

BUSINESS EXPERIENCE YOU CAN ACCESS™



# Innovation **Synergy** Centre in Markham

Innovation Synergy Centre in Markham Update  
Presentation to Markham Economic Development Cttee.  
December 4, 2007

# Purpose of the ISCM

- Help existing companies to grow faster by providing access to business expertise to promote smart growth
- Reduce the rate of SME failure, especially those that have managed to operate for a number of years
- Impact on a community:
  - New Jobs
  - Job Retention
  - Services
  - Maintain and expand the tax base

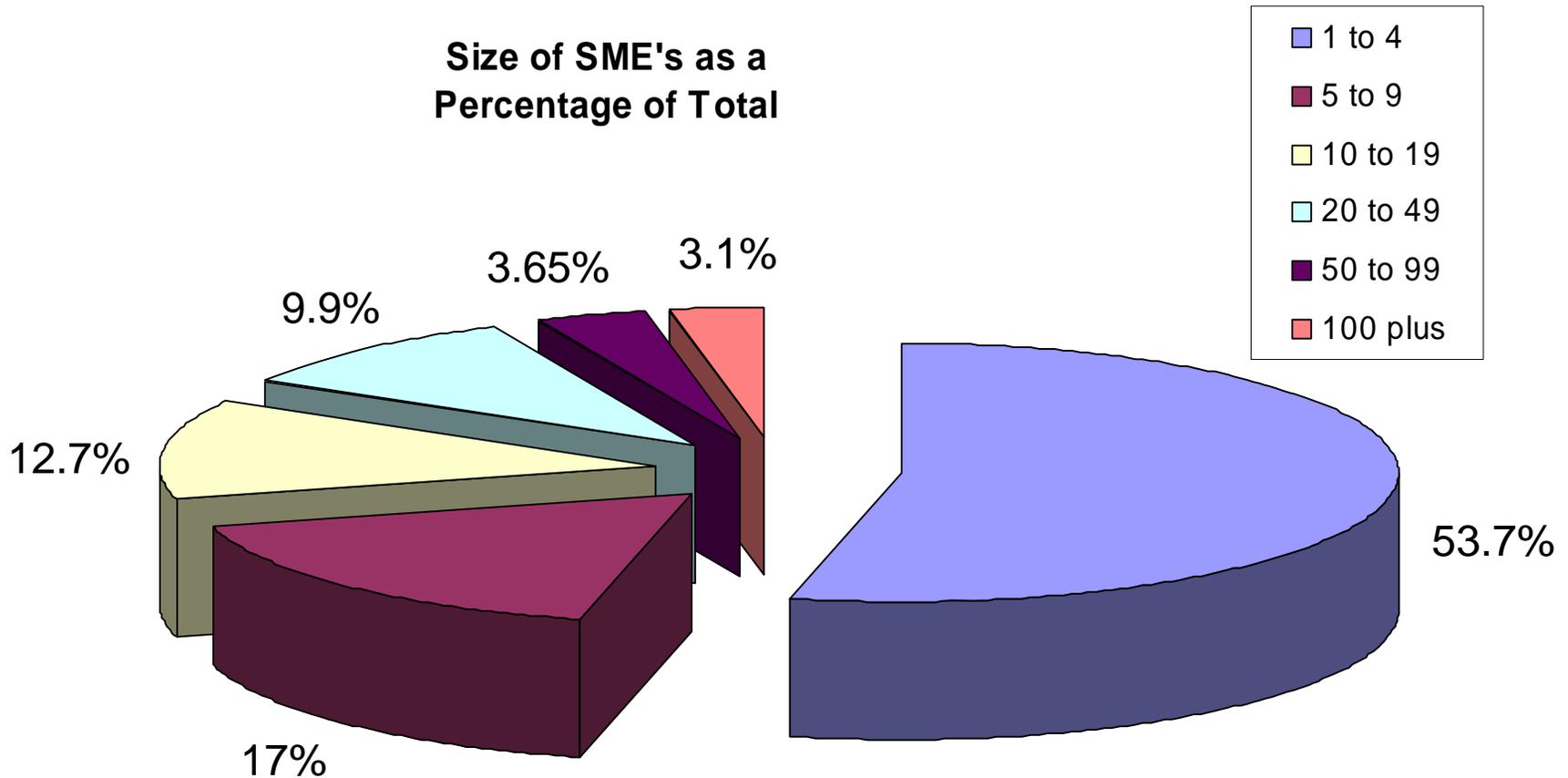
# ISCM Services

- Mentoring
- Competitive Business Intelligence
- R&D Partnership
- Events
- Entrepreneur Education
- Investment Network
- Information System

# Target ISCM Client

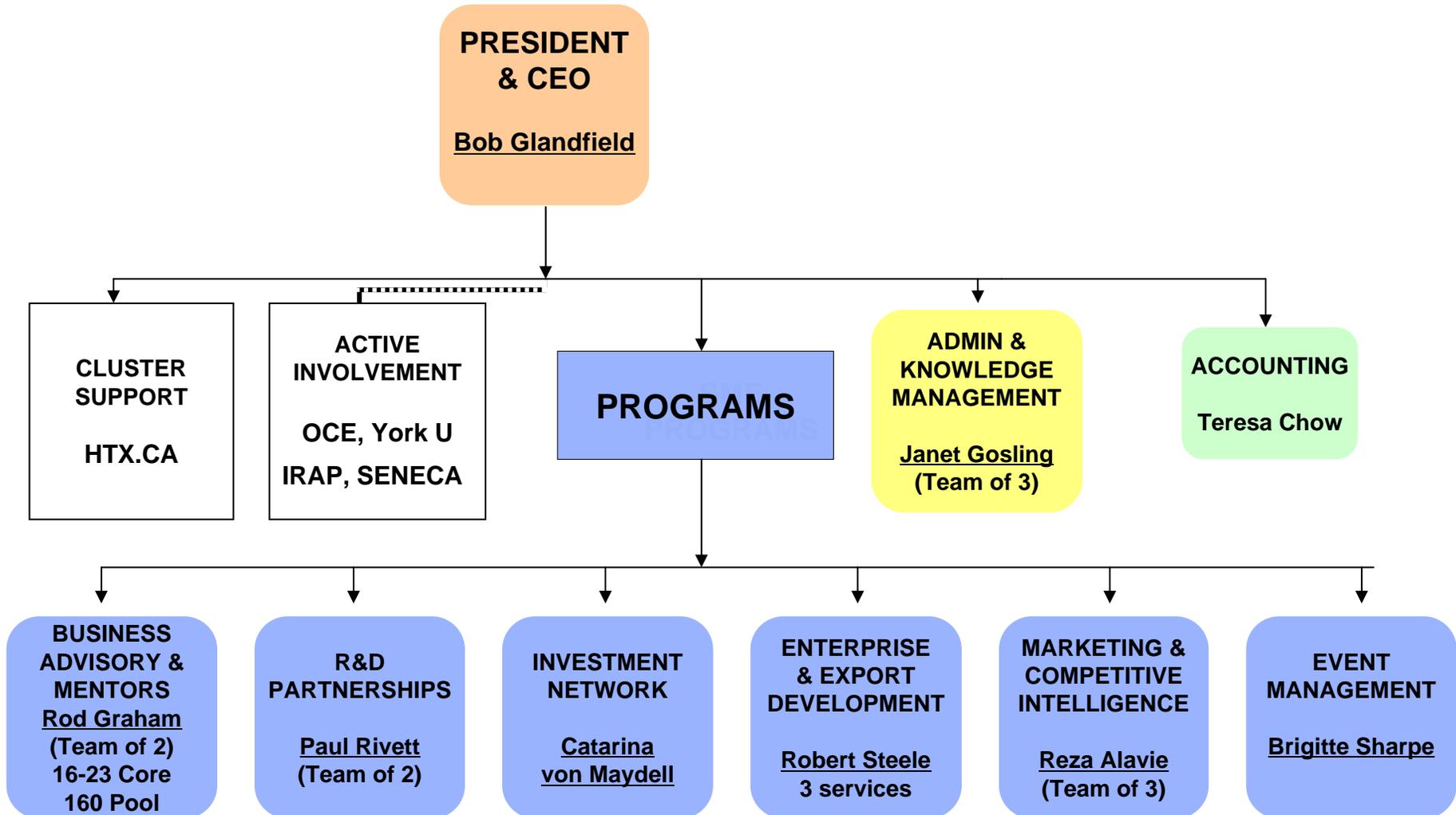
Existing SMEs with business challenges. Preferably ready to grow.  
Exports as key growth component

Size of SME's as a Percentage of Total



Ontario Employer Businesses (356,619)

# ISCM Organization



# Results = Growth +

- Time
- Trust
- Reputation for Results



# Results: New Clients

- New Clients: Registered FY 2006  
**161**
- New Clients: Forecast FY 2007  
**300**
- Client Cases: In System  
**735**

# Benchmark

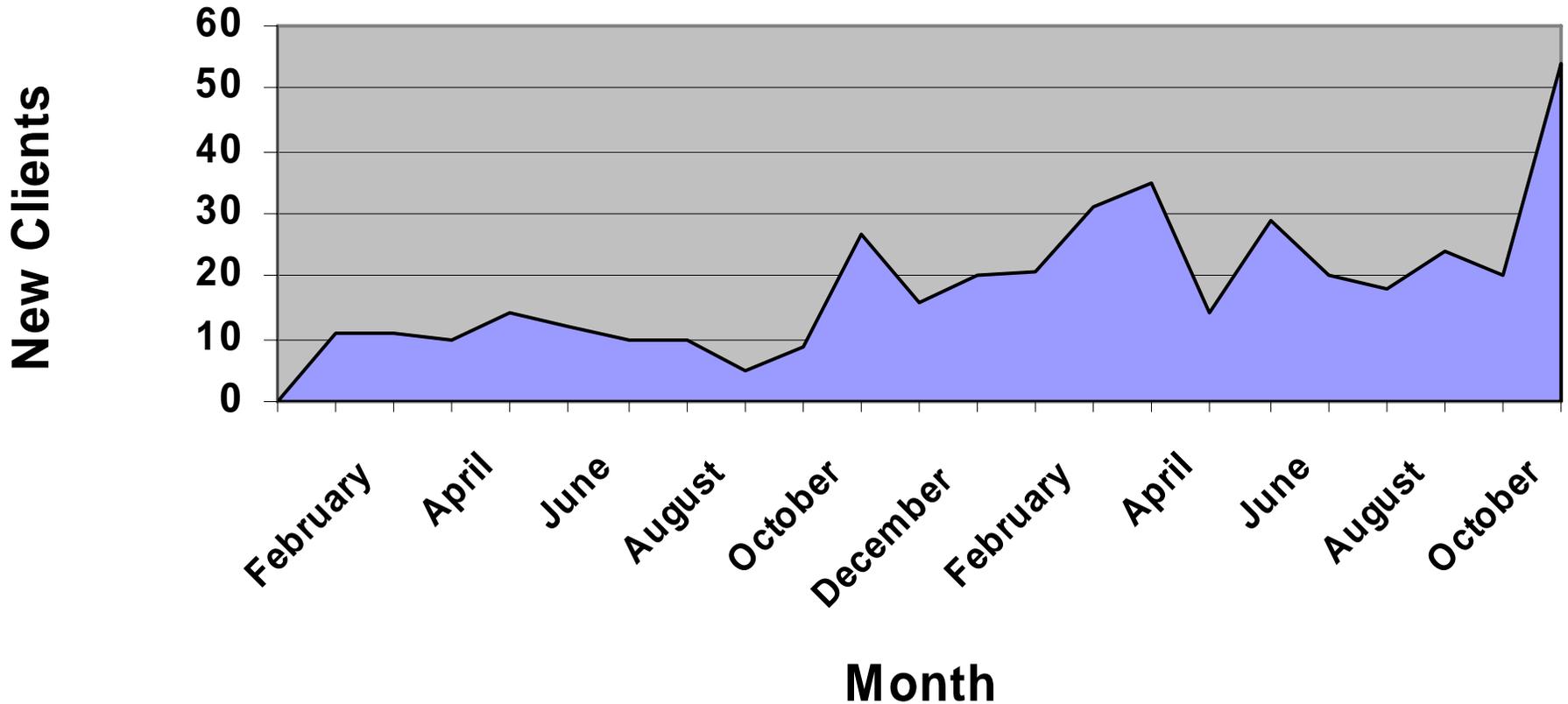
Approx. Clients, other Ontario Organizations

(Note: Based on data recently received from MaRS)

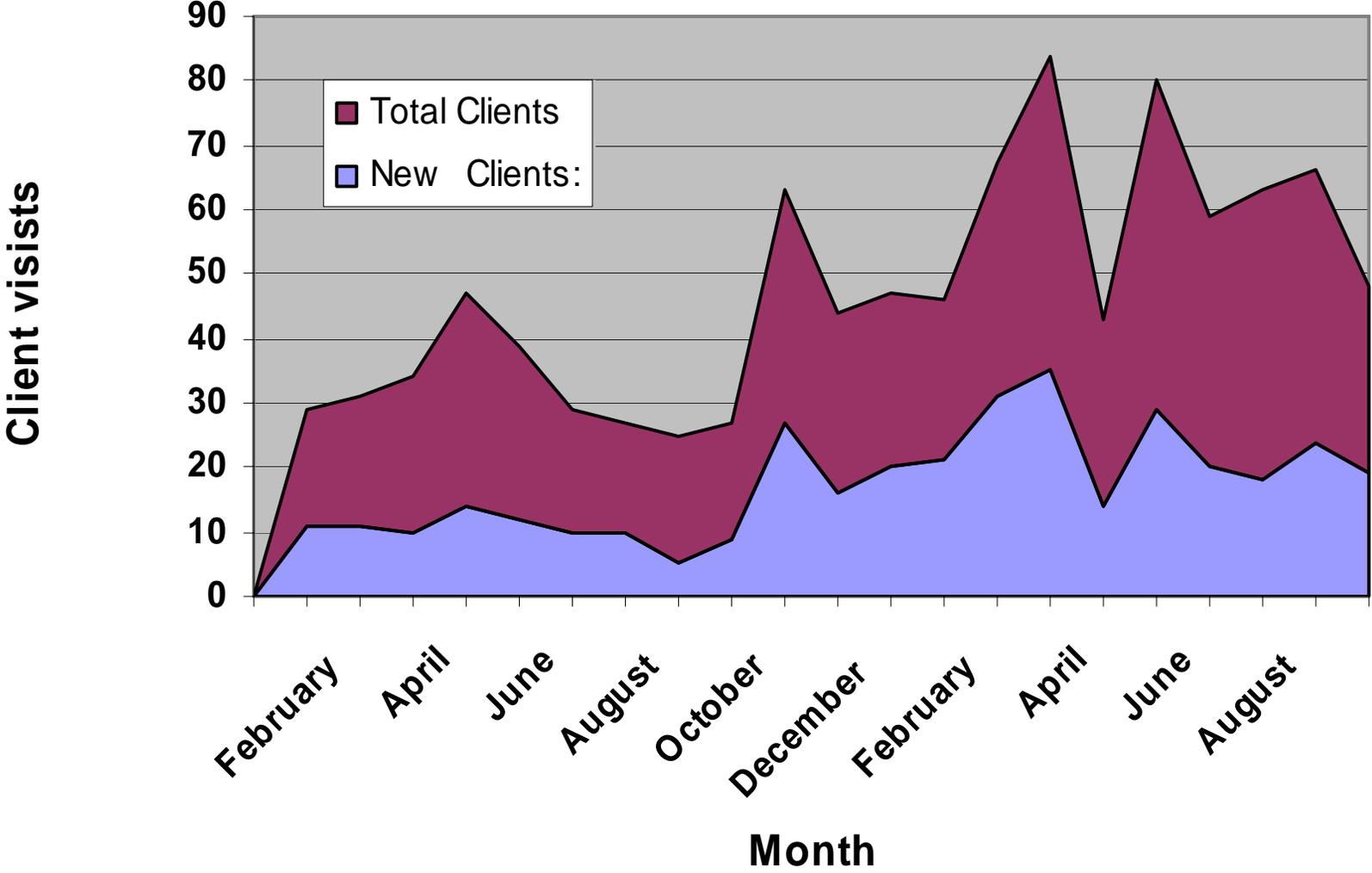
Organization	Annual No. of Clients
ISCM	300
MaRS	200
BioEnterprise (Guelph)	150
Ontario Centre for Environmental Technology Advancement (Mississauga)	125
Communitech (Waterloo)	100
YORKbiotech	20

# ISCM Mentoring

New Clients Jan 2006 to 31 October 2007



# Client Meetings 2006-2007



# Client Interactions

## Dashboard - Last 3 Month Overview

Dashboard List  Set dashboard as Home Page

**Interaction -Current Month- Overall view**

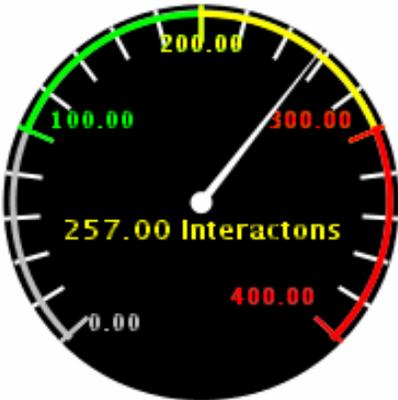


CALLS  
MEETINGS  
EMAIL  
CONTACT

**Interaction -Last Month- Overall view**



**Interaction -Last 2 Month- Overall view**



**Interaction -Last 3 Month- Overall view**



# Focus and Leverage

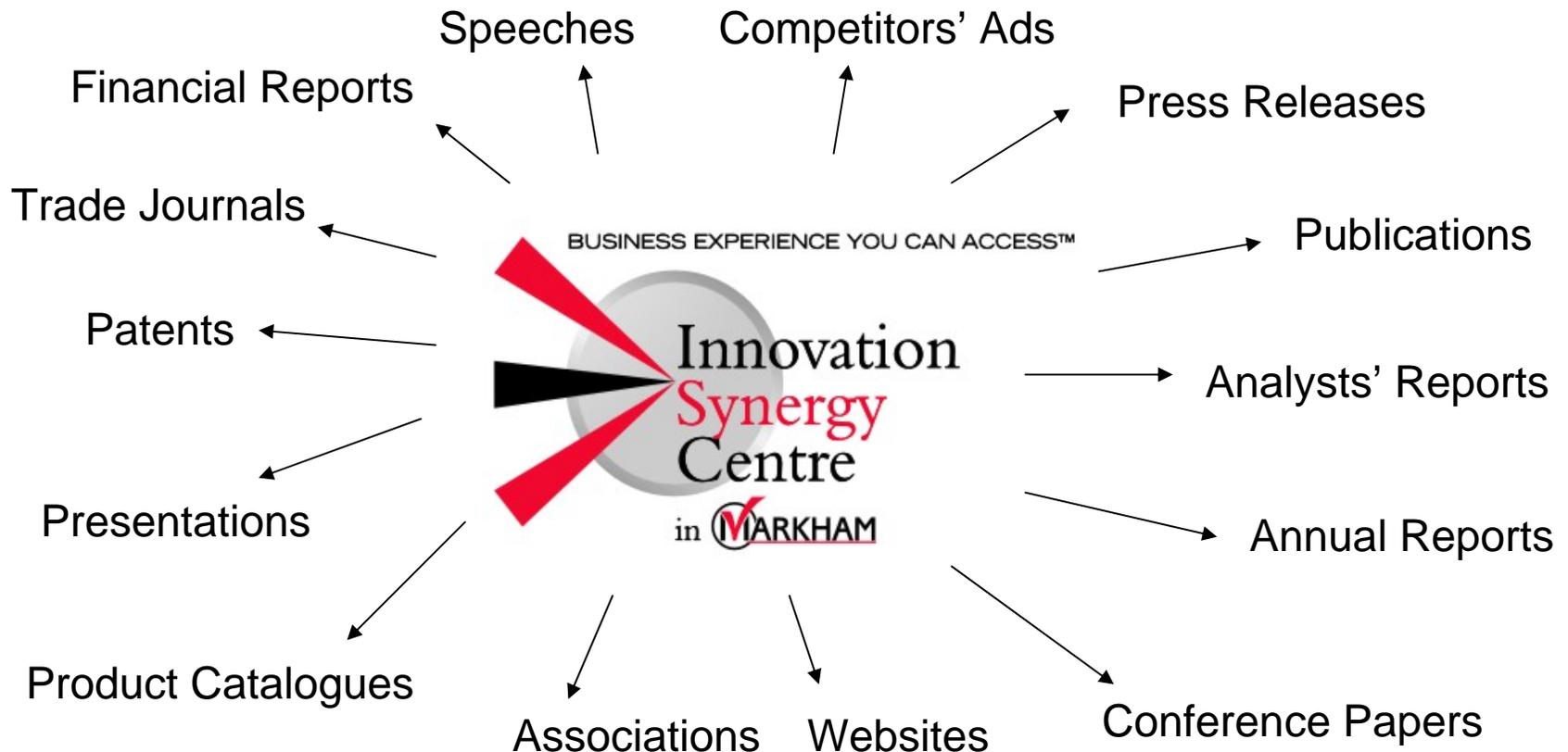
- ISCM does not focus on technology, rather business challenges. This approach allows us to work across industry sectors.
- ISCM currently has **23** “Mentors” available to assist clients.
- They represent a broad range of business experience and expertise.
- We also have a data base of another 150 potential mentors from which to draw.

# Active Partnerships

- ISCM works closely with the following organizations:
  - Markham Economic Development Department (incl. MSBEC)
  - Ontario Centres of Excellence
  - NRC-IRAP
  - Seneca College
  - York University
  - HTX
  - DFAIT
  - MEDT- Export Ontario
  - York Export Alliance
  - Industry Canada

# Competitive Business Intelligence

Data is drawn from approximately 150 Databases accessible via Seneca licenses



# R&D Partnerships

- **Client Benefits**

- Access to competitively priced, high quality collaborative R&D projects with universities, colleges and federal labs
- Better informed business decisions regarding collaborative research with Universities and colleges resulting from discussions with ISCM and researchers
- Access to OCE funding to accelerate (and de-risk) long term projects.

- **Research Institution Benefits**

- An additional and sometimes primary source of industry projects and industry contacts
- An opportunity to develop industry friendly programs and services
- An added value that the Research Office brings to faculty.

# ISCM Investment Network

*“Access to capital is a critical component to building strong local and regional innovation economies. In order for new technology enterprises to take root and grow locally, sufficient funding at every level, from angel investment to institutional venture capital must be available and accessible.”*

Quoted from “A Resource Guide for Technology – based Economic Development” prepared for the Economic Development Administration U.S. Department of Commerce

# ISCM Investment Network

- ISCM is developing a more effective “community” increasing the number of companies obtaining growth financing.
- Both companies and investors are supported:
  - Companies assisted to become investment-ready
  - Companies assisted to identify fundraising options so they can work with ISCM and independently to find growth financing
  - Investors introduced to suitable, investment-ready companies
  - Investor groups provided operational support (eg Maple Leaf Angels) to increase strength of seed-/early-stage community

# ISCM Investment Network

- Launched January 2007
- Data base of approximately 400 potential investors
- 4 companies assisted in finding financing
- Value approximately \$1,400,000
- 4 companies in discussion with investors
- ~18 cases in various stages of development
- Total of 50 cases dealt with so far this year

# Database and Tracking Organization

- ISCM has created, an integrated software “Back Office” tracking system
- A web based system, it keeps track of services provided
- Without this system, we could not manage our fast growth. It keeps track of all of our cases, client interactions and it tracks time the mentor spends with a client and the initiatives dealt with

# Current Key Funding Sources

Town of Markham	350,000
<b>National Research Council</b> Industrial Research Assistance Program	489,380
<b>Ontario Government</b> Ministry of Research and Innovation	549,376
Ontario Centres of Excellence	90,000
Miscellaneous (event receipts, sponsors)	40,000
<b>Expected Revenue</b>	<b>\$1,518,756</b>
<b>Forecasted Expenses FY 2007</b>	<b>\$1,516,490</b>

FY2007 (January to December)

# Funding Sources FY 2008

Town of Markham	350,000
<b>National Research Council</b> Industrial Research Assistance Program	450,000 (to be confirmed )
<b>Ontario Government</b> Ministry of Research and Innovation	353,854
Ontario Centres of Excellence	120,000
Miscellaneous (event receipts, sponsors)	40,000
Expected Revenue	\$1,314,296
Forecasted Expenses (Fiscal 2007)	\$1,516,490

FY2008 (January to December) ISCM is still working on additional Sources of Funding