

# Metrics and Reporting on your stories/successes

Fall Network Meeting, September 19-21, 2023  
Peggy Crawford, Senior Consultant, Springboard Network



## STORY BRIEF

**Institution:**

**Date submitted:**

**Submitted by:**

**Internal Comms contact:**

**Researchers and/or organizations involved:**

**Researchers contact:**

**Story needed by a specific date (internal communications plan)?**

### Quick info

#### Primary industry

Select between:

Advance Manufacturing, Agri-food, Aquaculture & Seafood, Big Data, Biotech, Cannabis, Cyber Security, Energy, Clean Tech, Forestry & Mining, Health & Med Tech, Ocean Tech, Oil & Gas, or Other

Secondary industry(ies)

#### Story Type

(Licensing, spin-out, industry project, collaboration between SB member institutions, etc.)

Can the story be shared with ACOA? (Y/N)

If yes, when?

Can this story be made public? (Y/N)

If yes, when?

How far along is this project?

### Must haves

#### Summary

How would you summarize this success in plain English in a sentence or two? What happened?

#### Challenge

What problem is being solved? What was overcome to make this a success? What challenge(s) has the researcher, company, institution, etc. overcome that will make this a compelling story?

*(i.e. funding hurdles, seemingly impossible milestones, challenging new market penetration, sourcing right talent, technical problem solving, etc.)*

#### Springboard

What Springboard programs, services or support were utilized to help make them successful?

**Other programs:** Were other funding programs utilized?

### Nice to haves

#### Quote

Please provide a quote from the company, researcher, etc. about the project, or key contact information for someone we're able to gather a quote from

#### Coms Contact

Who can we contact about helping to push finished content out via your institution's communications channels? Researchers contact?

#### Social Media

Applicable social media handles (@), hashtags (#), links (www.), etc.

*(i.e. Company handles, researcher handles, related articles links, industry-related hashtags, institution-related handles and hashtags, etc.)*

**Photos**

Do you have any photos that may be useful for this article? If so, please attach and provide photo credit details

*(who owns the photo/where it was sourced?)*

**Source**

How did the company, researcher, etc. come to connect with you?

*(Referral from within SB, Networking event, referral from researcher, etc.)*

**Any additional information you'd like to provide:**

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## HIGHLIGHTS BY INSTITUTION

**CONFIDENTIALITY NOTICE:** The details of the partnerships and agreements below are strictly confidential. The company and researcher's names are not to be shared externally.

*The following highlight stories represent examples of member successes and is not meant to be comprehensive. It provides a synopsis of both large and small projects and demonstrates how members are achieving their mandates from early business development to undertaking full engagements with industry partners. The projects below correspond to briefing documents and highlights sent to Central Office.*

***Acadia University***  
***Cape Breton University***  
***Collège communautaire du Nouveau-Brunswick (CCNB)***  
***College of North Atlantic***  
***Dalhousie University***  
***Holland College***  
***Memorial University***  
***Mount Allison University***  
***Mount Saint Vincent University***  
***NSCAD***  
***New Brunswick Community College***  
***Nova Scotia Community College***  
***St Francis Xavier University***  
***St Mary's University***  
***St. Thomas University***  
***Université de Moncton***  
***Université Sainte-Anne***  
***University of New Brunswick***  
***University of Prince Edward Island***

**Baie Verte Innovation Roundtable:** “The Baie Verte Peninsula has a strong historic connection to the mining sector. The area, including its largest community Baie Verte, has seen several cycles of expansion and contraction over the years because of developments in the mining sector. CNA has a campus presence in the community and extensive interactions with mining sector industry entities, primarily through OARI and its Customized and Continuous Learning unit (CCL).

The Baie Verte Innovation Roundtable was a full-day session organized and hosted by CNA, that brought together various stakeholders to discuss: 1) what key players in the region view as opportunities, and 2) what issues or challenges are currently preventing companies and organizations from realizing those opportunities. Key to these discussions was the potential role for CNA, and its OARI in the development of the sector.

This Innovation Roundtable was successful largely due to the collaborative approach between academia and industry. Leveraging our connections, we were able to get a broad group of stakeholders at the table to engage in meaningful discussion. The only challenge was getting some key players to attend given competing demands and schedules; however, that aside there was adequate representation from academia, community, government, and industry at the session.

Follow-up: This event resulted in a presentation at the Baie Verte Mining Conference (June 2023) and the establishment of a working group which will oversee a proposal to the provincial government and ACOA to fund a paid position to further analyze the potential for leveraging community capacity for the mining sector. It also helped CNA build connections that led to a highly successful Mining Tech Market (see below) in June 2023, which brought together mining industry stakeholders and technology companies.

Springboard IM IE funds were accessed to support this event. They were greatly appreciated and helpful for the success of the event. They provided a contribution towards the travel of three CNA participants and enabled the college to continue the momentum and flow of the event by offering nutrition breaks and lunch for participants attending the event, instead of the group dispersing at lunch time.”

“This award enabled the offering of the Baie Verte Innovation Roundtable and provided participants the opportunity to engage in meaningful dialogue about the future of mining in the Baie Verte region.” (Janelle Skeard, Mining Network Development Officer)

- [www.facebook.com/CNANewfoundlandLabrador](https://www.facebook.com/CNANewfoundlandLabrador); [www.linkedin.com/college-of-the-north-atlantic](https://www.linkedin.com/college-of-the-north-atlantic)

**PhD ocean researchers explore commercialization opportunities:** Navigating through ice-covered waters poses unique challenges and risks for maritime operations. Two PhD students at Memorial University are working on a research project called Precision Pathways, focused on developing technology to make ships safer and more efficient in the Arctic. The students are developing technology that focuses on route optimization, taking into account economic factors, environmental impact, and regulatory compliance. By optimizing routes, their goal is to enhance safety measures, reduce carbon dioxide emissions, and improve overall efficiency in Arctic marine navigation. The researchers say their interest in ocean-related research has deepened since their participation in two of Memorial's unique innovation and entrepreneurship programs. These programs - Lab2Market Oceans and Translational R&D - have helped them expand their networks and gain skills to support their ideas in ocean-related research. At Memorial, those programs are led by the Research Innovation Office. (<https://gazette.mun.ca/research/entrepreneurial-lens>)

**St FX Biology professor and students are working to establish efficacy and environmental impact of a new design of oyster aquaculture cages:** “DockPort Ltd, based out of Antigonish, Nova Scotia, is developing new technologies for the oyster aquaculture industry that will improve productivity and profitability, while making farm workers jobs far less physically demanding. The first technology is a cylindrical oyster growth unit termed the “Benefit of Being Round” (BoBR), and the second associated product is Oyster-Matic, a machine that manipulates BOBR to conduct the various animal husbandry tasks. DockPort.'s goal is to have the BoBR growth units and the Oyster-Matic become the new industry standard for productivity, efficiency, ease of use and lowest environmental impact.

The products of DockPort will be competing against the traditional and long recognized oyster cages or bags. The challenge is to not only prove that the new oyster BOBR products of DockPort offer superior quality of oysters and growth rates, but also that they are more environmentally friendly and that these benefits offer cost savings over the long run than the traditional methods.

The Wyeth Lab at St. FX has just the expertise and equipment needed to undertake this independent, scientific examination of the performance of the BoBR technologies of DockPort. Dr. Russell Wyeth and his student researchers are undertaking scientific tests of performance benefits of BOBR and Oyster-Matic relative to the prevailing technology. Tests include information on growth, shell shape, and shell fouling, all of which will provide essential marketing material for DockPort. Preliminary research results from the summer of 2022 have indicated that oysters grow better and quicker on these new growth units, and research will continue to confirm this superior performance in other areas around the Atlantic Provinces.”

**A collaboration leading to better pandemic response planning:** “At the height of COVID-19, Fredericton company Black Arcs knew they could help governments and experts with better pandemic response planning. They already had Citisketch, a product that simulates the daily life of communities; how people move around and behave throughout their day. They’d built it with trusted, anonymized statistical data and knew it provided reliable insights about community-level contact. It could iterate through new scenarios quickly and provide a visual, more intuitive presentation of data. They just needed one thing: The virus. Or, rather, a virtual version of it. They would find that virtual virus in the minds of researchers at UNB. They initially brought the question to a Springboard Atlantic supported Atlantic Association for Research in the Mathematical Sciences (AARMS) Industrial Problem-Solving Workshop, where they would start working with Dr. Sanjeev Seahra, a professor of mathematics and statistics at UNB and the director of AARMS, as well as Dr. Suprio Ray, a professor of computer science. Seeing initial success during the workshop, Black Arcs and Seahra continued to collaborate on creating this new model to simulate COVID-19’s behavior, building and refining a model that can both incorporate several real-world details and iterate through multiple scenarios quickly. Over the past two years, Seahra, Ray and a team of UNB researchers - two undergraduate students, one master’s student, two PhD students and one postdoctoral fellow - have contributed their expertise to this project.”

“The modelling framework for this project was something novel and we essentially developed it from scratch in collaboration with Black Arcs,” said Dr. Seahra. “The respiratory infectious disease model itself was modified from some of my older work.”

“Our tools allow outbreaks to be started at specific buildings, within a specific geographical area, or even in specific synthetic people,” said Dane Sheppard, Black Arcs director of technology. “Altogether, our system allows you to identify high-risk outbreak scenarios and iterate on effective intervention strategies at a very granular level.”

Springboard IEPs/ILOs supported the project and partnership development and agreements. The AARMS workshop that the Black Arcs took part in was funded in part by Springboard’s IM Program.

- Research blog post: <https://blogs.unb.ca/research/2023/06/sehra-ray-black-arcs.php>