
Enterprise Saint John Launches Innovation Challenge

Successful submissions will get up to \$25,000 to solve community or business problems

For Immediate Release

May 1, 2018

Enterprise Saint John wants to help drive innovation and grow the economy. Through the Smart and Connected Innovation Challenge, the regional economic development agency is looking for business and community problems that can be solved using data and connected technology. Successful submissions will receive financial support of up to \$25,000 to help with the cost of developing a solution to the problem.

“Innovation is an important part of growing our economy,” said Ron Gaudet, CEO of Enterprise Saint John. “Developing solutions to industry and community problems allows us to export new products and services to other parts of the world right here from Saint John. This launches new companies, helps existing companies grow, and creates jobs for our region.”

With the growth of internet-enabled technology and the ability to capture and analyze data more easily, data-driven solutions are being developed by both new and established entrepreneurs in our community. There is tremendous opportunity to drive more innovation in this area.

There are already companies in our region using data and connected technology to solve problems and improve operations in areas such as customer retention, energy optimization and fleet management. It is helping businesses grow and become more competitive. Communities are also finding new ways of using data and connected technology to provide residents with everything from real-time information on available parking spots to service-delivery that allows seniors to live more independently.

Saint John’s entrepreneurs are also building data-driven solutions.

Derek Chaisson is helping hockey players effectively manage their skills development for passing and shooting. His solution, iQ puck, is a sensory based hockey puck that transmits its movements to a smart phone or tablet. The device can track shot speed, trajectory, accuracy, and spin, all data a developing hockey player wants to know in managing their performance.

EhEye is using advanced data analytics to protect people by automating the detection of weapons, disturbances and suspicious behaviours within streaming video, and instantly connecting this information to first-responders in real time.

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Enterprise Saint John wants to encourage more of this kind of innovation and help support solutions to industry and community problems right here in Saint John. What problems would you like to solve?

For more information on the Smart and Connected Innovation Challenge, please visit www.enterprisesj.com/projects/smart-and-connected-community/innovation-challenge. Deadline for the first-round of submissions is May 31st, 2018.

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