

The MaRS logo consists of the letters 'MaRS' in a white, sans-serif font, centered within a solid blue circle. The background of the slide features a cityscape with a prominent tower and a large mountain in the distance, all rendered in a blue-tinted color scheme.

MaRS

MaRS Overview

OECD

January 2024

about

MaRS



*Our purpose is to help
innovators create a better
world*

We are a convener of the innovation ecosystem as North America's **largest urban innovation hub** with an **impact first focus**

We support an ecosystem of **1400+ startups across** sectors with a range of services with a strong emphasis on ventures that drive positive social and environmental impact

We offer **unique insight on sector trends , emerging technologies, social impact** to our **60+ partners**, positioning them to move forward their strategic initiatives and gain a competitive edge

MaRS

MaRS 24 years of experience & infrastructure



2000

MaRS is founded by a visionary group led by Dr. John Evans.



2002

MaRS Centre construction begins.



2003

Princess Margaret Cancer Research Tower opens.



2005

Heritage Building and South Tower opens.



2014

West Tower opens.



2022

MaRS Waterfront Innovation Centre Opens

Toronto's Discovery District



MaRS is strategically positioned at the intersection of perspectives **across public and private sectors**

Corporate

MaRS works with 60+ partners to unlock access to one of the largest ecosystems of high growth & high potential companies in the world, with 1400+ ventures spanning Health, Cleantech, Digital & emerging technologies



Academic

MaRS supplies supporting infrastructure to help commercialize academic research, from lab space, advisory services, to legal resources (1.5 MM sq. ft of real estate in the heart of downtown Toronto)



Philanthropic

MaRS works toward open & inclusive innovation. We partner with different organizations, foundations, and individual philanthropists to achieve meaningful impact and sustained social change



Public

MaRS works deeply with all levels of government, focusing on solutioning complex challenges, helping to inform public policies, reconfigure governance and capital flows, and infuse innovation in the ecosystem



Venture Capital

MaRS is a destination for global venture capital looking to invest in new, Canadian technology. Our ventures also have access to support in order to connect them with capital providers



MaRS is: Impact Driven

\$9.1B

MaRS-supported ventures'
cumulative revenue
since 2010

\$16.7B

MaRS-supported ventures
cumulative capital raised
since 2010

\$29.6B

MaRS-supported ventures'
GDP contribution to date
since 2010*

32,600+

Employed by MaRS-supported ventures in 2021

Cohort Acceleration Programs at MaRS

MaRS cohorts are **theme-based, time bound programs** that provide accelerated support for **6-12 startups** in a community format. Designed with **international audiences** in mind, they provide integration into our purposeful networks and unique learning solutions. MaRS cohorts and accelerators are **specialized to ventures' needs**, enabling companies to:

Find **international collaborators, partners, customers and connections** to grow and scale in global markets

Sharpen their **value propositions and pitches**

Expand their **professional networks**



Biotech Accelerator



Women in Cleantech



Advanced Manufacturing & AI Programs



Mission from MaRS CDR Accelerator



Supply AI at MaRS

The MaRS **cohort process** involves the following steps:



Engagement Model

Over the course of the Term, MaRS will develop and deliver a Cohort-based program, tailored to and focused on the selected ventures. Broadly, the program will focus on supporting the ventures' following services:



Specialized mentorship

Guidance from sector experts and experienced entrepreneurs



Connections to capital

Exposure to VCs and corporates looking to invest in new ventures.



Connections to talent

Assistance in finding and recruiting skilled workers from across Canada and around the world



Connections to potential partners

Access to prospective partners looking to engage with ventures to further their R&D initiatives



Data, tools and insights

Analysis of the latest industry trends, providing ventures with the insights they need to gain an edge



P2Ps, content collections & community

Includes webinars, information sessions, peer-to-peer counselling, resources and access to MaRS's Marketing & Communications teams

Digital Community

☺ Search

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MaRS Start Here Latest 535

- Home
- Members
- New Members
 - Start Here**
 - Introductions 5
- Founder Community
 - News Feed
 - Discussions 7
 - Stories & Wins 4
 - Events Calendar 5
 - Hobbies
 - Get Help at MaRS
- Innovators' Space
 - General Resources
 - Capital Resources

MaRS | Community

Welcome to the MaRS Community!
Let's start with a short tutorial.

MaRS | Community

We're excited to have you with us!

MaRS

Welcome to the MaRS Community

We are excited to welcome you to the MaRS Community — a curated space where we can connect with each other and grow our community together.

Learning Solutions

Cohort participants will have access to a curriculum designed specifically for the groups needs leveraging existing small group advisory sessions and external vendors where appropriate.

Small Group Advisory Sessions Overview

Small Group Advisory sessions are an opportunity for you to connect with experts and address some of your toughest business challenges. Each session has between 5 to 8 ventures in attendance. We will keep you posted on upcoming sessions, and we...
[See more](#)



Capital Strategy



Growth Strategy



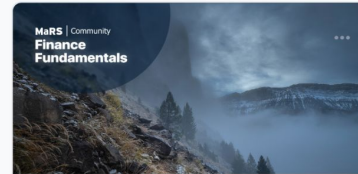
Dream Team



Product Marketing



Customer Segmentation



Finance Fundamentals

PR Accelerator

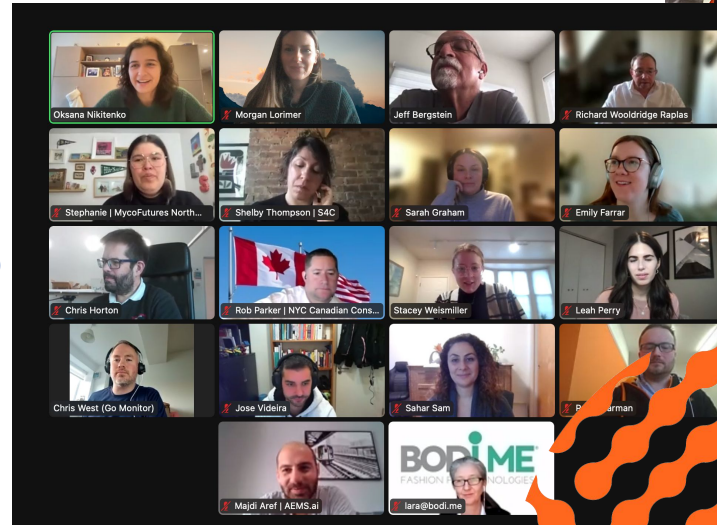
Creative, PR and content production company for startups, corporates and ecosystem partners.

Seasoned team of journalists, brand strategists, filmmakers, videographers, data scientists and PR experts.



Peer Events & Industry Speakers

- In-person or virtual events tailored to specific cohorts, leveraging the expansive MaRS expert network.
- Allow us to engage our corporate partners to help founders learn first hand about their perspectives and needs.
- Facilitating peer learning and connections, these events provide an opportunity to delve deeper into relevant topics. They empower us to furnish unique, exclusive content, and insights to the cohort



Demo Days and Signature Events

- Position ventures as experts in their field and MaRS as a **thought leader** in the space increasing **brand recognition**
- Access to the **MaRS extended corporate network**
- Venture Tracker or networking database allowing ventures to gain **additional exposure**
- **Amplify the amount of connections** that can be made for these programs
- Unique differentiator for MaRS



MaRS Advisory Program

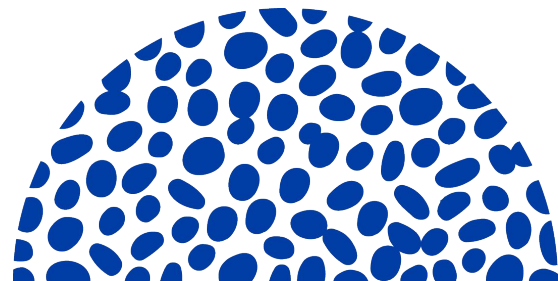
The screenshot shows a web interface for the MaRS Volunteer Advisors program. At the top, there is a navigation bar with links for Home, Advisor Profiles, MaRS Tools, Venture Opportunities, Training Portal, and MaRS Key Contacts. Below this is a secondary navigation bar with options for Views, MaRS Volunteer Advisors, Customizable cards, Filter, Sort, Color, and Share view. The main content area displays a grid of four advisor profiles, each with a profile picture, name, LinkedIn link, biography, and various experience tags.

Paritosh Gupta
LINKEDIN: <https://www.linkedin.com/in/paritosh-g...>
BIOGRAPHY: Paritosh is a Volunteer Advisor at MaRS. He has helped build several companies as CFO and COO, including a \$1bn+ mining company, a \$300mm mobility ...
SECTOR: Fintech, Transportation & Mobility
BUSINESS MODEL EXPERIENCE: B2C, B2B, SaaS
TECHNICAL EXPERIENCE: —
FUNCTIONAL EXPERIENCE: Financial Strategy, Operations, Inv
I'M BEST AT ADVISING COMPANIES THAT ... Their business and financial model and planning, financial systems and processes, capital raising and setting up their org structure
I LIKE TO WORK WITH COMPANIES THAT ... Companies post product-market fit

Adrian Haight
LINKEDIN: <https://www.linkedin-in.com/in/adrian-ha...>
BIOGRAPHY: Fintech Advisor, Digital Product and Design lead at Scotiabank responsible for the Wealth portfolio. Happy to support any stage company with produ...
SECTOR: Fintech
BUSINESS MODEL EXPERIENCE: B2C, SaaS, Channel, E-commerce
TECHNICAL EXPERIENCE: Cybersecurity, Payments
FUNCTIONAL EXPERIENCE: Financial Strategy, Operations, Prc
I'M BEST AT ADVISING COMPANIES THAT ... See above description
I LIKE TO WORK WITH COMPANIES THAT ... See above description

Kellie Hart
LINKEDIN: <https://www.linkedin.com/in/kelliehart/>
BIOGRAPHY: I have a passion for building amazing teams, an above-average willingness to roll-up my sleeves and a love for all things creative. I continually look to rai...
SECTOR: Enterprise
BUSINESS MODEL EXPERIENCE: —
TECHNICAL EXPERIENCE: —
FUNCTIONAL EXPERIENCE: Human Resources, Talent Manageme
I'M BEST AT ADVISING COMPANIES THAT ... Recruitment, Employee Relations + Experience, Organizational Design
I LIKE TO WORK WITH COMPANIES THAT ... Innovative (challenging the status quo),

Lisa Harun
LINKEDIN: <https://www.linkedin.com/in/lisaharun>>
BIOGRAPHY: Lisa is a rare marketing executive who has spent the greater part of two decades honing the art of storytelling but is also data-focused, strategically ...
SECTOR: Cleantech, Health
BUSINESS MODEL EXPERIENCE: B2B, B2C, Subscriptions, E-comr
TECHNICAL EXPERIENCE: IoT, Medical Devices, Digital Health
FUNCTIONAL EXPERIENCE: Growth Marketing, Public Relations &
I'M BEST AT ADVISING COMPANIES THAT ... Companies looking to raise seed or Series A; growth marketing strategy; entering into new markets; needing to realign
I LIKE TO WORK WITH COMPANIES THAT ... Looking to find product-market fit





We partner with
world-class research
firms

Empowering start-ups with
world-class **data insights**
to shape their growth
strategies.

 PitchBook

 zoominfo

Bloomberg

 GlobalData.

Gartner

FROST & SULLIVAN

INSIDER
INTELLIGENCE | 



IBISWorld
WHERE KNOWLEDGE IS POWER

 **LUX**
Research



Opportunities

- Increase government procurement of innovative Canadian solutions in key sectors.
- Increase deep tech/climate early stage funding.
- Create incentive programs for the responsible adoption of Canadian AI technologies.
- Create more independent wet lab space to enable the commercialization phase of our deep health science.
- Increase and coordinate commercialization funding to enable regional organizations with a national platform.



Questions

- How have the needs and demands of start-ups changed in recent years?
- How have incubators/accelerators evolved their practices and support offerings to adapt to the changing needs of startups? To what extent are current approaches working?
- What are the challenges faced by incubators/accelerators in supporting start-ups? How have these changed in recent years, and what are the major emerging challenges for the future?



MaRS

Thank You

Contact

MaRS Discovery District

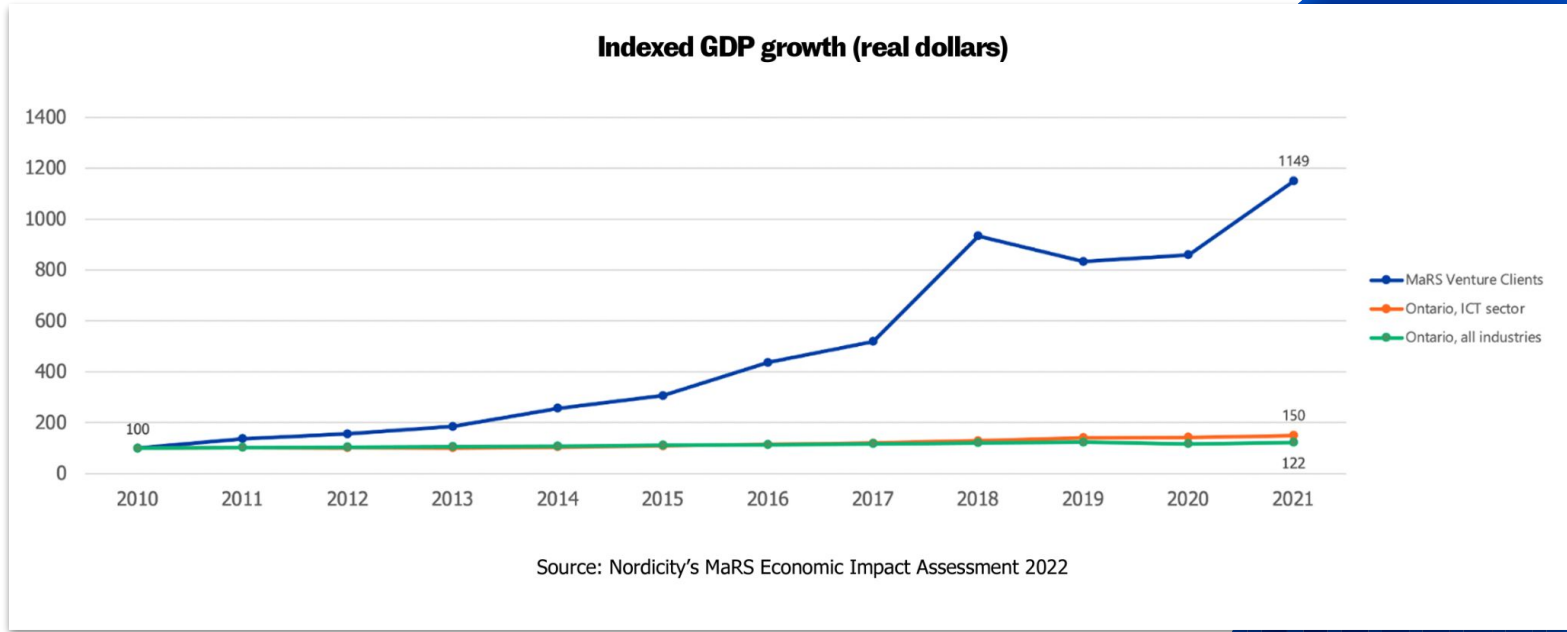
MaRS Centre, South Tower

101 College Street, Suite 100

Toronto, ON M5G 1L7 Canada

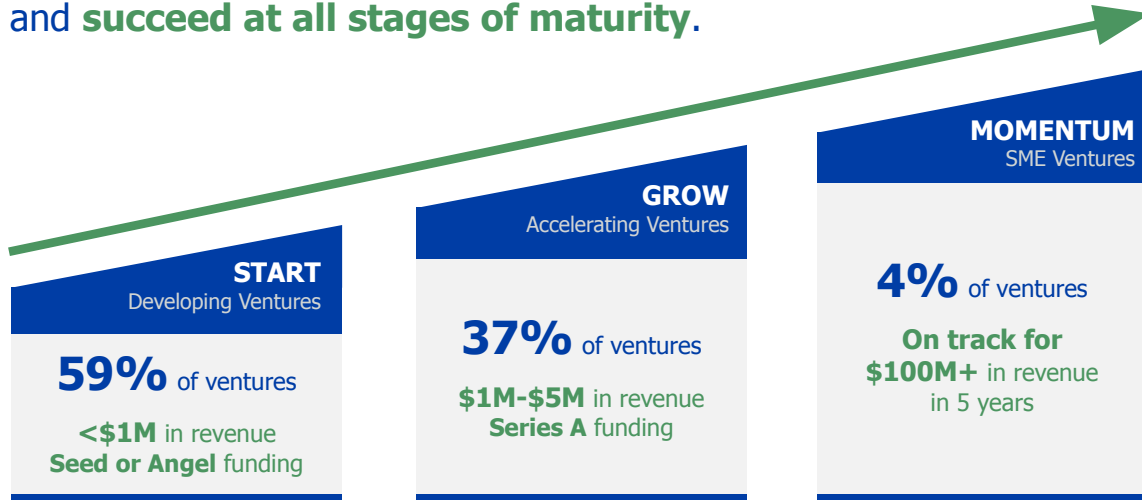
mlorimer@marsdd.com

MaRS is: An Economic Growth Engine



How MaRS helps companies succeed

MaRS supports a significant portion of high-impact Canadian technology startups to help them grow and **succeed at all stages of maturity.**



Venture Support Services

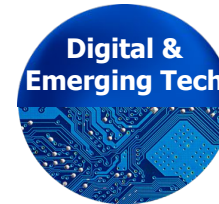
- ✓ Advice from experienced entrepreneurs
- ✓ Peer community
- ✓ Access to capital
- ✓ Revenue growth



Health



Cleantech



Digital &
Emerging Tech