00:00 – 00:13

[Music; text comes onto screen reading “In 2016, the City of Guelph launched a pilot program called the Civic Accelerator Program. It looked at how the city could engage with entrepreneurs and start-ups to find innovative solutions for complex municipal problems. But how can we ensure that start-ups and entrepreneurs engage with the public sector?”]

00:14 – 00:24

[Alireza sitting in chair]

Alireza: My name is Ali, and I am a PhD student in Management. My research area is public procurement and startup engagement.

00:25 – 00:31

[Video of University of Guelph campus and students working]

Alireza: When I started my PhD program at the University of Guelph, and when I was taking my courses,

00:32 – 00:52

[Alireza sitting in chair]

Alireza: I noticed that at the same time, the City of Guelph was launching a program to change some aspects of its procurement practices. And I got involved in the program, and it was very interesting to me because One of the major goals in that program was

00:53 – 00:57

[Video of entrepreneurs working with politician]

Alireza: to engage startups and entrepreneurs. to find answers and solutions for some procurement issues.

00:58 – 01:16

[Alireza sitting in chair]

Alireza: What I'm trying to do is look at startup engagement, that's one of the major goals, major outcomes. However, it's not that clear for how we are going to do that. The mechanisms to engage with startups and entrepreneurs is not clear.

01:17 – 01:25

[Video of entrepreneurs and startup business meeting and brainstorming]

Alireza: So what I'm trying to do here is to understand and explore the ways, or the mechanisms in a way that startups are engaged.

01:26 – 01:49

[Alireza sitting in chair]

Alireza: and also, to do that, I noticed that we have to consider some contextual factors. So what I'm trying to do now is identify and recognize those mechanisms and those contextual factors, which help us to see how we can improve this startup engagement and how we can help them become part of our economy and local business.

01:50 – 01:54

[Music; screen fades to red with University of Guelph logo appearing; College of Business and Economics logo appears]