



Canada's Creative Economy Capital



Promote your Ottawa tech successes to the world!

Welcome to *CreativeEconomyCapital.com* — a Web 2.0-enabled website from OCRI that encourages Ottawa tech employees and companies to promote their success stories to the world via blogs and YouTube videos. Ottawa's Centre for Research and Innovation (OCRI) uses the sites and the stories submitted to promote Ottawa and its tech companies at trade shows and delegations around the world. Submit your blog or YouTube video contribution today to make sure you and your company are part of Ottawa's growing technology success story.

Once your first contribution to *CreativeEconomyCapital.com* has been accepted by OCRI, you will receive a password and userID to your own section of the *CreativeEconomyCapital.com* website — where you can continue to post new chapters of your personal or corporate Ottawa tech success story. Participate in *CreativeEconomyCapital.com* today!

- Post a blog profile — [click here.](#)
- Add a YouTube video — [click here.](#)

Post a blog profile ▶

This link will lead you to instructions on how to post a blog profile to *CreativeEconomyCapital.com*.

Add a YouTube video ▶

This link will lead you to instructions on how to post a YouTube video to *CreativeEconomyCapital.com*.

Share your story with a blog profile on CreativeEconomyCapital.com!

Let the world know about the successes you or your company has experienced in tech Ottawa with a blog entry of 750 words or less. Your blog should cover the following:

Company background (250 words)

Describe your company, its mission statement and the types of products/services it offers. When was the company established? How many employees? Sales revenues and/or growth? Locations? Markets served? Industry awards?

Why Ottawa? (150 words)

Why is your company located in Ottawa? What considerations were initially given to establishing a business in this region (business environment, lifestyle elements, tax regime, geographic location, available tech talent, available support services such as marketing, finance, legal)? What added benefits to being in Ottawa became apparent once the company was established here?

Business advantage (150 words)

How does your company offer competitive advantages to customers? How do customers use your products or services to make or save money? Are there typical Return on Investment (ROI) numbers you can share? Are there key patents on your technology?

Future growth plans (150 words)

What are your company's plans for future growth? This could include sales metrics, hiring growth, product plans, plans for an IPO or strategic acquisition, physical/geographic expansion locally and/or globally. Please also include all corporate contact information, including company name, contact name, email, telephone number and Web site address.

How to submit your blog entry

Submit your first entry to kdaize@ocri.ca for approval by OCRI. Once your first entry has been accepted you will receive an email with your CreativeEconomyCapital.com password and userID. Using this information you can submit additional posts, both blogs and YouTube videos. Need some help with your blog entry? If you need any further writing or editing assistance you can contact your local marketing company or independent supplier you have used in the past, or feel free to contact market2world communications inc., the creators of CreativeEconomyCapital.com

Click on the company below for a good blog entry example:
Spotwave Wireless Ltd.

Share your story with a YouTube video entry on CreativeEconomyCapital.com!

Google is the number one search engine in the world, but YouTube is number one with a bullet! Grab your camera and let your personality shine through as you tell your Ottawa tech success story. A YouTube video is your opportunity to tell your story in a fun, creative and imaginative way that highlights the professional and personal benefits of living and working in Ottawa. Your video should cover:

Why Ottawa? (1-2 minutes)

Tech workers are in global demand. Tell us why you've made the choice to live and work in Ottawa vs. somewhere else. Sell the world on tech Ottawa! Why are you here? Why are you staying here? Include things like your personal experience on how you came to Ottawa and what you enjoy about Ottawa.

Company background (1-2 minutes)

Your video should include a short company profile — you want to make your company appeal to the viewers and at the same time show the world that Ottawa is the place to live in, play in, and of course, work in. Make this brief — you don't want to lose the viewers interest. The business advantage of your company — what sets you apart from 'the rest'? Talk about what's coming up for your company. Show people that you're not stuck in the past but you have your foot in the door of the future.

How to submit your YouTube video entry

After shooting your video — which is in an acceptable format (.AVI, .MOV, .WMV, or .MPG) and smaller than 100MB — upload your video to YouTube following these instructions:

1. Go to www.youtube.com
2. Click on "account" in the top right corner of the screen.
3. Input — Username: 82000reasons Password: OCRI I
4. Enter as much information about your video as possible, including Title, Description, Tags (Ottawa, company name, 82000reasons), and Category. The more information you include, the easier it is for users to find your video!

5. Determine if you want your video set to Public or Private — please make this Public so we can have the maximum viewers for all of the videos.
6. Click the "Upload a Video" button.
7. In the next window, click the "Browse" button to browse for the video file. Select the file you want to upload from your computer:
8. Click the "Upload Video" button.
9. In the next window, click the "Browse" button to browse for the video file. Select the file you want to upload from your computer:
Note: it can take from a couple of minutes to an hour for your video to upload to YouTube. If you receive an error with your upload, check to make sure that you're attempting to upload a file that's recognized by YouTube. YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, and .MPG file formats.
10. Send the embedded link that your video produces to kdaize@ocri.ca

Click on the company below for a good YouTube example:

BitHeads Inc.

YouTube Video help & About section

Here's the final how-to on submitting your video, with key technical help info or information.

Next steps in submitting your video

After sending the embedded link that your YouTube video produces to kdaize@ocri.ca, you will be notified by email if your submission has been approved. Once approved you will receive an email with your CreativeEconomyCapital.com password and userID. Using this information you can submit additional posts, both blog and video.

About YouTube

These videos will be posted via YouTube. YouTube was founded in February 2005 and is the leader in online video, and the premier destination to watch and share original videos world-wide through a Web experience. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email. Anyone and everyone can watch videos on YouTube. People can see first-hand accounts of current events, find videos about their hobbies and interests, and discover the quirky and unusual. As more people capture special moments on video, YouTube is empowering them to become the broadcasters of tomorrow.

For Best Results

Files converted from .wmv to one of the other formats that YouTube accepts generally have a lower playback quality than other file formats. If you have your source video in a format other than a .wmv file, you may want to encode directly to MPEG4 (DivX, Xvid, SVQ3) at 640x480 resolution, with 64k Mono MP3 Audio. If you have a source .wmv in high bitrate

and larger resolution you may want to convert to MPEG4 at full resolution and then resize to 320x240 using a high quality resizing algorithm - this can help reduce the number of artifacts you end up with. It is recommended to use the following settings:

- MPEG4 (Divx, Xvid) format
- 640x480 resolution (* most updated recommendation)
- MP3 audio
- 30 frames per second

Resizing your video to these specifications before uploading will help your videos look better on YouTube. Also note you can make use of video footage shot in the past and couple this with new footage or a new voice-over. The better the technical quality at the beginning the better the final result.

Need some help with your YouTube entry?

If you do need further production assistance you can contact your local video production company or independent supplier you have used in the past or feel free to contact GAPC. Current videos that are in broadcast tape quality can be easily converted, as can DVDs.

For video-specific questions contact GAPC, Tel: 613.723.3316

Technical Questions — Ken Hovey ext 264 or khovey@gapc.com

For additional questions regarding CreativeEconomyCapital.com please contact 613.828.6274 or kdaize@OCRI.com