



Tech Innovation Platform

04-April-2018



*Investing in **Canada's Innovation Marketplace***

HEALTH | CLEANTECH | FINTECH | ENTERPRISE

APRIL 2018

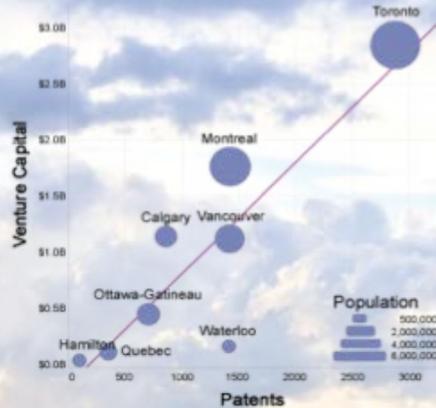


MaRS accelerates growth-ready ventures driven by applied science and technology.



TORONTO: A HUB FOR CANADA'S CONVERGENT INNOVATION

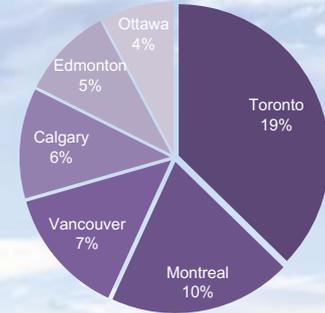
Strongest Patenting and VC Investment in Canada



Most Diversified Economy + Largest Industry Clusters



Greatest Concentration of Canadian GDP



2X the job growth rate
of Canada 2010-2015

400,000 technology employees

Sources: Stats Canada & Brookings Institute Global City GDP 2014; TechToronto / Statistics Canada; University of Toronto; OECD patent cooperation treat and Thomson Reuters

THE GLOBAL GEOGRAPHY OF INNOVATION IS MOVING

WHERE MaRS PLAYS: PLACE MATTERS IN THE NEW GEOGRAPHY OF INNOVATION

Innovation is moving from suburban research parks to downtown innovation districts, as the global innovation economy is increasingly driven by a leading group of urban regions. These innovation hotspots have several common features:

- strong academic institutions
- exceptional (young) talent base
- a rich pool of startups and innovative global companies
- availability of risk capital
- government support and focus on innovation
- access to open, dynamic markets (at home and abroad)
- intense interactions and collaboration between science, startups, business, creative industries (convergence)

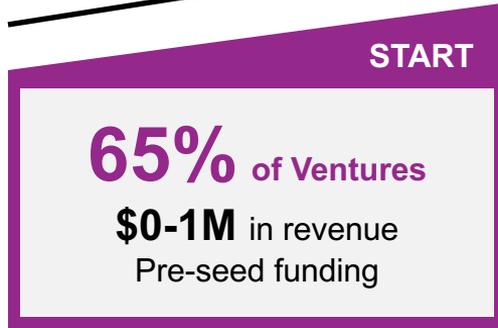


Cities that are important nodes in the global economic system <https://en.wikipedia.org/>

MaRS VENTURE SUPPORT PROGRAMS ARE SEGMENTED BY STAGE TO FOCUS ON HIGH GROWTH HIGH POTENTIAL VENTURES

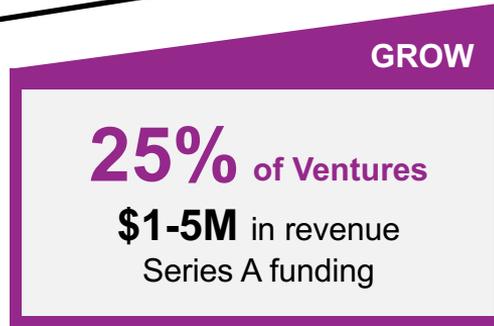
VENTURE STAGE

SERVICE MODEL



General
1:Many

Founders use a self-serve model to access a variety of programs, workshops and peer networking events offered by the MaRS Start team.



Specific
1:Few

Sector Advisors anchor the relationship with the venture, typically dealing mostly with the founder(s). Engagement is ad hoc or milestone specific. Lead Advisors may make introductions to other MaRS services (e.g. Market Intelligence, MarComm, Talent, etc.)



Customized
1:1

MaRS Service Teams, Lead Advisor, and Client Engagement manager develop a Scale Plan with venture. Client Engagement Manager coordinates as different teams at MaRS work directly with different members of the venture's C-Suite team to accomplish their Scale Plan.

HIGH GROWTH COMPANIES

SCALE PROGRAM TARGET VENTURES

MaRS is seeking out a select group of ventures to join the Scale Program. Ideal ventures fit the following criteria:

REVENUE – MaRS will target ventures with \$5-50M in revenues for this program

OR

CAPITAL – MaRS will target ventures with \$10M+ in capital raised for this program

MARKET DEMAND – They have major global market opportunities

DISRUPTION – Exponential acceleration driven by science and technology, digitization and connectivity across converged sectors and disciplines

ASSETS AND EXPERTISE – Toronto, and Canada, are (or can be) centres of excellence



Health

- Biotech & Pharma
- Health & Wellness
- Digital Health
- Medical Devices



Energy & Environment

- Agri-tech
- Advanced Materials
- Advanced Manufacturing
- Energy
- Transportation
- Waste Management
- Water



Finance & Commerce

- AI, Data & Analytics
- Alternative Finance
- Cybersecurity
- Insurance Tech
- Marketplaces
- Online & Mobile Retail
- Payments
- Retail Tech



Enterprise

- HR & Workforce Management
- Education & Training
- Enterprise Software
- Business Intelligence, Analytics & Performance Management

MaRS SERVICES FOR SCALING VENTURES

CAPITAL

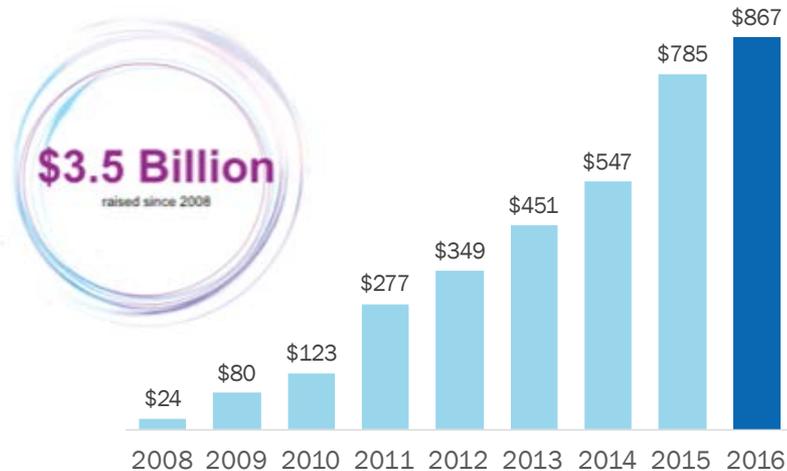
The MaRS Venture Services team will assist with:

- **CORPORATE ENGAGEMENT:** Connect to our corporate partners, two-sided introductions to ensure problem-solution fit.
- **CAPITAL:** Strategies, Needs assessment, Capital connections, Exposure to international investment partners
- **TALENT:** One-on-one & Open call, Global talent, Executive talent, HR Tech and Services marketplace, Compensation data
- **TECHNOLOGY:** Feedback on product/technology roadmaps, Connections to accelerate product/tech rollout
- **PR AND MEDIA:** Exposure, Media, Brand positioning

MaRS – A Track Record of Growth

MaRS Ventures Raised \$867MM in 2016

For reference, in 2016, CVCA recorded all VC funding to Canadian ventures as \$3.2B, of which Ontario-based investments were \$1.5B.



MaRS Ventures Prove Revenue Traction

Venture portfolio continues to grow, with 47% CAGR since 2008.

More than half of all revenue derived from export markets, particularly US and China.



MaRS Corporate Partners



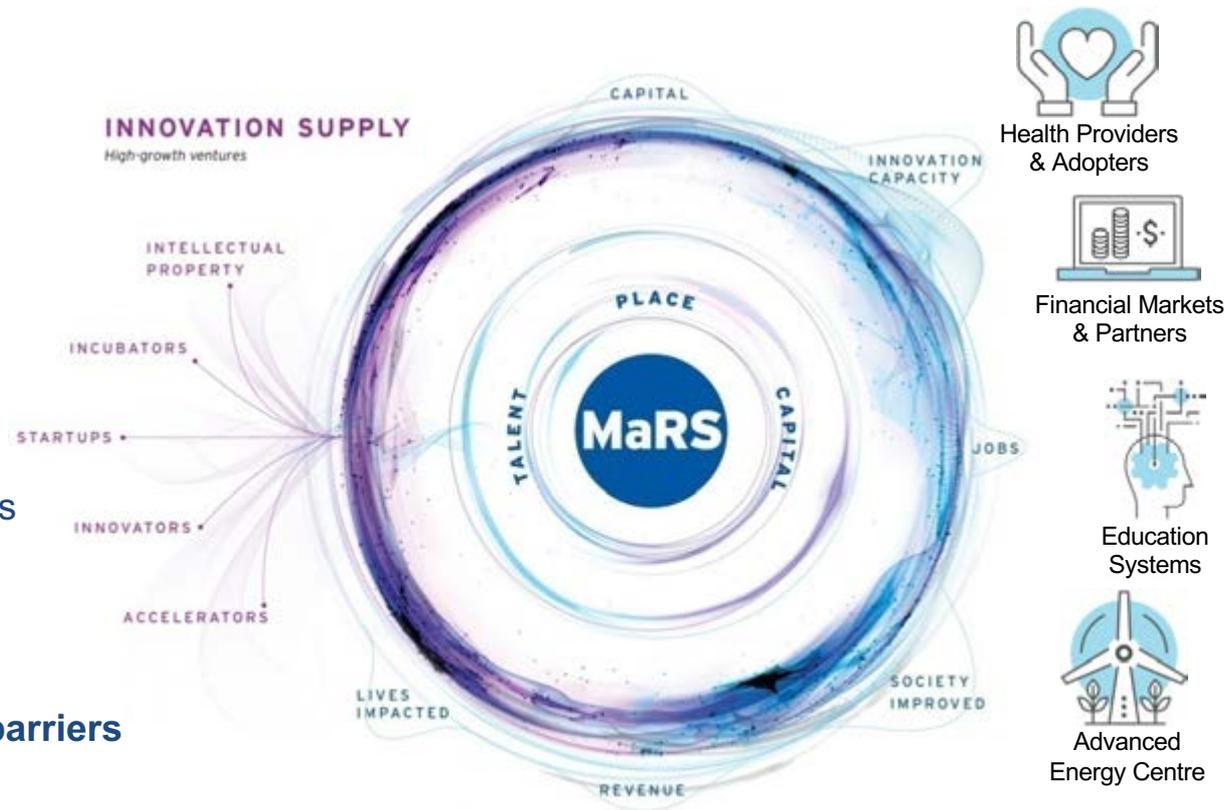
Opening Markets and Driving Adoption

Innovation needs adoption.

Adoption is the greatest challenge in the innovation lifecycle, especially in highly regulated markets such as Healthcare, Finance and Energy.

MaRS Venture Services works directly with its partners to:

- **Open markets**
- **Address regulatory barriers**
- **Accelerate adoption.**



Recent Successes: FINTECH and ENTERPRISE



FINTECH

- **WealthSimple** – raised \$100M from Power Financial/Portag3
- **Element AI** – raised \$100M from Data Collective, Fidelity, Intel Capital, NVIDIA, Microsoft Ventures and Real Ventures
- **Interaxon/Muse** – raised \$29M from Horizons Ventures, OMERS, Felicis Ventures and ff Venture Capital
- **Rubikcloud** – raised \$45M from Horizons Ventures, Intel Capital and iNovia
- **Hubba** - raised \$50M from Social + Capital, Brightspark Ventures and Goldman Sachs
- **Borrowell** – raised \$17M from Equitable Bank, OakWest, Whitestar Capital and PowerFinancial



ENTERPRISE

- **Bionym** – raised \$32M from Relay Ventures, Ignition Partners, Gil Tech Ventures, Mastercard and Salesforce
- **Bitstrips** – raised \$11M from Horizons Ventures, Kleiner Perkins (Acquired by Snap for \$100M)
- **Layer6** acquired by TD Bank for \$100M
- **Unata** acquired by Instacart for \$65M

Recent Successes: HEALTHCARE and CLEANTECH



HEALTHCARE

- **Interface Biologics** – raised \$32M BDC and DSM Venturing
- **League** - raised \$30M from OMERS, Real Ventures, Foundation Capital and Power Financial
- **Figure1** – raised \$23M from RHO Ventures, SamsungNEXT and Union Square Ventures
- **Swift Medical** – raised \$11M led by Data Collective
- **Highland Therapeutics** – raised \$200M from private equity group
- **BlueRock Therapeutics** – raised \$250M from Bayer and Versant Ventures



CLEANTECH

- **Ecobee** – raised \$146M from Amazon, Relay Ventures, Thomvest, and Energy Impact
- **Ranovus**– raised \$24M from OMERS, Azure Capital, T-Ventures, BDC
- **Sparq Systems** – raised \$11M led by Arctern Ventures
- **GreenMantra**– raised \$17M from Cycle Capital and Arctern Ventures
- **MineSense** – raised \$49M from Cycle Capital, Prelude Venture and Caterpillar Ventures
- **Transpod** – raised \$20M from Angelo Investments

INNOVATION HUBS: North America

