

## URBAN INNOVATION HUB

Occupying 1.5 million square feet in the heart of Toronto's renowned Discovery District, MaRS is the world's largest urban innovation hub.

We bring together diverse players - scientists, startups and scaling firms, multinationals, investors and enablers - to forge new collaborations, and help innovators get high-impact solutions to market faster, both in Canada and beyond.

## INNOVATION SUPPLY

MaRS supports innovators in the following key areas:

### SCALING TOP VENTURES GLOBALLY

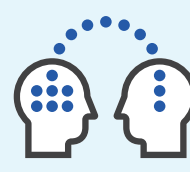
The startup and growing ventures supported by MaRS are achieving great results. More than 86% of these ventures attribute a positive role to MaRS in their growth and success.



Health



Energy & Environment

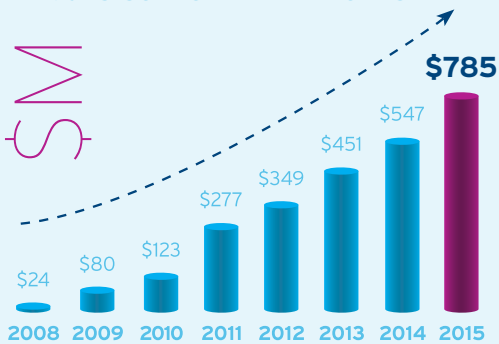


Work & Learning

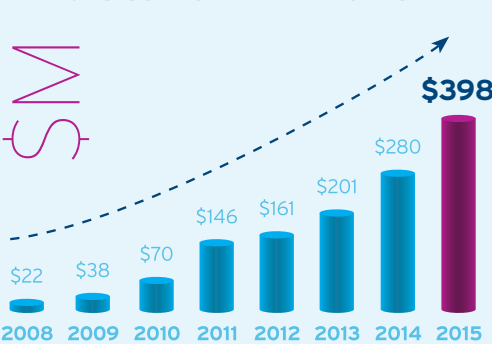


Finance & Commerce

### CAPITAL RAISED: \$2.6B BY MaRS-SUPPORTED VENTURES



### REVENUE GENERATED: \$1.3B BY MaRS-SUPPORTED VENTURES



In 2015,  
MaRS-supported  
ventures employed  
**5,200+**  
people

Source: MaRS Venture Client Survey. For details, see [marsdd.com/survey-methodology](http://marsdd.com/survey-methodology)

## INNOVATION DEMAND

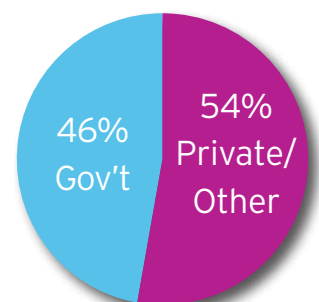
### REMOVING SYSTEM BARRIERS & OPENING MARKETS TO INCREASE ADOPTION

Innovation only happens when important products and services reach their target customers and markets. This is often the hardest part of the innovation lifecycle, especially in highly regulated markets like health, energy and finance. MaRS works with partners to help open these markets, address regulatory barriers that have slowed the adoption of new technologies and increase the innovation capacity in these systems.

### SYSTEMS INITIATIVES TO INCREASE ADOPTION: A FEW EXAMPLES

- **MaRS EXCITE** is developing a new approach to help Ontario's \$50B healthcare system evaluate and purchase innovative Canadian health technologies.
- **MaRS Solutions Lab's** Sharing Economy Public Design Project helped government, industry and other stakeholders design new regulations for the sharing economy.
- Social impact bonds spearheaded by the **MaRS Centre for Impact Investing** are mobilizing private capital to improve social outcomes.
- The **Advanced Energy Centre's** Utility Transformation Program has engaged 30 utilities across Ontario, helping them navigate a rapidly changing energy sector and adopt innovative, new technologies.

Breakdown of project funding sources



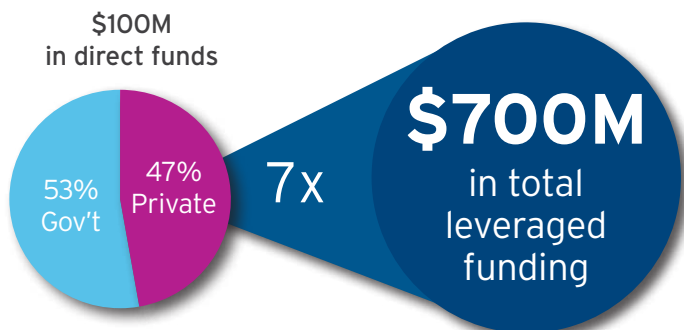
# CAPITAL

**MOBILIZING CAPITAL TO CLOSE IMPORTANT FUNDING GAPS**

Canada still has a capital gap. MaRS is working to help close it and has mobilized \$100M to date across four funds:

- Investment Accelerator Fund (IAF) - cross-sector seed fund delivered on behalf of the Province of Ontario
- ArcTern Ventures - privately backed, early-stage cleantech fund developed in partnership with MaRS
- MaRS Catalyst Fund - privately backed impact investment fund
- JOLT Fund LLP - privately backed accelerator seed fund (fully invested in 2014)

## FUND CAPITAL MOBILIZED BY MaRS



**EXAMPLE**

The IAF is a leader in generating leveraged funds, with a leverage ratio of >11x original investment in follow-on investments generated since inception.

Source: MaRS funds data as of March 31, 2016

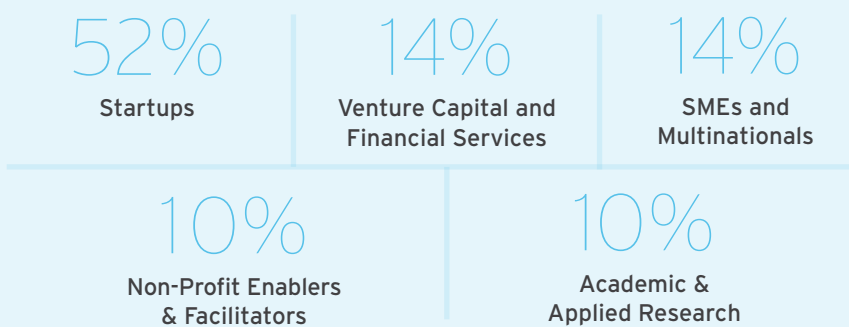
# PLACE MATTERS

**BUILDING A VIBRANT INNOVATION COMMUNITY**



\*By 2017, when all contracted tenants are occupying space

## MaRS CENTRE TENANTS\*



## TORONTO: RICH IN INNOVATION ASSETS

MaRS is located in the heart of Canada's largest and the world's most diverse city.

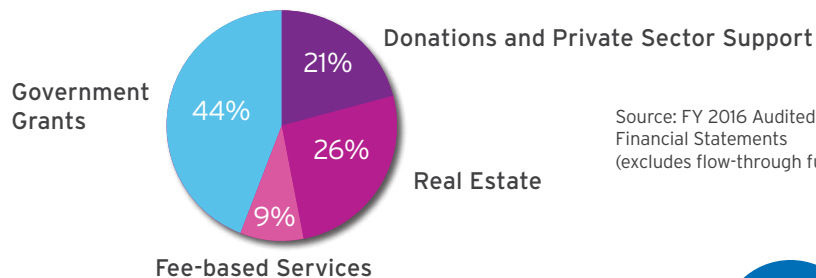
- Toronto's 2.5 km<sup>2</sup> Discovery District draws \$1.1B in sponsored research (including hospitals)
- The University of Toronto, a global top-20 university, is a founder and close partner of MaRS
- Toronto is North America's 4th-largest and fastest-growing city, with a diverse economy, including health financial services, cleantech, advanced manufacturing, education and professional services

\*Calculated based on number of tenants. Does not include concourse retail tenants

# MaRS FUNDING

MaRS revenues comprise real estate income and private sector support, as well as government grants to deliver specific innovation programs for entrepreneurs across Ontario and Canada.

## MaRS 2015 REVENUES BY SOURCE



Source: FY 2016 Audited Financial Statements (excludes flow-through funds)

We help innovators change the world. Learn more at [marsdd.com](http://marsdd.com).

