



King City, Ontario, Canada

JULY 2013



Spark Innovations, King City



Spark Innovations Inc. operates in an unassuming commercial building set on a beautifully treed lot on King Road in the business core of King City. The company was founded by Bob Dickie in 1988. His goal... to create innovative product designs with strong intellectual property.

## The People

Robert Dickie was born and raised in Montreal, receiving his training in electronics through the Motorola Institute of Technology. His working career began with General Electric, where he became the youngest regional manager in the company's history, managing Communications in Eastern Canada. Following a change in the political scene in 1976, GE moved its Head Office to Toronto. With the move, Bob was one step closer to the creation of Spark. A number of years later, having accepted the position of V.P. with Layola, a \$35M computer company, Bob had the opportunity to build on skills of upper management. After careful consideration, he decided that the corporate world was not the fit he wanted; and his entrepreneurial Spark began to flare.

Spark began in 1988 as a home-based business in Newmarket, but outgrew its location. Bob, while on a motorcycle ride through King City along Keele Street, found rental space available in the outbuilding of Crawford Wells.

The current site of 2189 King Road in King City was purchased in 1991, both as a good business decision and to accommodate growth.



*"We're asked to do things that have never been done". (Bob Dickie)*

The Spark Innovations team is an experienced group of talented players, who also work independently. Included in the team are three mechanical engineers, three industrial designers, an office manager, two clerks, a Chief Financial Officer, a co-op student, and the General Manager for the toothbrush company in which Spark is a partner.