Accelerate Your Project and Collaborate with U of T Scarborough’s New Centre for Business, Research, and Innovation

Bridging Theory & Practice
Partner with student leaders as they transform academic theory into practice through Work Integrated Learning engagements, industry-provided projects, career-readiness coaching, and faculty mentorship.

Catalyst for Innovative Thinking & Doing
The BRIDGE is a state-of-the-art venue for entrepreneurship and corporate innovation in partnership with U of T, industry, and community.

Our Business Research Centre
Students learn how to access and analyze real-time data, market insights, industry research, and company profiles.

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Through our **Acceleration Funnel**, industry partners like you can access and activate the collection of assets at the University of Toronto towards solving business problems and innovating through the execution of student-led initiatives.

The project sequence:

- **Definition**
  Define requirements and scope with project stakeholders.

- **Discovery**
  Junior students (e.g. 1st year) provide environmental analysis.

- **Design**
  Senior students (e.g. 2nd/3rd year) provide discipline-specific inputs.

- **Build**
  Senior students (e.g. 4th year) create an actionable solution to the problem, often for co-op credit.

- **Final Product**
  The culmination of the project results in a deliverable.
Supporting Newcomer Settlement in the Eastern GTA

**Project Partner:** Toronto East Quadrant - Local Immigration Partnership (TEQLIP)

**Scope:** Create an information system to support 40 newcomer agencies in the Scarborough area by collecting, aggregating, and anonymizing over 90,000 records of refugees and newcomers in the GTA.

**Goals:** Generate a Scarborough Newcomers Needs and Trends Report that will assist in anticipating services and future trends, improve access to funding for these services, and support advocacy work.

**Impact:** Build in progress.

Mapping the Future of the Luxury Car

**Project Partner:** Multinational automotive manufacturer (classified)

**Scope:** Thoroughly analyze consumer demand components and map them to process- and technology-driven innovation opportunities.

**Goals:** Leverage Consumer Behaviour and Management Information Systems courses to develop technical solutions and corresponding business plans to present to industry partner.

**Impact:** Design in progress.

Data Analytics for Road Safety

**Project Partner:** Toronto Police Services (TPS)

**Scope:** Analyze collision data from high-volume intersections in Toronto that resulted in serious or critical injury.

**Goals:** Identify contributing factors and causes in order to provide recommendations for resource allocation to minimize these occurrences.

**Impact:** Final Product delivered. TPS anticipates that a number of recommendations will be implemented.
How can we help you innovate?

The BRIDGE stimulates collaboration between U of T and local industry through unparalleled experiential learning projects.

**Applied Research Partnerships**
Student innovators and faculty solve problems for your business with a customized research initiative.

**Sponsored Hackathons**
Students tackle your projects over a short period of time at a high-energy competitive event.

**External Engagements**
Short-term projects that offer practical skills development in a professional setting.

**The New Venture Program**
Enable the next generation of business leaders by engaging in the early-stage development of their new business ventures.

Dave Fenton
Entrepreneurship & WIL Program Coordinator

Bill McConkey
Academic Director, The BRIDGE

Have a project or a question? Contact: dave.fenton@utoronto.ca 416.208.4719

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