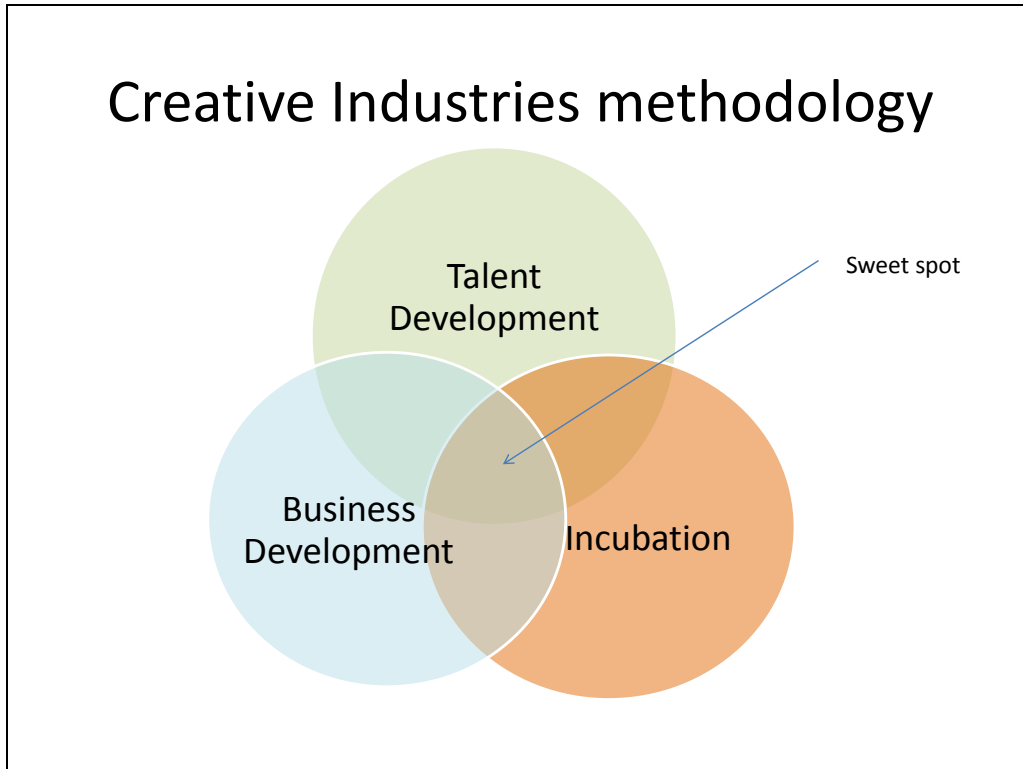
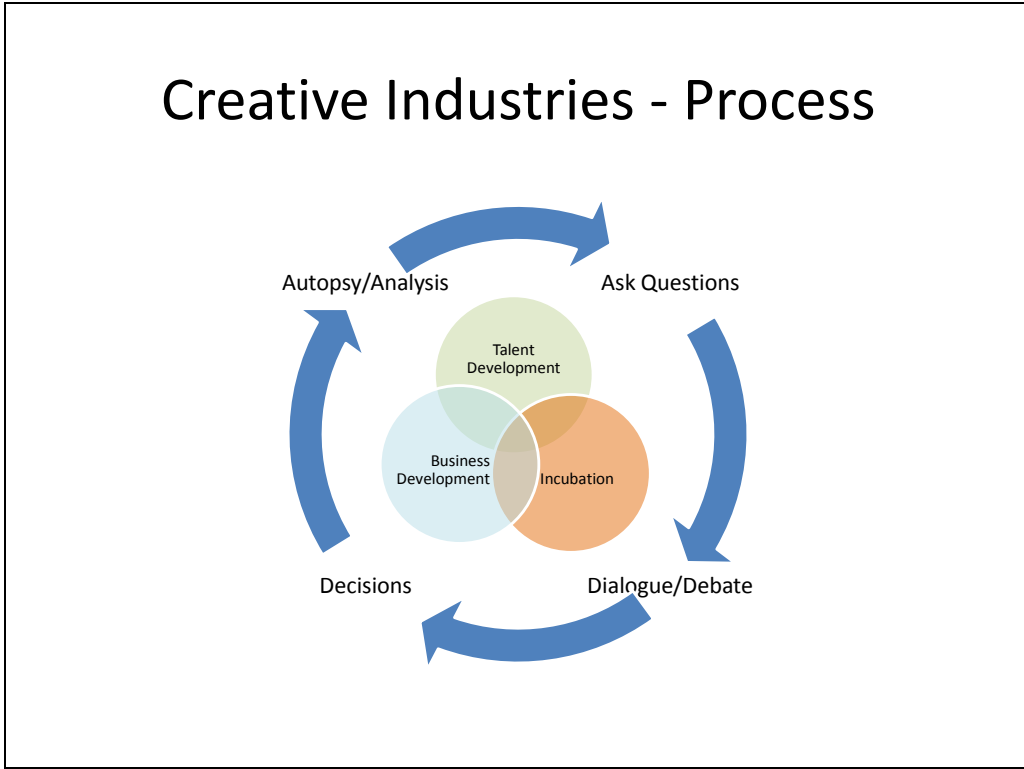


Slide 1



- Identified 3 core competences where BC has the greatest opportunity to be the best in the world.
- Insight into how to most effectively generate sustained and robust cash flow and profitability... capture of tax revenue per  $x$ —that had the greatest impact on BC's economics, and that present the greatest opportunity to attract Angel/VC and capital investments; (business development domestic and international.)
- Focus on those activities that ignite and foster an existing passion (Digital Media and Software cross pollination.)

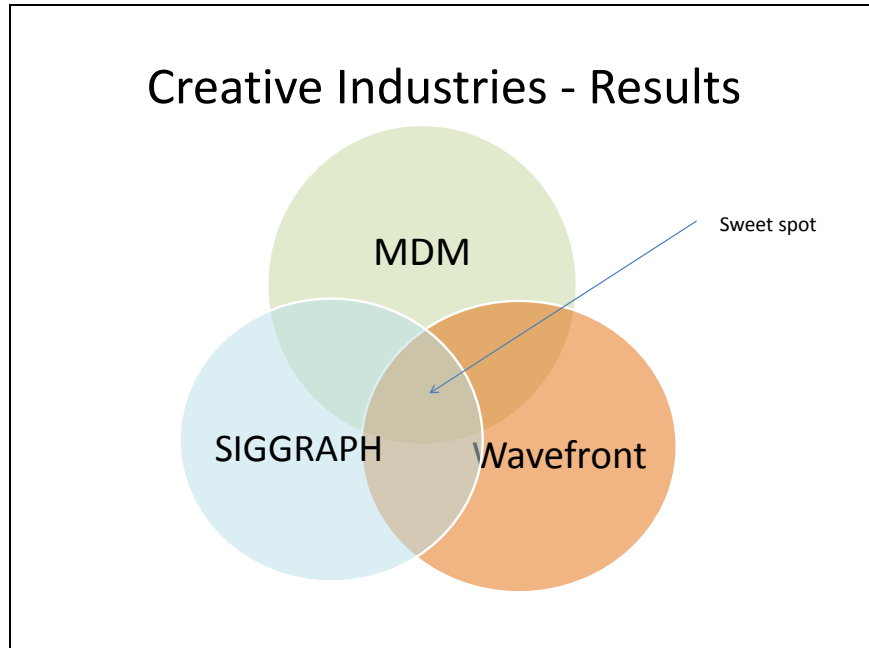
Laser focus on those entities that provide greatest opportunities to advance BC's digital media sector and creative industries as a whole - at the intersection of 3 core competencies; (the sweet spot.)



Methodology:

CI focus in 18 months old; using cycle of questions – dialogue, decision and analysis of those activities that BCIC supported to advance CIs and the outcomes; concluded that the laser focus on SIGGRAPH, MDM, and Wavefront provide the greatest opportunities within BC’s digital Media sector to:

- Develop talent – at the professional development and education levels.
- Incubate new business – at the post graduate and the business 2 business levels.
- Develop Business – both domestic and international attraction and export potentials; with an added opportunity to cross pollinate additional sectors, and attract capital investment with new projects.



- Greatest opportunity to be the best in the world
  - Masters of Digital Media program; the first of its kind of education model WORLD wide – accelerating student experience with real world industry projects.
  - Wavefront; the first of its kind in North America – providing domestic companies wireless test facilities and exposure to how business is done at the international (standards and requirements.)
  - SIGGRAPH: The most robust chapter worldwide, providing BC companies and educational institutions and students with access to the source for advancements within the international computer graphic industry and education sectors.
- Capture of tax revenue per  $x$ —that had the greatest impact on BC’s economics, and that will attract Angel/VC and Capital investments:
  - MDM = education profit centre; relies on student enrollments and incubation opportunities. First cohort of students has produced 2 businesses ready to commercialize their concepts.
  - Wavefront = Signing domestic and international clients to use their facilities, providing domestic companies with opportunities to accelerate the commercialization of their applications.
  - SIGGRAPH = 10 speaker events and 2 semi annual conferences and signing of the international conference in 2011, bringing over 25,000 delegates to Vancouver; the speaker events and annuals conferences provide opportunities to attract international companies to partner with BC companies, and attract top tier talent to work with BC companies.
- Focus on those activities that ignite and foster an existing passion (Digital Media and Software cross-pollination:)

MDM provides opportunities for students to apply their technical skills to a variety of industries, which may result in a cross pollination effect – directly affecting “traditional” industries.

**Creative Industries Methodology  
Digital Media Focus**

Slide 4

## Creative Industries – Stakeholders

Industry	Academia	Provincial	Federal	Municipalities	Capital
<ul style="list-style-type: none"> <li>•BC Film</li> <li>•BC Film Commission</li> <li>•BCID</li> <li>•BCTIA</li> <li>•HRTech BC</li> <li>•IcoGrada</li> <li>•MPPIA</li> <li>•NM BC</li> <li>•SIGGRAPH</li> <li>•Wavefront</li> </ul>	<ul style="list-style-type: none"> <li>•BCIT</li> <li>•Emily Carr</li> <li>•MDM</li> <li>•Selkirk</li> <li>•SFU</li> <li>•UBC Grand</li> <li>•VFS</li> </ul>	<ul style="list-style-type: none"> <li>•AVED</li> <li>•Investment Capital Programs (PROV of BC)</li> <li>•MoE</li> <li>•MTCA</li> <li>•PTC</li> <li>•S-T-Ec Dev</li> <li>•9 Regional Councils</li> </ul>	<ul style="list-style-type: none"> <li>•DFAIT</li> <li>•Heritage Canada</li> <li>•Industry Canada</li> <li>•MITACS</li> <li>•NFB</li> <li>•NRC IRAP</li> <li>•Services Canada</li> <li>•Telefilm</li> <li>•WeD</li> </ul>	<ul style="list-style-type: none"> <li>•UBCM</li> <li>•City of Cranbrook</li> <li>•City of Campbell River</li> <li>•City of Nelson</li> <li>•Metro Vancouver Commerce</li> <li>•Vancouver Economic Commission</li> </ul>	<ul style="list-style-type: none"> <li>•Angel Forum (Vancouver)</li> <li>•Argon Venture Partners</li> <li>•BDC Capital</li> <li>•Crescendo Ventures (Ca)</li> <li>•Greenstone Venture Partners</li> <li>•Growth Works</li> <li>•Telus Ventures</li> <li>•VAN Edge</li> <li>•Vancouver Enterprise Forum</li> <li>•Vancouver Investment Forum</li> <li>•Ventures West</li> <li>•Yaletown Venture Partners</li> </ul>