

UNIVERSITY OF TORONTO ENTREPRENEURSHIP



UNIVERSITY OF
TORONTO



U OF T ENTREPRENEURSHIP OBJECTIVES

MISSION

Create the next generation of global entrepreneurial leaders and innovators, and help to bring their innovations to market, maximizing the impact of U of T talent and research on the local and global economy through:

1. Talent recruitment and skill development

- Attract and recruit potential and current students from all disciplines to explore, engage, and experience the opportunities in our ecosystem

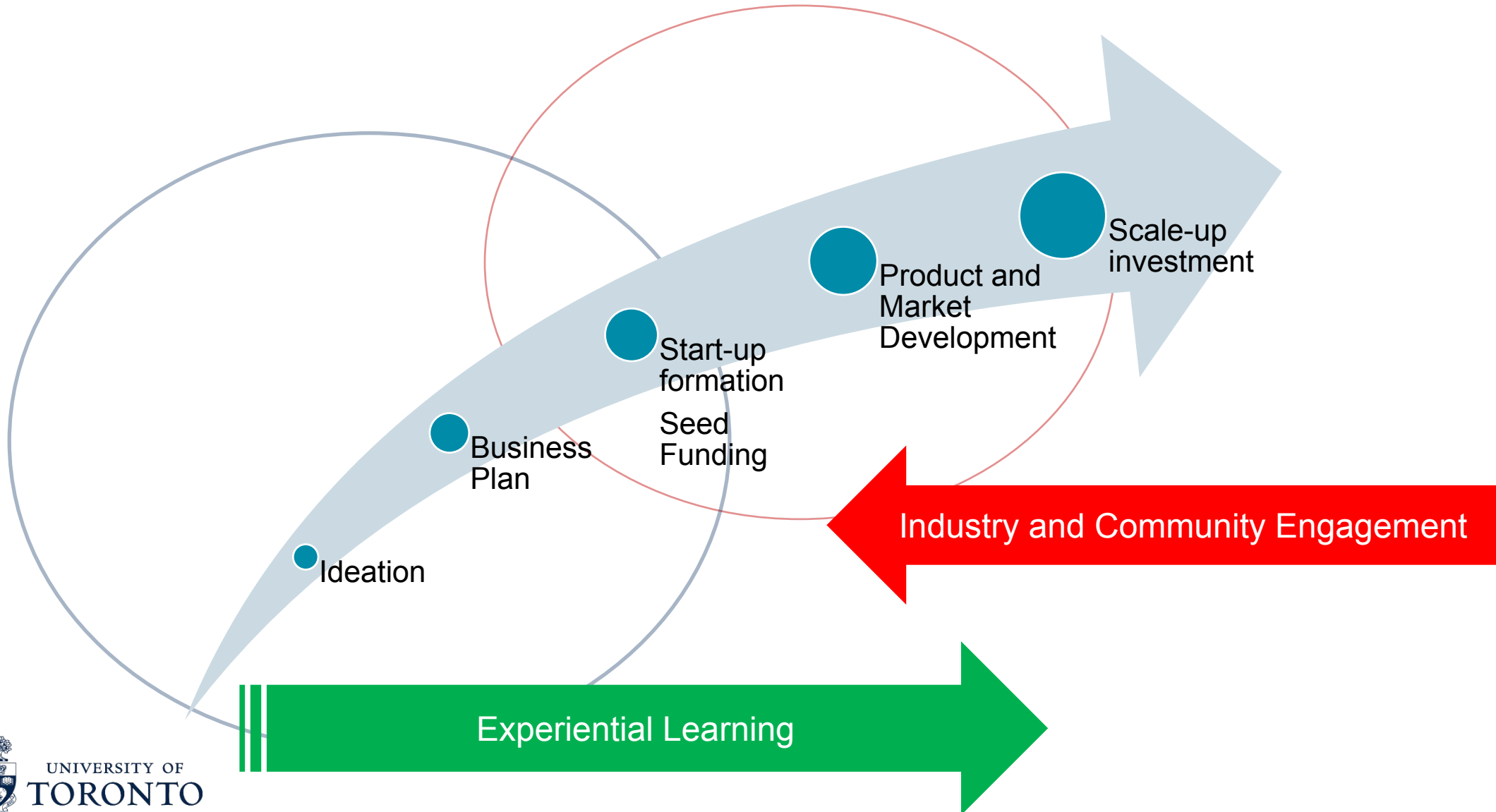
2. Supporting, accelerating and growing high-impact startups

- Help startups throughout all stages of growth via a comprehensive suite of incubator programs, funding, space, regional and global partnerships, and other supports to bring their innovations to market

3. Helping startups go global through global connections, expertise, experience and opportunities

- Extend global reach and entrepreneurial opportunities for current and alumni startups through international partnerships, initiatives and programs

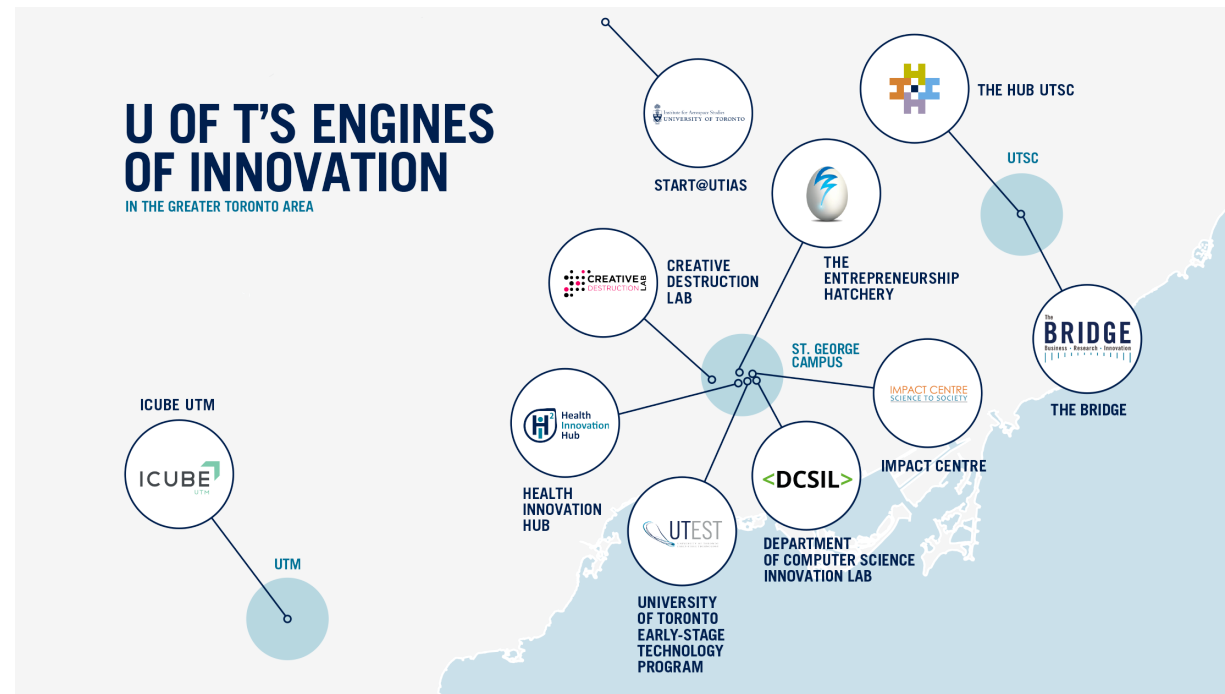
U OF T ENTREPRENEURSHIP ACTIVITIES



U OF T ENTREPRENEURSHIP

COMMUNITY IMPACT

- The University of Toronto Entrepreneurship community of **10 incubators across 3 campuses** is a leading engine for research-based startups in North America, and in the **global top 5** for university-managed business incubators (UBI Global).
- Over the past decade, **500 companies** generating more than **\$1 billion in investment** have been launched.



ENTREPRENEURSHIP ACTIVITIES

STUDENT AND STARTUP SUPPORTS

Whether students are brainstorming, researching, prototyping, pitching, or scaling up, U of T has mentors, resources, and learning opportunities to support them at every stage of their entrepreneurial journey.

Courses

- 183 entrepreneurial courses offered during the 2018-19 academic year
 - 91 graduate courses, 83 undergraduate courses, and 9 extra-curricular courses

Events

- 300+ entrepreneurial events with 30,000 attendees annually across U of T's 10 incubators

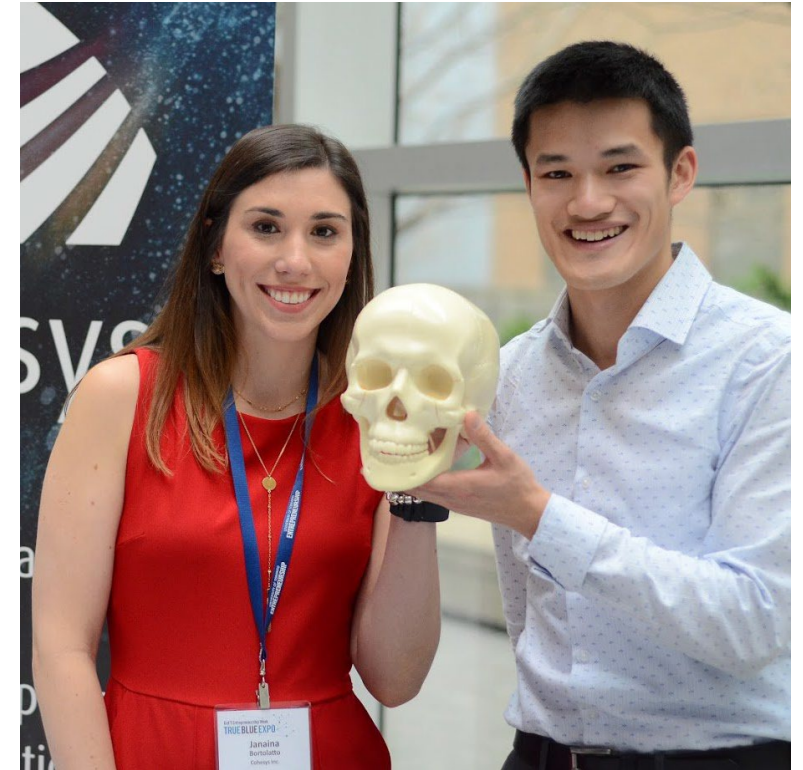
Other co-curricular supports

- University of Toronto Libraries (St. George and UTSC) supports campus entrepreneurs with proprietary databases and tools, custom research support, workshops, and more.
- The MADLab is devoted to accelerating mobile software development.

ENTREPRENEURSHIP ACTIVITIES

STUDENT AND STARTUP FUNDING SUPPORTS

- RBC Post-Doctoral and Graduate Fellowships – \$50,000 per fellow
- RBC Prize for Innovation & Entrepreneurship – \$50,000 in prizes annually
- U of T Sustainability Innovation Prize – \$15,000 in prizes
- Fred Reilly Award – \$3,500
- Provost Funding fellowships offered through all 10 specialized incubators
- Connaught Funding – up to \$100,000 to help with tech development and commercialization
- True Blue Funding - \$5M



ONRamp

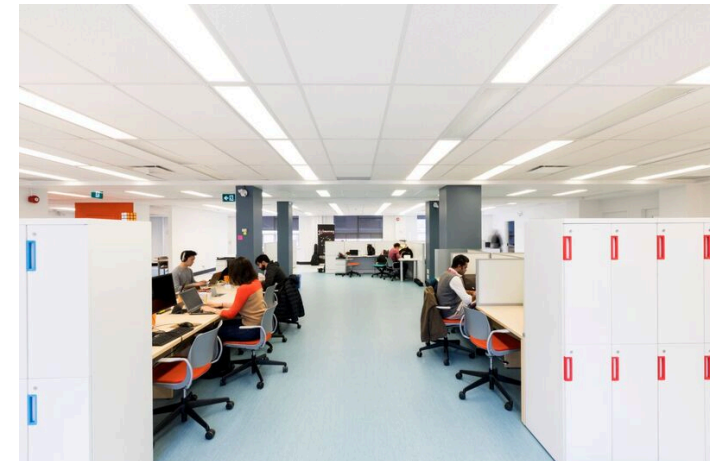
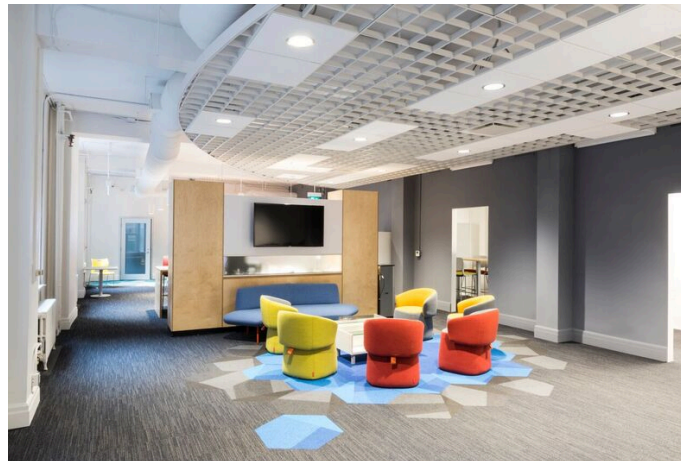
@U OF T ENTREPRENEURSHIP

Growing demand for ONRamp's event, co-working and meeting space:

- 695 members with 325 using space weekly
- 24 startups with assigned workstations
- 131 events with ~5200 attendees and 24 partners since opening
- 4 university partners

ONRamp, Banting and Best buildings:

- 54 startups total located buildings including 9 startup tenants
- 16 other tenants including commercialization partners



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KEY SUCCESSES 2017-2019

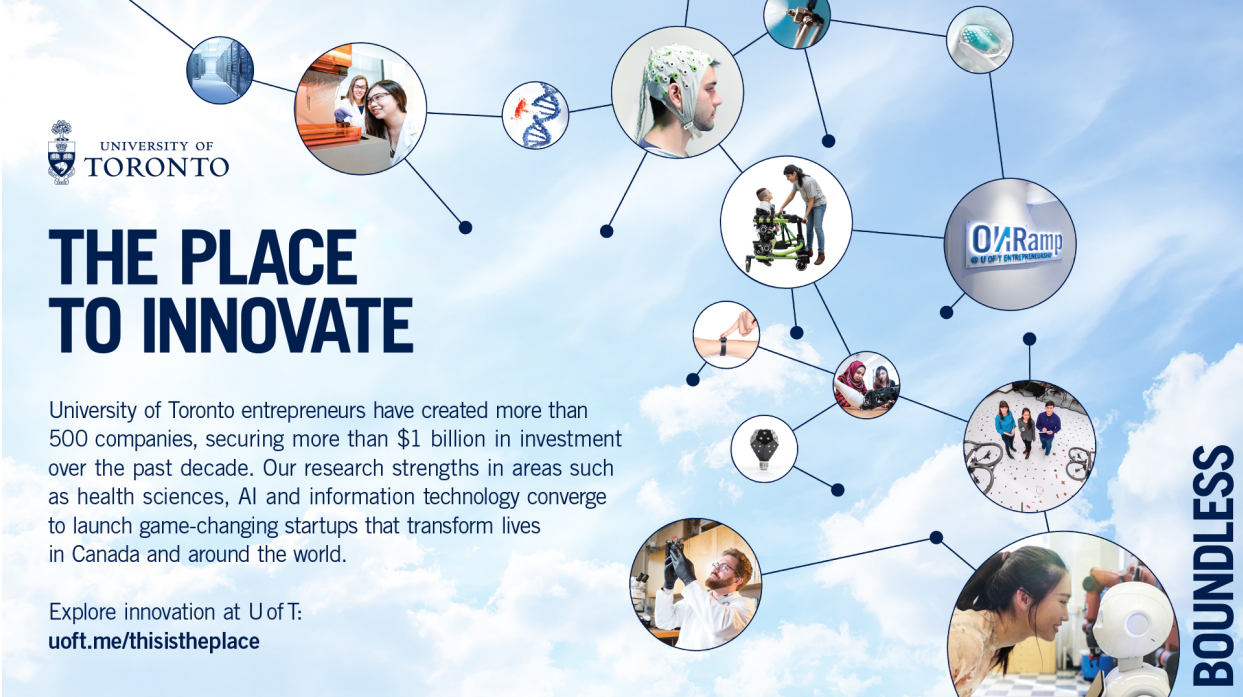
- **Ranked 4th globally** in university-managed business incubators by UBI
- **\$600K OCE Campus-Linked Accelerator (CLA) funding** for 2018-2019
- **Launched ONRamp, 15 000 sq feet** shared co-working space for entire community
- Launched two annual innovation and entrepreneurship **integrated marcom campaigns** with Brand Marketing
- Successful 2nd and 3rd annual **U of T Entrepreneurship Week**
- Launched **\$5M True Blue Fund** with Advancement



U OF T INNOVATION & ENTREPRENEURSHIP CAMPAIGN

OVERVIEW:

- 2019 campaign launched on March 11 with creative concept 'This is the place' highlights U of T's ability to spark new and revolutionary ideas when different disciplines converge
- More ambitious than the 2018 campaign, the fully integrated omni-channel initiative features 11 startups; leveraging paid, earned and owned with focus on digital marketing
- Runs from March (U of T Entrepreneurship Week) through to May to capture global tech audience coming to Toronto to attend Collision



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THE PLACE TO INNOVATE

University of Toronto entrepreneurs have created more than 500 companies, securing more than \$1 billion in investment over the past decade. Our research strengths in areas such as health sciences, AI and information technology converge to launch game-changing startups that transform lives in Canada and around the world.

Explore innovation at U of T:
uoft.me/thisistheplace

BOUNDLESS

ENTREPRENEURSHIP CAMPAIGN CREATIVE

UNIVERSITY OF TORONTO

THIS IS THE PLACE

TO EXPAND THE INTERNET INTO SPACE



Sharing scientific field data is now as easy as email.

University of Toronto startup Kepler Communications is launching dozens of micro satellites to connect remote regions of the Earth. Here aerospace researchers and electrical engineers can help scientists and others in isolated areas easily transfer masses of data.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

UNIVERSITY OF TORONTO

THIS IS THE PLACE

TO PREDICT ALZHEIMER'S



The sooner we diagnose brain disease, the sooner we can treat it.

University of Toronto startup Winterlight pinpoints signs of Alzheimer's and other diseases by analyzing the way we speak. U of T is one of the few places in the world where artificial intelligence, rehabilitation science and linguistics combine to create a revolutionary tool that detects and monitors brain conditions.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

UNIVERSITY OF TORONTO

THIS IS THE PLACE

TO HELP KIDS WALK



Medical technology gives children the opportunity to take their first steps.

University of Toronto startup Trexo Robotics designs walker-like devices for children with physical disabilities. Here talent in computer science, health care and engineering combine with entrepreneurial expertise and partnerships with world-leading hospitals to change children's lives.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

UNIVERSITY OF TORONTO

THIS IS THE PLACE

TO BRING THE FARM RIGHT TO YOUR TABLE



Fresh vegetables are sometimes hard to obtain.

University of Toronto startup Just Vertical has figured out how to put a hydroponic garden in just about any living space. At U of T, sustainable agriculture, interior design and business smarts join forces to ensure you can access fresh vegetables easily and affordably, no matter where you live.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

UNIVERSITY OF TORONTO

THIS IS THE PLACE

TO REGAIN INDEPENDENCE



People with vision loss should be able to navigate the world safely.

University of Toronto startup Merciv invented a wearable ultrasound device that helps people with vision loss move around with confidence. At U of T, engineering expertise meets entrepreneurial drive, creating a tool that empowers those who are visually impaired to go where they want, when they want.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

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THIS IS THE PLACE

TO MERGE ART AND TECHNOLOGY



Efficient collaboration lets artists achieve their very best.

University of Toronto startup StageKeep created an app to help dancers and choreographers share ideas and sync their steps, which reduces rehearsal time and costs while encouraging creativity. This is where technology and the arts join with entrepreneurial savvy to ensure dancers deliver unforgettable performances.

Explore innovation at U of T: uoft.me/thisistheplace

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TO BRING CLARITY TO THE LAW



AI is making the law more transparent and accessible.

University of Toronto startup Blue J Legal uses machine learning to accurately predict how a court or tribunal would rule on a variety of employment and tax law issues. This is where world-class legal and AI expertise come together to clarify the law.

Explore innovation at U of T: uoft.me/thisistheplace

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TO UNLOCK STUDENT POTENTIAL



Students learn more effectively when professors provide personalized feedback.

University of Toronto startup Crowdmark provides an online grading and analytics platform that speeds up marking and allows instructors to give students rich feedback. At U of T, educational expertise meets innovative design, so students can learn better and faster.

Explore innovation at U of T: uoft.me/thisistheplace

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THIS IS THE PLACE

TO TARGET GENETIC DISEASES



Life-saving drugs for genetic diseases shouldn't take a decade to develop.

University of Toronto startup Deep Genomics is using artificial intelligence to find better drugs for hereditary diseases and get them into the clinic faster. Here, world-leading expertise in deep learning combines with genomics and cell biology to address health concerns that affect millions worldwide.

Explore innovation at U of T: uoft.me/thisistheplace

BOUNDLESS

U OF T ENTREPRENEURSHIP WEEK

MARCH 18-22, 2019

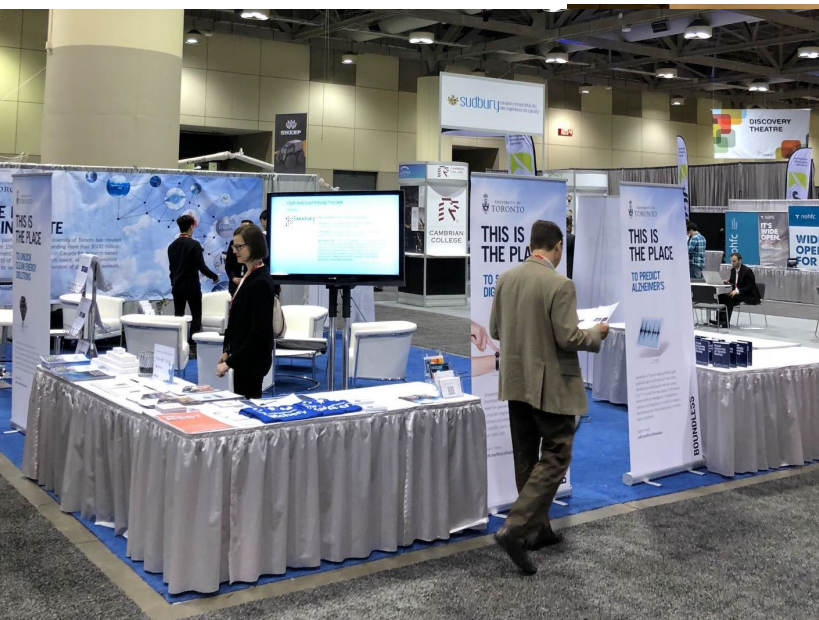
- 33% bigger than 2018 with 4700 attendees at 31 events across 10 incubators
- True Blue EXPO: 60+ showcasing startups; 3000+ attendees from around the GTA
- RBC Speaker: Michael Katchen, WealthSimple Founder



TECH CONFERENCE PARTNERSHIPS

COLLISION IN TORONTO MAY 20-23, 2019

- *This is the place* branded booth in key location across from main stage
- 400 tickets for U of T innovation community
- Geo-targeted digital campaign and airport ads to reach Collision audience
- 13 U of T startups accepted to exhibit
- 5 U of T Innovation Tours scheduled from ONRamp for global audiences and potential industry research partners



SCHWARTZ REISMAN INNOVATION CENTRE

SCHWARTZ REISMAN INSTITUTE FOR TECHNOLOGY AND SOCIETY

