

**THE TOWN OF MARKHAM, THE INNOVATION SYNERGY CENTRE
IN MARKHAM (ISCM), GWL REALTY ADVISORS, JIM BROWN OF
COLLIERS INTERNATIONAL, AND FIT BY DESIGN
PROUDLY PRESENT THE**

S E C O N D A N N U A L



MARKHAM
SPACE RACE

CANADA'S MOST INNOVATIVE AND CREATIVE BUSINESS
GROWTH PLAN COMPETITION

OPEN TO UP-AND-COMING TECHNOLOGY AND EXPORT
ORIENTED COMPANIES ACROSS ONTARIO

“As Canada’s High-Tech capital, we’re delighted to be supporting and encouraging the growth of business in Markham with the help of our partners, GWL, Jim Brown of Colliers, FIT by Design, and The Innovation Synergy Centre. The 2007 Markham Space Race supports the corporate goals and objectives of each of the sponsoring organizations and will give a growing business a chance to thrive.”

Mayor, Frank Scarpitti

A Personal Message from the Premier



The Premier of Ontario - Le Premier ministre de l'Ontario

November 23, 2006

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending the gala dinner of the inaugural Markham Space Race competition.

My colleagues and I recognize that innovation in business is key not only to gaining a competitive edge in the global economy, but also to ensuring that our quality of life remains strong and prosperous. That is why our government is committed to fostering an environment in Ontario that encourages and supports creative ideas. It is through events such as the Markham Space Race competition that we are able to celebrate — and reward — small businesses that have compelling and innovative ideas that will help fuel their growth.

To the distinguished recipients: congratulations! These well-deserved awards have earned you the respect of your peers, your community and the people of Ontario. Rich in talent, vision and determination, you are taking an important step forward on the road to further success.

I commend the founders of Markham Space Race — the Town of Markham, Jim Brown Colliers International, GWL Realty Advisors, FIT by Design and the Innovation Synergy Centre in Markham. By staging this unique initiative, you are demonstrating your unwavering commitment to building a stronger and more prosperous Ontario for present and future generations.

Please accept my sincere best wishes.

A handwritten signature in black ink, appearing to read "Dalton McGuinty".

Dalton McGuinty
Premier and Minister of Research and Innovation

What is the Markham Space Race?

The **Markham Space Race** is a growth plan competition for technology companies. It celebrates innovation, creativity and most importantly, a business strategy that focuses on growth.

The Markham Space Race is a community initiative that brings together business and government service providers in support of high-tech companies in Markham, Canada's high-tech capital. The depth of this community effort is best illustrated by reviewing the list of supporters.

Many companies have great technology and inspirational leaders. However, few companies have the resources to communicate their message to their target market and even fewer companies have the resources to actually implement their growth strategies. This is where the Markham Space Race steps in. The company with the most compelling growth strategy wins the use of a fully furnished, 1,000 square foot office in GWL Realty's Class A office space in Markham's technology corridor for one year!

The winning company will now be in a position to implement their growth strategy and reach new levels of success. The free publicity that comes along with winning will also enhance the winning company's community profile.

The Markham Space Race is all about growth and we invite you to grow with us. Please feel free to call any of the Markham Space Race Founders and help us grow.

2006 FINALISTS



L-R: Dennis Meharchand, CEO, Valt.X Technologies Inc., Shawn T. Lim, Chief Operating Officer, Flatline Solutions Inc., John Collie, President, Rescue 7 Inc.

2006 AWARDS



L-R: Neel Parikh, Zaid Mian & Shawn T. Lim, Flatline Solutions Inc.

1st Prize

GWL Realty Advisors
1,000 square feet of Class A office space for one year
Valleywood Corporate Centre, 60 Columbia Way, Suite 101,
Markham Ontario

FIT by Design & Build Inc.
Ergonomic office furnishings for 60 Columbia Way.

Office space wired by CaTECH Systems Ltd.



John Collie, Rescue 7 Inc.

2nd Prize

Wilson Vukelich LLP - \$3,000 credit value towards delivery of
desired business law services

The Insurers Financial Group - \$3,000 credit value towards
delivery of desired commercial insurance coverages from available
insurers

BDO Dunwoody LLP - \$3,000 credit value towards delivery of
desired Scientific Research & Experimental Development services

Burns Hubley LLP - \$3,000 credit value towards delivery of
desired general corporate tax planning and /or accounting & book-
keeping services

Pivotal Integrated HR Solutions - \$3,000 credit value towards
delivery of desired small business HR diagnostic services

QI Capital Partners - \$3,000 credit value towards delivery of
financial advisory services



Dennis Meharchand, Valt.X Technologies Inc.

3rd Prize

Wilson Vukelich LLP - \$2,000 credit value towards delivery of
desired business law services

The Insurers Financial Group - \$2,000 credit value towards
delivery of desired commercial insurance coverages from available
insurers

BDO Dunwoody LLP - \$2,000 credit value towards delivery of
desired Scientific Research & Experimental Development services

Burns Hubley LLP - \$2,000 credit value towards delivery of
desired general corporate tax planning and/or accounting & book-
keeping services

Pivotal Integrated HR Solutions - \$2,000 credit value towards
delivery of desired small business HR diagnostic services

QI Capital Partners - \$2,000 credit value towards delivery of
financial advisory services

Summary of Sponsor Benefits and Promotional Exposure

Benefits

In consideration of the payment of the Sponsorship Fee, the Markham Space Race shall, directly or indirectly, arrange to provide the Sponsor with the following specific benefits:

1. Media exposure for the Sponsor in connection with the 2007 Competition, including:
 - Recognition within newspaper, radio and television outlets;
 - Prominent display of the Sponsor's name and/or logo on the official 2007 Competition web site and event signs displayed at a variety of events;
 - Verbal recognition of the Sponsor during the Awards Dinner;
 - Acknowledgement in the Awards Dinner Program Guide and Top Three Finalist Video Profiles played at the Awards Dinner (table signs are also placed on each Sponsored table);
 - Recognition on all other direct marketing materials distributed in association with the Contest not included above (i.e. Town of Markham, Colliers International, York Technology Association, ISCM, Markham Small Business Enterprise Centre);
2. Invitation to a special reception for the 2007 Competition finalists, sponsors and judges (the "Reception") providing an opportunity to meet with all 2007 Competition finalists and/or participants who attend the Reception.
3. Gold Sponsor - a reserved table for four (4) people at the Awards Dinner (cash value of approximately \$500.00).
4. In-Kind or Event Sponsors - a reserved table for two (2) people at the Awards Dinner (cash value of approximately \$250.00).
5. Table signs with Sponsor logos at the Awards Dinner.



Markham Space Race Finalists



Former Mayor Don Cousens, Town of Markham



Arlene Bynon, Host of Bynon's Toronto Weekend, AM640 Toronto Radio

MEDIA COVERAGE

MARKHAM SPACE RACE MEDIA RELATIONS UPDATE November 2006

Attending Media – Markham Space Race Awards Dinner

IT World Canada

Markham Cornell Crier

Ming Pao Daily

OMNI Television

Rogers Television

Newspapers

Markham Economist & Sun/York Region newspapers: (November 30)

Ming Pao: (November 27)

National Post: (November 20 business calendar)

Sing Tao Daily: (November 29)

Toronto Star: (November 20 business calendar)

On-Line Media

IT World Canada: (November 27)

Television

Rogers Television, Daytime: (Interviewed B. Glandfield and S. Lim on November 29)

Rogers Television, News: (Story aired on the 6:00 p.m. newscast on November 24 and repeated throughout the evening)

OMNI Television: (Posted the event in its public service announcements of several shows during the week of November 20)

Will Cover

CP24: (Will interview S. Lim during the week of December 4; timing of coverage to be confirmed on November 30)

Durham Business Times: (Will cover in the January issue)

Fairchild Television: (Will interview S. Lim the week of December 4)

Markham Cornell Crier: (Article to appear in the January 2007 issue, and possibly earlier online)

OMNI Television: (Coverage will air on various shows throughout the weekend of December 2)

S.O.H.O. Magazine: (Will cover in the February 2007 issue)

MEDIA COVERAGE

MARKHAM SPACE RACE MEDIA RELATIONS UPDATE

August 2006

Newspapers

Markham Economist & Sun (August 19)

Richmond Hill Liberal (August 19)

Sing Tao Newspaper (August 22)

On-Line Media

CHEV Radio, Markham (August 22, several times)

Globe and Mail.com (August 18)

IT Business (August 22)

IT World Canada.com (August 18)

Radio

CFRB Radio (August 25)

CFTR/680 News Radio (August 26-27, four reports)

Television

Fairchild Television (August 22, two reports)

Rogers Cable 10 (August 23)

MEDIA COVERAGE

MARKHAM SPACE RACE

Summary Audience Reach

August 2006

Newspapers

Markham Economist & Sun	50,000
Richmond Hill Liberal	87,000
Sing Tao Newspaper	90,000

SUBTOTAL.....	227,000
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On-Line Media

CHEV Radio, Markham	n/a
Globe and Mail.com	375,000
IT Business	80,000
IT World Canada.com	90,000

SUBTOTAL.....	545,000+
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Radio

680 Radio News (four reports)	276,000
CFRB Radio	162,000

SUBTOTAL.....	438,000
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Television

Fairchild Television (two reports)	301,040
Rogers Cable 10	190,000

SUBTOTAL.....	491,040
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GRAND TOTAL AUDIENCE REACH.....	1,701,040+
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Ontario contest recognizes innovation

Winning entry serves up Web-based software for reading smart meters

BY NESTOR E. ARELLANO

Three 20-something entrepreneurs snagged the top prize in a contest meant to promote innovation among Ontario's small, early-stage businesses.

At a function in Markham, Ont. in late November, the trio's company — Flatline Solutions Inc. (FSI) — was awarded the grand-prize after being named the business most likely to grow within the next year.

The three young founders of FSI have developed a Web-based system that enables consumers and operators to read data from smart meters.

The contest, dubbed Markham Space Race, was held to encourage entrepreneurs across the province to think "Growth and Innovation" in planning their businesses. Judges picked FSI of Pickering, Ont. over more than 200 contestants.

The grand prize consists of a furnished and wired, 1,000-square-foot "Class A" office space for a year in the town of Markham, and is worth \$50,000, the organizers said.

FSI provided the best growth strategy, noted Mike Egan, who was one of the judges.

"Almost all the contestants presented good business plans, but Flatline was right on the money," said Egan, who is founder of portal and document management software firm InSystems Corp. of Markham.

See Ontario, page 8

Ontario, continued from page 1

Another judge echoed his sentiments.

"These three young men had clearly scoped their market," said Eileen Fischer, professor, Schulich School of Business, York University in Toronto.

The FSI founders were also very smart in seeking advice from experts outside their organization "to provide knowledge in areas they did not specialize in," Fischer added.

FSI administers a network of more than 7,000 metering points in Canada and the U.S.

Readings from electricity, water and gas smart meters are delivered to utility operators and consumers via secured transmission control protocol/Internet protocol (TCP/IP) over the Internet. The company says its system provides high-speed, two-way, 24/7 connectivity to each meter for effective energy management.

While 7,000 metering points might seem small, there are strong indications the adoption of smart meters in North America will grow dramatically in the near future.

In Ontario, Premier Dalton McGuinty has charged the Ontario Energy Board (OEB) with overseeing the deployment of such meters in homes within the province by the end 2007.

Some 4.3 million electric meters in the province's commercial facilities are also scheduled to be upgraded to smart meters by 2010.

The three FSI principals — Shawn Lim, Neel Parikh and Zaid Mian — were high school buddies at Woburn Collegiate in



Contest winners were rewarded for strong business plans.

Scarborough, Ont. They expect to face stiff competition from some U.S.-based companies that will be bidding for government contracts to establish smart meter reading networks.

Lim is confident FSI is up to the challenge. "We're already serving clients in Canada and our biggest competitor's system still operates on DOS (disk operating system)."

Winning the contest has provided FSI with much needed exposure and publicity. "Now people in the industry will also know we're serious and credible," said Parikh.

Rescue 7 Inc., a Markham-based first aid supplies and training firm, placed second.

Third place went to Valt. X Technologies Inc. <http://www.valtx.com/> of Toronto, a developer of security chips that enable computers to instantly recover from virus attacks.

The two companies received \$18,000 and \$12,000 respectively, in business consulting and professional services designed to accelerate the growth of their businesses.

The Markham Space Race idea was hatched by Jim Brown, a sales rep for Toronto-based commer-

cial real estate firm Colliers International Inc. and several of his friends during a game of hockey last year.

The contest was premised on encouraging companies to formulate a growth strategy by offering at-

tractive prizes as an incentive.

"Too often entrepreneurs are so focused on the technology they are developing, or the service they are providing that they forget a business needs a plan to grow," said Bob Glandfield, president and CEO of the non-profit business advisory organization Innovation Synergy Centre in Markham (ISCM).

The contest is also seen as a promotional vehicle for the town of Markham which has been described as the technology hub of the province.

"We want the small and medium business (SMB) community to realize our town is a great place to put up a company," said Stephen Chait, director, economic development, development services commission, Markham.

Chait said the town of Markham's image as Canada tech centre began when IBM moved its Toronto research and development facilities to Markham in 1982.

SMBs have recently formed a strong tech cluster in Markham. "Of the more than 910 high tech companies in the town only about half have more than 200 employees," said Chait. ☎ 066556

發展智能電表系統具增長潛質 林泰雄獲萬錦創業首獎



專訪

華裔創業家林泰雄（見圖）發展的智能電表數據收集與管理系統，現在雖然只有約7,000名用戶，但他有信心於2010年時，佔據安省430萬名用戶的11.63%市場，即是爭取到50萬名用戶。

林泰雄這種積極進取商業精神，為他贏取了首屆萬錦市 Space Race 獎首獎，該獎是嘉許有傑出商業增長計劃的創業家。

他與兩名中學同學創辦 Flatline Solutions Inc.，他們看準安省已立例放寬電力管制帶來的商機，向電力公司提供這套智能系統，電力公司不用定期派人到各家各戶記錄用電度數。

他們的網上管理系統，幫助客戶更有效檢視與管理，並能主動減少能源消耗。

林泰雄表示，電力管制未放寬時，用戶只付定額電費，差額由政府補貼。現時安省用戶須完全自付電費，使用者要用得精明，而電力公司要有更有效率的管理。

美加料續撤電費管制 商機龐大

他認為，目前安省已為 Flatline Solutions 製造很大市場。隨着加國其他省份，以至

美國各州陸續放寬管制，商機更加大。

他指出，在加國安省以外，下一個目標是阿省，而美國可攻的市場有加州、紐約州與得州。

若以市場發展潛力來看，當然是美國最大。但是，Flatline Solutions 才是剛起步，全職員工只有他與另外兩名伙伴 Neel Parikh 和 Zaid Mian，眼前先全力爭取安省市場。

2010年目標客戶50萬

林泰雄現年25歲，計劃到2010年全職員工增至10人，安省用戶50萬，年度收入600萬加元。至於盈利預測，則沒有透露。

他相信市場競爭難免，4年後在安省市場的佔有率，按保守估計約取得一成比率。

Space Race 獎獲萬錦市政府支持，即將卸任的市長高鴻思稱譽萬錦市為加國高科



技首都，一直鼓勵市內增長型公司發展。

林泰雄的獎品之一，是在萬錦市面積1,000平方呎的1年甲級寫字樓使用權。

在最後一輪角逐中，林泰雄擊敗兩名西人對手，他們來自 Valt.X Technologies Inc. 和 Rescue 7 Inc.。

Markham Space Race 2007

Dates of Importance*

February 26, 2007	Contest Launched & Media/Marketing Program Commences
June 29, 2007	Contest Closes
September 13, 2007	Markham Space Race Reception (sponsors, judges, contestants)
November 22, 2007	Awards Dinner

* Note: Dates are approximate and are subject to change

Markham Space Race Founders

The Markham Space Race Founders are:

Dave Bergeron, GWL Realty Advisors david.Bergeron@gwlra.com 905-475-4023

Jim Brown, Colliers International jim.brown@colliers.com 416-492-2000

Peter Sheedy, FIT by Design peter@fitergo.com 416-425-0660 x263

Darren Ciastko, Town of Markham dciastko@markham.ca 905-477-7000 x2655

Bob Glandfield, Innovation Synergy Centre Markham bob.glandfield@iscm.ca 905-248-2710.



THANK YOU!

Thank you to all the 2006 sponsors for making the first year of the Markham Space Race a huge success.

Gold Members:



**Sands Commercial
Floor Coverings**

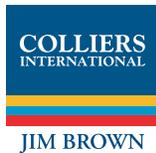


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Proudly Supported By:



If you would like to become part of the Markham Space Race and sponsor, please contact:

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