



"Because EXPerience Matters"

ATTENTION BUSINESS EDITORS

New Exploriem.org Enterprise Centre and Incubator opens at Lincoln Fields Shopping Centre, Ottawa ON.

New incubator to address shortage of Ottawa entrepreneurs

For Immediate Release

Ottawa, Canada / August 26th, 2009. Exploriem.org today announced the opening of Phase 1 of its new Enterprise Centre at Lincoln Fields Shopping Centre. The new Centre will provide start-ups as well as established enterprises fully furnished offices together with a suite of services including reception, mail handling, Internet, fax, Directory Signage, meeting rooms, parking, cleaning and more that will have them ready to start in a few hours.

"What makes this centre a bit different," said Dr. Bruce M. Firestone, Executive Director of Exploriem.org and Entrepreneur-in-Residence at the University of Ottawa's Telfer School of Management, "is the fact that student entrepreneurs can also obtain free access, some early stage funding and mentoring if they qualify. To qualify they have to take an online test: [http://dramatispersonae.org/ECQTest/ECQ\(ns\)TestAuto.htm](http://dramatispersonae.org/ECQTest/ECQ(ns)TestAuto.htm) as well as submit a Business Model and Business Plan."

David Donaldson, Dean of Algonquin College's Faculty of Business and Hospitality added: "We're sponsoring the Exploriem.org Enterprise Centre for three reasons. First, the Centre will be a place for our student entrepreneurs to get some early-stage funding and, even more importantly, mentoring. We know that mentoring can make the difference between success and failure. Also, students in the School of Business and in many other Algonquin College programs need either work experience or co-op placements and the Centre can help them get that experience. Finally, we want to give our students the chance to mix with other students and entrepreneurs from across the city."

The unique location at Lincoln Fields Shopping Centre was also an attraction for Ottawa's newest incubator. "I think what attracted them to our shopping centre," said Rio Can Assistant Vice President of Leasing, Ontario Moshe Batalion, "was the abundant free parking, a major, on-site transitway station plus the other services that come with locating in a mall such as our food court and, frankly, a supportive Landlord."

Co-locating with Exploriem.org is local real estate brokerage, Partners Advantage GMAC Real Estate and mortgage brokerage, Mississippi Banks, both headed up by Mr. Ralph Shaw, Broker of Record. "We see this as a strategic fit with our growth objectives for our Ottawa operations—we cover the west end of the City with branches now in Westboro, Lincoln Heights and Carp as well as head office in Carleton Place and other locations in Perth and Arnprior. We are one of the few brokerages who use the Ray Kroc (Founder of MacDonald's) method: 'Do you want fries with that?' We provide residential clients with commercial services and vice versa as well as offering financings through



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our mortgage brokerage division. We look forward to working with Exploriem.org clients and others as they visit our second floor location at Lincoln Fields.”

To learn more, visit: Exploriem.org Enterprise Centre, Lincoln Fields Shopping Centre, 2525 Carling Avenue, Suite 23, Ottawa ON K2B 7Z2 or call 613.442.6757.

More:

Exploriem.org is a registered Canadian Not-For-Profit Professional Entrepreneurs and Intrapreneurs Organization. The Organization appeals not only to entrepreneurs and would-be entrepreneurs but also intrapreneurs and high achievers interested in participating in helping to shape the technological, economic and sociological future. Exploriem.org’s goal is to mentor, teach and do research to assist in the furtherance of entrepreneurship around the globe.

As the largest business school in Eastern Ontario, Algonquin College has the reputation of providing relevant, cutting-edge curricula that meets 'real-world' industry needs. Algonquin professors bring experience and knowledge from the field that creates an inspiring atmosphere in which to learn.

The deal was brokered by *Partners Advantage GMAC Real Estate*, a locally owned Brokerage focused on Commercial and Residential Real Estate with six branches in Ottawa (Carp, Lincoln Fields and Westboro), Carleton Place, Arnprior and Perth together with *Devencore NKF's* Ottawa office headed up by Mr. Denis Shank, Vice President and Broker, and Mr. Marc Shank, President and Broker of Record.

RioCan is Canada's largest real estate investment trust exclusively focused on retail real estate. Our core strategy of owning and managing community-oriented neighborhood shopping centres anchored by supermarkets, together with a rapidly expanding mix of new format retail centres, has evolved ahead of retail trends.

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For more information or to arrange a media interview, please call: Mr. Ralph Shaw, Broker of Record, Partners Advantage GMAC Real Estate, Tel.: 613.442.6757 Email: rshaw@partnersadvantage.ca.