



**CAMPUS
INNOVATION**
CONSULTING GROUP

YOUR BRIDGE TO SUCCESS

Available on demand:

Seasoned experts in non-dilutive funding and business management

CICG is the best-kept-secret in business management consulting. We provide entrepreneurs and innovators access to experienced, high-caliber experts in non-dilutive funding, business planning and analysis, market research, RFPs, technical writing, corporate communications and more. We follow a social entrepreneurship consulting model to expand our clients' capacity and skill sets in a way that is cost-efficient, on-demand, and effective.

Our track record speaks for itself. We've helped raise more than \$85 million for our clients in non-dilutive funding, and our project management services keep our clients coming back, with over 80% of clients returning for follow-up projects.

Why do we do this work? We've been where our clients have been – trying to get an innovation off the ground, launch a new business, or expand an organization smoothly and efficiently. Let us put that experience to work for you.

OUR SERVICES

Non-Dilutive Funding Strategy and Execution:

- Grant planning and strategy
- Evaluating funding sources
- Grant applications

Strategic Planning:

- Business plans
- Financial projections and other documents
- Domestic and export market assessments
- Go-To-Market plans
- IP consulting
- Preparing RFQs and RFPs

Note: We also prepare arm's-length business documents when requested to do so

Communications and HR:

- To prospective partners: Clients, Funders, Governments, Indigenous peoples, Businesses
- HR: Hiring, Performance
- Management, Policies, Compliance
- Reports to investors
- Corporate communications (web, brochures, newsletters, etc.)

Training and Coaching:

- Strategic planning
- Implementation
- Operations
- Scaling Up, ICT
- Hands-on workshops and seminars

OUR APPROACH

CICG takes a Social Entrepreneurship approach which allows us to focus first on the needs of the companies and non-profits we serve. Using modern business techniques, we seek innovative ways to operate and to drive change. We aren't required to pay shareholder dividends, leaving us free to focus on helping clients implement improvements that lead to greater economic growth and other positive outcomes for their businesses and society.

Unlike large consulting firms that lock industry veterans behind high priced projects executed by junior staff under unreasonable contract terms, with CICG you get seasoned and decorated experts for fair prices with "a la carte" terms. You choose the extent of support you need on a project-by-project basis, and we work around your needs. Just want coaching? We can do that. Want us to do it all? We can do that too.

www.campusinnovation.ca

cicg@campusinnovation.ca | 780.340.5722 | 9851 – 85 Avenue NW, Edmonton, AB T6E 2J5

We respectfully acknowledge that we work and live in Treaty 6 territory

Our Professionals



Brian Stewart

- Strategic planning
- Education technology
- Disruptive technologies
- Performance management
- Change management
- Operations
- ICT strategies



Deanna Douglas

- Government liaison
- Project management
- Stakeholder engagement
- Training and planning
- Grant & RFP writing (small business and non-profit)
- Staff recruitment
- Education technology



Allen Yee

- Strategic Planning
- Development Tactics
- Organizational Development
- Building High-Performing Teams
- Supply Chain & Procurement
- Non-Profit strategic planning
- Business Planning



Chris Lerohl

- Go-to-Market plans
- Market assessments
- Business plans
- Financials
- Competitive analysis
- Product launches in agricultural and craft markets
- Bank financing applications



Jurate Motiejunaite

- Grant, RFP, and proposal writing
- Project management and coordination
- Curriculum development
- Higher education
- Staff recruitment support



Bob Marshall

- Stage-Gate for project control
- Grant & RFP writing
- Problem solving: strategies and tools for shaping success
- Stakeholder engagement
- Strategic planning and success measurement
- Project design and management



Trevor Prentice

- IP strategy
- Patent research
- Patent preparation
- Patent applications
- IP public funding
- IP focused writing & editing



Brittney Roy

- Marketing/sales enablement
- Grant, RFP, & proposal writing
- Agile project management & coordination
- Qualitative research (interviews, focus groups, facilitation, etc.)
- Go-to-market plans



Gordon Sheppard

- Business planning
- Strategic planning
- Project management
- Leadership coaching
- Facilitation
- Organizational development



Ana Clementin

- Project management
- Grant and RFP writing and review
- Personnel recruitment
- Business and strategy plans
- Operational plans
- Financial projections

WHAT OUR CLIENTS SAY ABOUT US & OUR WORK

"CICG's work was invaluable to us! Many thanks to you because your support was and is a big part of our success!"

– Alicia Cafferata, Red Deer Polytechnic

"CICG cares, produces results, and never pushes for services that are not required. They have become a "go-to" resource for our company"

– Dave Anderson, Arctic Spas

"I'm not sure how we'd have reached all the goals we have without their guidance and expertise."

– Paul Bellows, Yellow Pencil

TRAINING SESSIONS, COACHING, LUNCH & LEARNS, AND SEMINARS ARE ALSO AVAILABLE.
REACH OUT TO LEARN MORE

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