

# HAISLEY MILLAR

CONSULTING GROUP

... a bridge between the technology and  
the business opportunity

## CORPORATE UPDATE

January 16, 2012

# Corporate background

For over ten years, Haisley Millar has been providing evidence-based strategic counsel, planning and execution to corporate, government and institutional clients.

Our service focus is on global market issues that impact the successful development of innovative technologies.

Our sectoral focus is on clean energy, clean technology, life sciences and innovative emerging technologies.

Our offices and affiliates are presently located in the U.S. (Head Office: Houston, TX), Canada and Europe.



# Founder and CEO

Having achieved excellence in the scientific and management fields in a career spanning three decades, David Millar - founder, President and CEO now leads the consulting firm of Haisley Millar Consulting Group. HMCG seeks to connect the technology and the business opportunity.

David advises on key areas such as international trade, economic development, strategic planning, technology-to-market issues, funding and partnering. His counsel to clients is acknowledged as blending innovative and creative strategies to achieve successful outcomes.

*“In today’s business environment, major corporations need to partner with small companies to develop new technologies. Small companies bring ideas – major corporations bring the resources to develop and market those ideas. I understand and can bridge that culture gap where everyone wins.”*



# Lauren McAdow, Vice President

Lauren is a graduate of Texas A&M University with degrees in Geology and Geophysics leading to a successful career in the upstream oil and gas industry in the U.S. and Europe. In 2010, Lauren achieved a personal goal by completing a prestigious Master of Landscape Architecture degree at Texas A&M. She also holds a College of Architecture Certificate in Health Systems and Design.

As VP Communications and Sustainability, Lauren provides a vital interface between the innovative technologies developed by Haisley Millar's corporate and institutional clients and the energy industry. In this role she also counsels government departments and agencies on strategy and policy issues that impact successful technology development and commercialization.

Lauren provides strategic advice and planning on sustainability issues that impact the physical environment of corporate and institutional clients particularly in the energy and healthcare industries. Our tenet is that the well-being of employees is directly linked to productivity.



# Neil Ross, PhD, Vice President

Neil obtained his Ph.D. in Biochemistry from McGill University and completed post-doctoral research in a multi-national pharmaceutical research laboratory. He conducted research at the National Research Council of Canada (NRC) for two decades, in the fields of applied microbiology, enzymology, hemi-cellulytic enzymes, cancer research, fish disease and nutrition, shellfish biology toxins and novel value-added products from marine resources. He has 64 publications in peer-reviewed journals and 2 patent applications registered.

As Director of Research at the NRC's Institute for Marine Biosciences, Neil oversaw a multidisciplinary research team. As Lead of an Bioproducts Sector Team, he supported small companies in developing technologies, finding and facilitating strategic partnerships, and accessing research expertise.

Neil is VP Science and Technology with Haisley Millar.

# Our vision

Our vision is simple - clean air, clean energy, clean soil, clean water and clean production.

To reach this goal, we support our clients in achieving excellence for all areas of their business operations and/or mandate and to do so in a manner that is socially responsible, sustainable and profitable for all stakeholders.

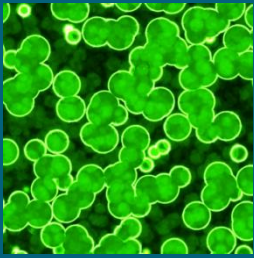
*Haisley Millar – the blue part of green*

# Client profile

Our clients are:

- Privately held micro-SMEs, to large corporations and publicly traded companies
- Institutions such as universities, research centers of excellence, non-profit organizations and industry associations
- Federal and state government agencies and departments in agri-food, economic development, energy, environment, industry and international trade

Following are some example projects for energy, environment, life sciences and facilitation services.



# Energy projects

- Ongoing strategic counsel, federal funding application development and market research/trends analysis for a \$50 million algae-to-biofuels project
- Identification and discussion with major oil companies to obtain \$20 million investment for a biofuels project
- Successful multi-million dollar federal program applications in biofuels
- Conducting a techno-economic feasibility study for the production of biofuels from algae for the NRC
- Developing an energy strategy for education, training and R&D programming for a regional university
- Providing analysis of global emerging environmental trends and technologies in clean energy



# Environment projects

- Cleantech cluster strategy
- Environment industry competitiveness analysis
- Global emerging environmental/clean technologies and trends report
- Development and application of an emerging environmental technology assessment matrix
- Inventory of regional environmental research capacity and fit with global trends
- Strategy for advancing regional environmental research
- Strategy for accelerating the growth and fostering of regional environmental technology innovation and commercialization
- Regional market access strategy and action plan for environmental companies



# Life sciences projects

- Future strategic direction for a neuroscience institute
- Genome Canada application development on behalf of Genome Atlantic, Genome Quebec & Genome BC
- National strategy for the Canadian functional foods and natural health products sector
- Regional human genetics strategy
- Feasibility study, impact assessment and business strategy for regional genome centre
- Commercial opportunities in metagenomics and microbial genomics research
- Identification of IP from life sciences projects with commercial potential
- Evaluation of corporate models employed by universities for management of IP and sponsored industrial research

# Additional projects

- Development of successful funding applications for major federal (Canada) and European government programs
- Assessment of the commercial potential of new technologies or IP portfolios
- Sectoral/cluster studies and strategies
- Business and feasibility/sustainability plans, marketing plans, market appraisals, and investment plans/prospectuses
- Organizational impact assessment
- Facilitation services – sector specific trade missions and market study visits; high-level business meeting facilitation
- Environment and sustainability policy development
- Marketing and investment collateral design and development

# Recent clients

## Corporate and Non-profit

- Brain Repair Centre, Halifax
- Canadian Health Food Association
- MARA Biofuels Corporation
- Ocean Nutrition Canada
- Genome Atlantic
- Genome BC
- Genome Quebec
- Kanayo Software

## Government

- Government of Canada
- National Research Council of Canada
- Government of New Brunswick
- Government of Nova Scotia
- Government of Newfoundland & Labrador
- Government of Prince Edward Island

## Academic

- College of the North Atlantic
- Cape Breton University
- Dalhousie University
- Memorial University
- University of Prince Edward Island

# Contact details

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