

Big DiF showcases innovation ‘ecosystem’



Jay N Rosenblatt (2)

photo courtesy of Innovation Factory

Lawyer Jay Rosenblatt is Innovation Factory's DiFizen of the Year.

Hamilton Spectator

By Meredith MacLeod

Mohawk professor Shaun Iles figured since a video game helped his students grasp the concepts of sustainability, games could certainly help youngsters learn math, language and science.

So Iles formed Flyte Studios with three other Mohawk graduates. Their games provide detailed analytics for teachers about how students are grasping the curriculum.

They were among eight startups showcased Thursday at the Big DiF, an innovation open house hosted by Innovation Factory.

The night is a celebration of the local startup community, said David Carter, executive director of Innovation Factory (IF).

"Grant money is great but sometimes it's a connection made at events like this that can really open doors."

Iles said IF has been invaluable in helping Flyte Studios make connections with big players in the education sector and develop a business plan.

Since forming in 2010, IF has advised more than 800 clients and helped secure \$8 million in funding.

The event also featured lawyer Jay Rosenblatt being named the Mark Chamberlain DiFizen of the Year.

Rosenblatt, a partner at Simpson-Wigle and founder of the Golden Horseshoe Venture Forum, said he was thrilled to win the honour.

"As the kids would say, 'OMG, I'm shocked.'