



RESEARCH2REALITY

Shining a light on research & innovation.

In the Tech Business, It's Adapt or Die

| An interview with Daniel Debow

| Technology Entrepreneur, CEO & Co-Founder Helpful

I think there's a diversity of how companies react to innovation that's happening. Some people are sticking their heads in the sand and saying, "this is irrelevant to my business. Whatever is happening out there in the world, it means nothing to me." Some companies say, "hey, this is great. Let's try and see if we can do it", but do it in a very cautious way. Others are jumping in wholeheartedly. I think the history of business has been that the ones who figure out how to adopt new technology, how to change their businesses, are the ones that survive.

What is the state of Canadian entrepreneurship?

There is no question, at least to me, that this is the renaissance for Canadian entrepreneurship. There probably hasn't ever been a better time to start a technology-centred business for a whole host of reasons. You know, we're attracting great talent, we have an excellent educational system, we've invested in basic science, the access and ability for people to get capital is there, the political environment understands the value of innovative businesses, and I think the general populous has woken up to the fact that things are changing. We can't always be doing what we used to do.

How important is basic research to your work?

I think basic research is crucial. It's absolutely important. Especially curiosity-driven research where there's not always a direct answer to how this is going to make money or how this is directly going to pay off immediately. And that's hard. I think that's hard for most people to understand. Why should their tax dollars go to this idea of paying for people who are just following their curiosity? But I think what we find is, time and time again, although there's certainly outlandish outliers that people like to point out, that the general trend is that this approach to science, which is really discovery, is what leads to some of the most important and breakthrough insights that we can have as a society.

TODAY'S RESEARCH. TOMORROW'S REALITY.