Smart people. Smart ideas. An even smarter environment.

Two of Canada’s Biggest IT Deals Redefine Success


Ones to Watch

Fredericton’s Advantage Album

Marcel LeBrun, CEO, Radian6 and son Ben
Salesforce.com’s acquisition of Fredericton-based Radian6, the social media monitoring leader selected by more than half of the Fortune 100 companies, ranked as the biggest tech deal in Canada in 2011. The Canadian Venture Capital Association awarded Radian6 investors with the Deal of the Year Award for 2011. Add to that IBM’s recent acquisition of Q1Labs, internationally recognized for its game-changing innovation in security intelligence, and it’s clear why people are talking about our pristine capital city, and its rapidly growing reputation as a hotbed of innovation that’s attracting bright young tech talent and investors ready to back their success. And there’s lots more in the pipeline.

Radian6 CEO Marcel LeBrun says the City’s reputation as a technology leader has reached a new level of momentum and recognition. “Fredericton has hit the radar of global tech industry leaders and the venture investment community as well. There is a new level of curiosity about what is happening here that enables us to build globally-competitive, market-leading tech companies.”

LeBrun adds that huge shifts in the tech industry are playing to Fredericton’s advantage. “With a major industry shift toward cloud computing, software-as-a-service and social networking, startups now need to work in the cloud, making the location of your startup less relevant. And we have proven that now. We have the tech talent we need, and we can keep that talent because people want to live here. That’s the real Fredericton edge.”

Smart, sustainable and award winning, and one of the best places to live in North America – in Fredericton, you can truly have it all. We’ve proven it.

“We’re raising the bar for success in Canada. It’s more than outstanding business success; it’s about living successfully too.”
Marcel LeBrun, Radian6

Harvest Jazz & Blues Festival
Fredericton’s biggest party. Six days of world-class music on dozens of stages. From international jazz and blues giants to the next locally-grown up and coming stars.

Vibrant Downtown
An eclectic mix of restaurants, nightlife, specialty boutiques and art galleries.
How many places in Canada could you start a business from scratch, sell it for millions just a few years later, all while living in a community that values family, a community where you aren’t a number but a person? Where your children can grow up in a safe neighbourhood, in an affordable family home, and have their dad home for dinner every night. Yes – you can have it all here.

Maybe it’s time to define what ALL is to YOU. Then fill in the blanks, because it’s here. Nature. Sports. Culture. A vibrant community with skilled young professionals and seasoned entrepreneurs. A truly sustainable environment. World class business. Innovation. And more time for all of it.

Fredericton is ahead of the shift that is occurring. A shift back to what matters in life. We are redefining success for the future. Our future. And, our children’s future. Success is no longer giving up your quality of life for a career. You don’t have to choose.

You simply need to live here to understand why.

“Today, Fredericton is reaping the benefits of its commitment to growing a robust knowledge industry with the right tools, support, infrastructure, and business cost advantages. But we also knew that ensuring our entrepreneurs an unsurpassed lifestyle would keep them living and working here.”

Brad Woodside, Mayor
City of Fredericton
Fredericton

Where the right environment nurtures innovation and creativity

Business leaders will tell you – you need the right environment to spur innovation. At a recent CIO 100 conference, IT leaders representing Fortune 500 and mid-market organizations ranked the right environment over the people they hire as the most important factor in achieving ROI from innovation. What good are smart ideas if they aren’t in a nurturing environment? And that ideal environment is right here in Fredericton. With 70 per cent of New Brunswick’s knowledge industry, we’ve attracted some of the biggest names in their industries. Our home-grown global stars and emerging new start-ups continue to grow and thrive supported by a dynamic research and development community creating a web of support for innovators and entrepreneurs.

It’s diverse R&D and industry collaboration at its best, led by organizations that include the National Research Council Institute for Information Technology (NRC-IIT), the internationally acclaimed Research and Productivity Council (RPC) where technical challenges find real-world solutions, the University of New Brunswick which is outputting more than $50 million annually in grants and contract research revenue, and the recently established Pond-Deshpande Centre for Innovation and Entrepreneurship.

But the right environment also includes the physical and intellectual infrastructure. More and more knowledge industry players are finding the right home at Fredericton’s rapidly expanding Knowledge Park where international leaders like Research in Motion, CGI, CAE/Blue Drop, Skillsoft and more benefit from the opportunity to cluster, innovate and develop the right partnerships for success.

We’ve proven we’ve got what it takes to be the fertile environment for world-class business success. In this charming capital city, you’ll find a uniquely strategic and aligned knowledge industry ready to incubate and grow your seeds of innovation into commercial opportunities.

But don’t take our word for it. Check out what some of our newest Fredericton-grown entrepreneurs are doing and saying.

Inversa Systems

Cost-saving infrastructure diagnostics.

Inspecting just one roadway culvert with Inversa’s backscatter computed tomography (BCT) diagnostic imaging system saved New Brunswick more than $250,000. That kind of result is attracting the attention of governments and industry who know that information about infrastructure’s overall health is key to effective operational and maintenance decisions. A significant market, says President John Bowles, is North America’s aging roadway infrastructure, now reaching the end of its design life. The company’s Fredericton location has played a key role: “So many in this community have been there supporting us throughout the commercialization process. Living and working in Fredericton has been good for us in so many ways.”

inversasystems.com
to watch...

**KnowCharge**

*Packaging a multibillion dollar cost-saving solution.*

Electronics industry experts estimate that the cost of electrostatic discharge (ESD) damage to the industry totals billions of dollars annually. KnowCharge CEO Robert Morrow viewed that costly problem as an opportunity.

The company’s static protective packaging technology is the first paper-based product of its kind using a conductive fibre. KnowCharge, yet another in a long line of successful University of New Brunswick research spin-off start-ups, is commercializing what could well prove to be a cost-saving bonanza for the multibillion dollar electronics industry. Morrow credits the level of IT industry sophistication and support available in the City for where the company is today: “There are some really great things happening here and it’s no accident.”

knowcharge.com

**Zaptap**

*Revolutionizing point of sale marketing.*

Eight out of 10 consumers decide to purchase in front of a store shelf. Zaptap uses special codes to trigger product information on smart phones, and tracks information in real time from the customer’s Facebook account, allowing product manufacturers to interact with those consumers. Founder and CEO Yan Simard says the company is primed for market penetration: “We intend to be a market leader in how information with the right hooks to social media is leveraged in the retail world.” Fredericton offered him the start-up advantage he needed. “Because Fredericton’s IT community is uniquely sophisticated, investors and funding organizations saw our potential from the outset.”

zaptap.com

**LuminUltra Technologies**

*Seeing the unseen.*

Among Atlantic Canada’s Fastest Growing companies four years in a row, LuminUltra’s clients circle the globe. Using its advanced 2nd Generation Adenosine Triphosphate (ATP) measurement technology, the company’s client-specific, customized test kits can be used by organizations involved in any aspect of water management. Results of microbiological activity are provided within minutes allowing the company’s growing list of clients to better manage risk and optimize operating costs. President Pat Whalen says Fredericton has proven the ideal environment for growing the company: “We need to be able to attract and keep people with the right technical expertise for our company to grow and prosper. We have been able to find much of that expertise in graduates from UNB and local community colleges, and Fredericton’s sheer beauty and quality of life helps to keep them here.”

luminultra.com
Stephen Johnson, author of Where Good Ideas Come from: the Natural History of Innovation, says the right environment and cultivating an eclectic network of acquaintances can spur innovation. But he also cites awareness of the interconnectivity with the natural world as playing a key role in inspiring innovation as well.

Acknowledged as one of Canada’s greenest cities and an international award winner for its GHG reduction programs, Fredericton not only understands, but respects that interconnectivity. Since the mid 90s, city-wide green initiatives have included toxic-free paints for streets, LED street lights, retrofitted buildings, and many more similar initiatives that have resulted in a 12 per cent decrease in GHG emissions.

The Green Matters campaign, a community-wide public awareness program, soon led to Green Shops, a tiered recognition program created to encourage Fredericton’s business community to embrace environmental sustainability. More than 80 businesses have stepped up to the plate, implementing a unique range of initiatives, among them, using red worms for composting, installing larger windows for natural light, eliminating bottled water, offering a wind-powered, rainwater cooled website hosting platform, and even composting hair!

Green Shops sister program, Green Matters Certified, a unique made-in-Fredericton approach for non-commercial sectors, soon followed, targeting schools, universities, faith-based communities, agencies, crown corporations, large institutions, the non-profit sector and events.

Today, Fredericton is taking its GHG reduction initiatives to a new level with the development of a sustainable development plan that balances social, economic and environmental concerns.

Fredericton Mayor Brad Woodside is the City’s “green” cheerleader: “That we’re a smart city is clear. But to be a leader in sustainability sends the message in spades that we are all about living well too – that’s real success.”
University of New Brunswick
Spinning off success.

Sure, we’re a university town. And proud of it. It’s where many smart ideas and smart people got their start. Almost 75 per cent of New Brunswick’s research happens on the Fredericton campus.

This is no ivory tower. Real-life problems are getting solved here, among them the development of a more intuitive and affordable prosthetic hand, designing remote monitoring unmanned drones and working on the next generation of alternative energy technologies.

UNB is bridging the gap between academia and industry. Industry across North America taps the institution’s brain trust of researchers to conduct studies, develop technologies, or simply solve a problem.

New companies and products spin-off almost every year from the institution’s world-class research – companies like SmartSkin Technologies with its unique pressure sensitive material ideal for use as a touch input device in electronics applications or Green Imaging Technologies, Inc.’s Nuclear Magnetic Resonance (NMR) solutions for special core analysis in the petroleum sector.

Whether solving an industry challenge or creating new start-ups – innovation starts here.

Fredericton’s Advantage Album

We’re one of the top places to do business and one of the best places to live in Canada. And we’ve got the accolades to prove it. We’re constantly cracking top-ten lists, and winning awards for our business environment and quality of life. Check out just a few of our recognitions.

- Twice named one of the world’s Top 7 Intelligent Communities (Intelligent Community Forum)
- Ranked Number One City for Best Foreign Direct Investment (FDI) Strategy in the Micro City Category (fDi Magazine – Financial Times Ltd.)
- One of the Top Ten Best Places to Live in Canada (MoneySense)
- Most Business-friendly City in Canada (Canadian Business)
- One of the most cost-competitive North American business locales (KPMG Competitive Alternatives Study)
- Ranked in the Top 10 Cities for Air Quality (World Health Organization)
- Gold Awards for Green Matters/Green Shops in the Socio-Economic Category” (International Awards for Liveable Communities)
- Cultural Capital of Canada (Government of Canada)
Follow the Leaders.

Leading companies. Leading R&D. Leading lifestyle.

The brightest and the best are choosing Fredericton and working for industry leaders in information, advanced learning and environmental technologies, R&D, bioscience and engineering. They’re building great careers and living in an award-winning city. If you’re looking for top talent and a smarter place to work and live, discover Fredericton.

To learn more about one of the most cost-competitive places to do business in North America, contact Laurie Guthrie:
email laurie.guthrie@fredericton.ca
or call: 1-877-460-8326.

Fredericton
Smart. Sustainable.
fredericton.ca/economicdevelopment