Five Startup Canada communities first to tap into ecosystem investment fund

Five Startup Canada communities have received the first round of investment from the Startup Canada Ecosystem Investment Fund. The recently launched fund invests in high-impact, entrepreneur-driven initiatives that connect and strengthen local startup communities across Canada. Funding was awarded based on the ability of each project to fuel an environment and culture for entrepreneur-

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ial growth and success, and foster new opportunities and greater connectivity of entrepreneurs to support, investment, customers and supply chains. The funding went to Startup Sault, Nanaimo, Prince George, Fredericton and Charlottetown to support everything from building

entrepreneurial leaders locally, to developing co-working space, to establishing an entrepreneurial scholarship at the University of New Brunswick. The Startup Canada Ecosystem Investment Fund and Startup Canada Communities are core programs of Startup Canada, a national organization recognized globally as a best practice in fuelling grassroots entrepreneurship. For Financial Post

FP ENTREPRENEUR

COMMENT

The Cathay way: pampering frequent flyers

CAMILLA CORNELL

Big revelation: pilots flying a \$350-million piece
of machinery still like
their paper maps. I discovered
this on a recent Cathay Pacific
Airways delivery flight when
I got a rare chance to get up
close and personal with the pilots in the cockpit.
Liknow. I know no one gets

lots in the cockpit. In lots in the cockpit anymore. But this was a special occasion. As you may or may not know, every time an airline orders a plane, it has to be picked up from the plant (in this case, the Boeing plant 30 minutes outside Seattle) and delivered to the home airport (Hong Kong). Cathay Pacific invited 50 frequent flyers or sellers (agents

Cathay Pacific invited 50 frequent flyers or sellers (agents who regularly sold their flights) and five journalists to elebrate the delivery of their 50th Boeing 777-300ER. The journey began with a tour of the massive Boeing plant — the Guinness World Book of Records identifies it as the largest in the world by volume. With a footprint the size of some seven U.S. football fields, it's a self-contained world, with a fully equipped medical centre, its own fire department, free massages

and the plant offers a chance to see them in various states of readiness. The gigantic nose cones, mid-sections and tail fins arrive at the work areas via a series of overhead cranes that run along 63 kilo-

metres of ceiling tracks. At

metres of ceiling tracks. At various points, employees sit cross-legged high up on the wings to rivet bolts. The plant maintains a fleet of bicycles and bicycle delivery wagons, which take up less space than motorized vehicles, keep em-ployees in shape and don't give offfumes.

ployees in shape and don't give off fumes. Having completed the tour (which you too can take for stip per adult), we witness a ribbon-cutting ceremony and hop on board the spanking new wide-body. (Note: You still have to show your passport and go through security but it beats the crazy airport lineups.) We settle into our business-class seats that convert easily to lie-flat beds and boast 40-centimetre touch

boast 40-centimetre touch screen TVs and noise-cancel-ling head phones, not to men-tion linen table-clothes, real silverware, duvet and pillow. Cathay Pacific is known for its service and amenities — it has taken SkyTrax's World's Best Airline award four times now.

Some top customers actually sleep on the seats at the testing facility

and the plant offers a chance to see them in various states product for Cathay Pacific, said it takes a good three years nose cones, mid-sections and to develop a new seat and

10 hectares, including office buildings, stores, a staff hotel

10 hectares, including office buildings, stores, a staff hotel and fitness centre, bar, beauty counter, museum and a training centre equipped with full-sized models of all of the planes Cathay Pacific flies.

Trainees practice heating food to the right temperature, dealing with common complaints through role play, evacuating a plane that has been plunged into darkness and using firefighting equipment. We watch as they jump into a blow-up emergency slide — hands extended in front to avoid friction burn. Some are clearly nervous, but all manage to land safely.

In-flight services manager managers get a list of their flight crew, including their language competency, before each flight. Then flight attendants are called in for a 20-minute briefing to review that section of their flight crew, including their language competency, before each flight. Then flight attendants are called in for a 20-minute briefing to review that section they're in (economy, business or first class); whether they have frequent flyer status; and if they're purchased duty-free in the past. Obviously, the airline's motte. volves the use of the head as

department, free massages and even a gift shop.
Boeing produces about one of its giant birds every day,

involves comparing several competing designs. The seats go through several iterations, all of them subject to impact

testing, fabric tests and on-

going feedback from everyone

involved. In the final stage

going feedback from everyone involved. In the final stage, some of the airline's top customers as well as its executives actually sleep on the seats for the night at the testing facility. "Quite a lot of people like the idea that they have contributed to the design of the seat, says Smith." It gives them bragging rights that we want to talk to them about our next generation product."

So, to go back to the beginning, why consult a paper map in the cockpit? As airline geeks will no doubt already know, planes follow set routes on their journeys, essentially highways in the sky. All the display panels and dials keep them posted on their flight path, but "the maps give us an overall view," one of the Cathay Pacific pilots said. "We like to be able to open it up and see where we are in context."

Financial Post

Camilla Cornell is a business

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Plans to increase stores worldwide and add menswear

By BOLLIE STAW

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The Cathay Pacific delivery flight takes off from Boeing.

