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# Social Capital Residency

INITIAL DISCUSSION  
WITH KEY PARTNERS

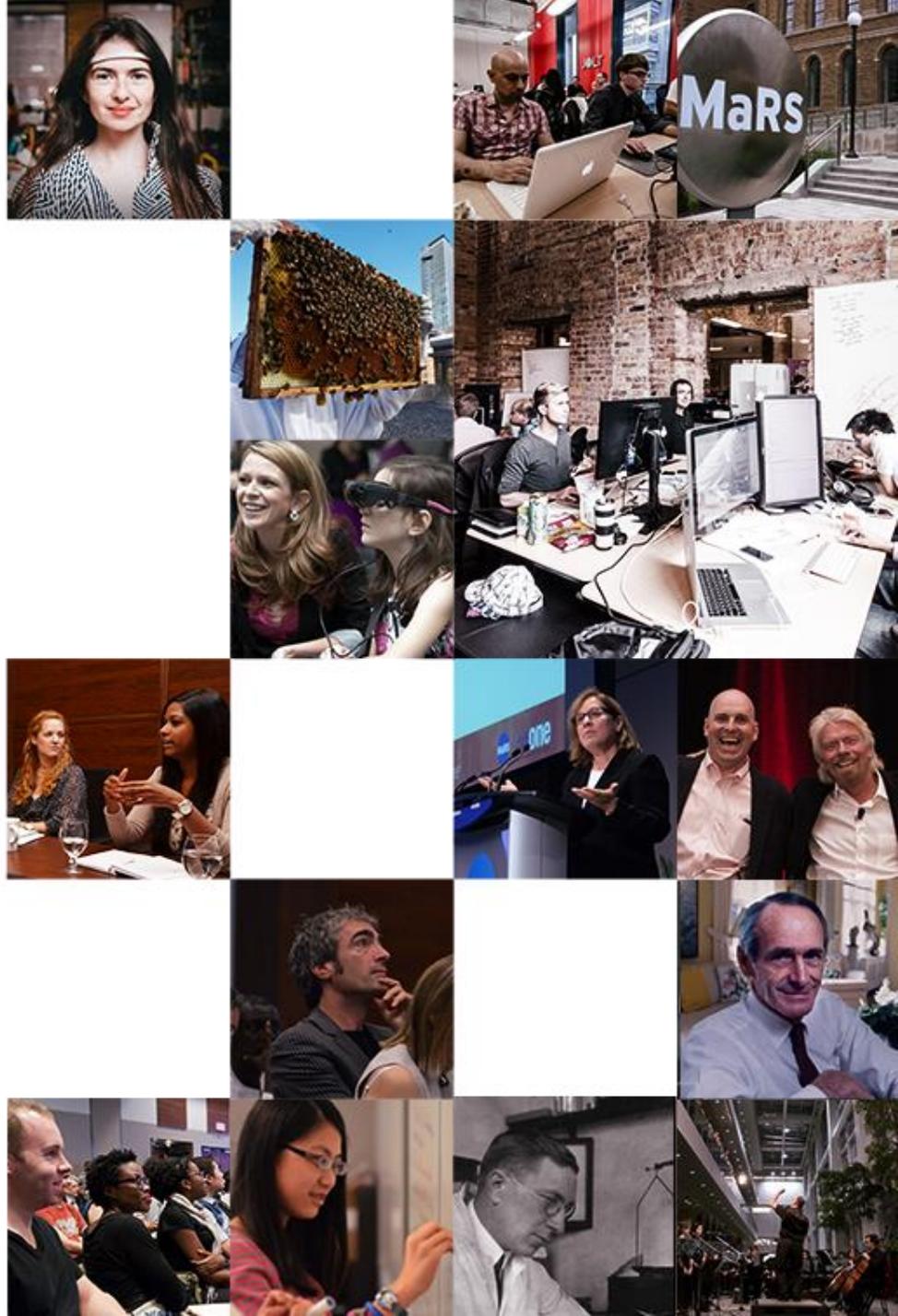
ALLYSON HEWITT  
THINKER IN RESIDENCE

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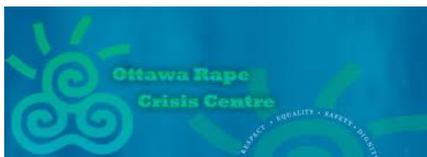
MAY 1, 2017

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Visit us at [marsdd.com](http://marsdd.com)



# Career highlights



# MaRS Discovery District

**Innovation at Scale**  
Canada's 1.5M sq ft  
innovation hub





# History of Discovery



Founded on Civic Entrepreneurship

# Attracting the innovators who will change the world

MaRS supports innovators who want to achieve strong business results and / or make a positive difference in the world:

1. **Impact** – Big challenges facing Canada and the world
2. **Market Demand** – Major global market opportunities, consumers not well served by current solutions
3. **Disruption** – Exponential acceleration driven by science and technology, digitization and connectivity across converged sectors and disciplines
4. **Assets and Expertise** – Toronto, and Canada, are (or can be) centres of excellence



Health



Energy &  
Environment

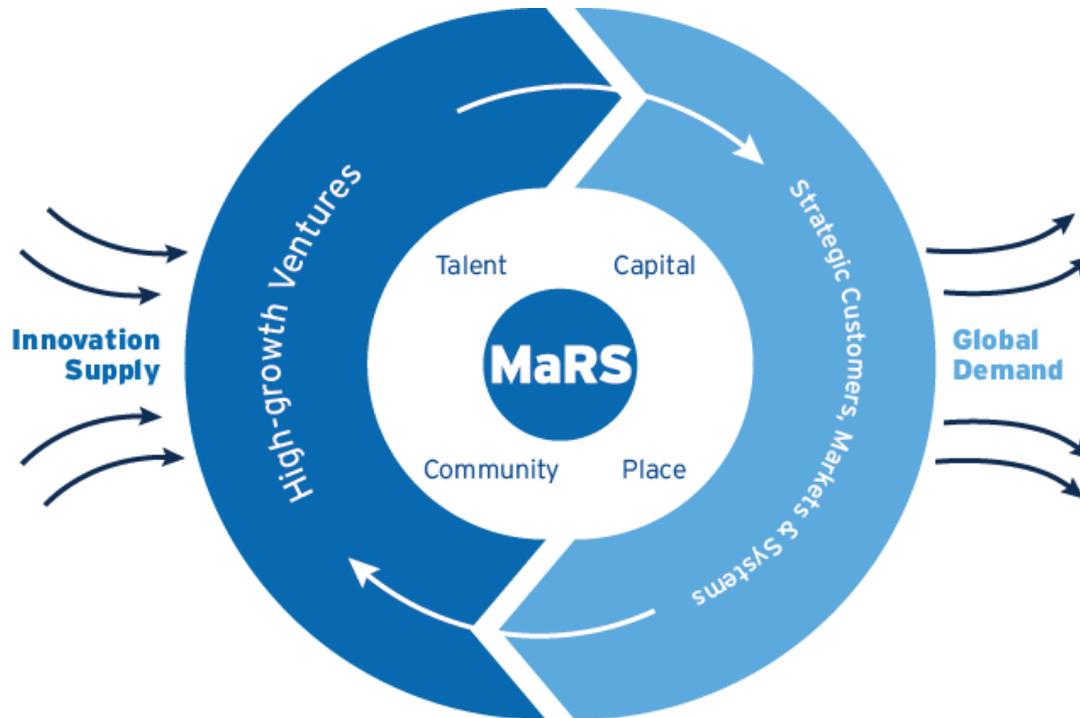


Finance &  
Commerce



Work &  
Learning

# Driving adoption of innovation



Canada is a small market. Scaling ventures need access to global clients.

MaRS and its ventures operate in regulated markets like health, energy and finance

It is often difficult for young companies to penetrate these markets because there are many barriers that prevent the adoption of innovation.

This lack of adoption of innovation stifles not just their growth, but also that of Toronto, Ontario & Canada

The key barrier to innovation is not technology. It is adoption.

# Working globally

**MaRS** | CENTRE FOR  
IMPACT INVESTING



- Social Impact Bonds
- MaRS Catalyst Fund
- G8 Taskforce Social Finance
- Social Finance Forum

**MaRS** Solutions Lab



- Sharing Economy Regulation
- Healthy Eating Living Lab

**MaRS** DataCatalyst



- Green Button
- Global Entrepreneurship Research Network

**SYSTEM CHANGE CHALLENGES ARE INCREASINGLY UNIVERSAL.**

# Social Innovation Generation (SiG)



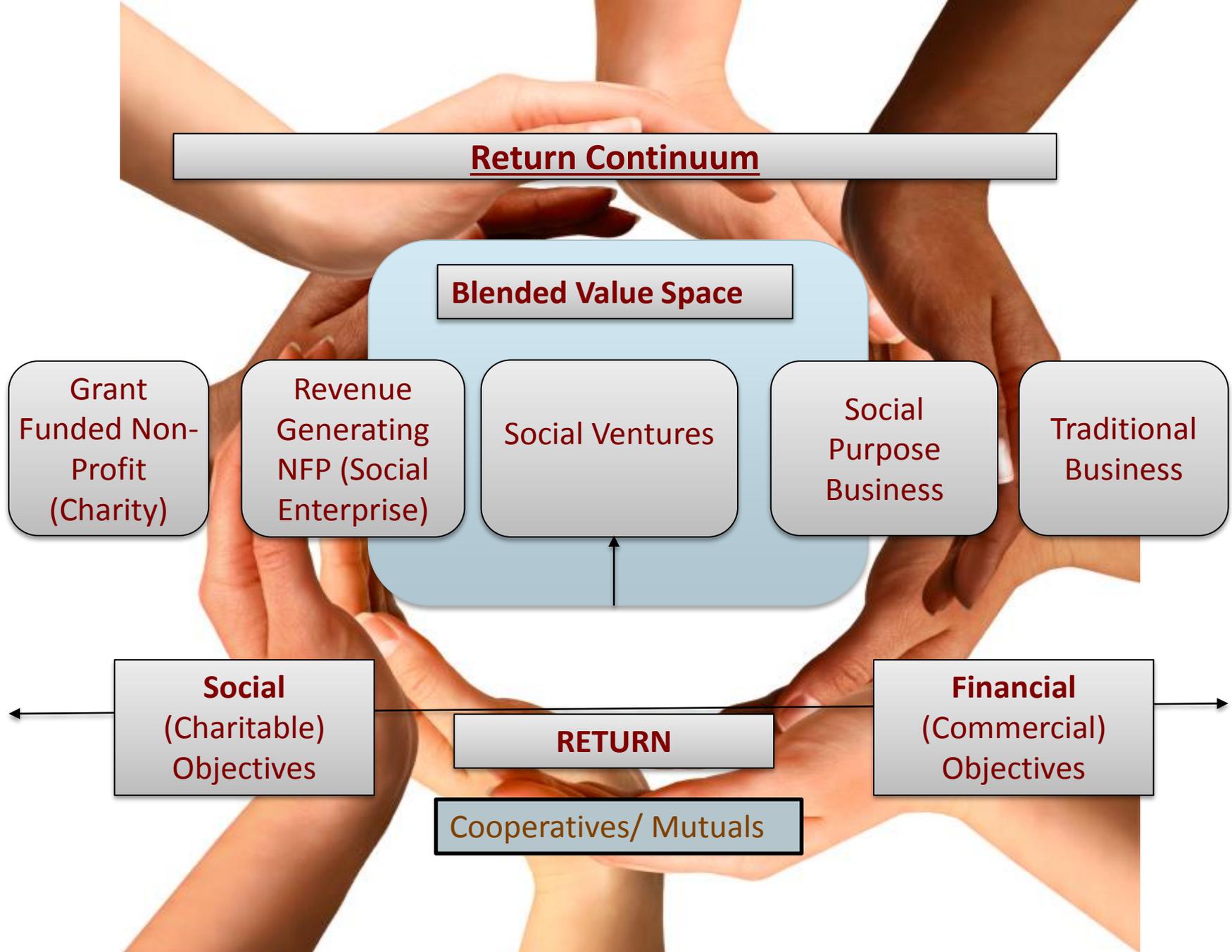
seeks to address Canada's social and ecological challenges by **creating a culture of continuous social innovation.**

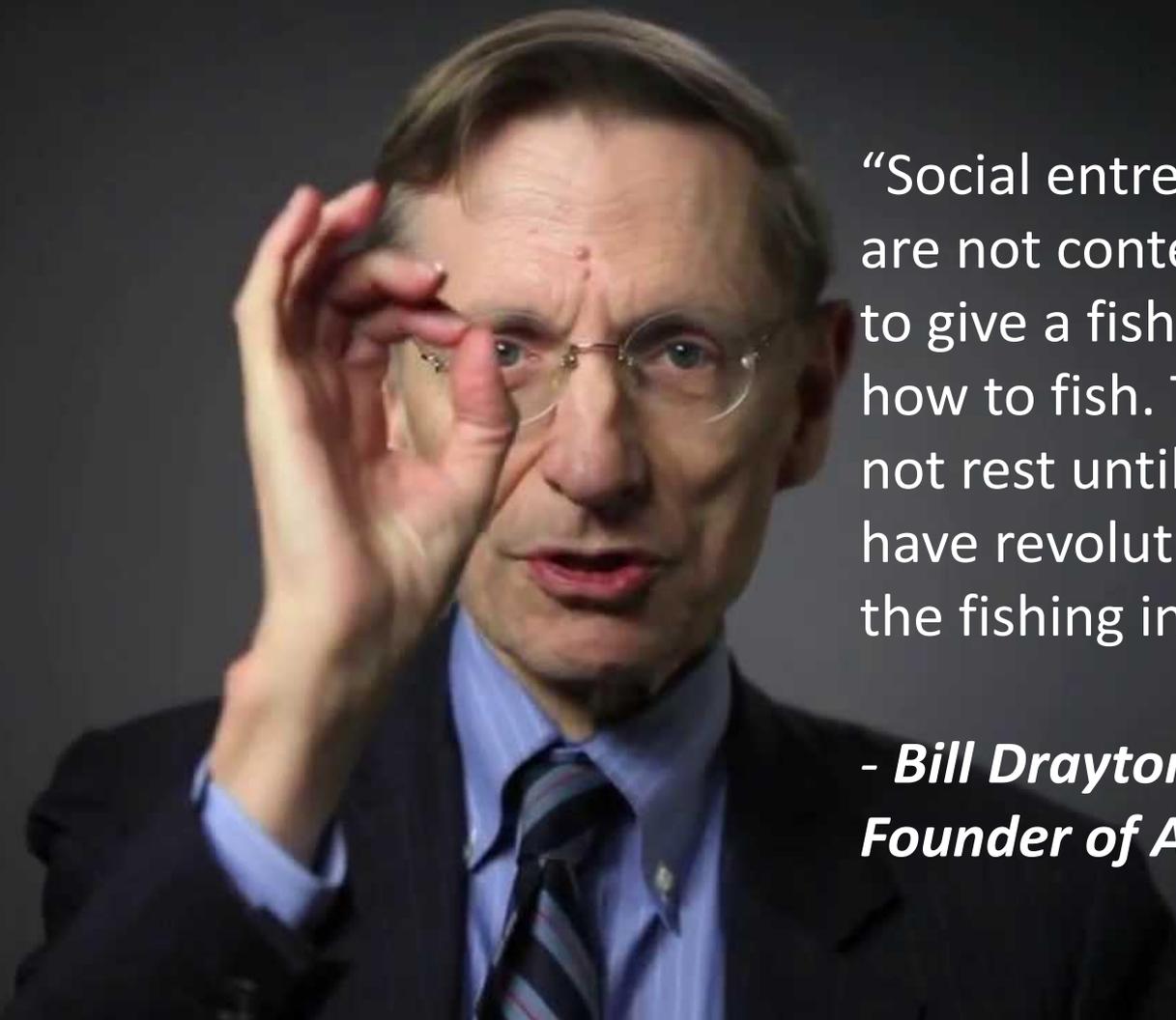
SiG is a national collaborative partnership founded in 2007 by

THE J.W. McCONNELL  
FAMILY FOUNDATION

LA FONDATION DE LA  
FAMILLE J.W. McCONNELL





A portrait of Bill Drayton, founder of Ashoka. He is a middle-aged man with glasses, wearing a dark suit, a light blue shirt, and a striped tie. He is gesturing with his right hand near his face, with his fingers spread. The background is dark and out of focus.

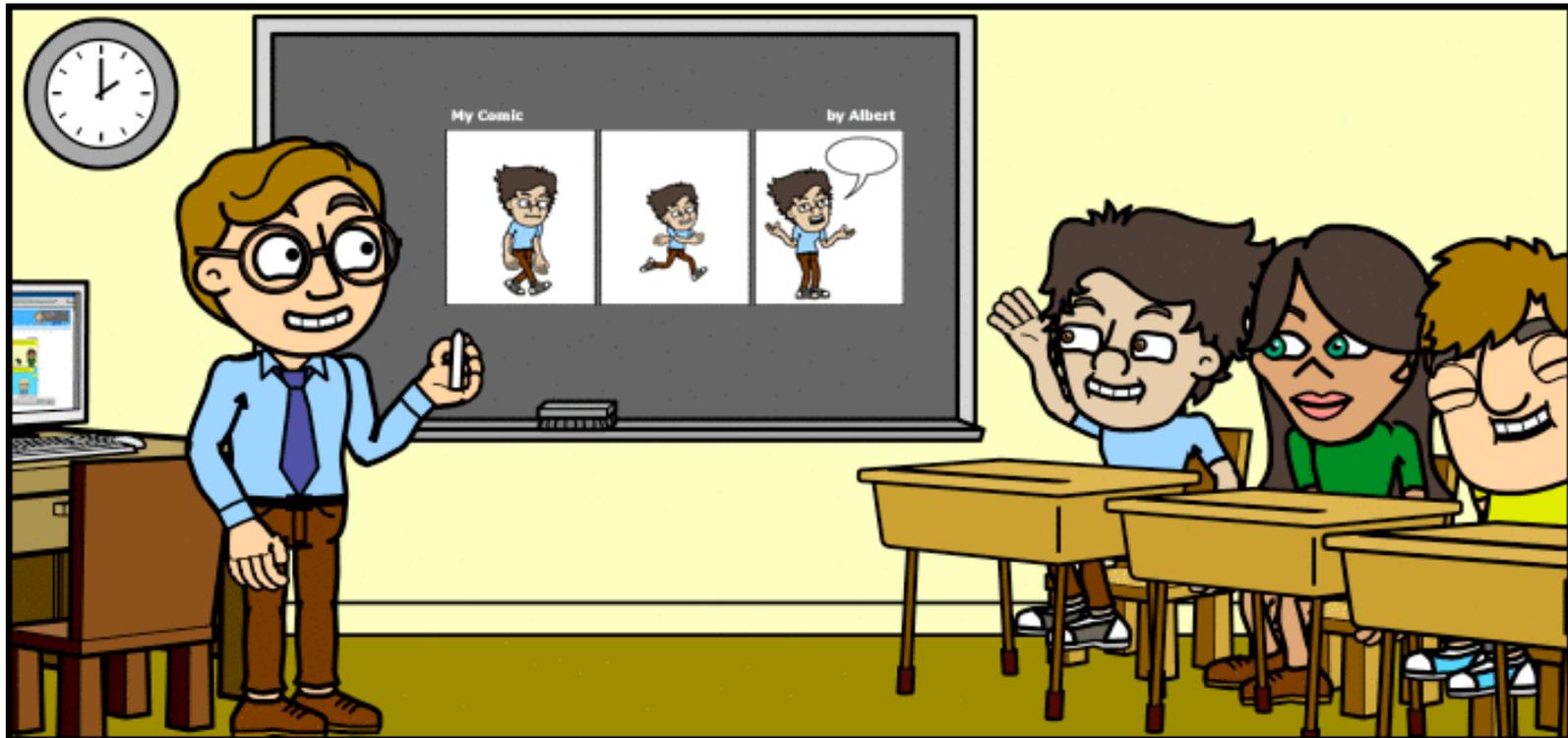
“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

**- Bill Drayton,  
Founder of Ashoka**



# Bitstrips

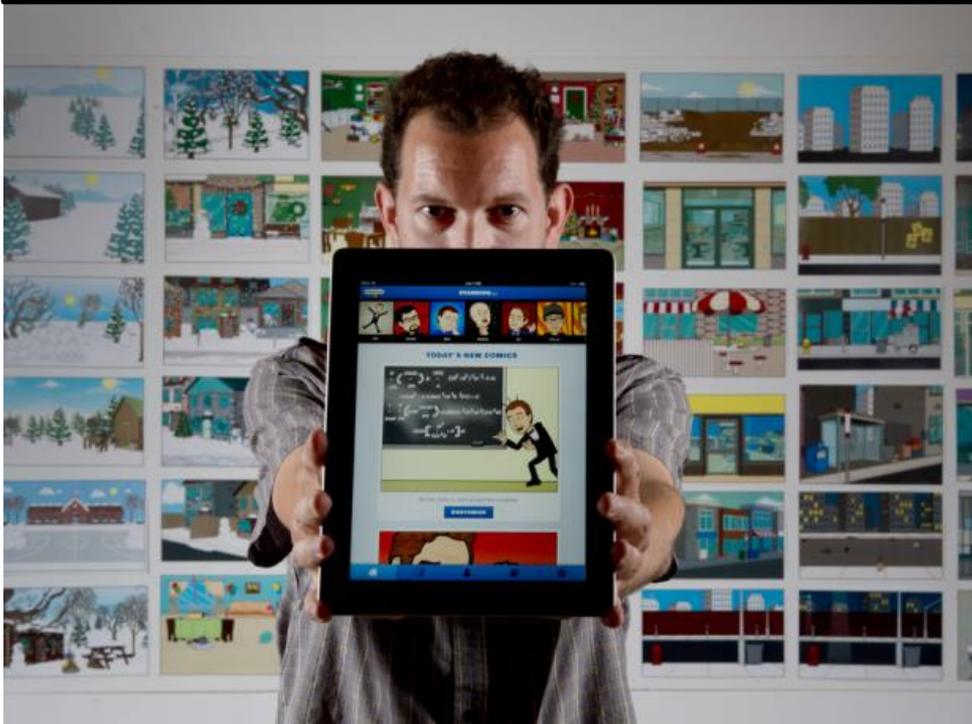
# Bitstrips for Schools



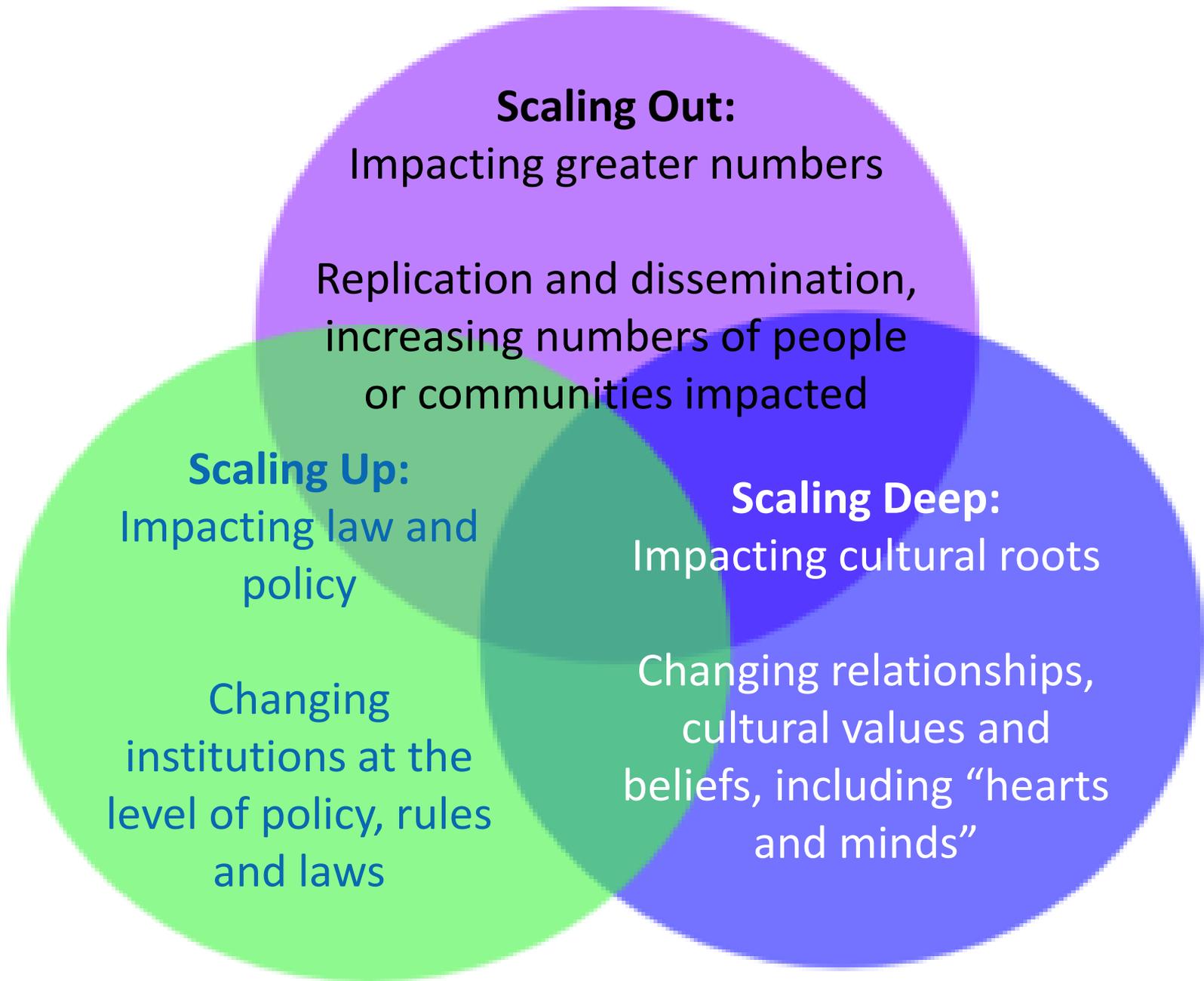
# Snapchat confirms acquisition of Toronto-based Bitstrips

July 19, 2016 6:21 PM ET

Fortune reported at the time that the acquisition was made for a figure “in the ballpark” of **US\$100 million**, via a mix of cash and stock





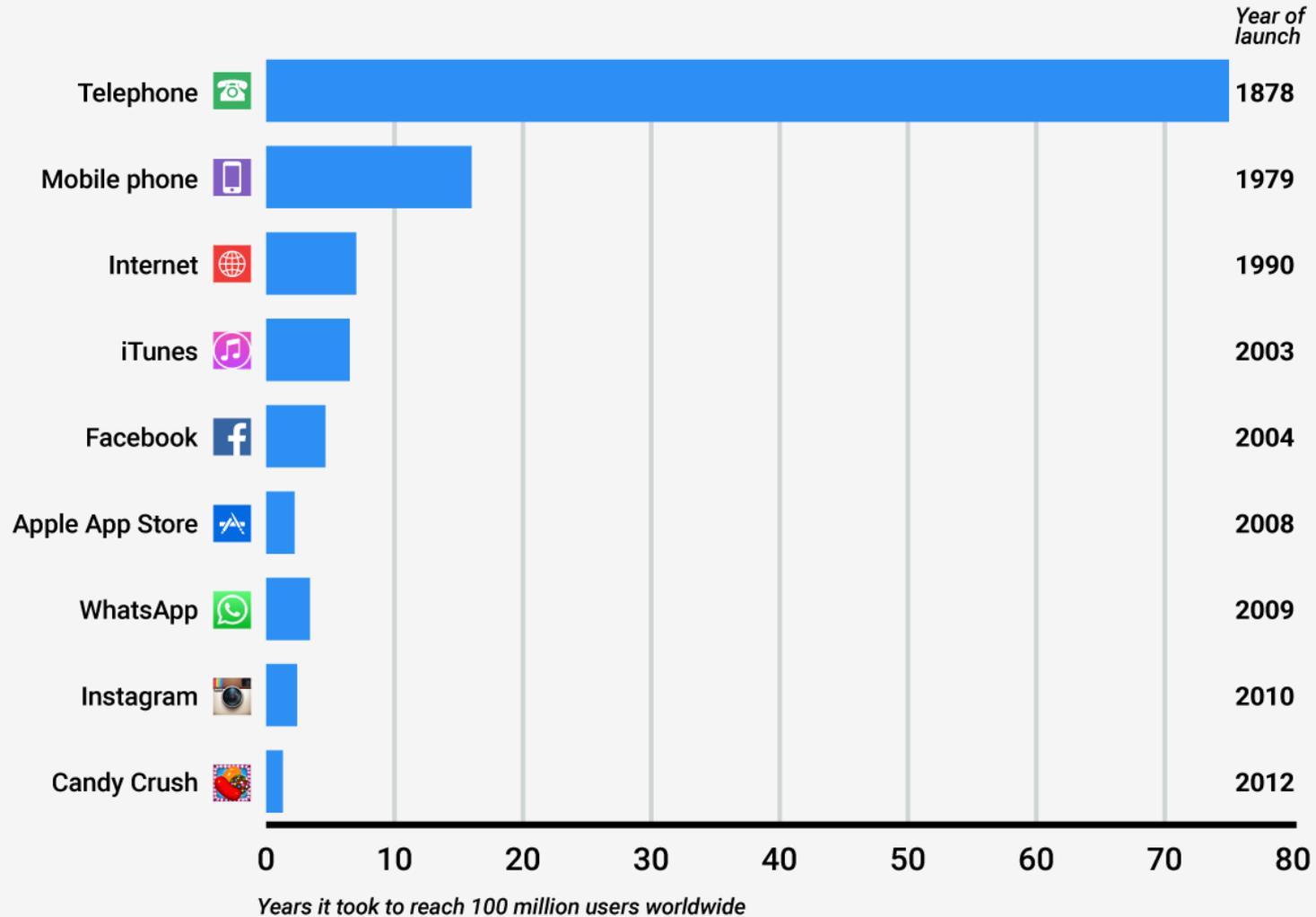


# The charitable sector is shifting too

NEED   BURDEN	→	OPPORTUNITY   STRENGTH
<b>SYMPTOMS</b>	→	<b>SOLUTIONS</b>
FUNDRAISING	→	FINANCING
<b>INDIVIDUAL PROJECTS</b>	→	<b>MULTI-SECTOR PLATFORMS</b>
GROWTH	→	SUSTAINABILITY
<b>INCREMENTAL CHANGE</b>	→	<b>SYSTEMS CHANGE</b>
MINIMUM COSTS	→	TRUE COSTS



# HOW MUCH TIME IT TOOK TO REACH 100 MILLION USERS WORLDWIDE

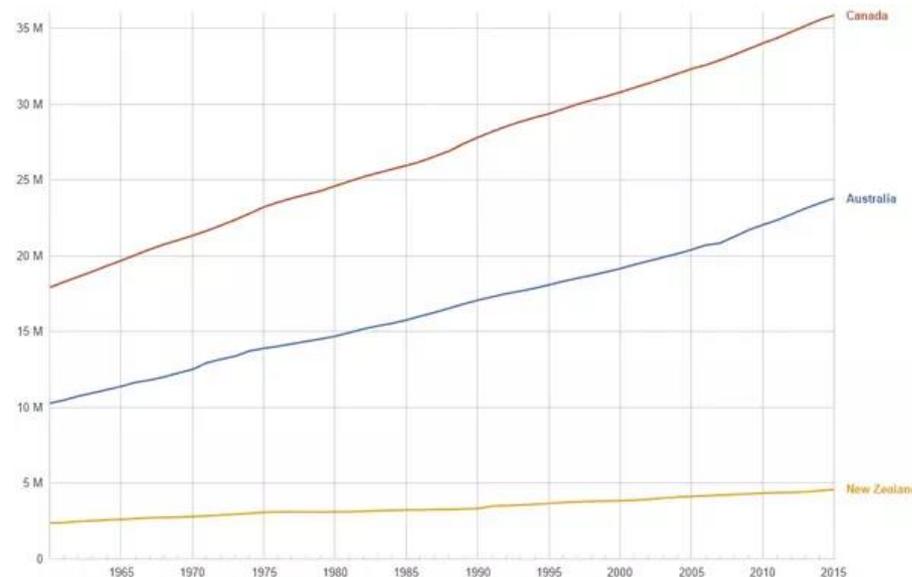


**SOURCE:** Boston Consulting Group ITU; Statista; BCG research; mobilephonehistory.co.uk; Scientific American, Internet Live Stats; iTunes; Fortune; OS X Daily; VentureBeat; Wired; Digital Quarterly; TechCrunch; AppMtr.com

**BUSINESS INSIDER**

# Canada and Australia have much in common

- Both are **agricultural exporters**
- *Canada is the 4<sup>th</sup> largest market for Australian wine*
- Both have **talent** and attract more with immigration
- Our *cities* are vibrant, diverse and culturally interesting – attractors for talent
- We are great *researchers*, less great at commercialization, mostly due to our lack of density



Both are medium sized countries; rich in natural resources; good education system; low density; immigration (but with rising housing prices); and with democracies and economies that spread the wealth unevenly

Australia and Canada are described (by Prime Minister Turnbull) as “cousins”, with a long history of working together for common purposes...with combined efforts in defence, intelligence, security, innovation and knowledge exchange, trade and development.





Minister for International Trade, **Francois-Phillipe Champagne** calls Canada and Australia “*beacons of normalcy*” when it comes to trade agreements.

To address the concerns of skeptics about the merits of globalization and free-trade Champagne recommends promoting “*progressive trade*” that pays attention to women’s rights and the environment ... done in open and transparent manner to earn the **trust** of citizens.

The CEO’s present at a recent **Australia-Canada Economic Leadership Forum** also promoted “*inclusive growth*” to help dampen protectionist sentiments. This includes engagement of **minority and Indigenous populations** which will help corporates better relate to their communities and customer needs.

# Google trends

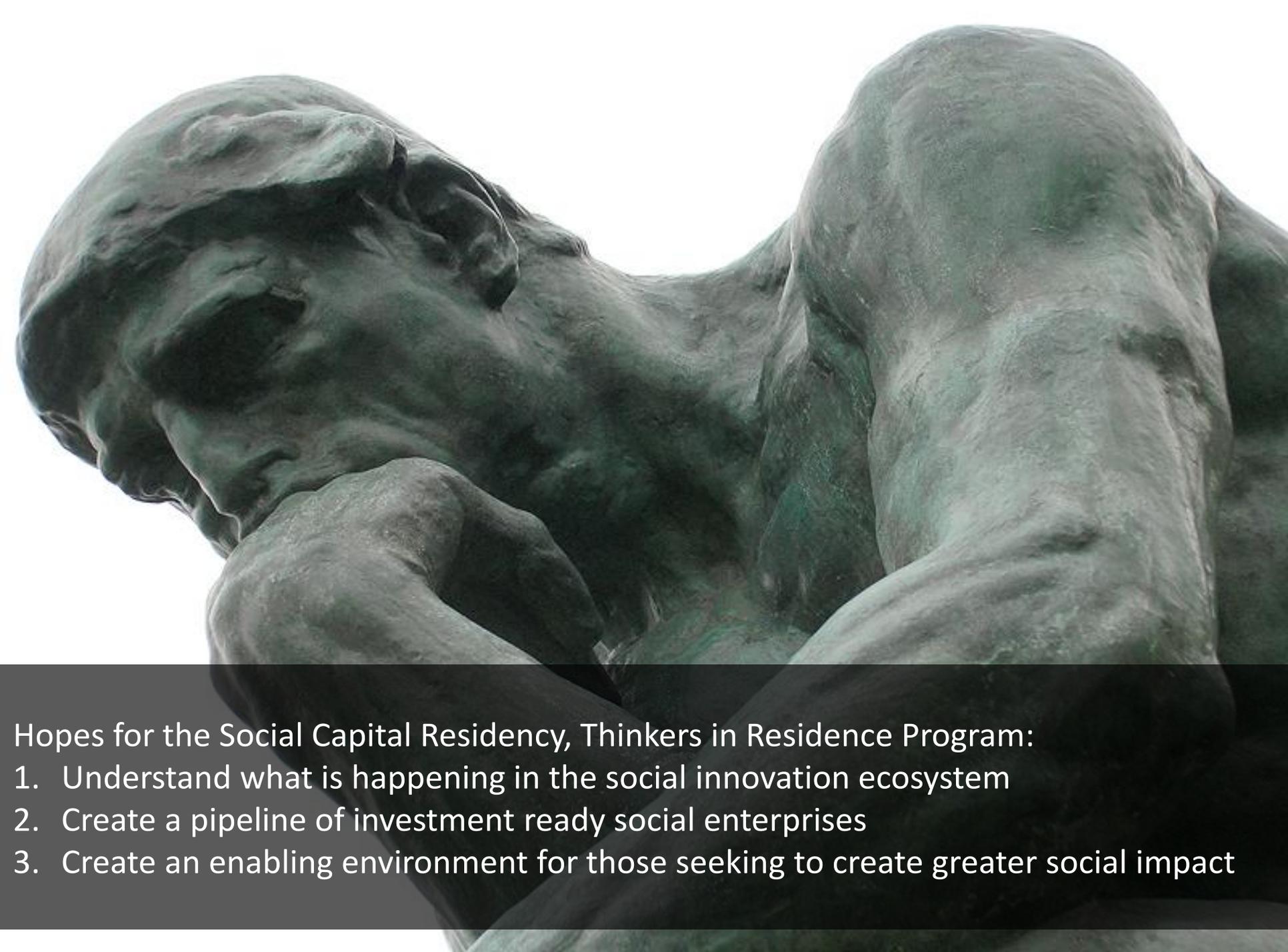
Interest by region ?

Region ▼ ↗



1	Singapore	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
2	Canada	93	<div style="width: 93%;"><div style="width: 93%;"></div></div>
3	Australia	35	<div style="width: 35%;"><div style="width: 35%;"></div></div>
4	United States	30	<div style="width: 30%;"><div style="width: 30%;"></div></div>
5	Netherlands	28	<div style="width: 28%;"><div style="width: 28%;"></div></div>

**Google Trends** is a public web facility of **Google Inc.**, based on **Google Search**, that shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages



Hopes for the Social Capital Residency, Thinkers in Residence Program:

1. Understand what is happening in the social innovation ecosystem
2. Create a pipeline of investment ready social enterprises
3. Create an enabling environment for those seeking to create greater social impact