

Innovation Camp 2011



Growing Green

- Hear from and speak to successful business founders and CEOs.
- Learn about sustainable business strategies and practices.
- Meet leading experts in financing, marketing and management.
- Find out how government can help.
- Make valuable business contacts.

Don't miss your opportunity to attend this free event. Space is limited so register early.

Register at
www.enterprisetoronto.com
or by telephone at 416-395-7416.

For more information call 416-395-7499.

Presented by:



In collaboration with:



Sponsor:



Innovation Camp 2011



Growing Green

Participating Organizations:

Canada Business Ontario
Live Green Toronto
Ministry of Government Services
National Angel Capital Organization
Sheridan College, School of Engineering
TD Canada Trust
TiE Toronto
Toronto Board of Trade
Toronto Business Development Centre
Toronto Public Library

North York Civic Centre
5100 Yonge St., Toronto
Tuesday, May 17
9 a.m. - 4:30 p.m.

Presented by:



Innovation Camp 2011

Learn how green strategies attract more customers, increase sales and reduce costs!

PROGRAM:

9 a.m.

Lower Level, Council Chamber

Registration

9:30 - 10:15 a.m.

Lower Level, Council Chamber

Keynote Presentation

Dr. Ron Dembo

Zerofootprint Software Inc.

Risk-thinking, Innovation and Life in the Green Zone

Dr. Ron Dembo is the Founder and CEO of Zerofootprint, an organization dedicated to a mass reduction in our collective environmental impact. A serial entrepreneur, professor, design-thinker and agent of social change, Dr. Dembo will change the way you think of "green."

Being an entrepreneur in an emerging field requires "risk-thinking" – the ability to separate out what is truly uncertain from what is known with certainty. Dr. Dembo will discuss his experiences and how risk-thinking has guided the evolution of Zerofootprint.

10:15 - 11:25 a.m.

Lower Level, Council Chamber

Panel 1: Meet the Entrepreneurs

Panelists:

Mark Cutrara	Cowbell Restaurant
Rob Grand	Grassroots Environmental Products
Joanne Papari	Biochem Environmental Solutions
Brian Phillips	worldSALON and worldPRODUCTS
Francisca Quinn	Loop Initiatives Inc.
Allison Sletcher	Earth Concerns Cleaning Services

11:35 - 12:45 p.m.

Lower Level, Council Chamber

Panel 2: Meet the Experts

Panelists:

John DeVenz	Enbridge Gas Distribution
Joyce McLean	Toronto Hydro Corporation



Lawson Oates	Toronto Environment Office
Chris Rickett	Toronto and Region Conservation Authority

Tim Rudkins	Green Enterprise Ontario
Randy Tyrrell	Toronto Greenhouse

12:45 - 1:30 p.m.

Lunch Break

Visit the Innovation Trade Show and meet experts from government agencies, investors and leading service providers.

1:30 - 2:30 p.m.

Workshops

Committee Room 1

Building a Sustainable Business Model

Ali Asaria, Well.ca

Ali Asaria gave up a lucrative job as a software engineer at Research In Motion to start his own online health and beauty store, Well.ca, in 2007. In this workshop, Ali will share the sustainability strategies that helped make Well.ca Canada's largest online health and beauty store.

Committee Room 2

Communicating Your Sustainability Plan

Anthony Santilli, Bullfrog Power Inc.

Stakeholders are increasingly aware of and concerned about the impact organizations have on the environment. As a result, creating and implementing an effective environmental sustainability plan has become an important part of doing business in Canada. Learn how to make sure the right messages are reaching the right audiences.

Committee Room 4

Making Green Roofs Happen in Toronto

Did you know there are more than 135 built green roofs in Toronto? In this session, you will meet the City of Toronto staff, gardeners and roofing experts who make green roofs happen. Learn how your business can benefit from Toronto's award-winning Green Roof Strategy and Eco-Roof Incentive Program.

2:35 - 3:35 p.m.

Workshops

Committee Room 1

Growing Green: A Case Study

Joseph Delarge, eco|stems

Joseph Delarge opened eco|stems in early 2009 with the vision of making it Toronto's leading environmentally and socially sustainable flower shop. In this workshop Joseph will lead a discussion on a range of topics, from creating and growing a brand and establishing a loyal customer base to growing your bottom line with minimal impact on the environment.

Committee Room 2

How to Raise Money from Angels and Angel Groups

Rob Koturbash, Maple Leaf Angels.

Elham AyoubZadeh, Maple Leaf Angels

Cleantech and "green" companies are attracting huge venture financing deals these days. In this session you will learn the dos and don'ts of pitching Angels and what it takes to get an Angel to invest in your company and idea.

Committee Room 4

Your Brand: The Key to Sustainability

Marnie Walker, 401 Bay Centre

Your brand is your most important asset. More than a name, logo or mission statement, it is how people think and feel about your company. Join serial entrepreneur Marnie Walker as she shares her experiences in creating three successful brands.

3:35 - 4:30 p.m.

Lower Level, Members' Lounge

Facilitated Networking

Bring your business cards, interact with your peers and meet other entrepreneurs, potential clients and partners. Get high quality business leads and contacts just by being there!