

# Invitation for Expression of Interest: Grant Reviewers (and Content Developers)

## Innovation Asset Collective (IAC)

Date: January 14, 2025

### 1. About IAC

Innovation Asset Collective is a not-for-profit, membership-based organization funded by the Government of Canada. Established in 2019, IAC is dedicated to helping Canadian SMEs mitigate IP-related risks, foster strategic IP positions aligned with their commercial goals, and enhance their ability to access global markets. IAC provides its members a comprehensive suite of resources including a growing patent portfolio, market intelligence reports, IP insurance, upskilling resources, toolkits, and IP funding.

### 2. Invitation to Proponents

IAC is looking for support from IP experts within the Canadian ecosystem to support several components of its IP Strategy Program. Specifically, we are looking for qualified individuals to serve as grant reviewers, with possible opportunities to take on other tasks, subject to fit and availability. The additional opportunities could include reviewing and/or developing IP upskilling content for member companies, and to support other IAC programming on an as-needed basis.

### 3. IAC's IP Strategy Program

At IAC, we believe that IP is critical to company growth and its ability to compete globally. We encourage Canadian SMEs to build strategies that support the creation of strong IP positions and to secure ownership of their innovation and IP assets to enhance freedom to operate. IAC believes that an IP Strategy is incomplete unless it includes a plan that supports a business's ability to successfully commercialize their innovation.

IAC is building a comprehensive curriculum of business-centric IP upskilling resources aimed at SMEs generally, and IAC members specifically. The curriculum covers a wide range of topics related to developing, implementing, and maintaining an IP Strategy. IAC's team of IP and industry experts leads the design and development of content, with external support.

The IAC Funding Program—a component of IAC's larger IP Strategy Program—offers members the chance to apply for funding for specific IP activities that support their overall strategy. The grant review process consists of a group of IP and technical experts examining the applications against a set of criteria. The objective of the grant review exercise is to identify and select outstanding grant applications for funding.

IP curriculum content reviewers/developers will contribute to the review and/or development of specific components of this curriculum. IAC is looking for a wide range of IP and IP-adjacent subject matter expertise from professionals willing to engage on contract basis to support the grant review process primarily, and IP curriculum content review/development, as needed.

### 4. Submission Requirements

Expressions of interest should be submitted to Sr. Program Manager, [Colin Kibjis](mailto:ckibjis@ipcollective.ca) ([ckibjis@ipcollective.ca](mailto:ckibjis@ipcollective.ca)), and include:

- Resume with current contact information and a detailed overview of relevant experience and expertise working in the IP space.
  - State your areas of technical and IP expertise, and any experience reviewing and assessing grant applications in general, or more specifically grant applications to support IP activities (e.g., developing IP strategy, patentability and landscape analysis, filing of patents, trademarks, industrial designs)

- Please list your top five areas of IP or IP-adjacent expertise
- Proposed hourly rate or flat fee arrangement.
- A listing of any engagement activities that support the Canadian IP ecosystem.
- Any supporting materials (e.g., sample work or training material) that you think is relevant can be submitted as an appendix (optional).

## 5. Selection Criteria

Submissions will be evaluated on the following criteria:

- **Relevance of Experience** to the IAC programs described in section 3 and 4.
- **Communication and Collaboration:** IAC is looking for excellent writers and innovative strategists to develop work in collaboration with the IAC team.
- **Budget:** IAC will assess value for money of all projects. As IAC is government funded, we have a responsibility to Canadian taxpayers in awarding contracts to maximize the value to IAC and its members.
- **Expanding the Ecosystem:** IAC values relationships with individuals and firms who have supported our work in the past, but we are also committed to growing the IP ecosystem in Canada, and therefore also seeking to build our network of vendors and specialists across the country. Successful applicants will also care deeply about building capacity and understanding within the IP ecosystem and across the innovation space in Canada and beyond.

IAC will accept applications until March 31, 2025, and will prioritize contacting those that address the intended program's criteria based on the activities listed above. For questions about the process, please contact Sr. Program Manager, [Colin Kibjis \(ckibjis@ipcollective.ca\)](mailto:ckibjis@ipcollective.ca).