

Enterprise Saint John announces recipients of \$125,000 Innovation Challenge

Five winning proposals selected to build products or services to solve business & community problems

For Immediate Release

September 14, 2018 Saint John N.B. – Enterprise Saint John (ESJ) is pleased to announce five companies/organizations that will receive funding through the Smart & Connected Data Project’s Innovation Challenge.

Smart Food Security, The City of Saint John, Saint John Energy, Sensory Friendly Solutions, and Botrow Technologies will each receive a contribution of \$25,000 to help solve a business or community problem using data and connected technology. The proposed innovations include:

1. Platform to better support Food Banks and their clients
2. Cash-free payment and data tracking system for Transit
3. Solar Energy Performance Analytics
4. Online platform to help people with sensory-sensitivities engage more comfortably with activities and events.
5. City of Saint John Snow Removal Vehicle Location Data Project

The Innovation Challenge was first announced in the spring of 2018 to spur innovation and economic growth using the Smart & Connected Data Project as the catalyst. The Smart & Connected Data Project is a 3-year initiative designed to support companies and organizations in harnessing the power of data to drive business value and solve industry and community challenges.

“As the regional economic development agency, we know our community is filled with bright minds who are building on our history of innovation,” says Ron Gaudet, CEO of Enterprise Saint John. “ESJ is pleased to partner with these companies and organizations as they create new innovations that address business and community challenges with the possibility that some innovations could be developed and exported right here from Saint John.”

All Innovation Challenge winners will develop and implement proof-of-concept projects over the next 12 months to demonstrate the value of their innovation. Following the first phase of development, some companies will continue to build their products and services with the intention of commercializing and selling them in other markets.

More information on the Innovation Challenge projects can be found at www.smartandconnected.ca/projects

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