



**Request for Proposal  
Innovative Partnership  
RFP No. 201808.1**

**Integrated Disruptive Technology Platform**

This RFP may also be found on the Invest Ottawa website at [www.investottawa.ca](http://www.investottawa.ca)

**Deadline for Intent to Participate: August 17, 2018 by 12PM EST  
Proposal Presentation & Product Demonstration: September 5-7, 2018**

## End State Vision: Integrated Disruptive Technology Platform

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Ottawa has the opportunity to evolve its existing entrepreneur and innovation ecosystem to keep up with the rapid pace of unprecedented technological change. New approaches are required to mobilize our full innovation capacity (from research to early scaling firms to our high-performing corporations) on market-relevant growth challenges and opportunities. Invest Ottawa wants to tap into Ottawa's ingenuity and innovative capabilities within our citizens, postsecondary institutions (PSIs), entrepreneurs, small- and medium-sized enterprise (SMEs), large corporate partners and non-profit organizations to spur innovative solutions regionally, nationally and internationally.

Invest Ottawa is seeking a partner to provide a highly functional digital platform which will effectively gather and overlay diverse data points (ex: open source and subscriptions) to create an immersive, stimulating viewing experience (a map) which will showcase our regional capabilities to the world. A dynamic and interactive interface which will utilize AI or other tools to source and update information, the platform will also allow for static, moment in time data to be uploaded as necessary. It will have a direct link to Microsoft Dynamics CRM and Sharepoint. As the back-office intermediary, Invest Ottawa will be able to track detailed connections behind the users search.

With the ultimate goal of creating a Digital Marketplace to match innovation demand from corporations and governments with innovation supply from researchers and entrepreneurs, the platform will enable Invest Ottawa to play the role of the central hub, creating customer connections, research partnerships, and closing supply chain gaps. An optimized, category-based search engine, the platform would be searchable by disruptive technologies, research areas, market focus, among other subjects.

Potential Data Sources including but not limited to:

- Research: Post-Secondary Institutions, Funding Agencies (NSERC, CIHR, SSHRC), patent applications, publication data, government labs
- SME's/Startups: IO Client Profiles, IRAP client list, OCE client list, Startup Genome list, IBM i3 list, Stats Can, MPAC, AI/ML tools, Self-Reporting
- Talent: Post-Secondary Institutions (enrollment, graduation rates), corporate websites

The project will take a phased implementation approach. The phases will see the project through from design, development, prototyping, and/or testing of a proof of concept. Invest Ottawa will work with the selected partner to define data requirements and sources.

**Phase 1:** Codify Ottawa's strengths including research, SME and other strengths in a marketplace to match innovation demand from corporations and governments with innovation supply from researchers, SMEs and entrepreneurs. This matchmaking strengthens supply-chain relationships and the flow of knowledge, thereby fueling further innovation.

**Phase 2:** Develop an open innovation marketplace, providing a framework to bring more selection, focus, coordination, curation, and scale required to be global leaders in areas of strength. The objective is to bring a degree structure to an ecosystem by making it more efficient to bring buyers and sellers together.

**Phase 3:** Ottawa is the most educated city in the country awash with various levels of technology expertise. This phase will add a talent component which acts as both a showcase of local talent and a talent attraction to drive long term success in market place.

## Outcomes & Evaluation

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We will select a partner whose platform proposal helps Invest Ottawa deliver results towards the achievement of our strategic goals. Most importantly, the platform will support our efforts to increase local job creation, help startups grow by providing opportunities for increases revenue and investment, and increase foreign direct investment attracted to Ottawa.

Headquartered in the Ottawa Region, the selected organization will have a corporate culture and values compatible with Invest Ottawa. Your presentation will provide an estimated incremental budget for the activities you are proposing for phase 1, with a high-level overview of provided for Phase 2 & 3. Do note, it is Invest Ottawa's preference to focus our spending on knowledge and design, and not on licensing fees. Product demonstration should focus on Phase 1, however your presentation should lead us to envision how you would integrate Phases 2 & 3. This could include additional partners, funding, and data views. Tell us about your collaboration style, and your expectations of Invest Ottawa as a partner. What risks have you identified, and propose a shared risk mitigation strategy. Presentations will be evaluated equally on aspects of technology, partnership strategy, communication, budget and approach.

## Key Dates

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### 1. Expression of Interest

Confirm your Intent to Participate by email by 12pm on August 17 by email to Joanne Gardner ([igardner@investottawa.ca](mailto:igardner@investottawa.ca)). Your email should clearly indicate your interest for each Phase of the project.

### 2. Questions

Clarification questions should be submitted between August 20-23 by email to Joanne Gardner. Questions regarding potential solutions will not be addressed. An FAQ responding to all questions asked will be sent to all parties who expressed their Intent to Participate.

### 3. Demo Day

Participants will be invited to Bayview Yards on September 5 to 7 (date to be confirmed with you individually) to present your proposal and provide a demonstration of the proposed platform to our team. Each participant will be allocated 2 hours for their presentation.

### 4. Follow up Questions

Depending upon the level of response, and the associated capabilities of prospective participants, Invest Ottawa may ask a respondent to provide additional information on specific aspects of this project.

### 5. Notification of Results

Invest Ottawa will notify all participants of our intent to partner by September 19.

## About IO

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With a vision to enable Ottawa to achieve its full potential as a globally recognized, innovative and future-ready city – the best place to work and live – the team at Invest Ottawa works tirelessly as the city’s lead economic development agency, creating high value jobs which grow our economy through two key business units:

**Venture Development:** Through incubation and acceleration services, this team helps entrepreneurs launch, grow, and scale.

**Global Expansion:** Engage global markets to attract foreign direct investment, retain and expand their local operations as an integral part of strategic markets and ecosystems; while simultaneously facilitating trade and business retention and expansion.

### Strategic Context

Invest Ottawa recognizes that the community is an ecosystem of innovation-supportive programs and initiatives, and is constantly working to identify and enhance the capacity of these initiatives that support the innovation agenda. Invest Ottawa continues to work closely with the support of the region’s innovation partners including OCE, the universities and colleges, local business incubators, research institutions and industry clusters.

Invest Ottawa’s strategic plan (<https://www.investottawa.ca/strategic-thrusts/>) and in-depth research into core disruptive and other technologies strengths, government and private sector investments, key market opportunities, talent base, etc. led to the following market areas of focus with the end game of global leadership:

- Smart government (govtech)
- Smart cities 3.0 (the best place to live and work for all citizens)
- Smart healthcare
- Smart agriculture

Specialization will happen within each of these areas, however the key objective of the codifying the ecosystem is to leverage disruptive technologies that will lead to success in the markets of the future.

Figure 1 Key Focus Markets and Core Disruptive Technologies

