



MaRS Corporate Innovation

Partner with North America's largest innovation hub

Our unique advantage

MaRS helps create lasting change in organizations that have an urgent and **strategic need to innovate**. We do this by convening our unmatched ecosystem of experts to solve pressing issues with innovative solutions.

Our team enables organizations to **prepare for disruption in any sector**, and thrive in the international innovation economy.

The MaRS partner innovation journey

Access leading-edge technologies

and meet world-leading community of entrepreneurs, scientists and investors

Stay ahead of disruption

by attending closed-door conversations with corporate leaders and policymakers looking to future-proof the economy

Develop resilience and agility

through innovation best practices such as benchmarking, talent retention and hiring for diversity, equity and inclusion

Build brand recognition

by positioning your organization as a thought leader with MaRS, Canada's innovation partner of choice, in pursuit of positive social change

Boost revenue and improve efficiency

by procuring solutions to increase market value, modernize operations and develop future-ready business models



35+

sessions with corporates in 2020



1,400+

MaRS ventures



200+

corporate-venture introductions in 2020



17M+

annual digital reach



180+

active corporate members



Waterfront Innovation Centre

MaRS Discovery District
Downtown Toronto, Canada

MaRS areas of expertise



Corporate partners become active members of the innovation ecosystem in three ways

ACCESS

Tech Trends Reports

Analysis of the latest innovation trends, ecosystem activity and companies to watch

Venture Trackers

The best and brightest tech firms in the country detailed through tailored monthly reports that highlight solutions to corporates' pressing issues

Partner Digests

Regular updates sharing the latest MaRS publications, events and market insights

Media Mentions

Thought leadership and content sponsorship in outlets such as the *Toronto Star*, *Canadian Business*, *StartUp HERE Toronto* and more

ENGAGE

Corporate Innovation Training

Interactive and experiential training to foster innovative work cultures, and develop practical behavioural skills

Demo Days

Virtual discussions with select ventures to explore solutions with aligned interests and business opportunities

Visioning Disruption Sessions

Interactive sessions focused on future business success

Emerging Technology Workshops

Customized classes that introduce key concepts, use cases and high-level roadmaps for technologies of interest

HOST

Innovation Pipeline

Procuring new startup technologies by framing your business challenge and establishing best practices for working with ventures

Peer-to-peers

Engage in private discussions with innovation leaders and draw strategic insights

Venture Showcases

Closed-door sessions with tech companies positioned to address your specific business challenges

To learn more about Corporate Innovation at MaRS, visit marsdd.com/corporate-innovation or contact corporateinnovation@marsdd.com