

# THE LAUNCHPAD FOR LEADING ENTREPRENEURS

MaRS is North America's largest urban innovation hub. We work with diverse partners to help entrepreneurs get their high-impact solutions to market faster, both in Canada and beyond.

## SCALING TOP VENTURES GLOBALLY

MaRS supports over **1,200 high-potential ventures**, providing them with access to the critical capital, customers and talent they need to grow successful, global businesses.

## OUR SECTORS

MaRS supports entrepreneurs in the following key sectors:



### HEALTH

Biotech, medical devices, digital health, consumer health & wellness



### CLEANTECH

Energy, advanced manufacturing, transportation, agritech, smart cities



### FINTECH

Consumer finance, corporate finance, ecommerce



### ENTERPRISE

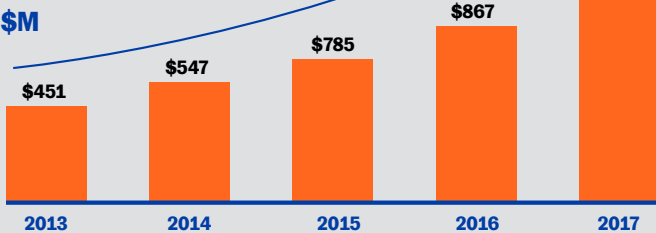
Business intelligence, education & training, HR & workforce solutions

## Capital Raised

> **\$4.8 billion\***

by MaRS-supported ventures

A 53% increase in the last year alone



## Revenue Generated

> **\$3.1 billion\***

by MaRS-supported ventures

REVENUE FOR 2017:

**\$1,361M**

## Employment

Number of people employed by MaRS-supported ventures

NUMBER OF PEOPLE EMPLOYED IN 2017:

**12,800+**

\* Numbers include data collected since inception

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

## CAPITAL

### Mobilizing capital to close important funding gaps

Canada still has a capital gap. MaRS is working to help close it and has **mobilized over \$120M in funding to date** — with nearly \$1B in total follow-on funding — across **six funds** ranging from privately backed to publicly funded.

MaRS also channels capital toward programs and businesses that have a social impact:

### MaRS Centre for Impact Investing

helped create North America's first social impact bond in health, which will fund a program to prevent hypertension.

**MaRS Catalyst Fund** invests only in early-stage companies that are creating a well-defined social or environmental benefit.

### INVESTMENT ACCELERATOR FUND BY THE NUMBERS

The IAF is a cross-sector seed fund. Since inception in 2010, it has:\*

**Provided over \$56M** in seed funding through **127 investments**

**Seen 27** exits

**Secured \$937M**

in follow-on funding

\*Figures as of March 31, 2018

## Place Matters

With 1.5 million square feet in the heart of downtown Toronto, MaRS is building a vibrant innovation community.



\* Tenants include multinationals like Autodesk and PayPal, research institutes like the Vector Institute for Artificial Intelligence, Borealis AI and CIFAR, as well as ventures like Element AI and League.

## MaRS Community

MaRS is home to entrepreneurs and a bridge to the business world. As Toronto's commercialization hub, we bring together partners who might not otherwise connect—entrepreneurs, corporations, investors, mentors, university institutions and research labs—all working together to bring innovative products to market. This community anchors our most promising talent here, and keeps established businesses competitive by supplying them with a steady stream of creativity.

## Our Services

### Partnerships

MaRS works with corporate enterprises as an innovation partner, helping them adopt—and adapt to—disruptive technologies. Together, we co-create strategies that give corporations a competitive advantage, updating their business models as new innovations impact entire industries. We also help create new opportunities for our partners and entrepreneurs in highly regulated sectors like health, energy and finance by opening these markets to new technologies and approaches.

### Solutions Lab

MaRS convenes governments, businesses and citizens to work together to accelerate the adoption of innovation. Examples of our work include helping governments buy technologies developed by entrepreneurs; helping companies hire unemployed youth who are not enrolled in education or training; and regulating Toronto's sharing economy, so it works more efficiently for all.

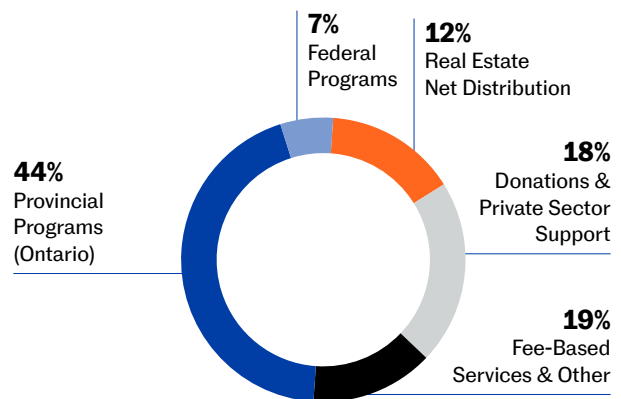
## People Matter

Canadians are wired differently. We assimilate differently. We embrace change differently. And as a result, the work culture in our ventures is different.

- **65% of MaRS-supported ventures have at least one serial entrepreneur** on the founding team
- **50% of MaRS-supported ventures have a foreign-born founder**, a higher percentage than Silicon Valley
- **25% of MaRS-supported ventures have a female founder**, almost double the national average of 13%
- **MaRS IAF partnered with BDC to create StandUp Ventures**, a seed fund that backs women-founded ventures

## MaRS Funding

MaRS funding for operations comprises fees, real estate net income and private sector support, as well as government funding to deliver specific innovation programs for entrepreneurs across Ontario and Canada.



### Talent

MaRS equips today's workforce with the competencies and skills they need to work at high-growth tech companies, and also helps these companies recruit and retain the best people, so they can continue to scale into globally competitive businesses.

### Data & Insights

MaRS provides accurate data to partners, offering them business insights that power their success. MaRS also provides entrepreneurs with the market intelligence they need to build successful business strategies.

**For more information, see [marsedd.com](https://marsedd.com)**

Source: 2018 Audited Financial Statements (excludes flow-through funds)