



VOLUME 3
Annual Report 2016/17

WE HELP
INNOVATIVE
BUSINESSES
*START, GROW
& THRIVE*

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Brian Cowan
Chair, Board of Directors

A MESSAGE FROM OUR BOARD OF DIRECTORS

As an organization grows, it's imperative that it changes to meet the needs of its stakeholders and to ensure that it has the capacity and resources to deliver programs and services that will benefit these groups.

Over the past year, Innovation Guelph has taken an inward look at the organization and through consultation and discussion with our stakeholders – customers, staff, mentors, our funding parties and our civic, university and business communities, we learned that while our programs and services address a wide spectrum of our clients, we can still do more.

By building on our theme of Start, Grow and Thrive along with the success of many of our clients and learning what has been most effective with these groups, Innovation Guelph has revamped and further developed the Speedway Program for both start-ups and SMEs (Small and Medium Sized Businesses), further developed the Fast Lane Program and built a team of mentors that are truly making a difference for the clients we serve. In addition, the Rhyze Project™, which cultivates entrepreneurial spirit for women in Guelph and Wellington County, is gaining national acclaim. With the backing of several community sponsors, Innovation Guelph has been able to augment the project. In addition to the original Rhyze Award™, the Rhyze Project has been enhanced to include the Rhyze Academy™ and Rhyze on the Road™. With this latest addition, Innovation Guelph is now enabling women of all ages and backgrounds to take that next step in building confidence and building businesses that will contribute to our community prosperity and well-being, enable it to thrive.

Innovation Guelph's Mission, Vision and Values provide the direction of the organization and with the addition of a strong Executive Director, Anne Toner Fung, this past year, the Board of Directors is confident Anne along with her seasoned leadership team will take Innovation Guelph to the next level and further our value to the communities we serve.

While the goal of Innovation Guelph is to bring success to the businesses we touch and contribute to, we also know that business advisors and community leaders are essential. Hence, we have continued to augment our own Board of Directors over the past year. With insight and oversight from this group of dedicated volunteers from every corner of our community, Innovation Guelph is poised to further build our own organization to help even more start-ups and SMEs throughout Guelph and Wellington.

As my term as Chair of the Board comes to an end, I am pleased to announce that I will be handing the baton to Suzanne Bone, CEO of the Foundation of Guelph General Hospital. I am confident that Suzanne, along with a group of very engaged Directors will continue to be receptive to our stakeholder needs and position Innovation Guelph for further success in the future.

THE BOARD OF DIRECTORS

Daniel Atlin

Suzanne Bone

Bob Campagnolo

Brian Cowan

J. Paul Haynes

Carol Hunter

Dave McEllistrum

Kirk Roberts

Erin Skimson

Mark Stoddart

Frank Valeriotte

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

I am honoured and excited to be part of Innovation Guelph. My first six months with this dynamic organization has flown by. At the same time, even over such a brief period, it feels like I've been woven deeply into the fabric of this cohesive team...and it's always about the team. Each organization is only as good as its people. Fortunately, we have some exceptional people!

Since accepting the role of Executive Director at Innovation Guelph, I've been impressed time and again by the commitment and capacity of our core staff. They manage multiple programs, serve hundreds of clients and respond to the many challenges and initiatives I lob at them with calm competence—a bit like the proverbial duck, gliding across the pond, while madly paddling beneath the surface!

Dozens of famous leaders, writers, and entrepreneurs have shared variations of Frank Herbert's popular quote: "Ideas are a dime a dozen. It's execution that counts." If there is one thing Innovation Guelph staff excel at, it's execution. Happily, they also shine in the idea department.

Of course, I've also enjoyed getting to know Innovation Guelph's extended team: the Mentors. This talented group of business experts are the beating heart of our business advisory services. With decades of experience across a wide range of functional areas, they work closely with our clients at every stage. From nurturing an emerging idea to helping map out a global expansion strategy, the men and women who make up Innovation Guelph's Mentor team bring both penetrating analysis and practical, real-world experience to the conversation.

Finally, I must say a word about the community of people and partners that surround Innovation Guelph. In the past six months, I've met with or spoken to about 300 caring, committed individuals who all share Innovation Guelph's vision of creating prosperity and well-being for the people we serve. More importantly, they all agree that this can only happen through collaboration and by mobilizing our collective creativity to generate innovative responses to today's complex challenges. I look forward to continuing to work with this robust network of community partners to achieve great things for Guelph, Wellington, and Southwestern Ontario.

Thank you, everyone for welcoming me to Innovation Guelph and to the community.



Anne Toner Fung
Executive Director

ABOUT ANNE

- Became Executive Director on January 3rd, 2017
- More than 20 years experience in business and organizational development in the private and not-for-profit sectors
- Has served as a management executive for multiple organizations
- Is a certified financial planner, certified human resources leader, and holds an MBA from Queen's University
- All three of her children are entrepreneurs
- Passionate about entrepreneurship, social enterprise, adult education and making connections

BONUS FACT

**The #1 item on Anne's bucket list?
To travel to space.**



Innovation Guelph provides mentorship and business support programs and services that help innovative enterprises start, grow and thrive.

Serving Guelph, Wellington County and Southwestern Ontario, Innovation Guelph helps ideas and companies start, grow and thrive for a more prosperous and sustainable future.

Every day at Innovation Guelph, diverse groups of enterprising people – from novice founders of startups to veteran CEOs and serial entrepreneurs – meet amid the high ceilings and exposed beams of Guelph’s historic Granary Building to find new ways to move business and social enterprise forward. Since its inception in 2011, Innovation Guelph has become a springboard for innovation, prosperity and community-building in the heart of Ontario’s innovation corridor.

The support Innovation Guelph provides is a lifeline for entrepreneurs facing the challenges of starting, managing and growing a company. At every stage of business development, entrepreneurs need someone in their court they can count on to be a sounding-board and a source of essential expertise – because the world moves too quickly to rely on old information and old habits.

Innovation Guelph’s Staff, Mentors and Industry Specialists work together to support entrepreneurs, build powerful community partnerships, and foster innovative initiatives that transform the way things are done in business and in the broader community. This collaborative approach creates an innovation ecosystem that drives lasting economic growth, supports environmental sustainability and enhances the quality of life for everyone in the region.

Organizational Goals

Our organizational goals focus around two simple ideas: help entrepreneurs succeed and cultivate innovation and prosperity within our region. How do we do it? By providing programs and resources directly to entrepreneurs and by supporting the local business ecosystem as an active member of the innovation sector and the Guelph community.

We work with the County of Wellington, the City of Guelph, the region, local organizations, and community groups to create and support innovative initiatives and programs that improve the quality of life in Guelph, Wellington County and Southwestern Ontario.

CONTRIBUTE TO COMMUNITY INNOVATION INITIATIVES

that bring wellbeing and prosperity to our region.

PROVIDE PROGRAMS AND SERVICES

to address the needs of entrepreneurs, community organizations, researchers and business leaders.

ACT AS A CATALYST FOR ENTREPRENEURIAL INITIATIVE

and social innovation.

BE AN ACTIVE MEMBER OF THE INNOVATION SECTOR

in the City of Guelph and surrounding region.

MANAGE A TEAM OF EXPERIENCED ADVISORS

to help companies determine which resources best match their product, goals, and stage of company development.

PERFORM OUR ROLE IN THE ONTARIO NETWORK OF ENTREPRENEURS (ONE)

to be an effective and efficient regional program and service delivery system based on a regional alliance of business support agencies.

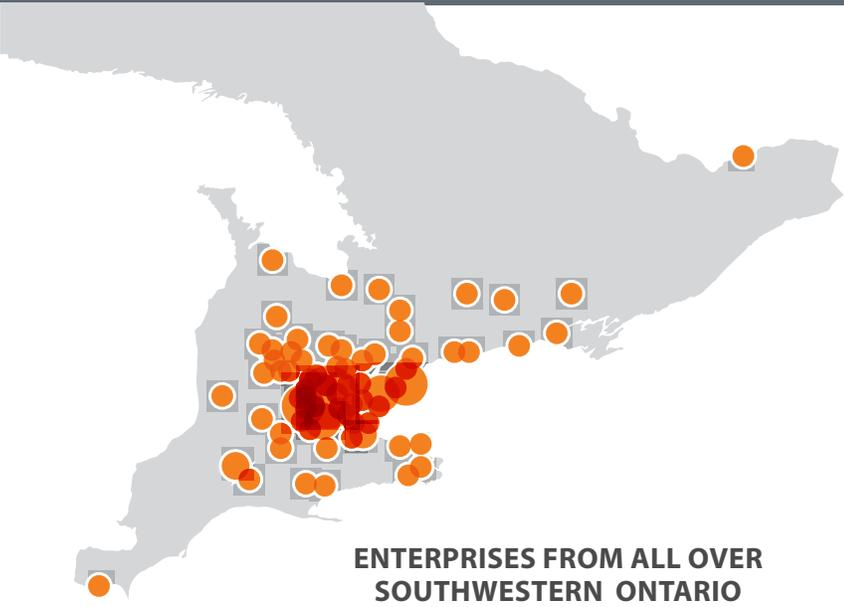
ASSIST COMPANIES

startups, small and medium sized enterprises, and multinationals to achieve growth of market share, enter new markets, increase employment, and improve their bottom line.

PROVIDE A 'ONE-STOP SHOP' FOR CLIENTS

to access all available commercialization programs and services in the region, regardless of sector.

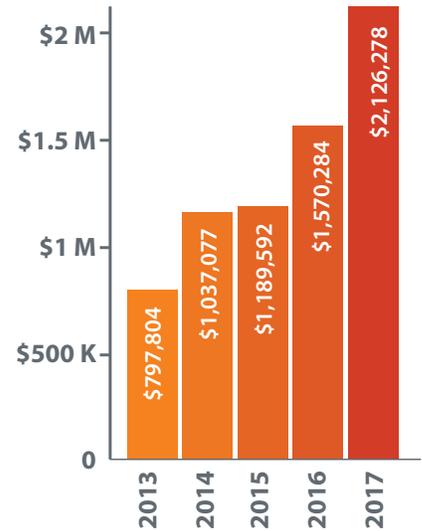
WHO WE SERVE



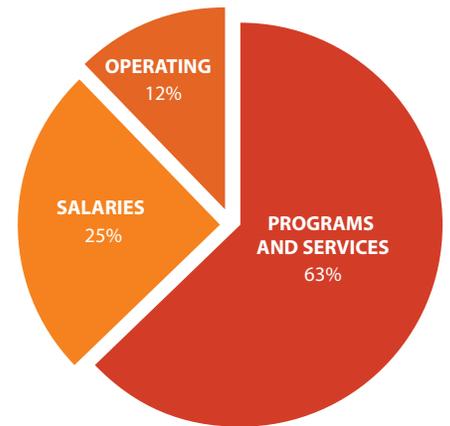
AND FROM MULTIPLE SECTORS

| | | |
|------------------------|--------------------------------|-------------------|
| Food & Beverage | Manufacturing & Consumer Goods | Social Innovation |
| Agriculture Technology | Computer Technology | Tourism & Culture |
| Clean/Green Technology | Health & Wellness | And more! |

ANNUAL REVENUES



EXPENSES 2016/2017



REVENUES & EXPENSES

TOTAL NUMBER OF CLIENTS SUPPORTED*

1015



TOTAL NUMBER OF PAID CONSULTING HOURS*

16,260

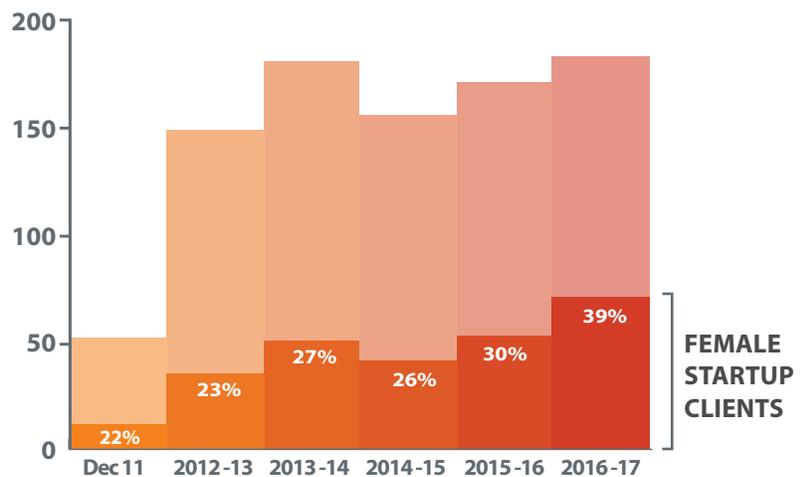


TOTAL NUMBER OF JOBS CREATED*

890



NUMBER OF INNOVATION GUELPH STARTUP CLIENTS



* FROM APRIL 2011 TO MARCH 2017

IN THE LAST 2 YEARS, 42 LOCAL ENTERPRISES HAVE RECEIVED **\$1,016,750 IN SEED FUNDING** THROUGH OUR FUEL INJECTION AND RHYZE AWARD PROGRAMS

INNOVATION GUELPH CLIENTS HAVE ATTRACTED

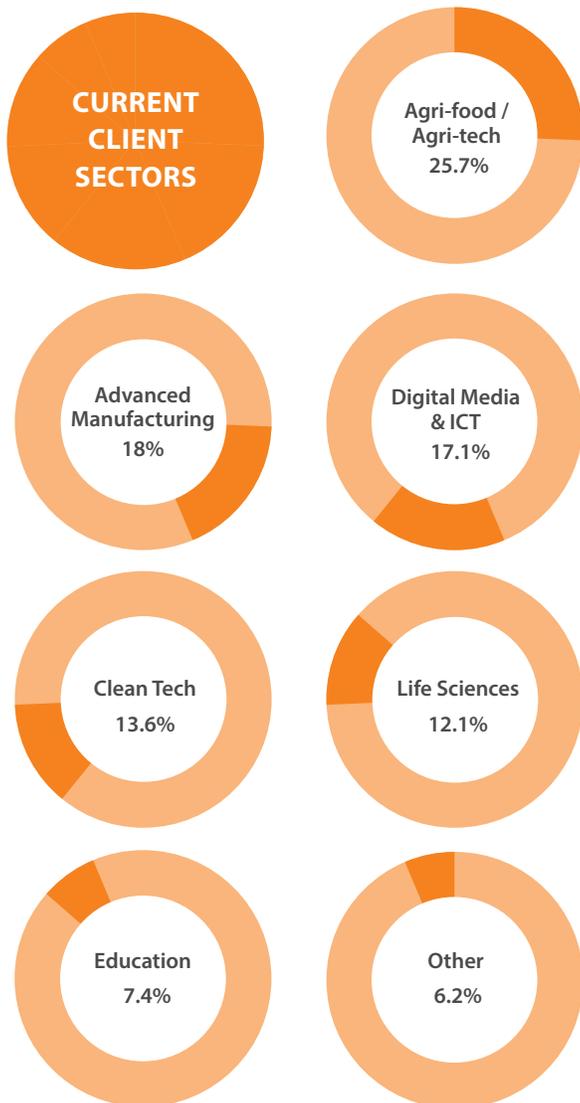
\$33,456,400

IN FOLLOW-ON INVESTMENT*

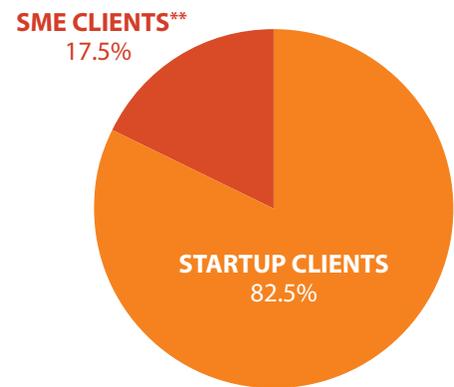
THIS YEAR WE HELD MORE THAN **62** INNOVATION GUELPH EVENTS AND WORKSHOP SESSIONS

THE AVERAGE INNOVATION GUELPH STARTUP CLIENT REVENUE IN 2016-2017 WAS **\$75,000**, MORE THAN TWICE THE AVERAGE FROM 2014-2015.

23 Innovation Guelph clients accessed a total of **\$730,336.00** worth of **free market intelligence** in 2016-17.



OUR CLIENT COMMUNITY*



** SME = Small to Medium-sized Enterprises

KEEPING IT SOCIAL

SOCIAL MEDIA FOLLOWERS

7,981



EMAIL NEWSLETTER SUBSCRIBERS

+1,300



NEW BLOG POSTS IN 2016-2017

51



//The team with the best players wins//

Jack Welch

OUR TEAM / THE BOARD OF DIRECTORS



Brian Cowan
Board Chair



J. Paul Haynes
CEO eSentire Inc.



Kirk Roberts
Principal, Tyrcahlen Partners



Erin Skimson
Director, Intelligent Transportation Systems Product Marketing at Miovision Technologies



Mark Stoddart
Chief Technology Officer & Executive Vice President of Sales and Marketing, Linamar



Daniel Atlin
Vice President, External University of Guelph



Dave McEllistrum
CPA, CA, CMC
Partner, RLB LLP



Suzanne Bone
President & CEO, The Foundation of Guelph General Hospital



Bob Campagnolo
Director, SAP Labs Canada



Carol Hunter
Board Director; Governance Expert; Strategic Leader



Frank Valeriote
Senior Counsel at Smith Valeriote LLP



Anne Toner Fung
Executive Director



Peggy Dix
Chief Financial Officer



Kristel Manes
Director, Innovation Centre
Director, The Rhyze Project



Kevin Boon
Client Services Manager



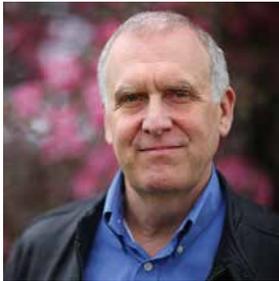
Bailey Morrison
Front of House Coordinator



Mickey Campeau
Client Services Lead



Snow Conrad
Graphic Designer



Steve Barrett
Mentor



Jeff Campbell
Mentor



Stacey Curry Gunn
Mentor



Erin Doherty
Mentor



Jane Dummer RD
Mentor



Melissa Durrell
Mentor



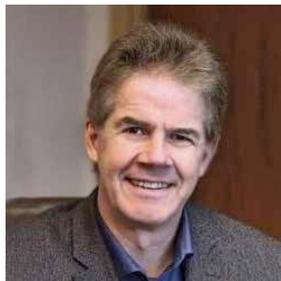
Mark Goldberg
Mentor



Jane Humphries
Mentor



Bob Ilmonen
Mentor



Dr. John Kelly
Mentor



Niel Palmer
Mentor



Don Thompson
Mentor

2016/17 HIGHLIGHTS

IN CASE YOU MISSED IT / WE'VE BEEN BUSY

| | | | |
|--|---|---|--|
| <p>Fuel Injection Launch Our Fuel Injection Seed Funding program in partnership with Bioenterprise begins. Our first cohort to receive funding for their scale-up projects included 18 recipients from several sectors, such as clean energy, food & beverage, digital media and social innovation.</p> | <p>Launch of the 3rd Round of the Fast Lane Program The third round of Innovation Guelph's Fast Lane business acceleration program opens to help small- and medium-sized enterprises (SMEs) realize their potential for growth and job creation.</p> | <p>Fuel Injection Round 2 12 New seed funding recipients announced.</p> | <p>Rhyze Award Celebration On September 15th, more than 60 people gather to celebrate our 2016 Rhyze Award recipients. The evening features plenty of joy and laughter thanks to some improv from our friends at <i>The Making Box!</i></p> |
| <p>OCE Discovery 2016</p> | <p>The Rhyze Bus The Rhyze project organizes a bus to the Canadian premiere of the documentary <i>Dream, Girl</i> hosted by WOWSA.</p> | <p>Speedway Social Our quarterly networking event for current and potential clients.</p> | <p>Startup Stories This one-of-a-kind workshop series helps entrepreneurs master the art of business storytelling.</p> |

APRIL 2016

MAY 2016

JUNE 2016

JULY 2016

AUGUST 2016

SEPTEMBER 2016

OCTOBER 2016

MaRS Entrepreneur's Toolkit Workshops Begin (8 Week Innovation Guelph Intensive Program)

Guelph Awards of Excellence
We were thrilled to present the **2016 Innovation Guelph Awards** to *Envision SQ* and *Bold Canine* at the Guelph Awards of Excellence Gala hosted by the Guelph Chamber of Commerce.

Civic Accelerator
Innovation Guelph partners with the City of Guelph and several other local organizations to launch The Civic Accelerator; enabling the City of Guelph to work with entrepreneurs, startups, students and companies to create innovative solutions for complex municipal challenges.

BIGGEST EVENT:

IGNITE. EMPOWER. INNOVATE.
A CELEBRATION OF INTERNATIONAL WOMEN'S DAY

395 Attendees

March 8th, 2017
at the Hanlon Convention Centre

13 Vendors

Every Ignite. Empower. Innovate.
event has sold out since they started in 2013!

5 Years Running

CARBON NEUTRAL EVENT



Robert War

Rhyze Academy starts

38 Local women entrepreneurs start their journey as the first class in our new Rhyze Academy program.

Imposter Series presents: One Red Lipstick

This film series explores women's issues, rights and confidence.

Speedway Social

NOVEMBER 2016

#GoodBizGuelph Sustainability Social

At this annual event, we bring locals together to celebrate Guelph's sustainable business and social innovation ecosystem.

B Corp Fast Track

This workshop helps businesses navigate the B Corp certification process.

Innovation Guelph Holiday Social

DECEMBER 2016

Design for Business Canvas Workshop

with Melanie Lang, Executive Director of The Centre for Business and Student Enterprise (CBaSE).

So You Want to Start A Food Company?

This hugely successful one-day workshop gave the opportunity for local entrepreneurs to learn about the food and beverage business from farm to plate.

Welcome our new Executive Director Anne Toner Fung

JANUARY 2017

FEBRUARY 2017

Ignite. Empower. Innovate.

Led by Innovation Guelph, the Partners for International Women's Day have been organizing annual sold-out "Ignite. Empower. Innovate." events in honour of International Women's Day since 2013. This year we were thrilled to welcome more than 390 people to celebrate women and youth, and to hear our featured guest speaker: award-winning humanitarian and bestselling author, Dr. Samantha Nutt.

Rhyze on the Road Announcement

On March 8th we were thrilled to announce our newest program! *Rhyze on the Road* is a summer camp designed to equip young women with the core skills and confidence needed to successfully navigate life.

MARCH 2017

APRIL 2017

Social Innovation Design Jam

In a five hour collaborative working session, participants from different sectors identified and tackled social and environmental challenges facing businesses in Guelph.

Innovation Guelph is Featured in the Guelph Issue of Perspectives

Perspectives is a multi-page insert distributed in the *Globe & Mail* to over 200,000 homes and businesses.



gnner, Mayor Cam Guthrie & Brian Cowan share a laugh



Award-winning humanitarian and bestselling author, Dr. Samantha Nutt



A moving surprise performance by Guelph Youth Dance Company



We are proud to work with so many dedicated and innovative entrepreneurs. They are the reason we do what we do. Their passion is what drives us to keep growing so we can serve them better.

HERE ARE JUST A FEW OF THE AMAZING THINGS OUR CLIENTS HAVE DONE THIS YEAR!

Schema App co-founder Martha van Berkel is one of 15 company founders selected to take part in the Canadian Women in Tech NYC Market Accelerator.

Envision SQ announces licensing agreement with Armtec to exclusively market and sell Envision's innovative, pollution-reducing barrier **SmogStop™**. They also land a pilot project with the Government of Ontario to test their **SmogStop™** barriers along Highway 401.

AceAge completes market-ready prototype of an automated medication delivery device, **Karie**, designed to help patients take their medication correctly.

After only 1 year in business, **Better Start Naturals'** signature product, **Welo Probiotic** drink, is being sold Canada-wide through Sobey's and Whole Foods.

Milieu Technologies Ltd. makes it to the finals of the International Innovation and Entrepreneurship Competition in Shenzhen, China, following the a successful pitch at the regional competition in Toronto in March.

Dr. Emily Moore of **Mirexus** receives an OCE Talent Edge postdoctoral research award that provides 1 year of research funding for top recent PhD graduates. Her focus is on modifying the surface chemistry of **Phytospherix™** (a natural carbohydrate) for medical and other applications.

Dixon's Distilled Spirits **VirGin** is selected as the best Canadian gin at the 2017 World Gin Awards. Also, **Dixon's Gin Fusion** receives full listing by the LCBO and will be on store shelves across Ontario in 2017.

The **Katan Kitchens/Quinta Quinoa** team receives an Agri-Food Innovation Excellence Award which recognizes the contributions of producers, processors, agri-food organizations and rural communities in Ontario, whose innovations work to improve existing products, create new jobs and grow Ontario's economy.

Econse partners with the St. Laurence River Institute of Environmental Sciences on the **Craft Beer Waterprints Project**, launched in October 2016. This project measures and analyzes the wastewater from craft breweries with the goal of improving water quality.

Be Seen Be Safe wins the Regional Premiers Award for Agri-Food Innovation which recognizes the innovative contributions of producers, processors, agri-food organizations and rural communities in Ontario, whose innovations improve existing products, create new jobs and grow Ontario's economy.

Lucky Iron Fish wins the Good Design Award for Best Overall Social Innovation – 2016 and launches storefront on Amazon.



SPEEDWAY

The fast track to revenue and investment

Since 2014, Innovation Guelph has helped start-ups and small-to-medium-sized enterprises (SMEs) of all sizes START, GROW and THRIVE through our signature client coaching and education program.

Speedway has tracks for both startups and SMEs, offering mentorship, workshops, and networking events to help companies accelerate their business to revenue, investment and innovation.

2016-2017 TRACK RECORD:

| | | |
|--|--|---|
| STARTUP CLIENTS SUPPORTED: 180 | SME CLIENTS SUPPORTED: 48 | MILESTONE Innovation Guelph surpasses 1000 total clients! |
| MENTORS 12 | FAST LANE INDUSTRY SPECIALISTS 18 | GEAR UP CLIENTS WHO GRADUATED TO THE SUPERCHARGER PROGRAM THIS YEAR  |
| CONSULTING HOURS 7228 | SPONSORED BY    | |

SPEEDWAY has tracks designed to benefit different business stages

SPEEDWAY for Startups



GEAR UP is a free program specially designed for startups and early stage companies that want to accelerate their business to revenue and investment.



High-potential **GEAR UP** clients have an opportunity to graduate to our exclusive **SUPERCHARGER** track. Here, they will have access to additional mentorship hours along with special project benefits, helping to accelerate revenue, faster than ever before!

To qualify for this program, potential clients must:

- **Be working on the business at least 20 hours/week**
- **Have a business plan or business model canvas drafted**
- **Be a scalable business or idea**
- **Be under 1 million dollars in revenue**
- **Be incorporated or intending to incorporate**
- **Not be solely a service provider**

SPEEDWAY for Small to Medium-Sized Enterprises



FAST LANE track, funded by NRC-IRAP, is specially designed to help small to medium sized businesses overcome their biggest challenges. This track offers the greatest acceleration for the SMEs and is a unique offering by Innovation Guelph among the Regional Innovation Centres in Ontario.

FAST LANE WORKS IN TWO STAGES:

DIAGNOSTIC: Members of IG's Mentor team will spend time with you to identify your company's biggest challenges.

TUNE UP: Work with an IG industry specialist or a complete pit crew to accelerate your company through challenges identified in the diagnostic stage.

To qualify for this program, potential clients must:

- **Generate more than \$1 million in annual revenue**
- **Employ 10 to 500 people**
- **Be in one of the following sectors:** Agri-food/Agri-tech, advanced manufacturing, clean technology, bio technology, digital media & ICT

Cool Client: ALFARO CLUBINÉ



Left to right: Carmen Clubine (Owner, Alfaro Clubiné), Joel Baez (silver filigree artist), "Warm Summer" pendant by Alfaro Clubiné.

Carmen Clubine decided to launch her business, Alfaro Clubiné, after hearing about Joel Baez, a silver filigree artist in Paraguay who was born deaf and unable to find work in his hometown. Inspired to help, Carmen created a line of jewelry designs inspired by the Canadian seasons, which she paid Joel to fabricate and now sells in Canada. Through her company, Carmen Clubine now uses art to help improve the lives of several artists in Latin America.

"I want to continue to grow Alfaro Clubiné to employ more members of the community and eventually have a design school so that they can excel at their art without compromising their culture." - Carmen Clubine, Owner, Alfaro Clubiné

Cool Client: THE KAIN GROUP



Left to right: Steve Barrett (IG mentor), Harsch Khandelwal (CEO, The KAIN Group), Anne Dixon (VP Operations, The KAIN Group) and Mark Goldberg (IG mentor)

The KAIN Group invests in and manages residential and commercial real estate across North America, primarily retail and office space in Ontario and multi-unit residential properties in Florida. Established in 2000, the family-run enterprise also includes a tech-sector arm that provides software development and IT consulting services, and a U.S.-based construction company.

"I'm really good at putting ships in the water and starting them moving. Innovation Guelph showed me how to align them as a fleet and get them moving in the same direction." — Harsch Khandelwal, CEO, The KAIN Group



FUEL INJECTION

High Octane Support For Fast-Growing Business

SINCE 2016, FUEL INJECTION HAS DELIVERED A TOTAL OF **\$990,000** IN SEED FUNDING TO 30 RECIPIENTS

Fuel Injection: accelerating growth throughout the region.

Delivered in partnership with Bioenterprise Corporation, and with financial support provided by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), Innovation Guelph awards up to \$30,000 in matching capital to local businesses, and delivers valuable industry-specific mentorship and guidance through our impressive Fuel Injection seed funding program.

The Fuel Injection program focuses on accelerating growth throughout the manufacturing, sustainable technologies, social innovation, agri-foods and clean-technology sectors. The program helps companies innovate, commercialize and become more competitive in their respective industries. Ultimately, the program benefits recipients by helping them GROW and THRIVE - resulting in job creation, revenue growth, additional investment, and the launch of new products and services.

WHATS NEW: Innovation Guelph announced 12 new recipients for the second round of Fuel injection in July 2016. First and second round recipients worked to complete their projects.

THE FUTURE: Fuel Injection announced it's third round of recipients in May 2017.

PROJECT RESULTS FOR APRIL 2016 - MARCH 2017

- 15** Projects completed
- 18** New products/services/processes commercialized
- 32** Full Time Equivalent (FTE) positions created
- \$1,990,000** in sales due to commercialization
- \$30,000** received in Follow-on-Funding

FUEL INJECTION ROUND 2 RECIPIENTS



A portion of this program is co-sponsored by **MNP** ACCOUNTING CONSULTING TAX LLP

Program Partner



This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ce projet est financé par le gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.



Rhyze ON THE ROAD

Launched in March 2017, Rhyze on the Road is the newest expansion of the Rhyze Project. This exciting program is designed to equip young women with the core skills and confidence needed to successfully navigate life and become the leaders of tomorrow.

With financial support from The Cowan Foundation, Rhyze on the Road builds on the success of The Rhyze Academy, a nine-month educational program for women entrepreneurs that uses a holistic approach to integrate business and financial skills with work-life wellbeing.

Set to pilot in August 2017, Rhyze on the Road will engage girls (ages 11-13) in a 5 day summer camp, and will share the Rhyze Academy's key lessons on life skills in a youth friendly format. The goal of the camp is to provide a space for young women to grow, learn, gain confidence and discover their inner strengths.

Rhyze on the Road will be delivered in neighbourhoods across Guelph through the Guelph Neighbourhood Support Coalition, and communities across Wellington County through various youth advocacy programs.

In fall 2017, Rhyze on the Road will be offered to youth 14-17 through collaboration with Indigo Girls and the Guelph Neighbourhood Support Coalition in an after-school program format.



"With an ultimate goal of creating future entrepreneurs in a group of women who might not otherwise have this opportunity, Innovation Guelph is once again thinking of creative ways to positively impact our community."

Leon Punambolam

AVP Digital & Industry Leader, Technology Sector
Cowan Insurance Group

Sponsored by:



Presented in partnership with:

Indigo Girls Group



Good Biz Guelph

Good Biz Guelph is the brand Innovation Guelph uses to encompass the events, workshops and peer-to-peer groups that we provide to support sustainable business and social enterprise.

Annual GoodBizGuelph events and workshops:

The #GoodBizGuelph Sustainability Social: An annual event where we bring local businesses together with the local public to celebrate Guelph's sustainable business and social innovation ecosystem.

B-Corp Bootcamp: A program designed to teach companies the specifics of how to become B-Corp certified.



Attendees of the 2016 #GoodBizGuelph Sustainability Social leave notes about why they think it's important to be a "Good Biz"

THE Rhyze AWARD

The goal of The Rhyze Award is to create an opportunity that's currently missing in our region: an award that will not only provide the funding

women entrepreneurs need to finance their businesses, but the mentoring and support they need at key stages of their development to build and grow their businesses long term.

The Rhyze Award program was created to cultivate entrepreneurial spirit among women in Guelph and Wellington County. The goal of the Rhyze Award is to build ongoing financial support and networks for women entrepreneurs at key stages of their business journey.

We are proud of the over \$30,000 in business support we have been able to provide to women entrepreneurs since the inception of the Rhyze Award in 2015.

On July 20th, we were thrilled to announce 9 new Rhyze Award recipients, who also received a reserved spot in the Rhyze Academy to provide further support and education as they continue to develop their business skills, financial know-how and integrate work and life.

In two years, the Rhyze Award has presented **more than \$30,000** in support to 12 local female entrepreneurs

2016 Rhyze Award recipients have used their awards to:

- Create and print promotional and marketing materials
- Expand promotions on various social media platforms
- Purchase raw materials to make more product which has been sold
- Enhance business planning and pay debts
- Leverage for other grant applications

Founding Sponsor



THE Rhyze ACADEMY

The Rhyze Academy is a one-of-a-kind, nine-month educational program developed to support women entrepreneurs as they connect the dots between business skills, financial know-how and work-life integration.

This program was developed as a direct response to the research conducted during the initial phases of The Rhyze Project. Our conversations with women entrepreneurs across the province revealed that support is needed in three key areas: Funding and Finance, Business Fundamentals, and Health and Wellbeing.

Each month, the Rhyze Academy focuses on a specific topic with leadership and instruction by a subject matter expert. Students receive educational content as well as the chance to engage in a practical application work session.

Students are also strategically paired with a mentor through a unique online mentor matching platform created specifically for this program. Mentors and students work together on their personal and professional growth throughout the series.

The Rhyze Academy's first cohort of 38 female entrepreneurs in October 2016.

Out of the 38 Rhyze Academy students:

- 15% accessed new funding or capital to invest in their business
- 37% have hired new staff
- 11% brought on new volunteers
- 7% hired new co-op students
- 74% of have connected with new collaborators or partners
- 33% have connected with new suppliers
- 18% have connected with new distributors
- 2 have launched new businesses



Kristel Manes, Director of the Rhyze Project, welcomes the first group of Rhyze Academy participants

THE Rhyze PROJECT

Cultivating women's entrepreneurial spirit in Guelph and Wellington county

The Rhyze Project is a movement led by Innovation Guelph that promotes equality and prosperity within our region by providing support and resources to female entrepreneurs and business owners.

Since its launch in 2013, the Rhyze Project has reached more than 1,700 local women at various ages and stages of business development. Our programs provide education, mentorship, financial support and networking in tandem with social and emotional support. This holistic approach has proven beneficial in not only building hard business skills but also increasing confidence, leadership skills and work/life balance.

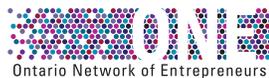
WHATS NEW: In 2017, the Rhyze Project continued to expand as it launched two new programs to help provide mentorship and education to women and female youth: The Rhyze Academy and Rhyze on the Road.

THE FUTURE: Keep an eye out for new and expanded programming as The Rhyze Project continues to grow.



PROGRAMS : THE RHYZE AWARD, THE RHYZE ACADEMY, RHYZE ON THE ROAD
EVENTS : IGNITE. EMPOWER. INNOVATE.

PROJECT PARTNERS



SUPPORTED BY



Project Mission: To raise the number of women owned businesses in Guelph and Wellington County to **30%** by 2025.

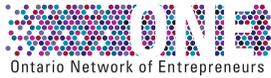
Project Vision: A resilient, holistic and collaborative community that shares, supports, benefits from, and aids in the development of resources that cultivate women's entrepreneurial spirit in our region.

WITH THANKS ♥

We most gratefully acknowledge the contribution of our many women in our community who continuously and generously share their time, experience, leadership and insight as we grow the Rhyze Project

Thank you to all of our sponsors and partners!

GOVERNMENT FUNDING



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