

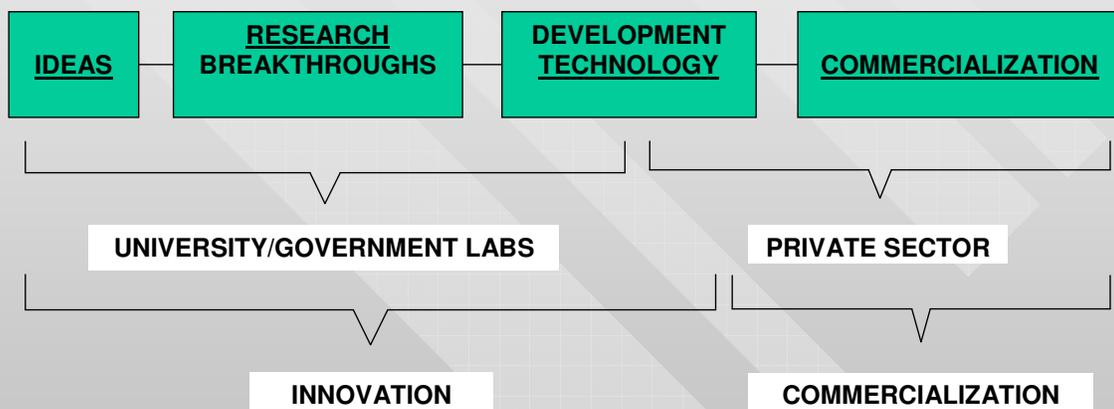
# Why Companies Do R&D ?

**H. Douglas Barber**  
Distinguished Professor-in-Residence  
McMaster University

**The Ninth Annual Re\$earch Money Conference**  
Thursday, 25 March 2010  
National Arts Centre, Ottawa

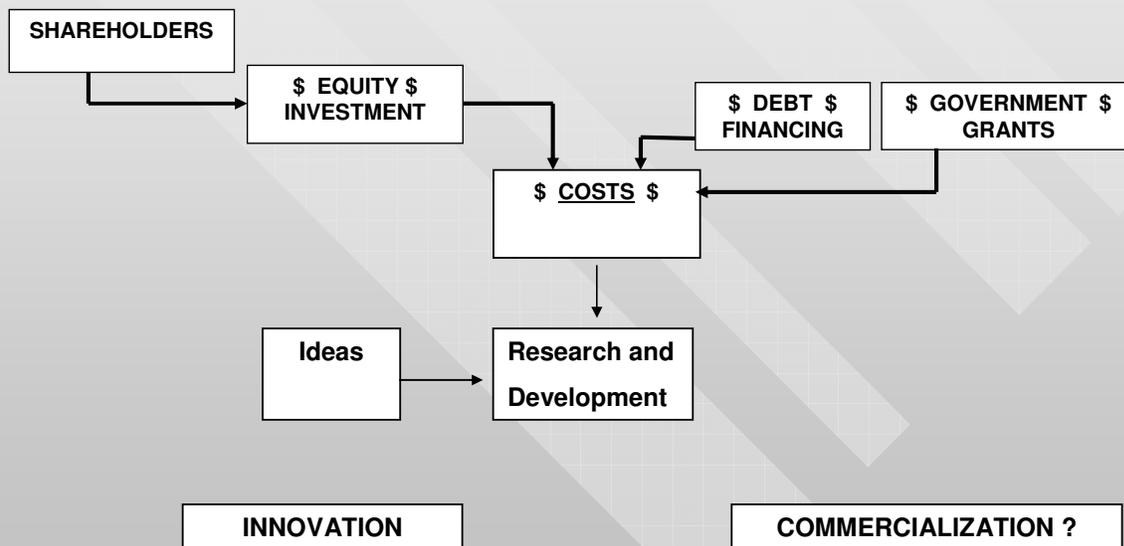


## Canadian View of Innovation-Commercialization

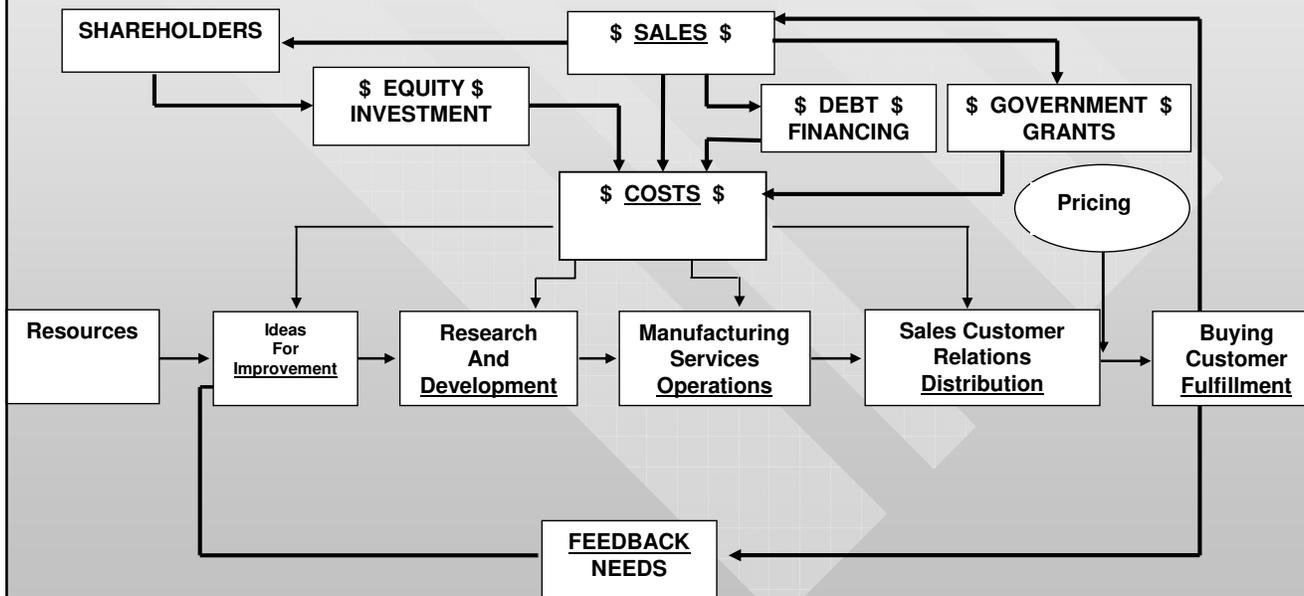


H.D. BARBER

## The Innovation-Commerce Cycle for “Greenhouse Group”



# The Innovation-Commerce Cycle For “Low Research Intensity Group”





## SME REVENUES

AS A FUNCTION OF GROWTH RATE Assume \$1M 5 Years after Start up.

