

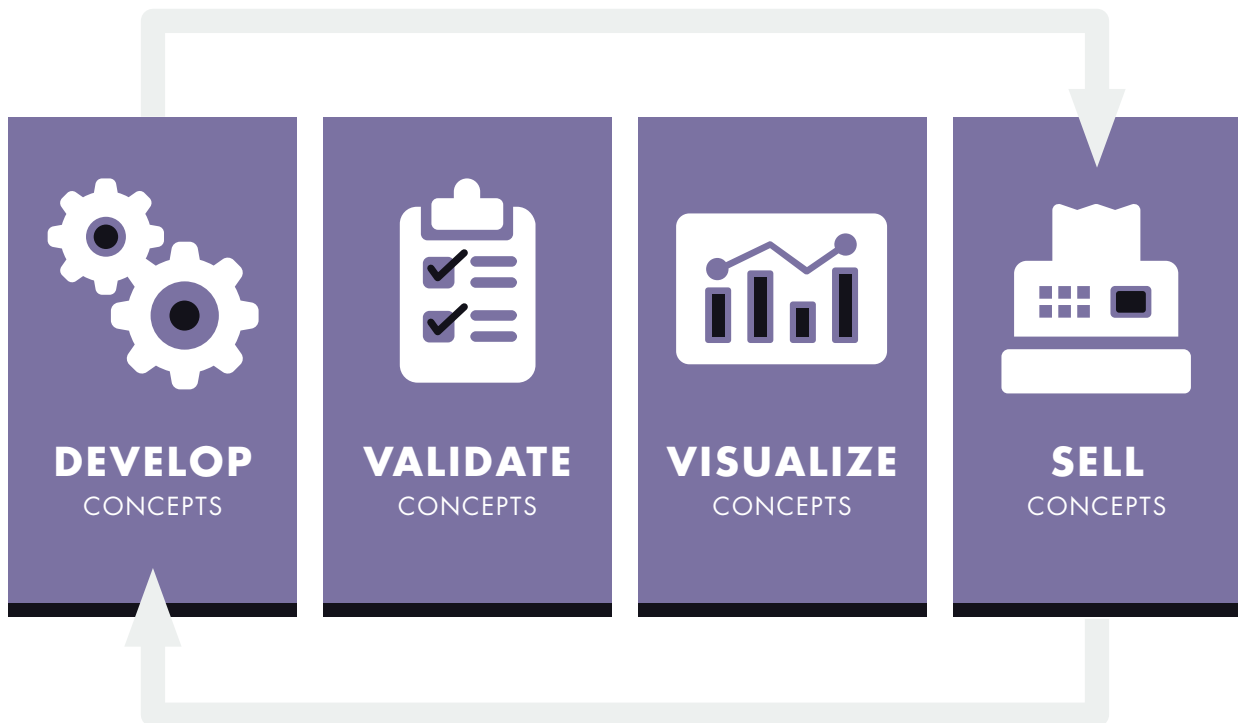
STILETTO: MAKE A POINT

R & T Park Optimization

Are you building a new park? Expanding an Innovation District? Are you looking for ways to increase your park's value to its tenants and your community?

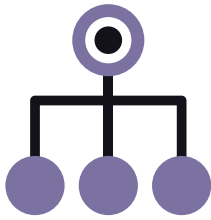
We can help.

WE TAKE YOU FROM CONCEPT TO EXECUTION AND THEN BACK AGAIN to ensure that your concept will not only work, but that it will have staying power.



KEY COMPONENTS

We can help you confirm the following components that park strategies need to be successful



MULTI-LEVEL GOVERNMENT AND UNIVERSITY SUPPORT

This support must be continuously prioritized and vocalized as a key economic development tool for the region



A CHAMPION

The host university's president is the best person to champion a park



DEFINED MARKET DEMAND

Demand comes from the community, industry / academic partners, students, researchers, the labour market, and key funding organizations. Depending on focus, demand can be local, regional, national or international



UNIQUE VALUE PROPOSITION

Unique academic innovations, specialized labs and facilities, co-op placements and experiential learning, alignment of institutional programming with sector focus to drive talent attraction and recruitment.



STRATEGIC SECTOR(S) FOCUS

The industry and sector foci must be aligned with the academic institution's areas of strength



MANAGEMENT DEDICATION TO SUPPORTING TENANT GROWTH

This dedication includes operations management and financial stewardship, support and buy-in from owner of the assets

HOW WE HELP

PUTTING NUMBERS TO YOUR VISION

Stiletto offers market validation, economic and social impact assessments and building financial models to show how and when you can be self-sustaining.

FOCUS AND POSITIONING

We conduct environmental scans, competitor analyses, matrix exercises, national and international trend report and best practices to validate where you stand globally for research strength and activities.

STAKEHOLDER ONBOARDING

Stiletto customizes your onboarding through stakeholder strategy sessions, board visioning exercises, operations team prioritization activities and identification / recruitment of other stakeholders at the local, regional and national level.

BUILDING VALUE FOR YOUR PARK

We offer program development and delivery, network expansion, partner expansion and tenant recruitment strategies (for accelerators, incubators and park operations).

GOVERNMENT RELATIONS

By acting as a champion of your project, Stiletto helps identify strategies to bring your local, regional and national representatives onside. We'll also identify potential available funding sources that can help you realize your vision.

STRATEGIC PLANNING

You'll need storytelling materials, concept overview materials, market trends analyses, external-facing brochures, master plans, five, ten and twenty-five year strategic plans to guide your development and sell your concept to internal and external audiences.

RESULTS FOCUSED

**\$350
MILLION**

In grants and new revenue opportunities



90%
OF CLIENTS

Fully implement the strategies we develop



Clients say we
**REDUCE
TIME TO MARKET**
by at least a year



**NETWORK
PARTNERS**

In Canada, the US and Europe

95%
OF CLIENTS
Have referred us or used our services again

THE STILETTO DIFFERENCE



The conversations that Stiletto has been able to get us in Ottawa have been invaluable. Because of Stiletto, we are now part of the national conversation with policy makers and with government officials about what we want for support of the research park network. The federal government now reaches out to us looking for solutions.



CAROL STEWART

Past-President, Canadian Association of University Research Parks
Project: Government Relations and Specialty Projects



The biggest value Stiletto offered was Laura and Austin's incredibly deep knowledge in all aspects of launching and managing a research park. Beyond a strategic plan, they gave us practical advice. The groundwork laid by the strategic plan has been invaluable for guiding how we develop the governance of the park. It will help us respond more quickly when prospective tenants come along."



NEIL EMERY

Ph.D, Vice President, Research & Innovation, Trent University (Peterborough, ON)
Project: Strategic Plan for Trent Research and Innovation Park



We have greatly benefited from Laura's expertise with her vast industry experience and her go-getter attitude to help us build confidence with our stakeholders, helping us demonstrate that there is a clear plan and that we can be successful with this technology park. It really needed a hands-on touch, which Stiletto provided. Frankly, if it wasn't for Stiletto, we wouldn't be where we are right now.



DEREK BIERMAN

Vice President of Technology Services, Northeast Community College (Norfolk, Nebraska, USA)
Project: Strategic Planning and Project Management for an Advanced Technology Park

LEVERAGE

Our expertise (and results) in concept development and optimization for R&T Parks, Innovation Districts and Networks

ACCESS

Our Domestic and International Networks

MAXIMIZE

Provincial/State and Federal Funding Programs

TAP INTO

Our Passion for Innovation Ecosystems and Research Parks

GAIN

A thoughtful and thorough approach with evidence-based recommendations

GET RESULTS

CONTACTS

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