

University Research Commercialization - A win win

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A bit about me



**B.Sc. Mount Allison
Ph.D. UWO
Post Doctoral Cambridge
UNB Professor since 1993**

**NSERC 67 fellowship
Steacie fellowship (00-02)
Tier 1 CRC (02-08, 09-16)
➤ More than 100 publications
➤ More than 10 patents
awarded or in progress**

Role of a University Professor

Investing in

People - students

Discovery - research

Innovation - commercialization

Corporate Partners



Green Imaging Technologies



- UNB MRI Centre spin-off company.
- Dr. Derrick Green, ECE MRI Ph.D. returned from US.
- MR/MRI core analysis for petroleum industry.
- Revenue of more than one million dollars in 2009-2010.

<http://www.greenimaging.com>

Importance of a Niche



Robert Frost
1874-1963

**‘ Two roads diverged in a wood
And I took the one less traveled by
And that has made all the difference.’**

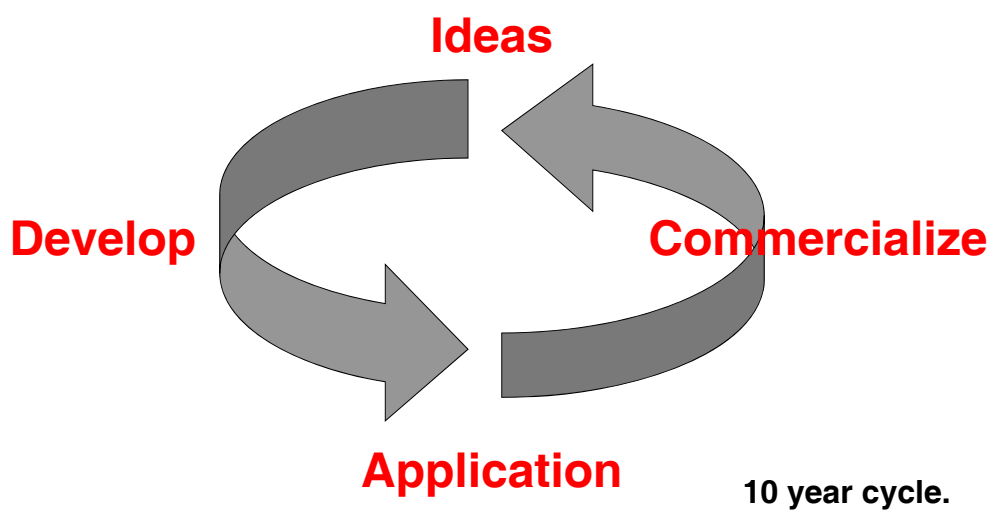
‘The Road Not Taken’ 1916

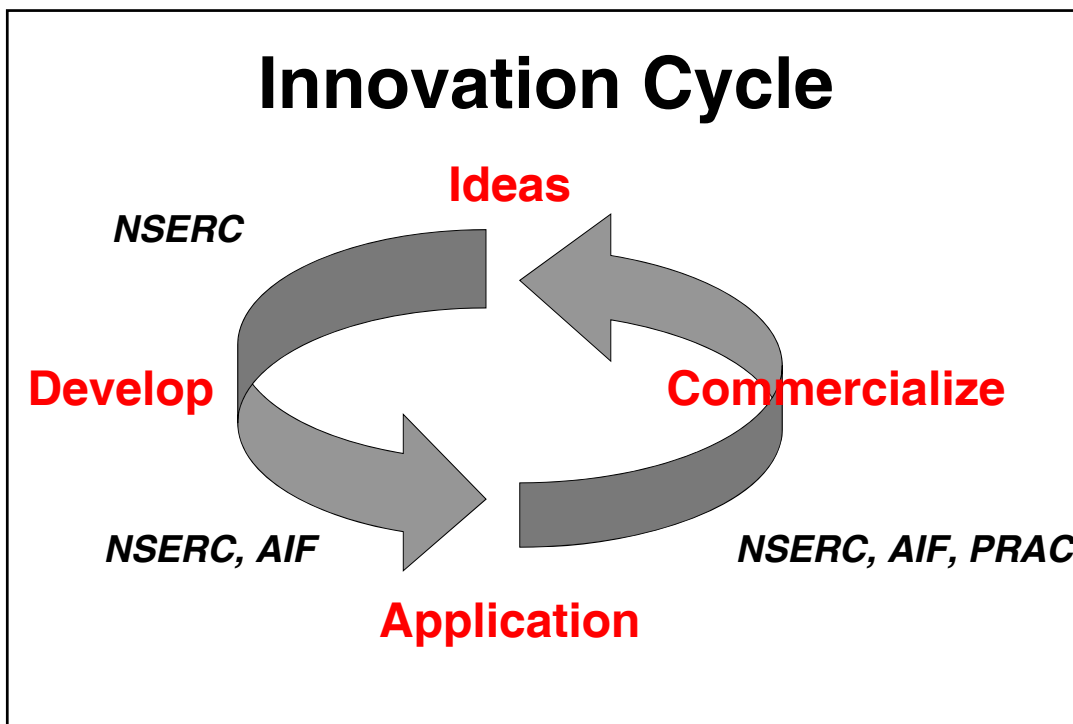
MRI Research Centre



Summer 2011

Innovation Cycle





No Lab is an Island

- **UNB Office of Research Services**
David Foord, Joshua Samuel, Chris Mathis,
Shane Nason
- **NSERC and NSERC Regional Office**
- **ACOA, Paul Smith from AIF**
- **PRAC - Petroleum Research Atlantic
Canada**