

Saint John's True Growth Innovation Fund Supports Launch of Four New Products and Services in the Port City

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For Immediate Release

Five Saint John entrepreneurs with four ventures are receiving financial support from Saint John's True Growth Innovation Fund to help them evaluate their business ideas for commercialization.

Shawn McHatten, Shawn Peterson, Marie-Hélène Morell, Warren Long together with Mike Start were the recipients of this year's True Growth Innovation Fund and are all working on developing innovative business ideas.

Shawn McHatten is leading the development of a Saint John makerspace for the community, financed through memberships to provide access for entrepreneurs to use white / clean technologies including 3D printer technology, electronics, robotics, and grey / light industrial technologies such as welding, metal work, CNC cutters, rubber moulding and a metal-working 3D printer.

Shawn Peterson is evaluating a cloud-based secure platform called InPoli.com to enable politicians at all levels of government to highlight and promote their work, such as votes and events attended, and engage with their constituents.

Using materials developed with New Brunswick-based wood science, research and technology, Mike Start and Warren Long will supply new and enhanced composite modular components to build multi-level, sustainable structures for the export market.

Marie-Hélène Morell is evaluating a website to promote New Brunswick-based artists and artisans to assist them in telling their stories, engaging their customers, promoting arts & culture, and to provide a platform for sales.

The goal of the True Growth Innovation Fund is to accelerate the commercialization of high impact ideas by helping to remove common obstacles in the early stages of venture evaluation.

One of Saint John's True Growth Goals is increased innovation, research and related entrepreneurship. The True Growth Innovation Fund supports this goal by encouraging innovation in Saint John's priority growth sectors (Energy, Advanced Manufacturing, Finance / Insurance and Professional Services, Tourism, IT, and Health & Life Sciences), plus Arts & Culture, and Municipal Government.

The True Growth Innovation Fund is managed by the Pond Deshpande Centre and is funded through community donors who would like to encourage the launch of more products, services and methodologies in their community.

Individuals, organizations, faculty and students in the community-at-large are encouraged to apply. Partnerships and collaborations are encouraged. Successful applicants are those whose ideas / innovations have the potential for big impact, sustainability and scalability.

For more information, please visit:

<http://www.ponddeshpande.ca/saint-john-true-growth-innovation-fund/>

- 30 -

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