



# RESEARCH2REALITY

Shining a light on research & innovation.

## Getting the Ball Rolling on Basic Research

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### Judy Goldring

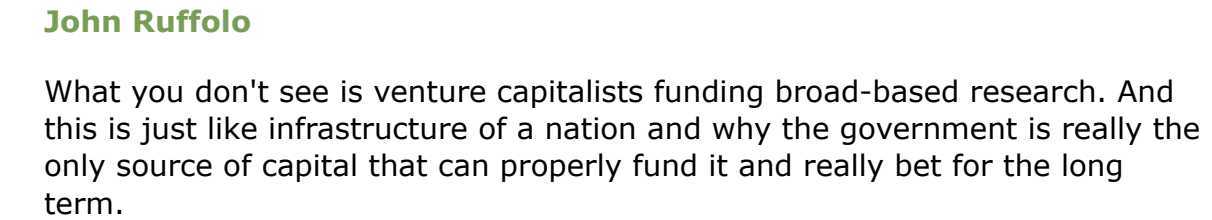
So in Canada, we really are a knowledge-based community. We need to make sure we stay ahead of the curve on that, and the way to do that is to invest in research. To ensure that we have innovation, innovation that can then be taken through to, in our case, a corporate application on how you can invest better, and that is where we believe that research is really important.

### Stefan Larson

Let's say here in Toronto, we were to create a company that brings a drug to market, and it's a blockbuster drug. That would generate literally a billion-plus dollars per year of sales. And that would be one of the biggest companies on the TSX. So even one successful biotech company, the potential economic impact is staggering.

As we as venture capitalists think about risk/reward, there's no way we would ever take on those super early risks. We're never going to fund basic research in a lab, because who knows where it's going to go? That's the beauty of basic science. And so, we would never make money, direct to profits or returns for funding that work, so we need governments to fund that.

TODAY'S RESEARCH. TOMORROW'S REALITY.



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