

## **SFU Press Releases Collection**

These archival copies have been generated from web press releases maintained and originally written by SFU Communications and Marketing. Where possible, an effort has been made to preserve the public comments left on the website as well as any included photos or other images. All textual content should be faithful to the original press releases; contact numbers have been removed but they have not otherwise been altered in any way. However, this collection of documents spans multiple generations of web authoring software and not all formatting will be exact.

**MEDIA RELEASE****Governor General to visit SFU's innovation incubator**

May 31, 2017

[Tweet](#) [Facebook](#) [Pinterest](#) [Email](#) [Print](#)**Contact:**

Wan Yee Lok, University Communications, 778.782.3210, wyl12@sfu.ca

Cricket protein bars and water harvested from the air are some of the innovations that will be showcased during the Governor General's visit to Simon Fraser University's VentureLabs® on Thursday, June 1, 2017. His Excellency the Right Honourable David Johnston will participate in a roundtable discussion with 25 early stage and experienced entrepreneurs and social innovators in technology, health, sports and food security. The discussion, moderated by SFU President Andrew Petter, will bring together the innovation ecosystem to exchange ideas on expanding innovation in Canada.

**WHAT:** Governor General to visit SFU VentureLabs®**WHEN:** Thursday, June 1, 2017 at 2:00 p.m.**WHERE:** SFU VentureLabs®, 12<sup>th</sup> floor, 555 West Hastings St., Vancouver, B.C. (No key access required)**WHY:** To bring together the innovation ecosystem and discuss the ways to improve Canada's culture of innovation.**MEDIA OPPORTUNITIES:**

There is opportunity for media to obtain visuals during demonstrations of SFU VentureLabs® innovations for the Governor General following the roundtable discussion. The demonstrations will showcase:

Coast Protein- a company that uses modern sustainable processes to cultivate crickets for use in flour-based and protein powder-based products.

HAWgen- a machine that harvests clean drinking water from the atmosphere, which could be an answer to the world's growing water needs.

Curiate- an audience measurement platform that answers why viewers watch certain shows and how media providers, content creators and advertisers can grow and retain their audiences.

There is also opportunity for media to speak with SFU Vice-President of Research Joy Johnson, who leads SFU Innovates, the university-wide initiative that includes SFU VentureLabs®. Please note that the roundtable discussion is not open to the public or media.

**FAST FACTS:**

**SFU VentureLabs®**, which falls under the SFU Innovates umbrella, is a top performing technology business accelerator in Western Canada, with more than 8,000 event attendees, 200 entrepreneurs trained, 40 companies accelerated, 79 patented technologies commercialized, \$117 million in capital raised, \$38 million in revenues and 400 jobs created to date.

**SFU Innovates** is a university-wide strategy that builds on our dynamic culture and seeks to strengthen Simon Fraser University's commitment to innovation and entrepreneurship. Based on SFU's vision to be Canada's engaged university, SFU Innovates helps students and researchers mobilize their ideas for positive social and economic impact. SFU Innovates is moving ideas into action.

## About Simon Fraser University

As Canada's engaged university, SFU is defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. SFU was founded more than 50 years ago with a mission to be a different kind of university—to bring an interdisciplinary approach to learning, embrace bold initiatives, and engage with communities near and far. Today, SFU is Canada's leading comprehensive research university and is ranked one of the top universities in the world. With campuses in British Columbia's three largest cities – Vancouver, Burnaby and Surrey – SFU has eight faculties, delivers almost 150 programs to over 35,000 students, and boasts more than 145,000 alumni in 130 countries around the world.

-30-

Simon Fraser University: Engaging Students. Engaging Research. Engaging Communities.

[Comment Guidelines](#) 

- [For the Media](#)
- [For Faculty and Staff](#)
- [About SFU](#)
- [SFU News](#)

[Admission](#)  
[Programs](#)  
[Learning](#)  
[Research](#)  
[Community](#)  
[About](#)

[Maps + directions](#)  
[Library](#)  
[Academic Calendar](#)  
[Road Report](#)  
[Give to SFU](#)  
[Emergency Information](#)

[CONNECT WITH US](#)

[Facebook](#)

[CONTACT US](#)

[Simon Fraser University](#)

[Instagram](#)  
[Twitter](#)  
[YouTube](#)

8888 University Drive  
Burnaby, B.C.  
Canada V5A 1S6

[Terms and conditions](#)  
© Simon Fraser University