Canada’s Strengths

Our Competitive Advantages

- Healthy Economy
- Strong Education System
- Productive Science Base
- Talented & Skilled Workforce
- Livable Communities
- Global Persona
- Multicultural Civil Society
Competing is one thing. \textbf{Winning} is another!
At an average of only 3.3 people per sq km, Canada has one of the lowest population densities in the world.
Hub Cities are Isolated
Is the world Flat or Spikey?
Global talent, $$ are mobile
How do we create stickiness?
Big Country...Few People
How will Canada compete?

32.6 Million People

300 Million
1.1 Billion
1.3 Billion

VS.
Global Innovation Hubs

- Stockholm Science City
- Kendall Square
- Biopolis
- Medicon Valley Academy
- UCSD
- New York City Bioscience Initiative
- Research Triangle Park
- UCSF
- ICICI Knowledge Park
- Bio Regionen
- BioHouston
- Scripps Research Institute
- Biological Sciences Institute, Inc.
- IBAB Institute for Bioinformatics and Applied Biotechnology
- Accelerator
MaRS is a non-profit organization dedicated to maximizing the economic and social impact of Canadian innovation.
Place matters
College of Founders

AIC Limited
AstraZeneca Canada Inc.
Mr. Lawrence S. Bloomberg
Cancer Care Ontario
Eli Lilly Canada Inc.
Dr. John R. Evans
Mr. Arthur S. Labatt

MDS Inc.
Mr. Peter Munk
RBC Financial Group
Mr. Joseph L. Rotman
Mr. Allan Slaight
Mr. William P. Wilder
The MaRS Centre is a convergence facility located in the heart of Toronto’s Discovery District, Canada’s largest research cluster

- Phase I of the MaRS Centre (700K sf) is home to over 70 organizations
- Ratio of private to public sector tenants is 3:1
- MaRS Incubator (35K sf) houses 30 promising emerging life sciences, engineering and information technology companies
- MaRS Collaboration Centre is a conference venue, for use by MaRS, its tenants and the community
- Phase II (750Ksf) is scheduled to open in 2010
MaRS – Neutral Ground

"Generating Purposeful Collisions"
Anchored in Community
Strong Universities matter...
Toronto’s Discovery District
Strong Science & Technology Pipeline
MaRS is an Urban Innovation Hub
Linking Creative and Business Assets of the City

- Discovery District
- Financial District
- Creative & Arts District

Royal Conservatory of Music
University of Toronto
UHN Princess Margaret
Mount Sinai
Toronto Rehab Inst
Art Gallery of Ontario
TIFF & OCAD
Canadian Opera House
Financial District
Entertainment District

Gardiner Museum of Ceramic Art
Royal Ontario Museum
Women’s College

The MaRS Centre
UHN Toronto General Hospital for Sick children

Ryerson University

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Collaboration Networks
Cultural gap is a critical challenge
- Mismatch of offerings to VC/market needs
- Limited business focused project management
- High technology risk, lack of pre-seed capital for commercial validation
- Limited strategic bundling of IP or portfolio management
Innovation Gap

IP/Technology Platform

Entering the Gap
- Knowledge/education focus
- No Management
- Limited IP protection
- High technology risk
- Limited market intelligence
- No product/commercial strategy
- Broad scope, curiosity driven
- Limited understanding of financing options
- Publications

Product Platform

Leaving the Gap
- Product/business focus
- Early management
- Strengthened IP portfolio
- Technology proof-of-concept
- Market/customer feedback
- Focus and development roadmap
- Milestones and timelines
- Positioned for seed funding
- Confidentiality
The commercial development of academic research results are particularly challenging in Canada:

- Nascent technologies
- Limited number of sophisticated R&D intensive receptors locally
- Limited funding for market validation
- Limited risk capital
- Few serial technology entrepreneurs with global experience
- Small local market for early customer validation
Convergence Innovation
A Novel Commercialization Approach

Linear Approach

Science → Capital → Business = Slow Process High Risk
Demand-based, market focused innovation
Increased speed
Improved scope
Scalability
Multi-dimensional resources
MaRS Business Services

Commercialization Services

Advisory Services

Capital Services

Market Intelligence

Entrepreneurship Education
Scale and Leverage
MaRS Innovation will, for the first time, aggregate the exceptional discovery pipeline of 14 leading Toronto academic institutions to build a diversified portfolio of assets, and harness the economic potential of the best opportunities.
MaRS Innovation Objectives

- Build a professionally managed, business accelerator platform as a single point of entry for industry partners and investors
- Increase the scale, scope and viability of IP offerings, and the quantity and quality of deal flow from partner institutions
- Facilitate strategic research collaborations with industry partners
- Launch and grow robust spin-off companies
- Attract new talent
- Catalyze and attract sources of risk capital for translational research, market validation, company formation and growth
- Best in class performance, with significant impact
Culture of Entrepreneurship
Engage Young People
Talented new Canadians
Fuel Growth
Could a $100 Laptop Eliminate Poverty?
Economic Impact

Real Estate Services
- Office & Laboratory Facilities
- MaRS Centre Development
- MaRS Collaboration Centre

MaRS Incubator
IT/AV Services

Cluster Development
- Strategic Partnerships
- Stakeholder Support
- Community Programs
- Awards & Recognition
- Talent & Knowledge Management
- Public Policy

Business Services
- Commercialization
- Market Intelligence
- Capital & Investment
- MaRS Advisory
- Entrepreneurship Education

New Companies
Creative Communities
Breakthrough Discoveries
Focus on Key Challenges
Building Growth Companies

Human Capital
- Sales & Marketing
- Business Development
- Product Engineering
- Finance
- Operations
- etc..

Risk Capital
- Proof of Concept
- Angel & Seed
- Venture Capital
- Growth & Expansion
- etc...
New companies struggling
Seed & start-up funding at a 7-year low

Seed & Startup VC Deals & Disbursements in Canada
2001 - Annualized 2008 (CDN $ Mil)

Source: Thompson Reuters Data, 2008/06/30
New venture capital funds
Canada at lowest level since mid-1990s

New Commitments to VC Funds in Canada
1996 - Annualized 2008 (CDN $ BIL)

Source: Thompson Reuters, as of 2008/06/30
MaRS is still a start-up ....

- **Leadership**: Private sector leadership, sense of urgency
- **Place**: Location, urban setting, convening power
- **Innovation Pipeline**: Quality and scale
- **Model**: Market facing, outside academe
- **Partnership**: Harnessing of public & private resources
- **Values**: Inclusiveness, collaboration, public purpose
- **Culture**: Entrepreneurial
- **Position**: Neutral territory, independence
“Collaborative leaders have a natural or trained tendency to see connections and possibilities where others might see barriers or limitation. And the connections are usually to a larger purpose, one that gives them energy and hope.”

By Russell M. Linden Contributor Russell M. Linden, Published by Wiley_Default, 2002
www.marsdd.com
“There are no limits to the majestic future which lies before the mighty expanse of Canada with its aspiring, cultured and generous-hearted people.”

Sir Winston Churchill
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