



MaRS is a member of



MaRS at a glance



GOVERNANCE

MaRS is a not-for-profit registered charity overseen by a distinguished Board of Directors, chaired by Gord Nixon (CEO, RBC).

MaRS services are funded by the proceeds of the MaRS Centre and its operations, as well as through generous contributions from a range of stakeholders, including the governments of Ontario and Canada, private donors, corporate sponsors and foundations.



HOW MaRS HELPS:

- Business planning
- Sales and marketing
- Financing and funding strategy
- Human resources
- Financial management, accounting, tax
- Legal and intellectual property
- Product development and marketing
- Operations and manufacturing
- Customer connections and relationship management
- Strategic partnerships

CLIENT AWARDS 2010

CANADA'S TOP 10

NeurAxon • Spartan Bioscience
Skymeter • Vive Nano
Morgan Solar • Aeryon Labs

CANADIAN INNOVATION EXCHANGE

gShift Labs
GreenMantra
Recycling Technologies

IDC TEN CANADIAN DIGITAL MEDIA COMPANIES TO WATCH

Bitstrips • InGamer Sports
PushLife • Shiny Ads
Verold • Visibili

HEALTHCARE AND BIOTECHNOLOGY VENTURE CHALLENGE

Rna Diagnostics

TIEQUEST

Verold
Attodyne

WHAT IS MaRS?

OUR MANDATE IS SIMPLE:

MaRS works closely with entrepreneurs to help them launch, grow and scale their ventures into market leaders. We provide education, advisory services, market intelligence and access to talent, customers and capital.

MaRS WORKS WITH COMPANIES IN:

Life sciences and health care • Information technology, communications and entertainment • Cleantech
Advanced materials and engineering • Social purpose businesses

THE MaRS CENTRE

Located in the heart of downtown Toronto, the MaRS Centre is an architecturally inspiring space that has become the undisputed hub of Toronto's world-renowned Discovery District. The MaRS Centre is immersed in a vibrant and creative urban environment, known for its highly skilled and diverse talent pool, and is in close proximity to Toronto's financial district, business community and government offices. Our location among globally recognized universities, academic teaching hospitals and research institutes provides a strong, sustainable innovation pipeline.

Founded in 2000 and opened in 2005, the MaRS Centre unites companies of all sizes, researchers, innovators, investors, professional-service providers and policymakers in one thriving urban space. This collaborative, interdisciplinary and cross-industry approach is the cornerstone of our model. Every day, more than 2,300 people come to work at MaRS, while thousands more attend workshops, meetings and conferences at our state-of-the-art conference facility every year.

MaRS Centre Phase 2, currently under development, will double the size of the facility to 1.5 million sq. ft., making MaRS one of the largest innovation hubs in the world.

> 80*

Private and public-sector tenants (75% private)

> 750,000

Size of the MaRS Centre, growing to 1.5 million sq. ft. upon completion of Phase 2, a 20-storey lab/office building that will connect to the adjacent MaRS Heritage Building and towers

> 10,500

Meetings, conferences and events held at the MaRS Centre since 2006, with more than 430,000 attendees

For a full list of tenants and to learn more about the Collaboration Centre, please visit www.marsdd.com/facilities/



ADVICE AND MENTORSHIP

MaRS advisors and associates support hundreds of entrepreneurs every year. Advisors work closely with start-ups to help develop their product and business strategies, build their teams and connect to the right customers, partners and investors.

MaRS advisors are an accomplished group of business leaders, experienced entrepreneurs and subject matter experts—over 70% are volunteers from Canada's business and technology community.



EDUCATION

MaRS designs and delivers programs that help entrepreneurs navigate the different stages of their growing businesses. We offer unparalleled access to business and sector experts, as well as to valuable tools through seminars, workshops and online resources.

MaRS' many ongoing educational events include *Entrepreneurship 101*, a free 30-week series that provides essential information for emerging entrepreneurs, the *MaRS Best Practices* series, monthly seminars that deliver practical insights for start-ups, and more. The online *Entrepreneur's Toolkit* includes extensive articles, videos and workbooks designed to help early-stage companies launch and grow.

> 1200

Total number of MaRS clients since 2006

> 700

Number of active clients in MaRS' portfolio

> 9000

Total hours of mentorship provided in 2010

> 85

Entrepreneurship educational events programmed or delivered by MaRS in 2010

> 8000

Attendance at MaRS educational events in 2010

> 1.5 million

www.marsdd.com pageviews in 2010



INSIGHT

MaRS Market Intelligence gives clients access to the current, relevant information they need to succeed—about their industry, market, potential partners or investors and more.

Our sector experts work with entrepreneurs to help them determine their competitive advantage, market opportunity or most effective go-to-market strategy.

We provide access to market research from leading firms and the University of Toronto's world-renowned library system, connections to thought leaders through group workshops and teleconferences and compile industry-specific reports tailored for Ontario entrepreneurs.

> 900

Completed market-research requests for over 800 companies and entrepreneurs in 2010

> \$13.4 million

Value of free market research provided to Ontario start-up companies in 2010

> 13

Number of market intelligence reports produced in 2010, covering topics such as consumer digital health, the water sector and clinical trials

ACCESS TO CAPITAL

MaRS helps young companies prepare for investment, hosts regular angel and venture capital forums and manages the Investment Accelerator Fund (IAF), Ontario's seed fund. MaRS has also developed extensive relationships with multiple sources of capital in Canada and beyond. These efforts have resulted in significant investment in our client companies.

MaRS has played a key role in the development of several companies that enjoyed significant growth or were acquired by industry leaders in 2010.

> \$108 million

Capital raised by MaRS clients from angel and venture capital investors, as well as government programs, in 2010

> 600

Number of new jobs created in Canada in 2010 by MaRS portfolio companies

*All numbers approximate as of Dec. 31, 2010

Is your idea the next big thing?

Learn how MaRS can help grow your science, technology
or social purpose business.

www.marsdd.com



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