



Innovation **Synergy** Centre in Markham

A Success Story

iscm

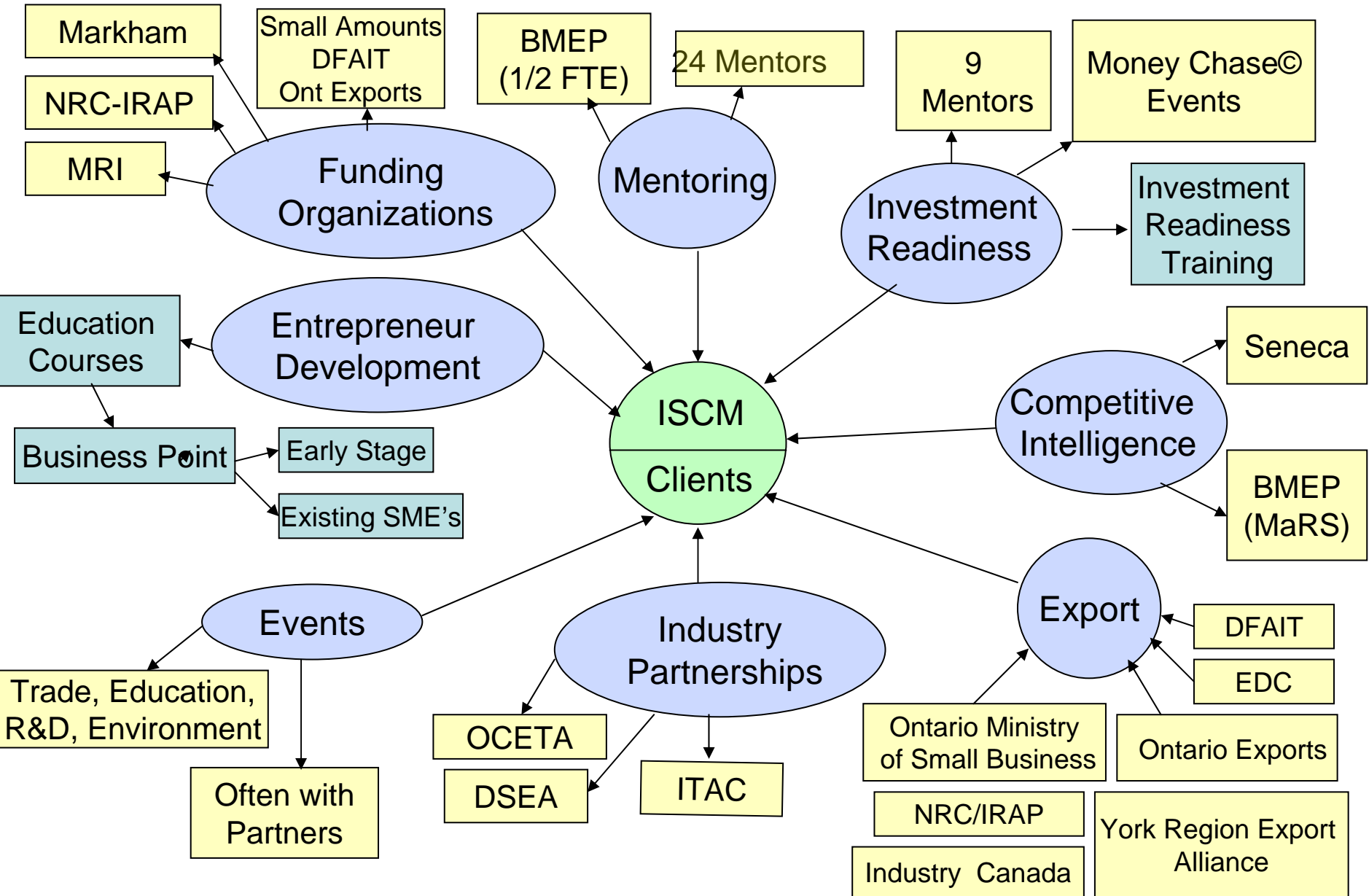
Economic Development Committee
October 06, 2009

Our Business Model: General Concept

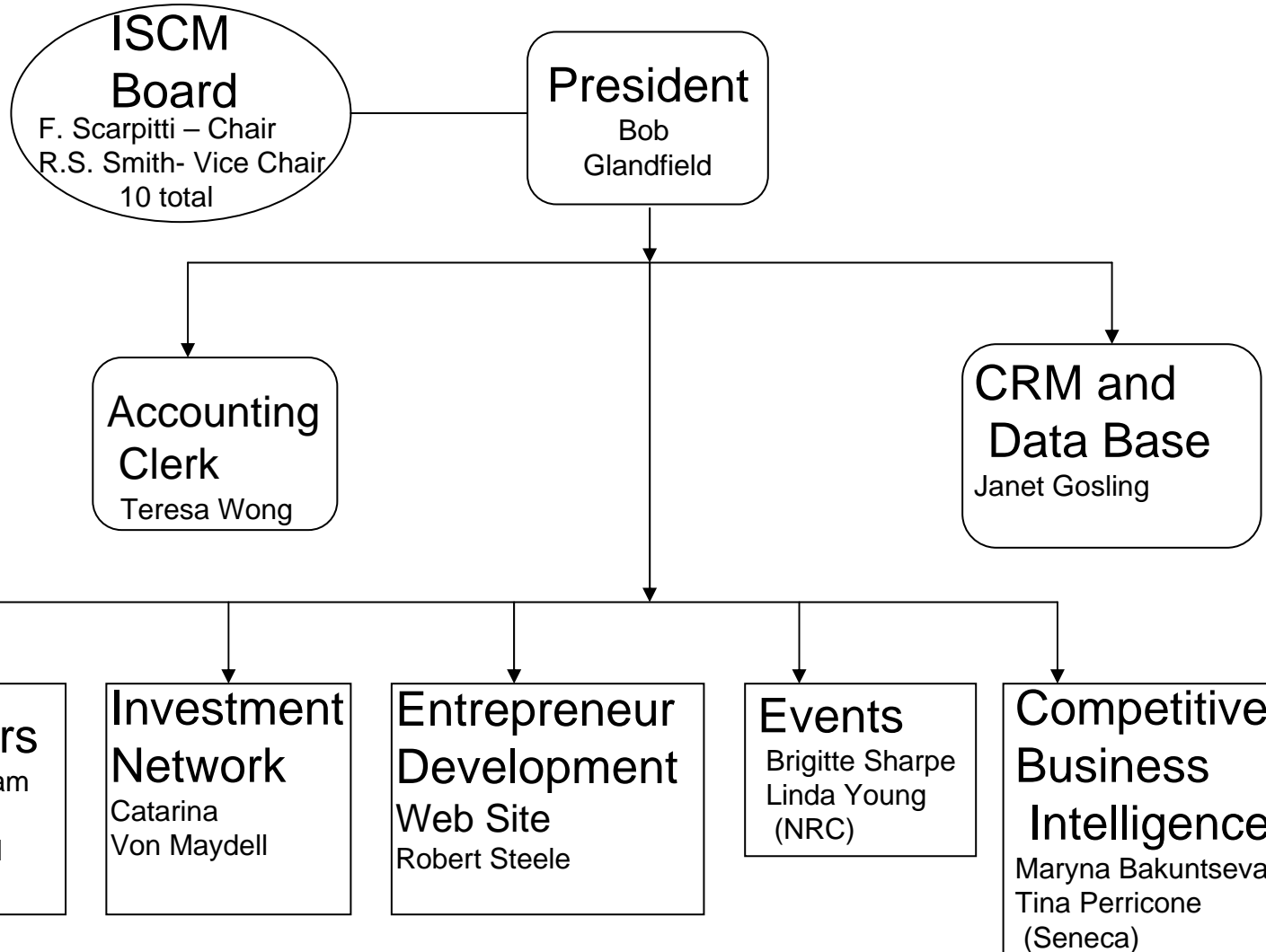
- The Innovation Synergy Centre in Markham (ISCM) is a “One Stop” point of contact for SMEs
- Access to Experienced Business Advisors with a wide range of expertise
- Focus is from “start up” to “export”.



The ISCM Ecosystem



ISCM Organization



Additional Resources

- In addition to the approximately 35 mentors trained to use systems, ISCM has a reference list of approximately 200 other Mentors that can fill specialty needs.
- We also have a referral list of lawyers (IP, business issues etc, SR&D tax specialists, accountants etc), to whom we refer clients.
{Some Pro-bono time for clients is available.}

Focus and Leverage

- ISCM focuses on Business Challenges, not technology. This approach allows us to work across all industry sectors.
- Have access via its consultant network to considerable business experience and expertise in many sectors and business challenges.

Statistics

Item

Change

(2008 vs 2007)

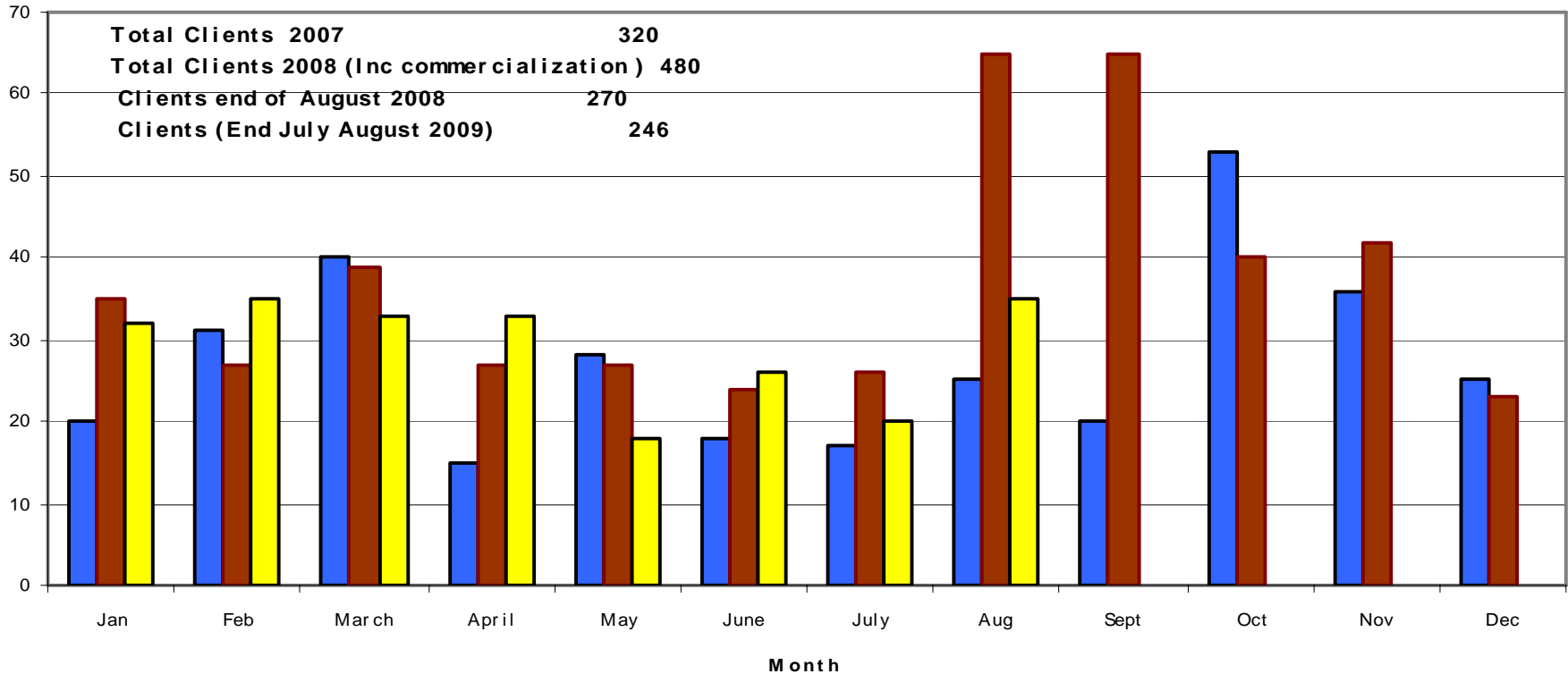
- | | |
|------------------------------------|---------|
| • Client Cases opened | • +30% |
| • Client Interactions | • +44% |
| • Investment Influenced | • +100% |
| • Competitive Intelligence Reports | • +24% |

Client Case development 2007 to 2009

Blue 2007

Brown 2008

Yellow 2009



Operating Adjustments

In order to adjust for a lower funding in 2009, in December 08, ISCM made a number of operational adjustments:

Fewer Staff/Mentors

Terminated a program

Fewer mentor hours per client

Reduced lease costs (Reduced space used)

Grouping clients into Education courses

Note 1- Client demand first six months has matched previous year for same period

With unplanned (end July) ORCP funding extension, we have been able to respond by increasing client activity and extend hours per client.

Key Financing Sources 2009

- Markham 22.2 %
- Ontario Ministry of Research and Innovation (Various programs) 49.7 %
- National Research Council Industrial Research Assistance Program 26%
- Ontario Centre of Excellence 2.1 %

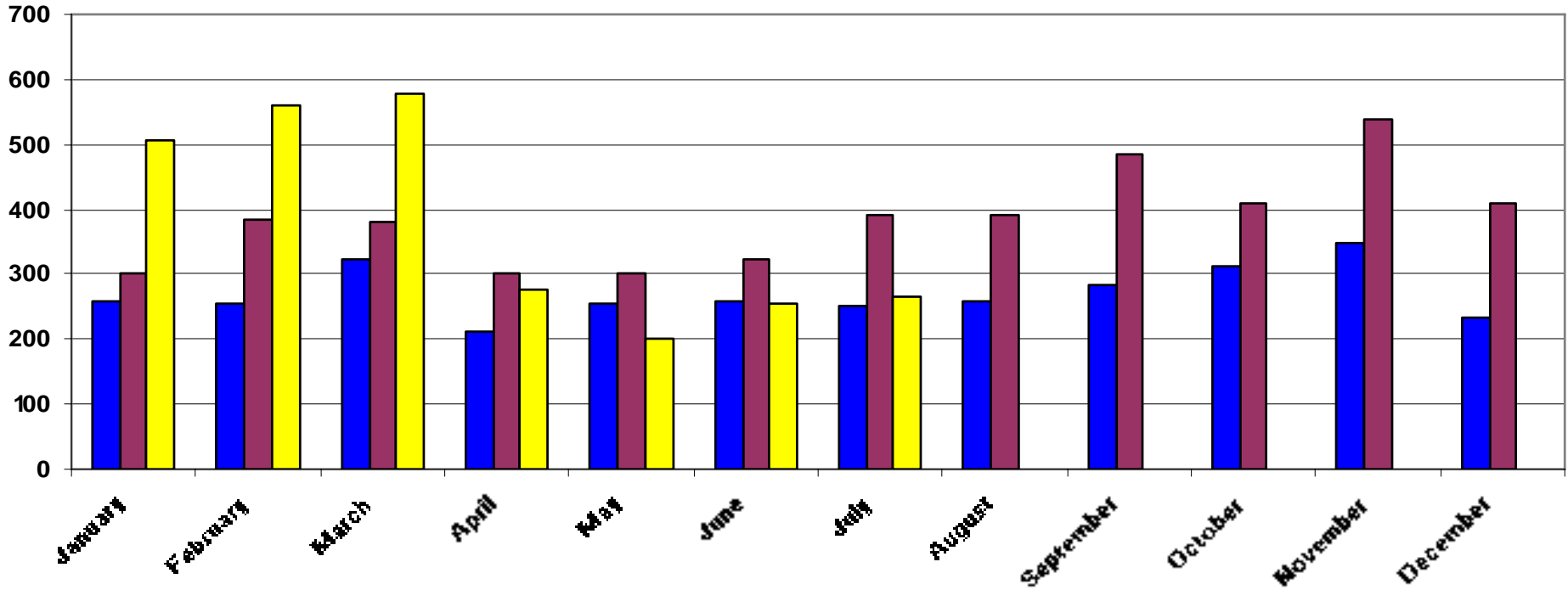
Client Interactions by Month

Jan 2007 through July 2009

Blue 2007

Brown 2008

Yellow 2009



Business Point

- ISCM has launched a series of training courses for entrepreneurs known as the “Business Point” series.
- (A) Young companies (3-5 years)
- (B) Counseling
- (C) Export

Business Point

- Our Education series for Entrepreneurs
- 3 different programs
 - Business Training
 - Export
 - Counseling

Events

- In 2008 ISCM hosted 13 events,
- Attended by approximately 1200 persons
- Examples:
 - June 19 ISCM/Town of Markham/OCETA
Clean Tech Seminar
 - Oct 2 Multi Media

The ISCM Investment Network Helps Companies That Are:

Pre-VC & Pre-Debt Financing:

- Pre-revenue & early-revenue companies
- Looking for less than \$500K financing
- Valuation less than \$2 million

Investment Ready (now or in future):

- Sustainable competitive advantage
- Strong management team (or potential for one)
- Market potential for \$5 million+/year



Client Registration:
www.iscm.ca



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Innovation Synergy Centre in Markham

Thank You