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AIM DAY

# Enhancing Academia-Industry Collaboration

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**One** question. **One** hour. Endless possibilities.

May 11, 2022

Toronto  
Metropolitan  
University

[ryerson.ca/aimday](https://ryerson.ca/aimday)

# What is AIMday?

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## AIMday stands for Academic Industry Meeting day

- A multidisciplinary exchange of knowledge and ideas around a single theme
- Initiated and developed by Uppsala University, Sweden, in 2008
- Adopted by internationally renowned institutions:
  - University of Oxford
  - University of Cambridge
  - Plus universities in Brazil, South Africa, Europe and Canada
- Aims to find answers to questions posed directly by organizations
- Brings understanding and new perspectives to real-world problems

# Key features and benefits

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**Sector agnostic**



**Highly effective –  
strong results**



**Highly efficient – low in  
cost, time, energy**



**Tailored one-hour  
meetings**



**Connect with key  
industry experts and  
decision-makers**



**TMU is the official  
Canadian AIMday hub**

# How does AIMday work?

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**1 Organizations register and submit their question(s)**  
We work 1:1 with organizations to develop a research question to address their most pressing issues.

**2 Academic researchers register**  
We work with the academic community to find specialists to address the question.

**3 Meeting day**  
We schedule a tailored, structured one-hour workshop discussion between experts from organizations and researchers from universities.

**4 Follow-up**  
We provide assistance with forming collaborations to solve the challenges discussed during AIMday.

# Why Industry & The Academy Participate

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- Structured around R&D questions submitted by organizations
  - Little upfront preparation required
  - Access to small and large companies with real-world research needs
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- Opportunity to form new partnerships
  - Connect with other researchers in a specific area of research
  - Application of cutting-edge research to solve the latest challenges
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- Access to research funding opportunities available to academic researchers
  - Approximately 40% of questions lead to research collaborations
  - Identify opportunities for talent and students

# History & Future

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- Initiated and developed by Uppsala University, Sweden, in 2008
- Adopted by internationally renowned institutions:
  - University of Oxford
  - University of Edinburgh
  - University of Cambridge
  - Other universities in Sweden, Brazil, South Africa and Canada
- Innovation Enterprise (University of Saskatchewan) introduced AIMday to North America
- TMU launched its first AIMday: **AIMday™ Cybersecurity 2021- February 18, 2021**
  - Toronto Metropolitan University, York University, University of Guelph, University of Toronto
- TMU launched its second AIMday: **AIMday™ Future of Livable Cities - November 25, 2021**
  - Toronto Metropolitan, Queen's University
- TMU will launching its next AIMday: **AIMday™ Audience Engagement – September 2022**

# Past AIMday themes

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- Big data
- Cancer
- Cultural heritage
- Cybersecurity
- Democracy
- Diabetes
- Digital agriculture
- Disability
- Drug discovery
- Experimental medicine in psychiatry
- Future health and social care
- Integration
- Internet of things
- Labour market and future skills
- Materials
- Mental health
- Microbiome
- Sustainable societies
- Transportation
- Welfare

# Meeting day

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## **Attend a tailored workshop based on your research:**

- Virtual or in-person (COVID permitting)
- Organization's question defines the meeting agenda
- Candid discussion
- One question, one hour, experts only

## **Each workshop features:**

- 1 or 2 organization representatives – those who submitted the question(s)
- Researchers (max. 9) who signed up for that question
- Facilitator
- Observers (at the discretion of the organization)
- No consultants

## **Explore potential pathways to a solution:**

- Participants work together to solve organization's pain points
- Organizations and researchers get to know each other
- High likelihood of a constructive, fruitful discussion that could lead to longer-term collaboration

## **Plus:**

- Researchers are allowed to attend more than one workshop (each addressing one question), if schedule allows
- Networking opportunities with other AIMday attendees throughout the day



# Outcomes

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Since launching in Canada in 2017

**83**

Organizations  
participated

**211**

Questions posed by  
organizations

**394**

Solutions presented  
by researchers

**92**

Collaborations  
initiated and funded

# Just how successful is AIMday?

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## Average survey responses

Gained new knowledge  
about the topics discussed

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94%

Made new contacts

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83%

The discussions were  
relevant for work

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90%

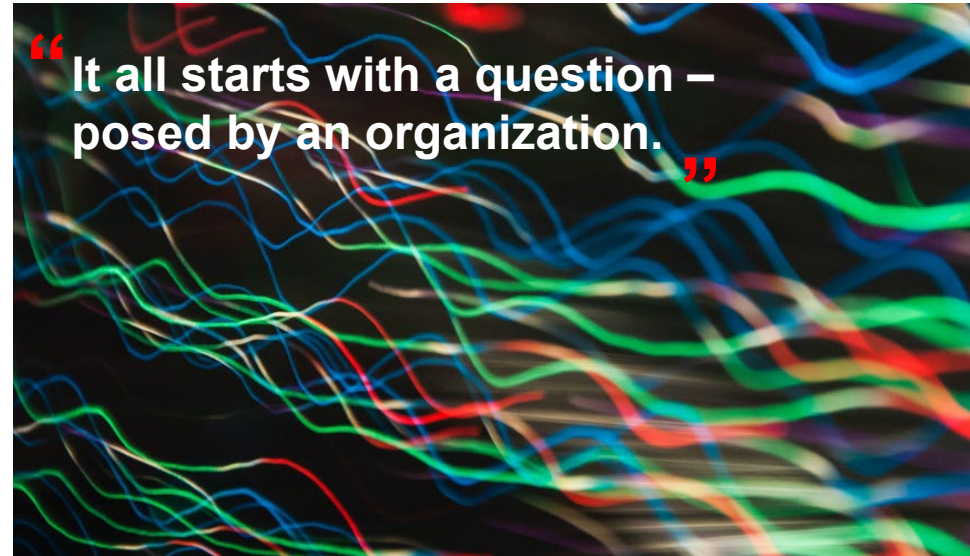
# AIMday Cybersecurity 2021 – February 18, 2021

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**Hosted by Toronto Metropolitan University, University of Toronto, University of Guelph, York University, Rogers Cybersecure Catalyst**

**Aims to address ongoing challenges in cybersecurity, including:**

- Privacy and security
- Community safety
- Digital access
- Policy
- Human behaviour
- Encryption
- Public administration
- Quantum computing



**More info:** <https://aimday.se/cybersecurity-ryerson-2021/>

# AIMday Future of Livable Cities – November 25, 2021

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## Participating organizations:

- City of Toronto
- Digital ID & Authentication Council of Canada
- FuseForward
- General Dynamics
- IBM
- Kernel Advisory
- Royal Bank of Canada
- SoLVBL Solutions Inc
- Telus
- Torys LLP
- Xerox

## Resource partners:

- Mitacs
- Natural Sciences and Engineering Research Council of Canada
- Ontario Centre of Innovation
- SOSCIP

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**The Digital ID & Authentication Council of Canada (DIACC) is proud to participate in AIMday events. AIMday provides a highly valuable opportunity for building efficient and impactful connections between academia and industry. We look forward to continuing to support, inform and learn from this unique community.**

**Joni Brennan, President, DIACC**

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# AIMday Future of Livable Cities – November 25, 2021

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Hosted by Toronto Metropolitan University, City Building Ryerson and Queen's University

Aims to address ongoing challenges in areas that affect quality of life in cities, including:

- Climate change mitigation
- Community health and safety
- Greener infrastructure
- Housing
- Immigration and inclusion
- Pollution
- Public administration
- Technology development
- Transit and transportation

More info: <https://aimday.se/future-livable-cities-ryerson-2021/>



# AIMday Future of Livable Cities – November 25, 2021

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## Participating organizations:

- **City of Toronto**
- **City of Kingston**
- **Condominium Authority of Ontario**
- **Entuitive Corporation**
- **FutureCite**
- **Halton & Peel Regional Police**
- **H.H. Angus & Associates**
- **Ohanna A.I.**

## Resource partners:

- **Mitacs**
- **Natural Sciences and Engineering Research Council of Canada**
- **Ontario Centre of Innovation**
- **SOSCIP**

# AIMday Water – November 24, 2022

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Hosted by Toronto Metropolitan University, Ontario Water Consortium

**Aims to address ongoing challenges in water:**

- Climate change
- Community health and safety
- Green infrastructure
- Pollution
- Wastewater
- Watersheds
- Water technology development





# Contact

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**For more information, please contact:**



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**Thank you.**

**Toronto  
Metropolitan  
University**

**[ryerson.ca/aimday](https://ryerson.ca/aimday)**