HIGH EXPECTATIONS: SUPPORTING AN ACADEMIC RESEARCH CONFERENCE ON A DIME

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Agenda

• Introductions & Welcome to The BRIDGE

• Bridging industry & researchers

• Research support at the conference

• Research instruction for the industry competition

• Fostering a nimble, responsive team culture
Introductions
The BRIDGE @ UTSC
VIRTUAL EVENT

MEDICAL CANNABIS CONFERENCE 2020

TUESDAY, OCTOBER 13

Bridging the Gap: Exploring Potential Links Between Academia and the Medical Cannabis Industry

FEATURING:
- Paul Rosen, Co-Founder / President, Hello Pharma
- Rob Tankson, Co-Founder / COO, PleonMedica
- Ruth Ross, Chair, Dept. of Pharmacology & Toxicology, U of T
- Rishi Malkani, Partner, M&A Advisory & Cannabis Practice Leader, Deloitte LLP

BRANDING • PLANT SCIENCE • MEDICAL RESEARCH • LEGISLATION

Hosted by Prof. John Trougakos, Associate Chair, Research, U of T Scarborough Management

Full conference details and speakers:
UOF.T.ME/MEDICAL-CANNABIS
SUPPORTING THE CONFERENCE
Research support for the conference

• Designing the virtual library space

• On-demand research consultations

• Research Round Up
  • Place to share open access and subscription-based research to internal and external community

"Libraries play an integral role in the research experience of academic and trade conferences." - Sischa Maharaj
RESEARCH INSTRUCTION FOR THE COMPETITION
Budding Industry: Startup Thinking & Entrepreneurship Research

Entrepreneurship Research Insights & Approach

• Startups are often in new and emerging markets that aren’t always covered by NAICS
• Segmentation often excludes technology platforms
• Shift focus from the classification systems
• Introduce concepts of segmentation and proxy industries

"...bridge academia and business in order to create new synergistic linkages to accelerate knowledge development and mobilization"...in the Cannabis domain.

(Toane, Shujah and Inglis, Entrepreneurship Librarians Conference, November 2020)

- Medical Cannabis Conference 2020
Foundational Entrepreneurship Research Modules

• New Venture Program library guide activities & videos
  • https://guides.library.utoronto.ca/NVP/

• Activity 1: Innovation Generator by Gamestorming
  • identify and address customer needs

• Activity 2: What do you need to know about your market (industry, consumer, competitors)?
  • primary vs. secondary research questions

(Gamestorming, 2021)
Modular, community-oriented learning

**Scaffolded approach**

- Leverage Foundational Entrepreneurship Research Modules
- Recommend attending existing Industry Research for Startups workshop
- Deliver Medical Cannabis Research for Startups Workshop

**Medical Cannabis Research for Startups Workshop**

Case Competition question: *What ethical and regulatory considerations must be made as companies break into cannabis as an emerging global market?*

Goals:

- Build on knowledge from research modules and industry research workshop to determine approach to the case competition question
- Find information on influential cannabis companies in Canada and globally
- Find key information on the industry

Research guide: [https://guides.library.utoronto.ca/medical-cannabis-startups](https://guides.library.utoronto.ca/medical-cannabis-startups)
Community of Inquiry Model

(Garrison et al, 1999; Garrison, 2003)
SUMMARY

Lessons Learned
Fostering a nimble and responsive team

- Encourage flexibility
- Trust your team
- Celebrate success and share wins!
- Internal communication is key
THANK YOU!

www.utsc.utoronto.ca/thebridge

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