



Technology Transfer Partnerships for Innovation



Supported by the Agri-Food and Rural Link KTT program, funded under the OMAFRA-University of Guelph Partnership.

Coordinate • Cooperate • Collaborate • Commercialize

C4 fosters innovation in south-western Ontario by promoting technology transfer and commercialization. Comprised of ten universities and research institutions, C4 members coordinate their resources, cooperate with governmental and industrial bodies, collaborate in multi-disciplinary research to solve real world problems, and commercialize the results of their research.

C4's members are McMaster, Guelph, Waterloo, Western, Windsor, and Wilfred Laurier universities, and Robarts Research Institute, the Lawson Health Research Institute, Hamilton Health Sciences, and St. Joseph's Healthcare Hamilton. This diverse group of universities and research institutions generates hundreds of new discoveries each year. It is C4's mission to help its members transfer these discoveries to society. This diverse group of universities and research institutions provide a broad and deep base of expertise C4 members to draw on. By working together, the C4 institutions achieve economies of scale enabling a more robust effort than they could accomplish individually.

C4 Resources

- Improving outreach by shared attendance at conferences and trade shows
- Working with industry by hosting events to highlight innovation
- Streamlining interaction with Universities by creating standardized Material Transfer Agreements and Confidentiality Agreements
- Proof of Principal funding to help prove the commercial potential of new inventions
- Process improvement through sharing of best practices within Universities
- Learn more at www.c4ontario.ca



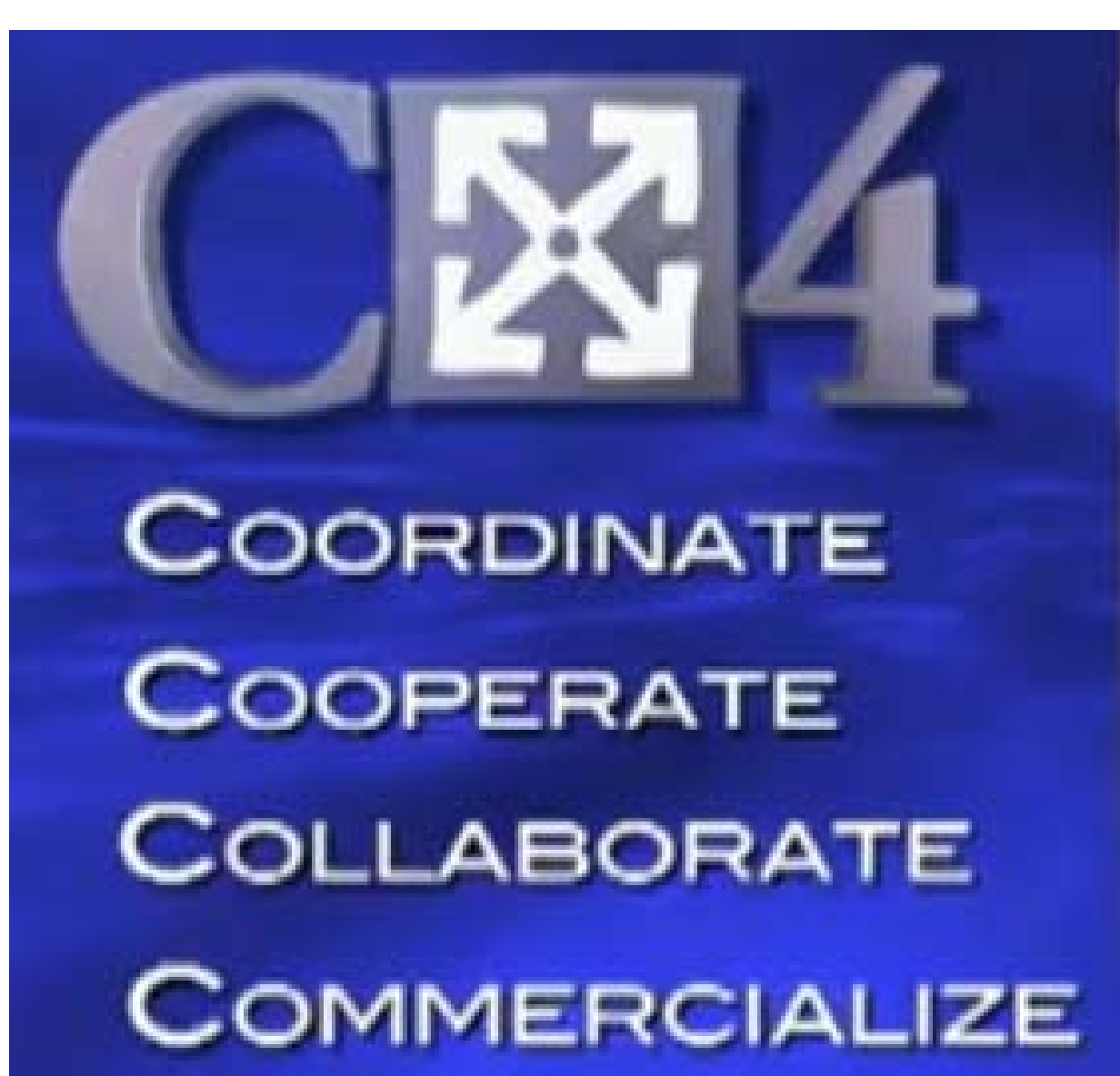
Benefits of C4

Specialized personnel

C4 has made it possible for its members to hire specialized personnel to share amongst the member institutions. For example, business development managers with expertise in areas such as photonics, food processing and computer engineering have been available to the C4 community. In addition, C4 employs several other resources, including a copyright officer, patent searchers and marketing specialists.

Marketing Opportunities

C4 has a focused marketing program of events, online activities and seminars designed to promote technologies at industry events. The C4 conference and trade show campaign puts your discovery in front of potential licensees.



The gap between finished research, early stage technology development and commercialization can be wide. Partners need to fill the gap. The C4 POP Fund helps to bridge that gap by investing in further validation, patenting, prototype development and commercialization and industry partnering related activities. Further information on this fund can be found at <http://bdo.uoguelph.ca>

Some University of Guelph projects that have been funded include:

- Biosensors for detection of mycotoxins in food
- Testing of high rosmarinic acid mint in horses to prevent inflammation
- Prototype of a laminar shear machine to produce higher quality chocolate
- Improved embryo culture media to enhance survival and viability
- Vaccine for the treatment of *C. difficile*

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