

Our Future Matters

Innovation: Building Canada's new economy and improving society

History

In 2000, a group of visionary civic entrepreneurs came together with business, academic and government partners to implement a big idea: They would create a world-leading innovation hub on the historic site of the Toronto General Hospital.

This hub would drive innovation through new collaborations between science and technology innovators, entrepreneurs, business leaders, investors and policy-makers. It would provide the unique physical infrastructure, as well as the talent and the networks required to bring Canada's most important discoveries to market and launch our next generation of growth companies.

These leaders donated **\$14 million** – mobilizing nearly **\$600 million** in private and public funding over the decade that followed – to develop the MaRS Centre.

14

private sector leaders founded MaRS in 2000

The importance of place

The MaRS Centre opened in late 2005:

- Located in the heart of one of the world's most productive research clusters – Toronto's Discovery District
- Situated in one of the world's most diverse, entrepreneurial and creative cities

\$1.0 Billion

in annual research funding concentrated within 2.5 km²

The MaRS Centre: A platform to accelerate Canadian innovation

- 100 diverse tenants (startups, mid-size companies and multinationals, investors, researchers, community developers, professional service firms and retailers)
- 2,500 innovative people work here every day
- 2,000 meetings and events annually, with 100,000 attendees

1.5 Million ft²

The MaRS Centre, one of the world's largest urban innovation hubs

MaRS is expanding: 20-storey Phase 2 tower opened in 2014

Governance

MaRS is a not-for-profit registered charity overseen by a distinguished private sector Board of Directors.

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

MaRS is a member of



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Generating value at a critical time

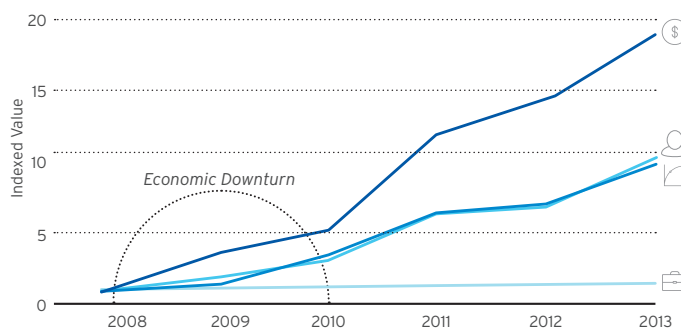
Extraordinary effort and significant investment have gone into building the MaRS Centre and our unique programs over the past 15 years – all to strengthen our innovation economy in the decades ahead.

We are already seeing the results:

- From 2008-2013, MaRS venture clients grew **5-7 times faster** than MaRS' operating expenses despite the global recession
- To put this in context, the compound annual growth rate (CAGR) of Canada's GDP was **2.7%** during this period

MaRS' innovation capacity is more important than ever to the future of Ontario and our country. Global competition is fierce. Other regions are aggressively building their knowledge economies. To succeed, Canada must be an innovation nation.

Growth of Venture Client Results and MaRS Operations



- Client capital **+80%**
- Client FTEs **+57%**
- Client revenues **+56%**
- MaRS operations **+12%**

Client results based on annual surveys administered by Deloitte and KPMG; % reflect compound annual growth



Building high-impact ventures

Young, high-growth firms are critical job engines in the new economy, bringing important new products and services to national and international markets. MaRS helps entrepreneurs launch and grow these ambitious ventures.

Market intelligence:

- **\$96 million** worth of market intelligence provided free of charge to entrepreneurs (2009-2014)

Expert advice & mentorship:

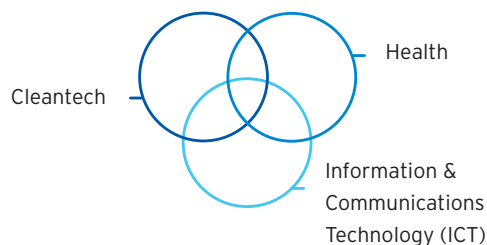
- **1,000 promising venture clients** annually receive hands-on support from expert MaRS staff and seasoned volunteer advisors

Connections to customers and capital:

- **\$500 million** in revenue generated by MaRS venture clients (2011-2013), **\$200 million** of which was generated in 2013 alone (**55% export revenue**)
- **\$1 billion in capital** raised by MaRS venture clients (2011-2013), **\$450 million** of which was raised in 2013 alone (**78% from private sources**)
- **6,500 jobs** created by MaRS venture clients
- **\$70 million in capital** directly managed by MaRS in three active seed funds



Our sectors



Developing top talent

Innovation is powered by talented entrepreneurial people. We equip science, technology and social entrepreneurs with the skills, tools and networks they need to change the world.

- **50,000 people trained** through MaRS' entrepreneurship education programs (2009-2013)

Opening markets and driving societal impact

Our prosperity and quality of life depend on innovative, efficient and resilient systems. We work with partners to ensure that our **health, work & learning** and **energy systems** are both open to innovative new ideas and effective at using those ideas to improve outcomes. We bring the key tools of design and social innovation, data and evidence, public policy, as well as novel funding approaches to systems transformation.

Together, we are expanding market opportunities for our most promising companies and bringing their solutions to Canadians and others around the world - faster and at scale.



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