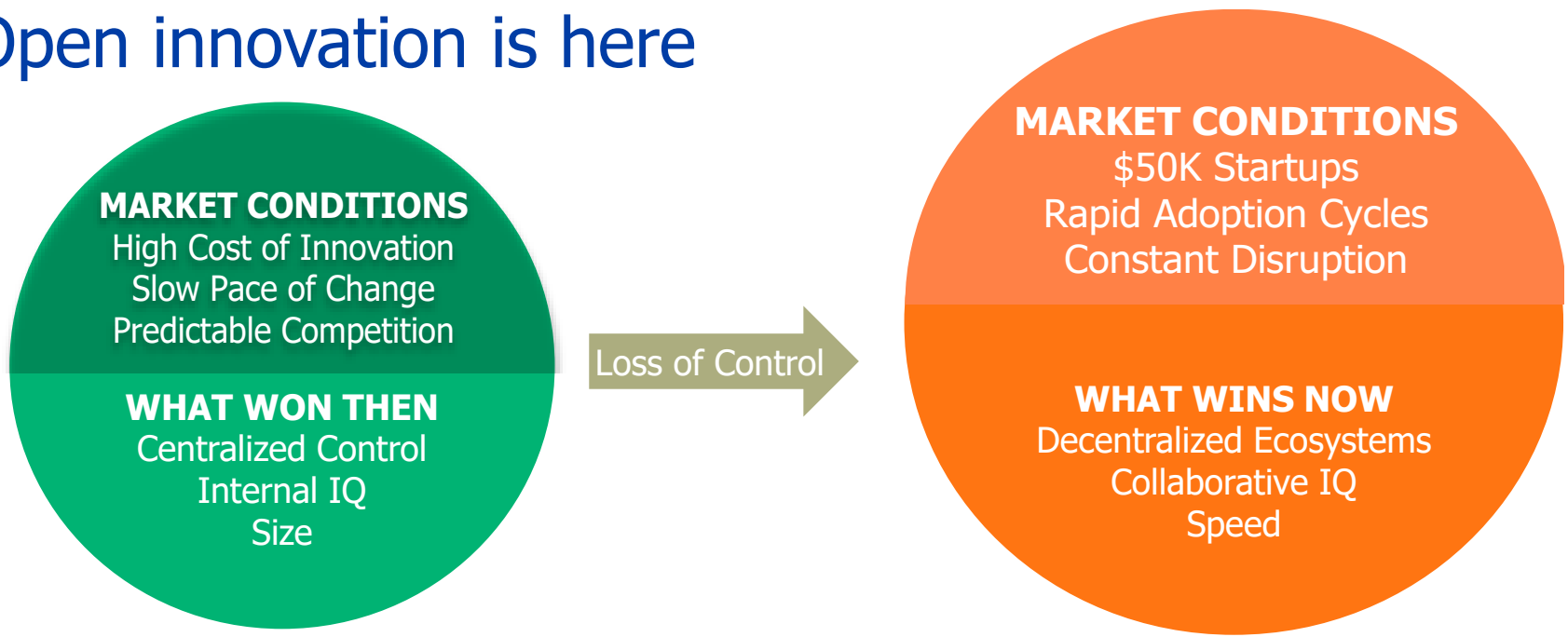
MaRS Corporate Innovation Network

Overview

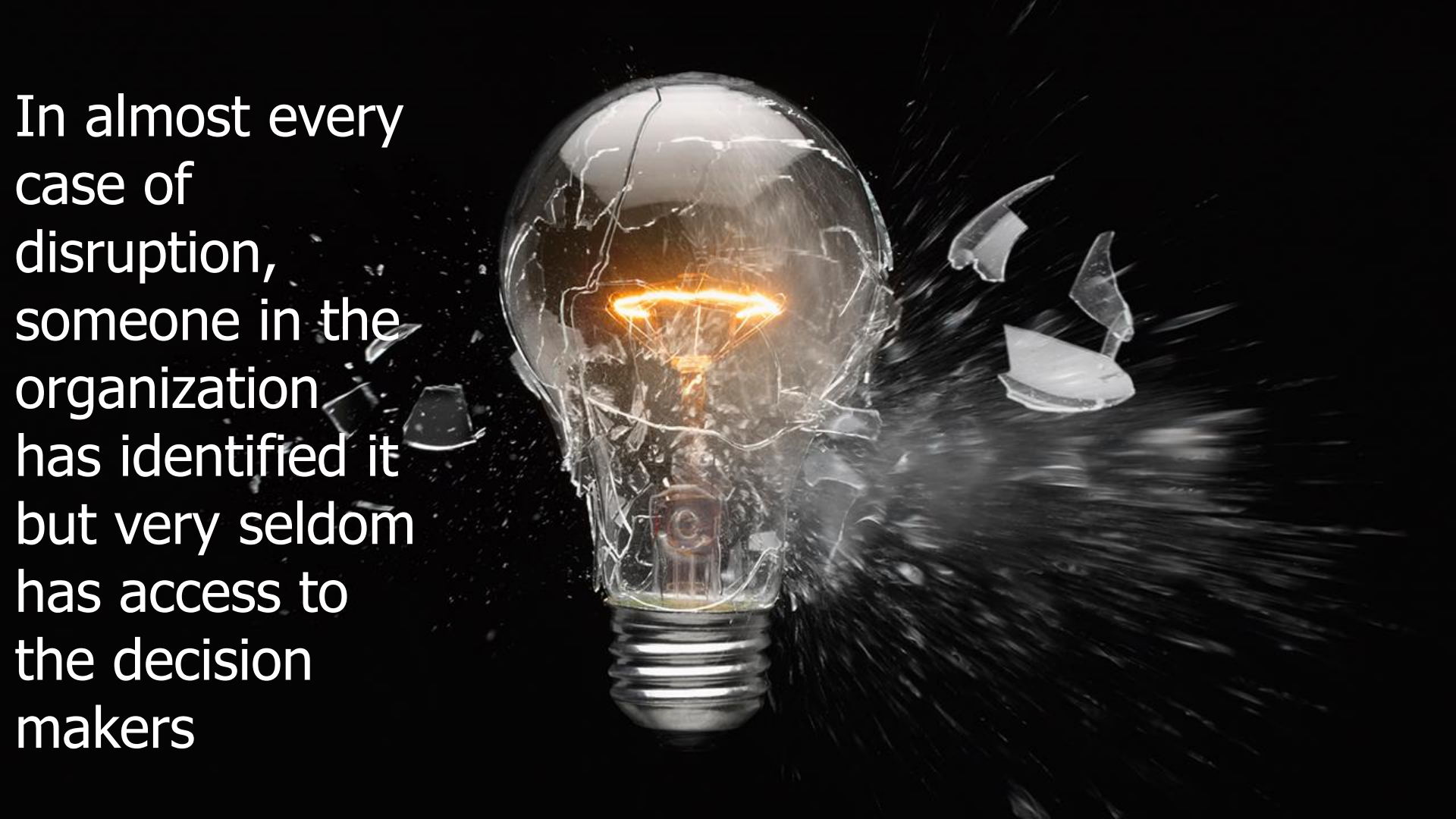
Open innovation is here



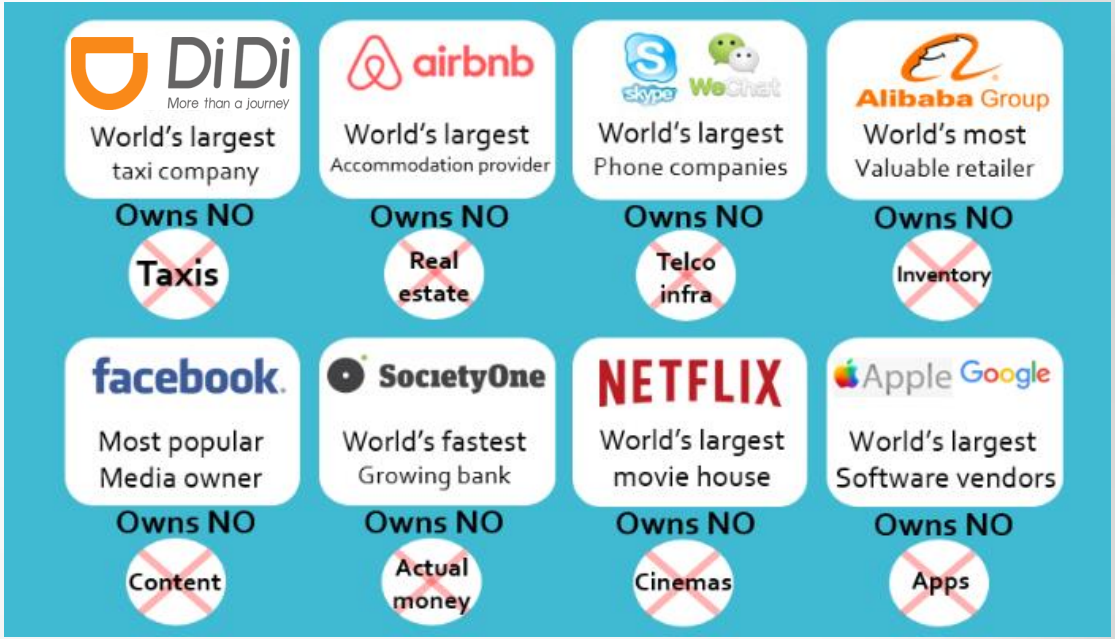
It's all about speed, collaboration, networks & more speed

Snow melts
from the edges
— Andy Grove
"It's almost impossible to see the disruptions from the inside"

In almost every case of disruption, someone in the organization has identified it but very seldom has access to the decision makers

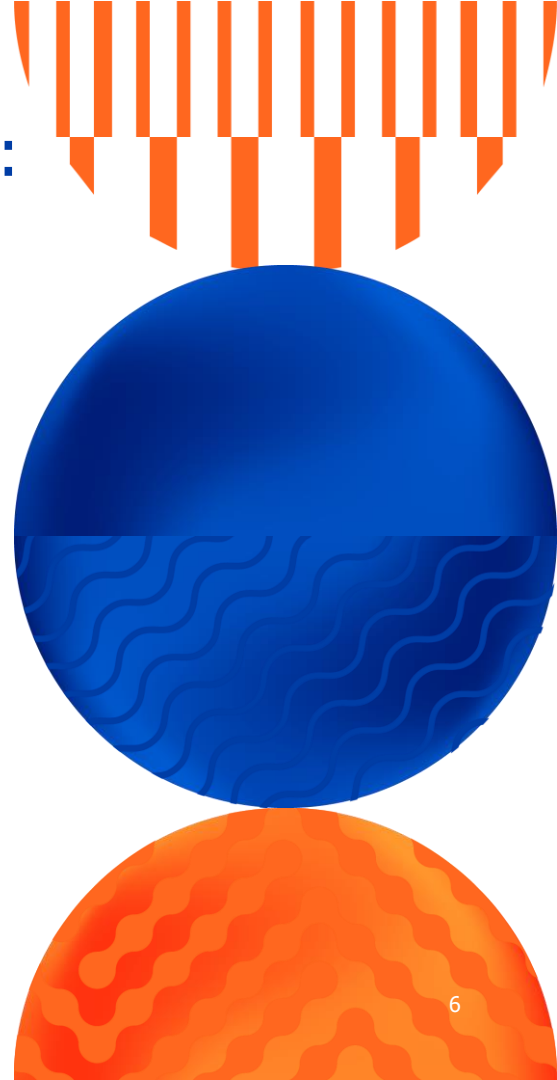


Disruption occurs when the "value chain" that is vital to the existence of an company or industry is cut, re-engineered or made obsolete



World-class applied innovation networks that:

- Convene industry value chains to participate in an exclusive network focused on solving ***big industry challenges*** as an ecosystem by innovating from ***"the outside in"***
- ***Deliver & curate new, board-ready business models*** for the members in a ***safe, private place to experiment and learn***
- Leverage MaRS startups, innovation partners & networks, and process know-how to ***build new ecosystems***
- Engage the ***entire executive stack*** from CEOs to emerging leaders
- Is a blend of project-led, experiential programs that generate ***actionable outcomes with measurable ROIs***
- Deliver enhanced ***organizational capacity***, resiliency and agility to lead change



Approach Overview

Over 6 months, we take members from concept to board-ready business case and model

Process	**Problem Definition** Ecosystem stakeholders define shared problem statement & identify network cohort companies	**Shared Vision** Determine shared problem statement leading to a Cohort Vision	**Shared CVP/Mission** Create, validate and prototype a CVP	**Biz Model** Define and Design a biz model to determine MVP	**Value chain analysis** Analysis of MVP in other industries to determine best-in-class biz model & CVP features	**Member Biz case (ROI)** Market evidence to support a new biz model, determine the new biz ROI & define how the biz wins
MaRS Lead	Partnerships + Solutions Lab	Partnerships + Solutions Lab	Partnerships + Solutions Lab & Venture Services	Partnerships + Solutions Lab & Venture Services	Partnerships + Market Intelligence	Partnerships + Market Intelligence
Deliverables	1. Shared Problem Frame	2. Aligned Vision	3. Value Proposition	4. Business Model	5. Value Chain Map w/key stakeholders	6. Board Ready Business Case

Expertise

- **Industry Experts**
- **Public Stakeholders**
- **Internal & External Market Research**
- **Tech Startups**

MaRS

Cohorts tackle big hairy issues including:

- Food waste
- Affordable housing
- Building resiliency
- Long-term disability fraud (mental health)
- Data privacy & security
- Sustainability
- Transition to value-based health
- Health data sharing

MaRS