partnership, or other suitable arrangements for use by IAC, and for further distribution/use by its members, and ecosystem partners. IAC is particularly interested in practical, business-focused content that

supports Canadian SMEs in developing strategic and operational IP capabilities—advanced IP strategy, commercialization, freedom to operate, competitive IP intelligence, licensing, and the integration of IP into business decision-making (“prioritized topics”). Priority will be given to content aligned with Levels 3 and 4 of IAC’s IPMF that help companies move beyond foundational IP awareness towards more advanced and commercially relevant use of IP.

4. Submission Requirements

Expressions of interest should include:

- **Proponent Information**
 A brief overview of the proponent, including contact information and relevant experience in the IP domain and/or development of IP-related resources.
- **Description of Resource**
 A detailed description of the prebuilt resource, including subject areas, format (e-learning modules, pdf courses, toolkits, workflow/templates), duration (completion time), intended audience, and level of depth. Proponents should indicate how the content aligns with IAC-prioritized topics and maps to Level 3 or 4 of the IPMF.
- **Scope and Commercial Terms**
 Proponents should provide high-level information regarding how the resource could be made available to IAC by completing the table below.

Terms	Description
Description of Resource	Subject matter, topics, abstract, business relevance, format
IPMF Level	Indicate the IPMF level that the resource maps to. See the sample table showing how the resource is mapped against the IPMF.
Proposed Arrangement	Sale, licensing, partnership, subscription, etc.
Scope of Use	Exclusive use, right to adapt and modify, distribute, sublicense.
Duration	Unlimited duration (preferred) or limited.
Commercial Terms	Pricing model

- **Resource Ownership and Sample**

The proponent should provide a brief description of how the resource was developed, including the organization(s) or individual(s) involved in its creation, and confirm that they have the rights and authority to make the content available to IAC. The proponent may include sample materials, excerpts, or links to content, where appropriate. Additional materials may be requested by IAC at a later stage as part of the evaluation process.

5. Selection Criteria

The criteria to determine resource suitability include, but is not limited to:

- **Relevance and Alignment**

The extent to which the resource aligns with IAC's requirements stated in this EOI.

- **Quality and Rigor of Resource**

The depth, accuracy, clarity, and practical applicability of the resource, including the use of business-relevant examples, case studies, exercises, knowledge checks, tools, templates, or other learning supports helpful to Canadian SMEs and real-world IP strategy and commercialization contexts.

- **Usability and Adaptability**

The suitability of the resource for integration into IAC's curriculum, including flexibility of use for adaptation, customization, modular use across different learning formats and for sublicensing purposes.

- **Resource Access and Commercial Model**

The proposed approach for making the resource available to IAC, including through sale, licensing, partnership, subscription, or other commercial arrangements, scope of use, duration, and overall value delivered to IAC, its members, and ecosystem partners.

- **Ecosystem Impact**

The potential for the resource to contribute to strengthening the Canadian IP ecosystem, including expanding IAC's network of resource providers and supporting broader IP capacity-building efforts.

This EOI will remain open on an ongoing basis to support the continuous identification of relevant IP resources and partnership opportunities. IAC will review submissions periodically and may contact selected proponents for further discussion based on alignment with IAC's priorities and requirements.

Please submit your EOI or questions regarding this process to **Colin Kibjjs** (ckibjjs@ipcollective.ca), **Program Director**.

Sample Table for Resource Mapping Against the IPMF:

Resource Title	Subject Matter	Resource Description	Reading Time (Mins)	Format (pdf., videos, toolkit, etc.)	IPMF Levels
The Business Value of Patenting Software	Software Patents	A guide to how software-based inventions may be protectable using patents a, and the value for doing so	30	pdf	3
	Open-Source Software	This resource explains the uses and IP behind open-source software; what companies should be aware of--code is still copyrighted even if it is published. If you use it, you have to obtain and observe a license. Understand the difference between permissive and restrictive licenses.	45	Video	4
IP Toolkit: How to manage IP infringement by third parties	IP Infringement	This resource provides step-by-step guidance to companies on enforcing IP rights, including best practices for communicating IP ownership and monitoring the marketplace for potential infringement.	25	Toolkit	3

Appendix A

IP Maturity Scale	0 Building Awareness	1 Understanding and Identification	2 Articulation and documentation	3 Analysis and alignment	4 Evaluation and integration
IP Strategy	Does not meet Level 1 criteria	I can identify what intellectual property is, the common types of IP rights, and how an IP strategy can support my business. I know I need to consider my company's value, revenue drivers, and budget, and be able to explain these to an expert to help build a strong IP portfolio.	I can articulate the IP assets that drive my business's value, connect them to revenue opportunities, engage the right experts to support my strategy, and assess how my IP fits within the broader market and stakeholder landscape.	I have implemented an IP strategy that aligns with the overall business strategy, and staff are trained to identify and report IP opportunities. I can evaluate expert work, and our team has clear processes to assess, document, and act on new IP. We use analytics tools to track the IP landscape, identify trends, and make informed, strategic decisions across the company.	I have integrated IP strategy into leadership and board discussions and align it with new business opportunities from the start. I regularly revisit the company's IP Strategy to evaluate its ability to deliver commercial value and support long-term business goals.
IP Risk	Does not meet Level 1 criteria	I can identify what IP risk is and that other people's IP rights might hinder my business. I understand the potential consequences of inadequate protection against competitors. I understand that IP risk can also arise internally within my company. I need to understand the IP landscape around my company to help me build a strategy and mitigate against risk.	I can articulate that there are many ways to mitigate risk. I can summarize the IP landscape around my company, how risks manifest in my business and what risks are the most relevant in our operation. I need to analyze what tools can best help mitigate risk and which tools are most effective for my company.	I have implemented monitoring of key competitors, identified IP risks and opportunities, and use available tools to manage and mitigate those risks. I have a strategy in place and am working to build a proactive risk aware culture, while also recognizing the need to assess risks across the full value chain and broader market beyond the obvious suspects.	I have integrated risk strategy into our culture, enabling the ability to consistently identify emerging risks and design effective mitigation.
Data Strategy	Does not meet Level 1 criteria	I can identify the data I have has value beyond the initial purpose. I understand that there needs to be a system in place to safely capture, transfer and store data and the company needs to have a policy around managing and using that data in line with the	I can articulate the value of data to my company and have begun developing a data strategy. I protect proprietary data as IP, have policies for its management and security, and track compliance across jurisdictions. I also recognize the need to train	I have implemented staff training, a cybersecurity plan, and third party audit rights and have framed the importance of a culture of data security. I actively manage our data and have a clear strategy for its use. I recognize the need to integrate data policies into ongoing	I have data protection integrated into our workflows through a comprehensive data strategy that includes cybersecurity, breach response, and risk mitigation. I have company-wide policies, regular compliance checks, and ensure staff understand their obligations

		law and the rules set by my company	staff and assess data related risks and opportunities.	corporate training and to develop a full incident response workflow to ensure compliance and readiness.	through onboarding and exit processes.
IP Culture	Does not meet Level 1 criteria	I can identify the need for an IP culture across the company around our approach to IP and we need to build policies and processes to support our desired culture.	I can articulate my company's IP policy and IP capture process. The company has an IP budget in place, and now needs staff training so employees can recognize innovation and IP value. I recognize the need to work with HR and legal to align our agreements with the IP policy	I have implemented staff training on recognizing innovation, integrated IP into onboarding and exit processes, and engaged external experts who understand our business. Our IP policy is built into employee and research agreements, and we report IP activity to leadership. I need to develop metrics to show how our IP culture creates value and implement a process to regularly check compliance with our policy.	I have integrated a regular review of our IP policies and processes for compliance and alignment with business needs, the landscape and legal requirements. I have formulated ongoing staff training, regular engagement with leadership and staff on IP value, and continuously refine workflows to strengthen our IP culture.