

Dunstan Dialogue: The MaRS Model

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Thinker in Residence

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FOR ENTREPRENEURSHIP



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<https://dunstan.org.au/thinkers-in-residence/about/>

A large, multi-story office building with a glass facade is shown at night. The interior lights are on, revealing multiple floors of office space with desks, chairs, and people working. A large, semi-transparent circular logo is centered over the building. The logo has a gradient from purple at the bottom to blue at the top. The word "MaRS" is written in white, bold, sans-serif capital letters across the center of the circle.

MaRS

The background of the slide features a low-angle shot of a modern glass skyscraper, the MaRS Discovery District, reflecting the sky. To the left, a portion of a classical stone building is visible. A large, semi-transparent orange circle is positioned on the left side of the image, partially overlapping the glass building.

MaRS

MaRS Discovery District

Don Dunstan Foundation
Thinker in Residence Presentation - June 2019

Take a video tour of MaRS Discovery District

<https://www.marsdd.com/video/take-a-video-tour-of-mars-discovery-district/>



Innovation is the quest for human progress

There is no more powerful
driver of economic and
social change



Innovation runs best with an urban engine

Cities are epicentres of creativity

- Magnets for talented people & hotspots of diversity
- Home to leading universities & research institutes
- Centres of business & finance



Toronto: A Smart City

- 18,000 tech companies
- 400,000+ tech employees
- \$330 billion yearly economic impact
- World-leading research hospitals and University of Toronto
- One of the highest concentrations of AI experts in the world



Toronto's creative spark

Insulin

Discovered by Banting & Best in the building (hospital) that would later become MaRS

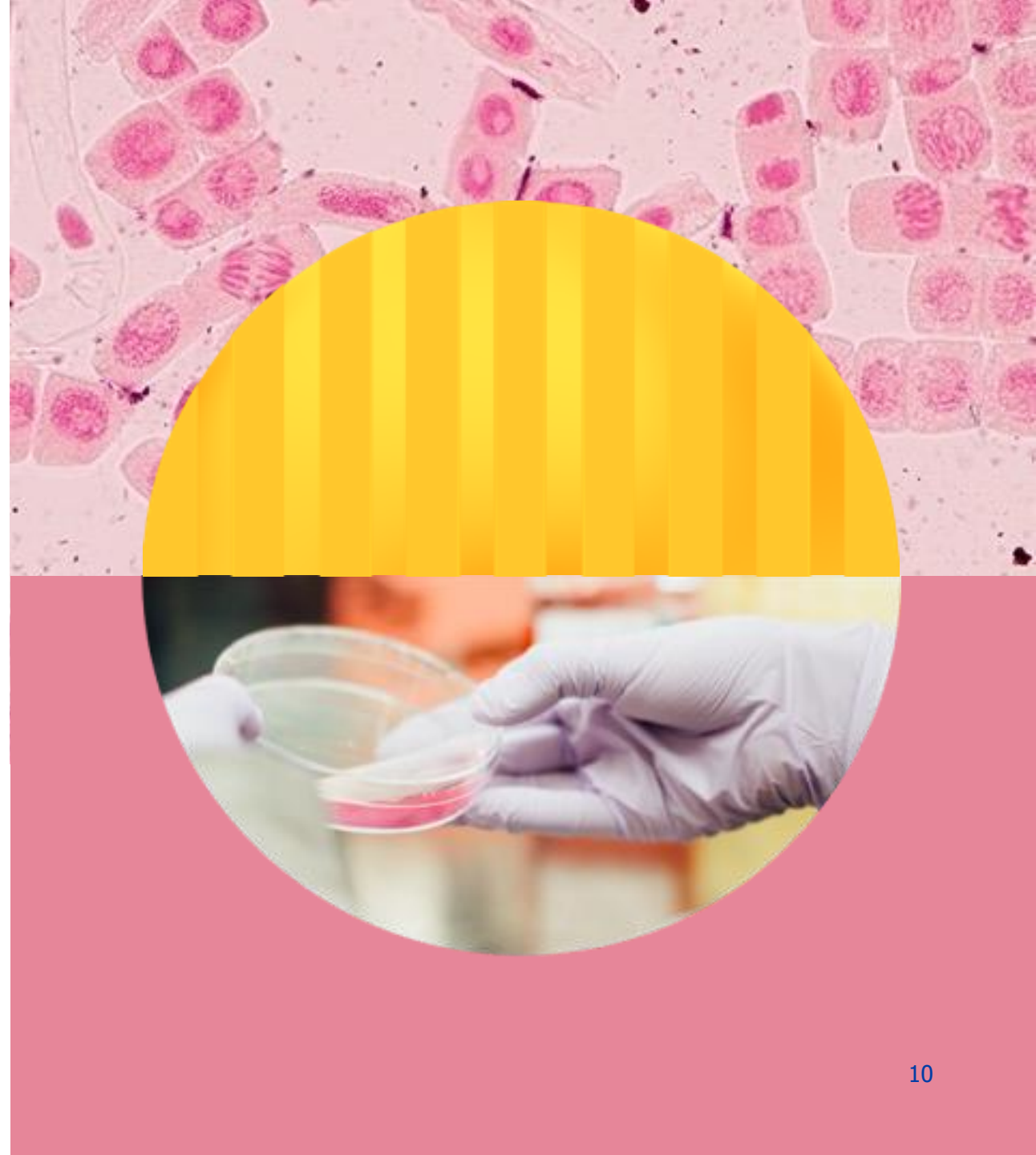
Stem cells

Discovered by Till & McCulloch at the Ontario Cancer Institute in Toronto's Discovery District

Machine learning

Pioneered by Geoffrey Hinton, "godfather of artificial intelligence," at the University of Toronto

MaRS



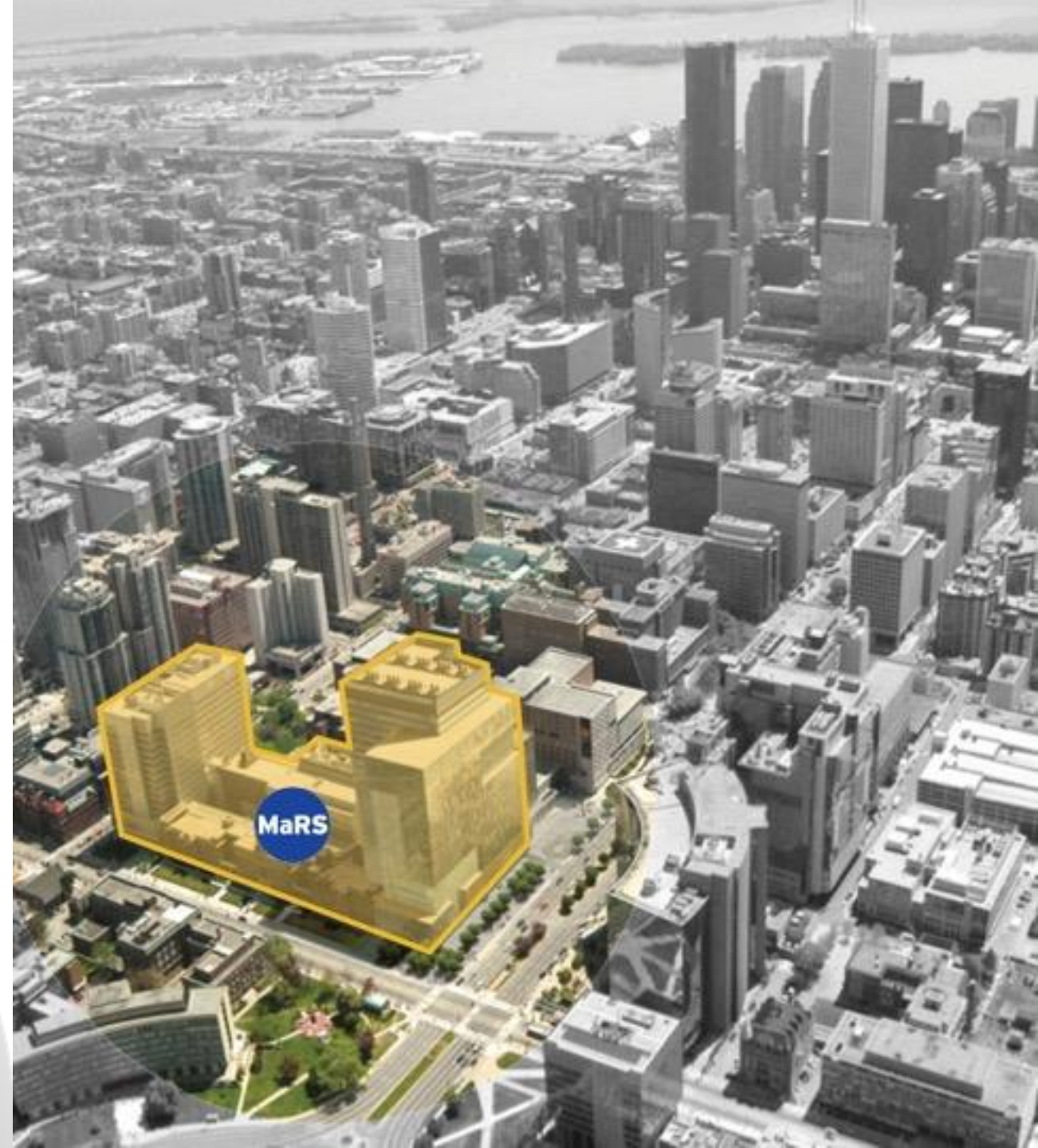
Rise of the hub

Urban innovation hubs like MaRS stimulate creative collisions between groups that wouldn't normally interact.



MaRS is North America's largest innovation hub

- 1.5 million sq. ft. of research labs and tech offices in downtown Toronto
- 1,300 high-growth ventures supported
- 150 tenants, including Facebook, PayPal, and JLABS



The MaRS formula: Convergent innovation

Computer scientist **Brendan Frey** founded **Deep Genomics**. It uses AI to find life-saving genetic medicines.

This takes **data scientists, engineers, doctors, pharmaceutical experts** working together.

MaRS



MaRS strength

Artificial Intelligence

MaRS is a global centre for AI research, bringing together major players:

- Canadian Institute for Advanced Research
- The Vector Institute
- Autodesk
- Borealis AI
- Element AI

Regenerative Medicine

Stem cell research and commercializations organizations at MaRS:

- Centre for Commercialization of Regenerative Medicine
- BlueRock Therapeutics
- McEwen Centre for Regenerative Medicine

MaRS supports ventures that improve lives

We accelerate the growth of high-impact ventures working in **four sectors**:



Naheed Kurji, CEO of Cyclica, which leverages AI to assess drug safety and efficacy



How we help

Advisory support

Guidance from sector experts and experienced entrepreneurs.

Connections to capital

MaRS is a destination for VCs and corporates looking to invest in new ventures.

Connections to talent

MaRS helps ventures find and recruit skilled workers from Canada and the world.

Data and insights

MaRS Market Intelligence analyzes the latest industry trends, providing our ventures with the insights they need to gain an edge.

Our venture services model

We offer a tiered program that connects companies with the support they need at each stage of development.



In 2017

MaRS-supported ventures:

- Generated \$1.3 billion in revenue
- Raised \$1.3 billion in capital
- Employed 12,800+ people



Entrepreneurs solving global problems

“ I was a clinician in Toronto when SARS unexpectedly hit the city. Today, we are using big data to track outbreaks around the world in real time. ”

Kamran Khan

Founder and CEO, BlueDot



Borrowell

Provides free credit scores,
online personal loans and
product recommendations

- 50 full-time employees
- Raised \$70M
- Provides 30,000 credit scores every day



MaRS supports women in tech

“ I didn’t think of myself as a female founder until people pointed it out. ”

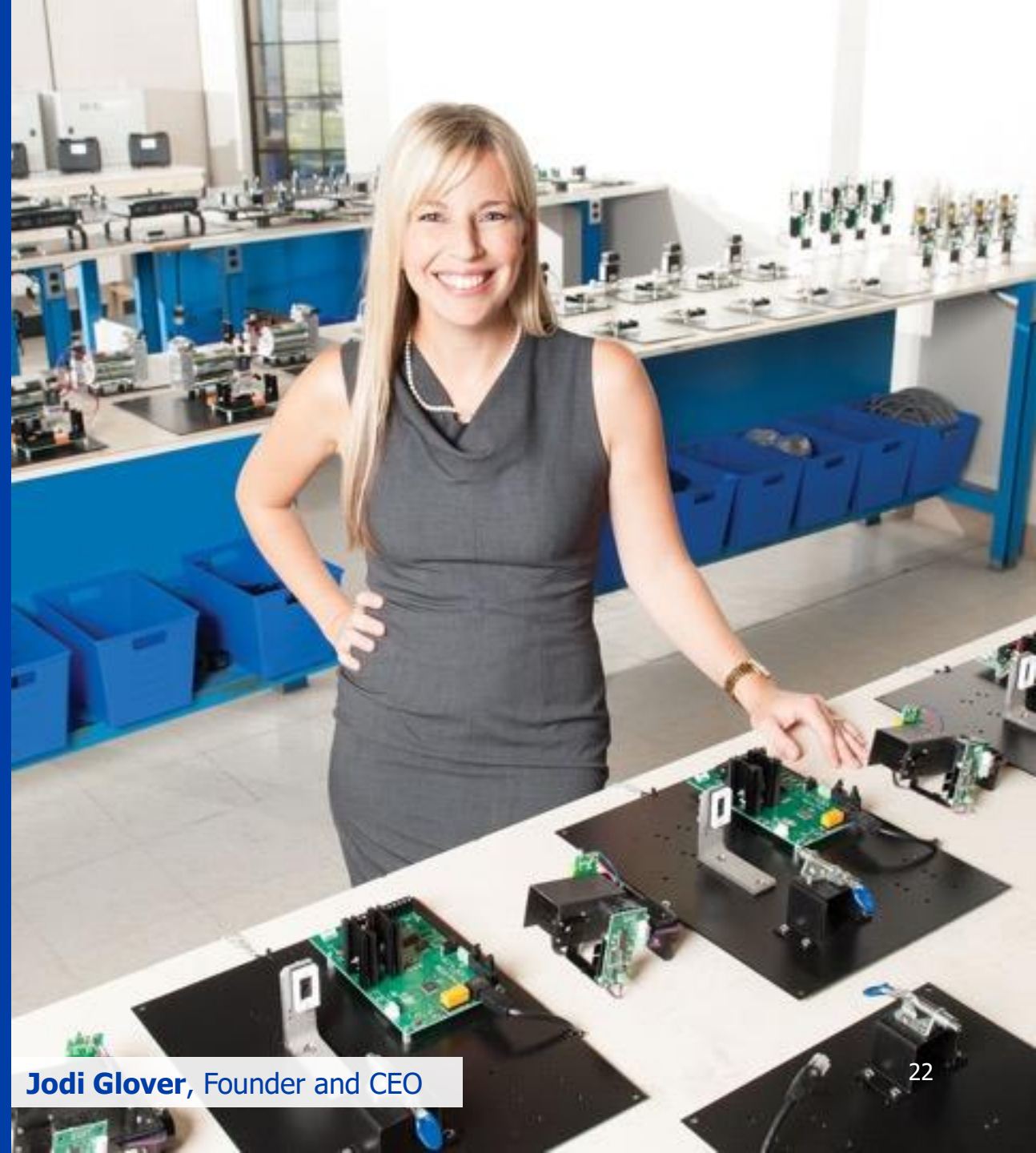
Stephany Lapierre
Founder, tealbook



Real Tech

Builds portable, real-time analysis systems to make water safer

- Based in Whitby, Ontario
- Exports to 53 countries
- 35 employees



Jodi Glover, Founder and CEO

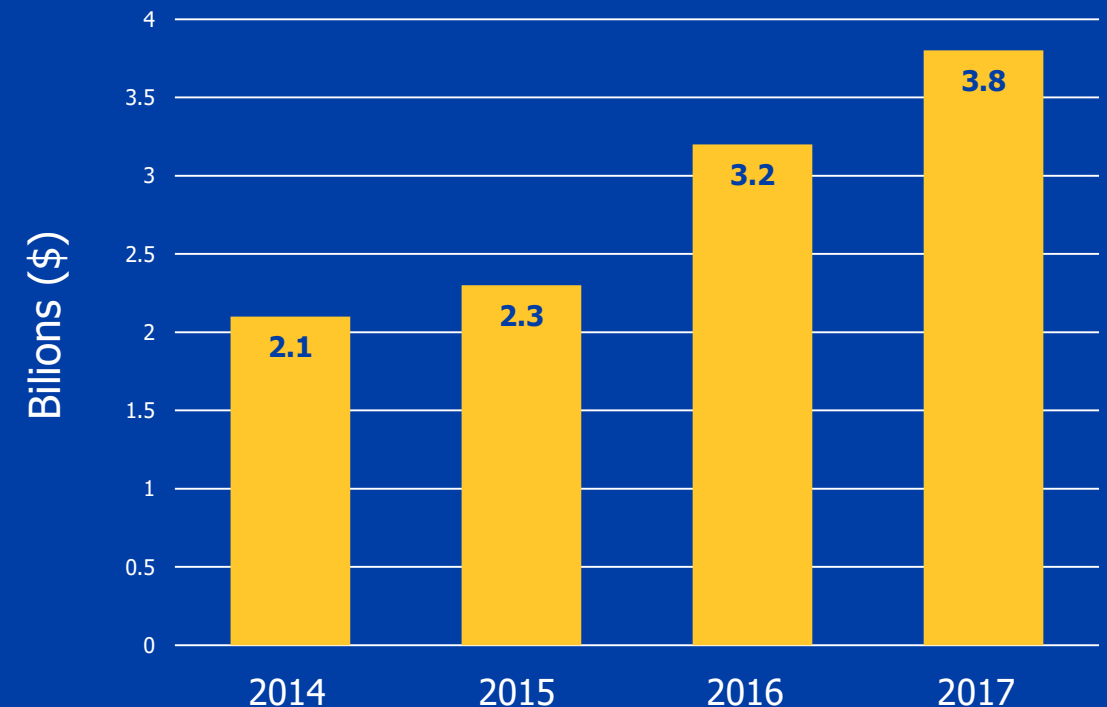
Connections to capital

MaRS helps ventures find the right investors to grow their business.

- Introductions to domestic and foreign investors
- Pitch preparation
- Valuation support

MaRS

Venture capital growing strongly in Canada



Closing the capital gap

MaRS also operates six investment funds including the:

Investment
Accelerator Fund



Connections to talent

MaRS helps companies find and retain talented workers.

- Global Skills Strategy
- Talent accelerator – helps companies hire and retain workers
- Venture for Canada & Student Work Integrated Learning program



The magnetic north

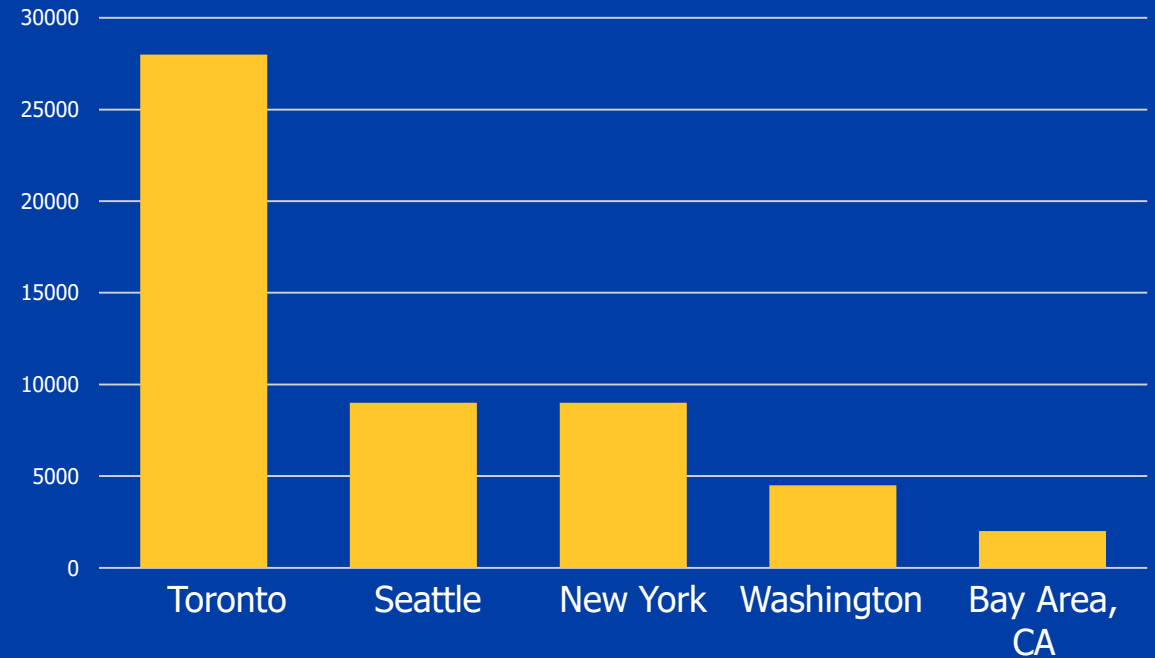
A recent MaRS survey showed ventures in our ecosystem have seen a surge of applications from engineers and researchers around the world, with particular interest from:

- India
- United States
- China
- France
- Brazil

MaRS

Toronto: North America's fastest-growing market for tech jobs (2017)

Source: CRBE Group Inc.



Talent: proven & diverse

65% of MaRS-supported ventures have serial founders

50% of MaRS-supported ventures have a foreign-born founder

25% of MaRS-supported ventures have a female founder – almost double the national average of 13%



Data & insights

MaRS ventures are driven by data.

Our market intelligence and data teams provide them with the insights and research they need to succeed.

- Trend reports
- Market sizing
- Competitor analysis



MaRS tenant partners

150 carefully selected organizations work alongside MaRS-supported ventures.

They enrich our innovation ecosystem, attracting talent, ideas and capital.

- Global tech: Facebook, PayPal
- Research labs: JLABS, Ontario Institute for Cancer Research
- Investors: Real Ventures, BDC
- Scaling ventures: League

MaRS

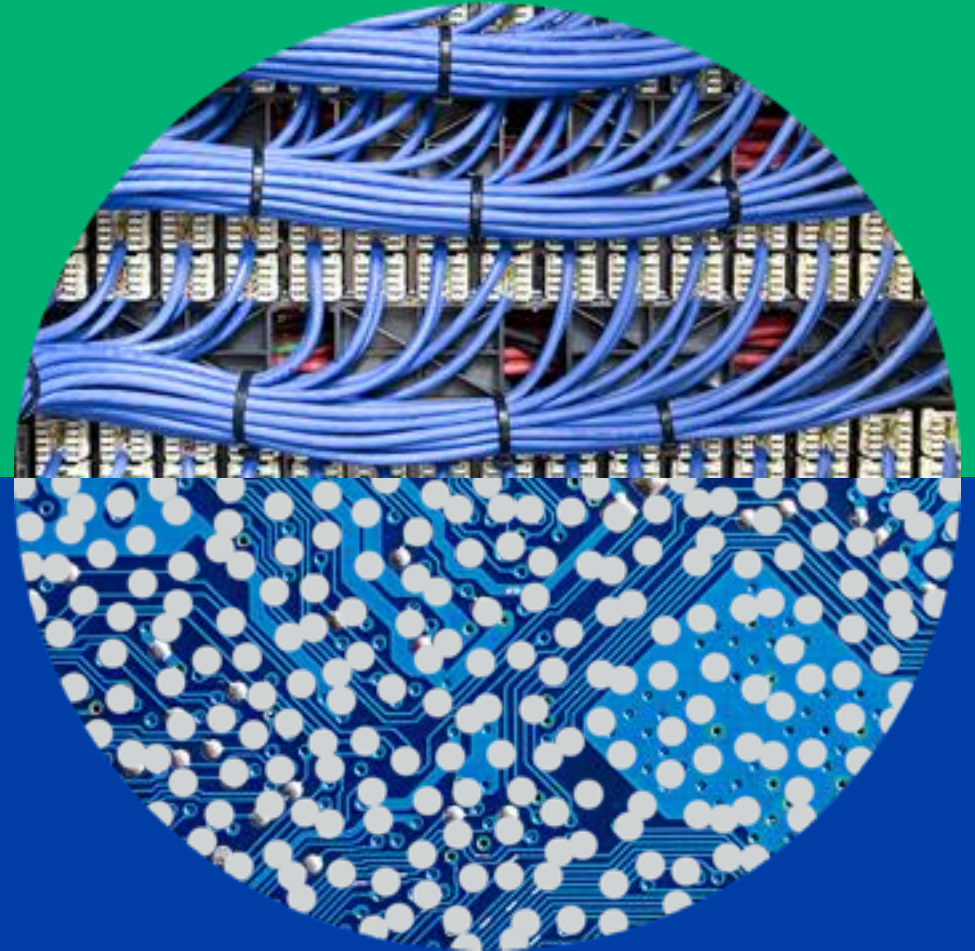


Foteini Agrafioti, head of Borealis AI and chief science officer of RBC, in the Borealis AI office space

Corporate partners

MaRS helps corporates adapt to shifting markets by adopting disruptive technologies.

We co-create strategies that give corporates a competitive advantage, updating their business models as new innovations impact entire industries.



Partnerships



strategy™

MaRS redefines ‘innovation’ in first campaign

The Toronto innovation hub aims to ease anxieties and cliches behind the buzzword by focusing on startups doing good

https://www.youtube.com/watch?v=1_KJsAyUToE

Video on Next Slide





MaRS helps innovators
create a better world.

Thank you.

Discussion

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