

# IMI Innovation Management Inc.

## What is IMI?

- IMI is a privately held company incorporated in Canada in 2002.
- IMI undertakes a variety of research and development projects.
- IMI produces advanced software, market research, published manuscripts, films and other intellectual property.
- IMI also provides management services to talented, innovative people and companies.
- IMI is a virtual greenhouse, where big ideas grow from seeds.
- **IMI is a horizontal integrator, solving hard problems for a vertically disintegrated society.**

## What is 'horizontal integration'?

- To oversimplify, the Trans Canada Highway unites Canada's provinces from coast to coast for the benefit of the entire country.
- In another example, corporations now rely on e-mail to connect internal departments, making the whole company more productive.
- In another, more doctors now use software to integrate lab results, imaging and specialist's diagnosis to improve patient treatment outcomes and be more productive.
- IMI people played major roles in both of these valuable developments.

## Background

- IMI started out in software development, and has accumulated many successes.
- Sibling's chronic epilepsy caused IMI to commit significant capital to healthcare software R&D.
- Patient Voice™ software was proven to be effective, and was emulated later by Microsoft.
- IMI is evaluating expansion in the USA, and is filling the R&D pipeline.
- About 30% of the company will be sold in 2012/2013 to strengthen IMI networks.

