Our purpose is to help innovators create a better world

We are a convener of the innovation ecosystem as North America’s largest urban innovation hub with an impact first focus.

We support an ecosystem of 1400+ startups across sectors with a range of services with a strong emphasis on ventures that drive positive social and environmental impact.

We offer unique insight on sector trends, emerging technologies, social impact to our 60+ partners, positioning them to move forward their strategic initiatives and gain a competitive edge.
MaRS 24 years of experience & infrastructure

2000
MaRS is founded by a visionary group led by Dr. John Evans.

2002
MaRS Centre construction begins.

2003
Princess Margaret Cancer Research Tower opens.

2005
Heritage Building and South Tower opens.

2014
West Tower opens.

2022
MaRS Waterfront Innovation Centre Opens
Toronto’s Discovery District
MaRS is strategically positioned at the intersection of perspectives across public and private sectors

**Corporate**
MaRS works with 60+ partners to unlock access to one of the largest ecosystems of high growth & high potential companies in the world, with 1400+ ventures spanning Health, Cleantech, Digital & emerging technologies

**Academic**
MaRS supplies supporting infrastructure to help commercialize academic research, from lab space, advisory services, to legal resources (1.5 MM sq. ft of real estate in the heart of downtown Toronto)

**Philanthropic**
MaRS works toward open & inclusive innovation. We partner with different organizations, foundations, and individual philanthropists to achieve meaningful impact and sustained social change

**Public**
MaRS works deeply with all levels of government, focusing on solutioning complex challenges, helping to inform public policies, reconfigure governance and capital flows, and infuse innovation in the ecosystem

**Venture Capital**
MaRS is a destination for global venture capital looking to invest in new, Canadian technology. Our ventures also have access to support in order to connect them with capital providers
MaRS is: Impact Driven

$9.1B
MaRS-supported ventures’ cumulative revenue since 2010

$16.7B
MaRS-supported ventures cumulative capital raised since 2010

$29.6B
MaRS-supported ventures’ GDP contribution to date since 2010*

32,600+
Employed by MaRS-supported ventures in 2021

Source: Nordicity’s MaRS Economic Impact Assessment (2022)
Cohort Acceleration Programs at MaRS

MaRS cohorts are **theme-based, time bound programs** that provide accelerated support for **6-12 startups** in a community format. Designed with **international audiences** in mind, they provide integration into our purposeful networks and unique learning solutions. MaRS cohorts and accelerators are **specialized to ventures’ needs**, enabling companies to:

Find **international collaborators, partners, customers and connections** to grow and scale in global markets

Sharpen their **value propositions and pitches**

Expand their **professional networks**

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The MaRS **cohort process** involves the following steps:

1. Competitive selection process
2. On-boarding & ecosystem integration
3. Cohort Delivery & Specialized Programming
Engagement Model

Over the course of the Term, MaRS will develop and deliver a Cohort-based program, tailored to and focused on the selected ventures. Broadly, the program will focus on supporting the ventures’ following services:

- **Specialized mentorship**
  Guidance from sector experts and experienced entrepreneurs

- **Connections to capital**
  Exposure to VCs and corporates looking to invest in new ventures.

- **Connections to talent**
  Assistance in finding and recruiting skilled workers from across Canada and around the world

- **Connections to potential partners**
  Access to prospective partners looking to engage with ventures to further their R&D initiatives

- **Data, tools and insights**
  Analysis of the latest industry trends, providing ventures with the insights they need to gain an edge

- **P2Ps, content collections & community**
  Includes webinars, information sessions, peer-to-peer counselling, resources and access to MaRS’s Marketing & Communications teams
Welcome to the MaRS Community

We are excited to welcome you to the MaRS Community — a curated space where we can connect with each other and grow our community together.
Cohort participants will have access to a curriculum designed specifically for the groups needs leveraging existing small group advisory sessions and external vendors where appropriate.
PR Accelerator

Creative, PR and content production company for startups, corporates and ecosystem partners.

Seasoned team of journalists, brand strategists, filmmakers, videographers, data scientists and PR experts.

Content with impact

- 24M+ annual social media impressions
- 1M+ readership of MaRS published magazines
- 1M+ video views
- 2,300+ MaRS and venture media mentions
- 3M+ visits to MaRSDD.com
- 170,000+ social followers
- 65,000+ newsletter subscribers
- 3M+ annual social media impressions
- 1M+ video views
- 2,300+ MaRS and venture media mentions
- 3M+ visits to MaRSDD.com
- 170,000+ social followers
- 65,000+ newsletter subscribers
Peer Events & Industry Speakers

• In-person or virtual events tailored to specific cohorts, leveraging the expansive MaRS expert network.

• Allow us to engage our corporate partners to help founders learn first hand about their perspectives and needs.

• Facilitating peer learning and connections, these events provide an opportunity to delve deeper into relevant topics. They empower us to furnish unique, exclusive content, and insights to the cohort.
Demo Days and Signature Events

• Position ventures as experts in their field and MaRS as a thought leader in the space increasing brand recognition

• Access to the MaRS extended corporate network

• Venture Tracker or networking database allowing ventures to gain additional exposure

• Amplify the amount of connections that can be made for these programs

• Unique differentiator for MaRS
MaRS Advisory Program

Find a view

MaRS Volunteer Advisors +

MaRS Volunteer Advisor Profiles
Advisors

MaRS Volunteer Advisors...

MaRS Advisory Program

Paritosh Gupta
LinkedIn: https://www.linkedin.com/in/paritosh-g-

Adrian Haight
LinkedIn: https://www.linkedin.com/in/adrian-h-

Kellie Hart
LinkedIn: https://www.linkedin.com/in/kelliehart/

Lisa Harun
LinkedIn: https://www.linkedin.com/in/lisaharun/

Paritosh is a Volunteer Advisor at MaRS. He has helped build several companies as CFO and COO, including a $1bn+ mining company, a $300m mobility ... 

Adrian is a Fintech Advisor, Digital Product and Design lead at Scotiabank responsible for the wealth portfolio. Happy to support any stage company with produ... 

Kellie has a passion for building amazing teams, an above-average willingness to roll-up my sleeves and a love for all things creative. I continually look to rel... 

Lisa is a rare marketing executive who has spent the greater part of two decades honing the art of storytelling but is also data-focused, strategically ...
Empowering start-ups with world-class data insights to shape their growth strategies.

We partner with world-class research firms.
Opportunities

- Increase government procurement of innovative Canadian solutions in key sectors.
- Increase deep tech/climate early stage funding.
- Create incentive programs for the responsible adoption of Canadian AI technologies.
- Create more independent wet lab space to enable the commercialization phase of our deep health science.
- Increase and coordinate commercialization funding to enable regional organizations with a national platform.
Questions

● How have the needs and demands of start-ups changed in recent years?

● How have incubators/accelerators evolved their practices and support offerings to adapt to the changing needs of startups? To what extent are current approaches working?

● What are the challenges faced by incubators/accelerators in supporting start-ups? How have these changed in recent years, and what are the major emerging challenges for the future?
Thank You

Contact
MaRS Discovery District
MaRS Centre, South Tower
101 College Street, Suite 100
Toronto, ON M5G 1L7 Canada
mlorimer@marsdd.com
MaRS is: An Economic Growth Engine

Indexed GDP growth (real dollars)

Source: Nordicity’s MaRS Economic Impact Assessment 2022
How MaRS helps companies succeed

MaRS supports a significant portion of high-impact Canadian technology startups to help them grow and succeed at all stages of maturity.

Venture Support Services

- Advice from experienced entrepreneurs
- Peer community
- Access to capital
- Revenue growth

<table>
<thead>
<tr>
<th>Stage</th>
<th>Percentage</th>
<th>Revenue Stage</th>
<th>Funding Stage</th>
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<tr>
<td>START</td>
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<td>&lt;$1M</td>
<td>Seed or Angel</td>
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<tr>
<td>MOMENTUM</td>
<td>4%</td>
<td>On track for $100M+</td>
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MaRS supports startups in Health, Cleantech, and Digital & Emerging Tech sectors.