



The idea of a national concierge service was identified during the Review of Federal Support to Research and Development.

The expert panel, chaired by Tom Jenkins, in their report titled “Innovation Canada: A Call to Action” found that businesses struggle to find the right support and many were “bewildered” by the array of choices at the Federal and Provincial level.

The report recommended that the Federal government “*establish a national ‘concierge’ service ... to provide companies with high-quality, timely advice to help identify and access the most appropriate business innovation assistance and programs for the individual firm*”.

In Budget 2012, the Government of Canada announced that NRC-IRAP would develop the Concierge Service to provide information and assistance to SMEs and help them make use of the available innovation programs.

The Concierge Service was launched in December 2013 by Minister Rickford.



There is a growing need to change the culture of business in Canada for prosperity and to turn around Canada's weak performance in the interrelated areas of business R&D, business innovation and productivity and to **improve the quality and impact of our programs that support innovation** productivity growth (Innovation and Business Strategy: Why Canada Falls Short (CCA 2009)



Looking through a high-impact, high-value lens, Concierge understands that business innovation is the ultimate source of competitive advantage and increasing prosperity.

Concierge's "trusted advisors" gain insight of an SME's innovation lifecycle from end-to-end. This insight enables Concierge to encourage R&D and key growth sector involvement as part of an SME's innovation strategy.

Innovation defined by OECD

- A new or significantly improved good or service (product innovation);
- A new or significantly improved production process or method (process innovation);
- A new organizational method in business practices, workplace organization or external relations (organizational innovation);
- A new way of selling goods or services (marketing innovation).



The Jenkins report found that:

- 52% of firms are not aware of R&D support programs
- Business are bewildered by the array of choices
- Many programs are not as well known to businesses as they should be
- Canada's landscape of programs that support business innovation is densely populated by initiatives spanning many departments and agencies both at the federal and provincial levels

Thus, SMEs that are seeking to become more productive, more innovative and more export-oriented are often discouraged as they **struggle to identify, understand and access much of the support that is available to them within the innovation ecosystem.**

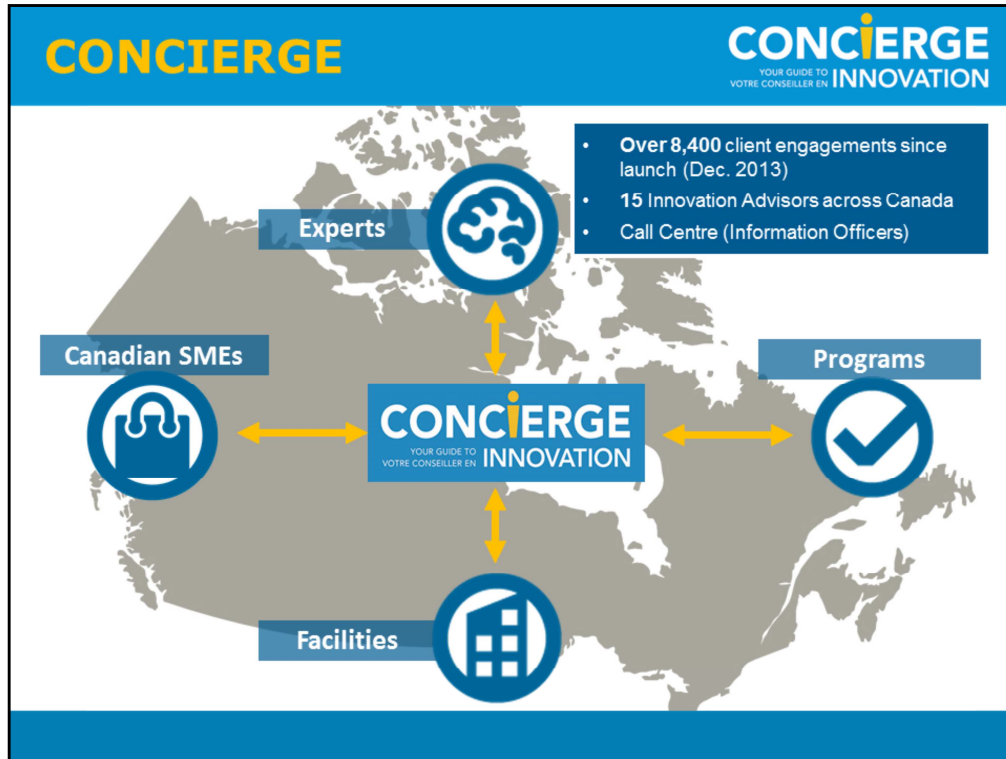
Interacting with Concierge provides SMEs with

- A single access point for individualised navigation through the innovation ecosystem
- Awareness of complementary programs for innovation support along the path from idea to market success



Concierge collaborates interdepartmentally at the federal level as well as with provinces, territories, municipalities, the post-secondary education system, incubators, accelerators and the emerging national network for business innovation and cluster support.

Collaboration enables an in depth knowledge of a broad range of programs/services and a mechanism to provide strategic feedback **to improve the quality and impact of our programs that support innovation**. With a collaborative, whole of government approach, Concierge takes the shared responsibility to maximize government funding seriously.



- Concierge served 466 clients in 2013-2014 (*note: program launched December 2013. This number accounts for clients served between Dec 2013-March 31, 2014*)
- Concierge served 3,578 clients in 2014-2015 (surpassing its target by 20%).
- Concierge has served 4,361 clients so far for 2015-2016 (as of February 22, 2016)
- Our IAs provide a personalized service to their clients (similar to IRAP ITAs). This customized, one-on-one service is crucial to the success of Concierge.



Concierge = connecting innovators to support ecosystem

**Innovation Advisors** – extensive knowledge of partner programs/resources, work closely with partners

- Can quickly identify/connect SME with most relevant resources best suited for their individual needs

## Thank-you!

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