



VOLUME 5
ANNUAL REPORT 2018/19

FOSTERING
INNOVATION
IN GUELPH
SINCE 2010

TABLE OF CONTENTS

A MESSAGE FROM OUR BOARD CHAIR	2
A MESSAGE FROM OUR EXECUTIVE DIRECTOR	3
ABOUT US	4
WHO WE ARE	4
JUST THE FACTS	6
OUR TEAM	8
IN CASE YOU MISSED IT	10
WE'VE BEEN BUSY	10
SOME BIG THINGS HAPPENED	12
OUR CLIENTS ROCK	14
OUR PROGRAMS	16
GEAR UP & SUPERCHARGER	16
FAST LANE	17
FUEL INJECTION	18
RHYZE	19
GOOD BIZ GUELPH	20
SPONSORS & PARTNERS	21

A MESSAGE FROM OUR EXECUTIVE DIRECTOR



Anne Toner Fung
Executive Director

As another eventful year wraps up here at Innovation Guelph, I continue to be amazed and humbled by how much a small, dedicated team can accomplish. In addition to the exemplary business coaching provided by our diverse team of mentors, IG staff have cultivated new partnerships and collaborations, launched a new signature event, executed a strategic relocation and expanded programming—initiatives that further our commitment to empowering prosperity and cultivating community well-being through sustainable economic growth.

The most memorable and impactful of these initiatives would have to be:

- **Inaugural Innovation Expo:** on November 15, 2018, we showcased over 100 innovative companies from across southern Ontario, 86 of which had a physical presence on the tradeshow floor. The Expo attracted over 600 visitors and created an incredible buzz in the community. Presented in partnership with Bioenterprise, the event garnered the interest of Prime Minister Trudeau and Minister Navdeep Bains, both of whom sent video greetings. The planning and execution of the event was undertaken by a core group of three Innovation Guelph employees who delivered a world-class event that exceeded all expectations.
- **Smart Cities Challenge:** as one of many community partners involved, Innovation Guelph became an integral part of the “50 New Businesses and Collaborations” workstream of the Guelph-Wellington Smart Cities initiative. We were proud to participate in the development of the initial and final submissions to the federal government and to be part of the overall visioning process to create Canada’s first circular food economy. We look forward to partnering with the City and County to deliver on our Smart Cities commitments.
- **The Move:** in support of our strategic objective to optimize the client experience, Innovation Guelph moved on March 30, 2019. Aside from the obvious impact of any relocation, this move is memorable for a number of reasons, not the least of which is the generous support of long-time client Mirexus, who made our move possible by contributing a portion of IG’s occupancy costs for three years. Strategically, the move provides bigger, flexible, client-focused space that is more centrally located within the Innovation Corridor. Operationally, thanks again to our high-performing team, the execution of the move was flawless, with no down time and minimal disruption.

And there was so much more! With Guelph’s economic development team, we brought three successful agri-innovation companies to Munich to participate in the Global Food Summit, one of which was selected to represent Canada in an international pitch competition. Three of our successful women-led companies received funding to help them scale: two through the federal government’s Women’s Entrepreneurship Strategy Fund and one through Ontario’s Embedded Executive program. Our International Women’s Day celebration, Ignite.Empower.Innovate., raised more money for the Rhyze Award than in any previous year.

In this report you will find more information about these and other activities we have engaged in over the past year. You’ll also see a snapshot of the impact Innovation Guelph continues to have on the companies we support and the ripple effect this has on the prosperity and well-being of Guelph-Wellington and southern Ontario.



HELPING INNOVATIVE, SCALABLE COMPANIES START, GROW & THRIVE

At Innovation Guelph (IG), we build prosperity for community well-being by providing mentorship and business support programs and services to help innovative enterprises start, grow and thrive. We believe in a collaborative approach where communities prosper, and companies thrive when we inclusively nurture people, planet and prosperity.

Since launching in 2010, Innovation Guelph has fuelled the economic growth of Guelph, Wellington County and southern Ontario, supporting over 1,000 companies from startup to scale-up; serving as a hub where business and community converge, collaborate and cross-pollinate. IG serves as one of the regional innovation centres (RICs) in Ontario with a focus on driving innovation and creating jobs for a competitive global economy.

OUR FOCUS

A robust and sustainable economic ecosystem requires more than one successful sector. We focus on serving innovative, scalable businesses within the regional priority sectors of manufacturing, agri-innovation, information & communication technology (ICT), and clean tech.

OUR PROGRAMS

Our unique and effective business acceleration programs are designed for high-potential startups, small to medium-sized enterprises and women-led businesses across southern Ontario and include Fast Lane, Fuel Injection, Gear Up, Supercharger and Rhyze™.

OUR ADDITIONAL ACTIVITIES

Additional workshops, conferences and networking events build rapport and continue to educate, inform and connect the motivated entrepreneurs of this region. IG is building a thriving business ecosystem that drives economic growth, creates good jobs and expands trade opportunities for Ontario companies.



INNOVATION GROWS HERE

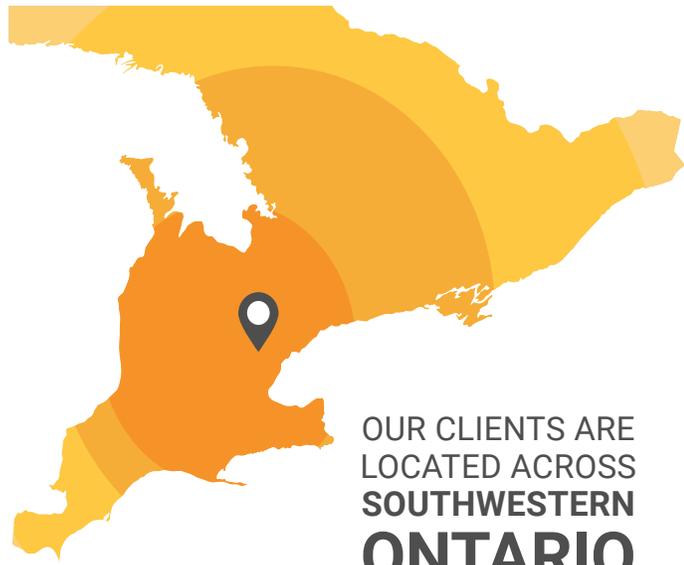


SINCE 2011, WE HAVE SUPPORTED

OVER 1,130 BUSINESSES

RANGING FROM STARTUPS TO SMALL TO MEDIUM-SIZED ENTERPRISES (SMES)

WE FOCUS ON SERVING INNOVATIVE, SCALABLE BUSINESSES FROM FOUR MAIN SECTORS:



OUR CLIENTS ARE LOCATED ACROSS SOUTHWESTERN ONTARIO

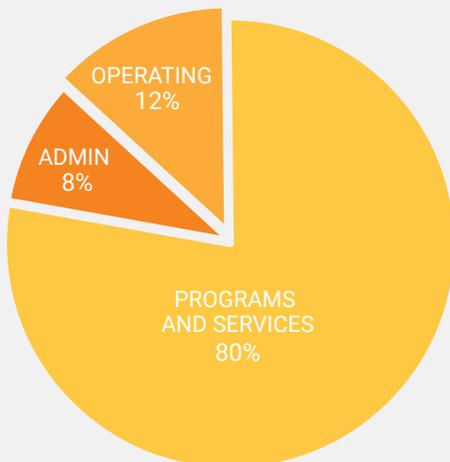
EACH YEAR, WE SUPPORT THE SCALE-UP EFFORTS OF

50 TO 60 SMALL TO MEDIUM-SIZED ENTERPRISES

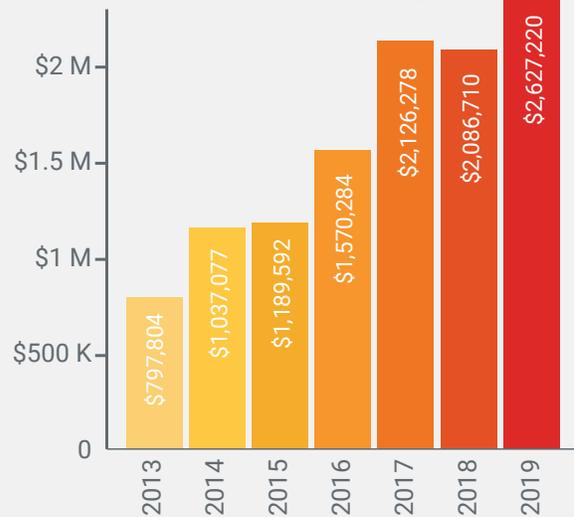


LAST YEAR, INNOVATION GUELPH HELD MORE THAN **50 EVENTS** & WORKSHOP SESSIONS

EXPENSES 2018/2019



ANNUAL REVENUES



WE COULDN'T DO IT WITHOUT OUR AMAZING TEAM OF

9	40+
FULL & PART TIME STAFF	MENTORS & INDUSTRY SPECIALISTS

LAST YEAR, OUR MENTORS & INDUSTRY SPECIALISTS PROVIDED CLIENTS WITH

7,427
ADVISOR/CONSULTING
HOURS



WE ARE A CERTIFIED ONTARIO LIVING WAGE
CHAMPION

THE AVERAGE INNOVATION GUELPH STARTUP CLIENT REVENUE IN 2018-2019 WAS

\$108,170
19% MORE THAN THE AVERAGE FROM 2017-2018

IN 2018-2019, 38 ONTARIO BUSINESSES RECEIVED

\$884,500
IN SEED FUNDING THROUGH
OUR FUEL INJECTION & RHYZE AWARD PROGRAMS

SINCE 2011, OUR CLIENTS HAVE ATTRACTED MORE THAN

\$57,821,282
IN FOLLOW-ON INVESTMENT

TOTAL NUMBER OF JOBS CREATED SINCE 2011

1,196.5
(FULL TIME EQUIVALENT)

WE ARE MOVING THE NEEDLE FOR WOMEN IN BUSINESS.



54% OF OUR STARTUP CLIENTS ARE FEMALE FOUNDED, CO-FOUNDED OR LED



42% OF OUR SME CLIENTS ARE FEMALE FOUNDED, CO-FOUNDED OR LED

WE SUPPORT SOCIAL ENTERPRISE



81% OF THE B CORPS IN GUELPH & WELLINGTON COUNTY HAVE USED OUR SERVICES

WE FOSTER COMMUNITY BY WORKING WITH MANY DIFFERENT BUSINESSES & ORGANIZATIONS





OUR TEAM // THE BOARD OF DIRECTORS

FROM LEFT TO RIGHT: Carol Hunter (Board Director; Governance Expert; Strategic Leader), Daniel Atlin (Vice President, External, University of Guelph), Bob Campagnolo (Director, SAP Labs Canada), Suzanne Bone (Board Chair, President and CEO at The Foundation of Guelph General Hospital), Phil Wheeler (Senior Commercial Relationship Manager, Meridian Credit Union), Quintin Fox (Director of Training Development and Capacity Resourcing, Gay Lea Foods Co-operative), Mark Stoddart (Chief Technology Officer & Executive Vice President of Sales and Marketing, Linamar), Frank Valeriote (Senior Counsel at Smith Valeriote LLP), Dave McEllistrum (Partner RLB LLP, CEO Amplify), Anne Toner Fung (Executive Director, Innovation Guelph)

NOT PICTURED: Emma Rogers (Director Of Field Marketing (Ontario) at IG Wealth Management), J. Paul Haynes (CEO eSentire Inc.), Tova Davidson (Executive Director, Sustainable Waterloo Region)

OUR TEAM // IG MENTORS & INDUSTRY SPECIALISTS



Steve Barrett



Jim Beretta



Kevin Boon



Jeff Campbell



Richard Cantin



Stacey Curry
Gunn



Gemma Duley



Bob Ilmonen



Dr. John Kelly



Christine Liebig



Ian McGinty



Eric Meliton



Christine Montag



Patricia Muir



OUR TEAM // STAFF

FROM LEFT TO RIGHT: **Yasir Nouri** (Programs Assistant), **Snow Conrad** (Graphic Designer & Creative Lead), **Linda Horowitz** (Program Manager), **Diana Train** (Facility & Event Manager), **Anne Toner Fung** (Executive Director), **Margaret Strybosch** (Senior Accountant & Fund Developer), **Taylor Pace** (Communications Assistant), **Mickey Campeau** (Program Manager), **Janet Wakutz** (Communications Officer)
NOT PICTURED: Sam Dent (Engagement & Research Coordinator Sustainability Initiatives)



Melissa Durrell



Reda Fayek



Mark Goldberg



Barry Gunn



Robin Honey



Jane Humphries



Charlene Hutt



Peter Osborn



Niel Palmer



Bill Scott



Marc Sidhom



Eric Solowka



Don Thompson



Peter Warmels

2018/19 HIGHLIGHTS



How to Grow Your Food Co.

For the second year in a row, Innovation Guelph presented an information-packed, one-day conference that gathered industry professionals to help local entrepreneurs start & grow their food companies in Ontario.



Rhyze Award Pitch Night

IG presented the fourth annual Rhyze Awards on June 14 for local women-owned businesses awarding a total of \$22,000 to four recipients.

Alectra engagement session

IG hosted a session to discuss an accelerator as part of Alectra's future GRE&T Centre in Guelph.

Toolkit Tuesday & Start Your Engine

Cat Coode from Binary Tattoo shared tips to empower people to better understand their online identity.

Lessons from Leaders: Why Exporting is Critical to the Growth of my Business

A panel of CEOs discussed the importance of why Canadian businesses should export.

Cultivating Key Relationships An E.D. exclusive workshop series

Capacity Canada & Innovation Guelph partnered to create a rich education & support program, exclusively for Executive Directors within the not-for-profit sector, in an informal, positive & safe environment.

Toolkit Tuesday & Start Your Engine

Mentor Eric Solowka shared insights on avoiding entrepreneur burnout and strengthening the courage to innovate.

Fuel Injection Celebration

On April 12, IG celebrated 12 new Fuel Injection companies who received seed funding from FedDev Ontario.

APRIL 2018

MAY 2018

JUNE 2018

JULY 2018

AUGUST 2018

SEPTEMBER 2018

IG booth at OCE Discovery 2018

Lessons from Leaders: The Role of Innovation and R&D in the Success of My Business

In this quarterly series, IG invited a diverse panel of business leaders to share their experiences. On April 27, a panel of six leaders representing food, biotechnology, environmental technology & IoT shared their insights on research & development.



Find out more on page 20!

Innovation Guelph Open House

Innovation Guelph Awards

IG was thrilled to present the 2018 Innovation Guelph Awards to Altalis Beauty (Startup of the Year) and Canadian Extreme Climate Systems (SME of the Year) at the Guelph Awards of Excellence Gala hosted by the Guelph Chamber of Commerce.

LAICOS Presents: Power of Social Enterprise in the Food Industry

IG joined other community partners in promoting the value of social enterprise in the food industry.

Smart Cities Round Table

IG participated in a round table as a partner in the creation of the City of Guelph & County of Wellington Smart Cities circular food economy initiative.



Start Your Engine & Toolkit Tuesday

Kitty Runstedle from Conestoga College discussed leveraging student talent.

Funding Startups

Innovation Guelph Executive Director Anne Toner Fung presented a talk to CBaSE* companies on funding opportunities for entrepreneurs.

Lessons from Leaders: Manufacturing in Ontario – How to Make it Work!

Startup Crawl

Innovation Guelph in partnership with CBaSE* - attendees walked through Guelph's downtown, meeting with inspiring entrepreneurs.



Find out more on page 13!

Innovation Expo

Innovation Guelph & Bioenterprise Corporation hosted the first ever Innovation Expo in Guelph on November 15. This huge event, the largest of its kind in Guelph, celebrated the great success and growth of the 115 FedDev funded companies that our organizations have collaboratively supported.

Perspectives Feature

Innovation Guelph and clients 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.

Exporting to the U.S.

IG hosted the Ontario Ministry of Economic Development, Job Creation and Trade as they presented an introductory seminar for Canadian companies looking to export to the United States.

Adopt-A-Family

IG staff & mentors raised \$2348 to help provide Christmas gifts for three local families through the Children's Foundation of Guelph and Wellington.

Ignite. Empower. Innovate. 2019

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 over 400 attendees and 31 vendors to celebrate women and enjoy our featured guest speaker, renowned author and teacher, Professor Maja.

Find out more on page 12!

Innovation Guelph Holiday Party

Partners, clients, staff, board members, mentors and industry specialists gathered together to celebrate the holidays at IG's event space enjoying games, cocktails & networking.

How to Finance Your Ag Business

IG hosted a half-day information session featuring unique financing opportunities available to agriculture and food manufacturing businesses.

Innovation Guelph moved to our exciting new location in the Hanlon Creek Business Park.

OCTOBER 2018

Toolkit Tuesday & Start Your Engine

Our Lunch & Learn presentation topic was "How to Fund a Startup (Let me count the ways)," presented by Anne Toner Fung.

NOVEMBER 2018

DECEMBER 2018

Mentor Meeting Guest Speaker

At the December IG mentor meeting Malak Marzouk from World Trade Centre Toronto explained the export resources available to entrepreneurs including the Trade Acceleration Program.



JANUARY 2019

Lessons from Leaders: Is Work-Life Balance a Myth?

Toolkit Tuesday & Start Your Engine

Environmental Commissioner Diane Saxe helped attendees understand the impact of climate change on businesses.



FEBRUARY 2019

Fuel Injection Cohort 5 Celebration

IG welcomed 23 new projects to the Fuel Injection program.

Workshop: Having a Great Product or Service Isn't Enough!

MARCH 2019

Global Food Summit

As part of a delegation with the City of Guelph, Innovation Guelph supported the participation of three local companies in the Global Food Summit on March 20 to 21 in Munich, Germany.



APRIL 2019

* In December 2018, CBaSE became The John F. Wood Centre for Business and Student Enterprise.



MOVING UP

On March 30, Innovation Guelph moved to a new location at 361 Southgate Drive in Guelph. Situated close to many of IG’s clients, benefits of the Southgate Drive location include increased capacity and on-site parking along with a wet lab space that will be commissioned when funding allows.

Access to the new space was made possible through the generosity of a former client. Looking to give back to the ecosystem that supported their early growth, Mirexus inc. is contributing a portion of Innovation Guelph’s occupancy costs for three years, making the move possible.

“Support from Innovation Guelph accelerated a major project that established our credibility in the global marketplace and set us on a path for growth,” said Phil Whiting, Mirexus President and CEO. “We are happy to be able to pay it forward.”

“Our goal is to provide small and developing businesses with the environment they need to accelerate their growth,

from startup through scale-up,” said Anne Toner Fung, executive director, Innovation Guelph. “We are grateful that it was made possible through the generous and substantial support of one of our long-term clients who has chosen to give back.”

To foster this idea of helping businesses start, grow and thrive, the new space promotes shared energy and shared values with a colocation community. The nature of coworking spaces also leads to business growth by fostering connections through this collaborative network. The Workshop@IG promotes collision, connection, cross-pollination, collaboration and community with a supportive culture of innovation and diversity.

“Our goal is to provide small and developing businesses with the environment they need to accelerate their growth, from startup through scale-up.”



INTRODUCING THE WORKSHOP@IG

Innovation Guelph has created a space that promotes shared energy and shared values in a colocation community. Without the high cost and long-term commitments required with traditional office leases, occupants can pay for only what they need while enjoying the camaraderie of like-minded professionals who walk a similar path. The nature of coworking spaces also leads to business growth by fostering connections through this collaborative network.

Membership features:

- coworking space · designated desks · meeting rooms · kitchenette with free coffee/tea · secure wi-fi · parking & more!

INNOVATION EXPO SEEDING THE FUTURE

Together with Bioenterprise, we celebrated over 100 innovative companies from across Ontario who leveraged federal funding through Innovation Guelph's Fuel Injection or Bioenterprise's Ontario Seed Fund programs at our inaugural Innovation Expo on November 15.

An energetic crowd of over 600 enjoyed learning about the innovations and successes of more than 80 clients of IG and Bioenterprise who exhibited at the event. The crowd was filled with aspiring entrepreneurs, angel investors, students, government representatives, media and many more people who are interested in the entrepreneurial ecosystem.

Greetings from Prime Minister Justin Trudeau and Minister Navdeep Bains underscored the importance and value of helping entrepreneurs across southern Ontario that have innovated across a variety of sectors, including agri-food, agri-tech, manufacturing, social innovation, and sustainable technologies to develop, grow and export. Additionally, MP Lloyd Longfield announced a FedDev Ontario funding extension of up to \$2.28 million for continued program delivery.

We are excited to celebrate the impactful success and growth of more than 80 exhibitors again this year from sectors that include agri-food, manufacturing, social innovation and sustainable technologies. Our second Innovation Expo, with partner Bioenterprise on October 3, 2019 will build on the success of 2018.

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.



DATE

November 15, 2018

SPONSORS

INNOVATION CHAMPION



EXHIBITORS

86

INNOVATION INFLUENCER



ATTENDEES

600+

INNOVATION SUPPORTER



COMPANIES REPRESENTED

115

INNOVATION FAN



HERE ARE JUST A FEW OF THE AMAZING THINGS OUR CLIENTS ACHIEVED THIS YEAR:

UT Comp was nominated for the Manning Innovation Awards.

PlantForm Corporation obtained a license from Defence Research & Development Canada (DRDC) to develop and produce an anti-ricin monoclonal antibody for sale in markets worldwide.

The **Rillea Technologies** web app, SDS RiskAssist™, won the 2018 Canadian Occupational Safety Readers' Choice Award in Canadian Occupational Safety magazine.

Can-Dairy was featured in National Post article "Supply management be damned. Is Canada on the brink of a butter revolution?"

EnvisionSQ partnered with Toyota Motor Manufacturing Canada to help further reduce emissions at Toyota automobile manufacturing plants in Ontario.

Schema App was chosen as one of six companies participating in Communitech's Rev program.

Northern Village became a certified B Corporation.

Quinta Quinoa was one of six finalists chosen to compete for a food innovation award at the Global Food Summit.

Mirexus Biotechnologies Inc. relocated to a newly built expanded headquarters in the Hanlon Creek Business Park.

Appleflats opened new retail headquarters in Shakespeare, Ontario.

Dialectic Solutions launches Vitalogue, a new interactive, scenario-based story app designed to increase knowledge of advance care planning among healthcare.

Jessica Steinhäuser of **Stone House Kachelöfen** won second place at the Masonry Heater Association of North America's 2018 design/build competition.

KPM Power president and founder Karen Lai was named one of 30 applicants in stage two of the Women in Cleantech Challenge.

SpeakFeel Corporation & Sandbox Software Solutions

opened a new collaborative office space.

AceAge selected Applied Recognition's Ver-ID Facial Recognition technology to make their automated medication delivery appliance Karie more secure and user-friendly.

Veriphy Skincare made Chatelaine's 2019 Beauty List.

Tru-ID received the National Research Council award for developing innovative tools for ingredient authentication as well as an Ontario Centre of Excellence award for leadership in molecular diagnostic biotechnology.

Green Circle Dine Ware launched their new eco-friendly, made-in-Canada paper straws at Restaurants Canada Show 2019.

Canadian BBQ Boys, Lucky Iron Fish and Welo appeared on CBC's popular tv show Dragons' Den.

The Making-Box expanded their improv classes beyond Guelph.

Cupanion's Kickstarter campaign raised more than \$15,000 in 30 days to fund the launch of their newly redesigned reusable water bottle.

Stratodynamics Aviation Inc., partnered with Uavos Inc. on HiDRON, a pioneering autonomous high altitude atmospheric monitoring project. In November 2018, HiDRON successfully reached a target altitude of 25km in inaugural test.

Green Table Foods was featured in CTV's "Fields to Forks" video series.

Udderly Ridiculous officially launched their artisanal goat's milk ice cream at the March 2019 One of a Kind show in Toronto.

Rootham Gourmet Preserves won Canada Consumer Survey of Product Innovation - Product of the Year, 2019 in the condiment category for their private label peach ghost pepper sauce.

Dixon's Distilled Spirits launched Trickle Down Rye, the first commercial whisky created in Wellington County.

Do you have a great idea, or is your company just getting started?

We offer both the Gear Up and Supercharger tracks to help accelerate your startup business.

GEAR UP

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

To qualify for this program, potential clients must:

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

SUPERCHARGER

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!

2018 SUPERCHARGER GRADUATES



2018 SUPERCHARGER INDUCTEES



SPONSORED BY



MILLER THOMSON
AVOCATS | LAWYERS



STARTUP CLIENTS
SUPPORTED THIS YEAR

130

COOL CLIENTS



Dixon's Distilled Spirits was the first craft distillery in Guelph. The founders, JD & Vicky Dixon and Kevin (Chevy) Patterson, have a mission to share their love for fine spirits with people across Ontario and beyond. They are passionate about taking quality, local, natural products and fashioning them into artisanal small-batch spirits. Last year, Flaming Caesar Vodka, Wicked Citrus Gin and Wicked Licorice Gin were all winners at the World Drinks Awards.

WHY WE THINK THEY'RE COOL: The Toronto Star highlighted Dixon's canned cocktails in a feature during summer 2018. They unveiled a new whiskey in early 2019 making CTV News. Hand-crafted and 100% Canadian, Dixon's continues to innovate with their no-nonsense commitment to flavour and excellence.



STRATODYNAMICS AVIATION INC.

Stratodynamics provides high-altitude earth observation platforms and services worldwide. Their customizable stratospheric gliders can be launched high into the atmosphere to collect data and statistics for their clients' targeted mission requirements. From proposal writing support to coordinating launch campaigns, from integration and recovery of the payload to data compiling and analysis, Stratodynamics is an active collaborator that assists throughout campaign logistics and data management.

WHY WE THINK THEY'RE COOL: Their HiDRON high-altitude earth observation platform is controlled by UAVOS Autopilot and goes higher than manned aircraft at a fraction of the cost! 100,000 feet performance, followed by a slow, controlled decent allows for high-resolution and targeted data collection, ideal for hard-to-reach locations. Also - Founder & CEO Gary Pundsack is a glider pilot who continually studies wind energy!



SpeakFeel is an enterprise-focused software development firm that builds innovative applications and blockchain technology for a variety of industries. SpeakFeel is offering web and mobile application development services and specializes in building cutting-edge technology. Founder Kelly Brooks' team constantly adapts its services to fit the technology and dynamic landscape.

WHY WE THINK THEY'RE COOL: This female-led STEM company has been recognized for creating an innovative artificial intelligence platform for sports enthusiasts. The platform, Quarter4, will provide professional-level data-driven insights that easily predict team and player performances and will be able to engage with sports enthusiasts of all levels and has been tested in the NBA.



AgriBrink sought to deliver a solution for soil compaction and continue to invest in its research. Their on-the-go tire pressure adjustment system features very rapid (approximately 20 – 40 seconds) deflation while turning into the field. President Jake Kraayenbrink is interested in how tire pressure and tracks affect topsoil stress and how axle load impacts deep compaction.

WHY WE THINK THEY'RE COOL: AgriBrink is reducing soil compaction, protecting soil structure, increasing yield, reducing tire wear and reducing fuel consumption for farmers.

Does your company make \$500,000 or more in annual revenue?
FAST LANE is our program for small to medium-sized enterprises.

FAST LANE

Calling all small to medium-sized enterprises who are ready to scale!

Our **FAST LANE** program, funded by NRC-IRAP, is specially designed to help small to medium-sized businesses overcome their biggest challenges. This program 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 the challenges identified during the diagnostic stage.

SOME OF OUR AMAZING FAST LANE COMPANIES



SME CLIENTS SUPPORTED THIS YEAR

54

SPONSORED BY





The Fuel Injection Round 4 recipients celebrate with Program Coordinator Mickey Campeau on April 12, 2018

FUEL INJECTION

SINCE 2016, FUEL INJECTION HAS DELIVERED A TOTAL OF **\$2,131,444.81** IN SEED FUNDING TO 77 RECIPIENTS

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.

WHAT'S NEW:

- Innovation Guelph announced a total of 34 new recipients in 2018!
- The first Innovation Expo was held on November 15 to showcase all the recipients of federal seed funding through Innovation Guelph & Bioenterprise (more on page 13).
- Original funding was completed in December 2018.
- Due to the tremendous success of this project, Innovation Guelph and Bioenterprise were granted an extension for one more year of projects to be completed by March 2020.

FUEL INJECTION PROJECT RESULTS FROM 2016 TO 2018:

- 52 projects completed through Innovation Guelph
- **\$23,046,359** in Follow-On Private Sector investment attracted
- **\$5,153,637** contributed to projects in ADDITION to seed funding
- 211 innovative new products and/or services commercialized
- **\$20,042,049** sales resulting from commercialization
- 233 full-time equivalent positions created

Program Partner



Sponsor: **MNP** ACCOUNTING CONSULTING TAX

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.



COOL CLIENTS



Recently launched and located in Oxford County, Udderly Ridiculous is on a mission to support agricultural ventures locally and globally, introducing everyone they meet to the pure enjoyment and sophistication of their goat's milk ice cream. Their unique and delicious six flavours of ice cream are available at a number of Sobeys stores, specialty retailers, restaurants and ice cream trucks.

WHY WE THINK THEY'RE COOL: The founders, Cheryl & Greg Haskett, created a Gift a Goat™ program with the support of World Vision Canada. Ten cents from every purchase of a 473ml container of Udderly Ridiculous goes to their Gift a Goat program that purchases goats for needy families in partnership with World Vision. They are making cows jealous everywhere with their unique flavour combinations like Red Wine and Dark Chocolate, Vanilla Bean and Lavender and Coffee and Craft Brew, to name a few.

WOLF GRIZZLY

The first of many products to come, the WG Grill is built entirely out of stainless steel and is engineered to be handed down from generation to generation. With each use, the grill's patina develops: a beautiful coloration that becomes a testament to the adventurer's journey. Weighing in at only 1kg, set up of the M1 Edition Grill takes less than one minute and supports grilling over charcoal, wood and gas fires.

WHY WE THINK THEY'RE COOL: Their outdoor folding grill started before they'd created a product or even an idea! It started with a frustration and determination to make life easier for adventurers wherever they are, no matter their ability. Launched on Kickstarter in 2017, it was 220% funded and met with rave reviews. It was awarded the Radical by Design award as well as an Outdoor Retailer Product of the Year by The Manual.

COOL CLIENTS



Wrist Walk – Keep Your Dog Safe is a dog safety device that offers unparalleled safety for not only the dog but the dog walker as well. Their mission is to be recognized and trusted by dog owners as the essential product that ensures the safety, security and well-being of their canine companion while on walks. With the security that Wrist Walk provides, dog owners will never need to worry about letting go of their dog's leash again!

WHY WE THINK THEY'RE COOL: Wrist Walk was selected as a distinguished recipient of the 50 Over 50 Wise Award for 2018. The flexibility and versatility of putting Wrist Walk around the dog walker's wrist and attaching the tether to the dog's leash is simple, innovative and gives dog owners peace of mind knowing that their beloved pet is safely close to them at all times. All of the materials needed to produce Wrist Walk, including the embroidered web, plastic clips and chrome hooks are made of the highest quality. Each of the safety devices are proudly made in Canada by Founder and CEO Dale McRae.



Laza Food & Beverages Inc. is an Ontario-based developer of unique beverages and frozen Ice Pops based on healthy, natural ingredients. CEO Melku Gebrekristos based her beverages and Ice Pops on two distinct flavour profiles (hibiscus and lemons) and built upon the zesty flavours of ginger, turmeric, mint and moringa. The Ice Pops are real fruit with no added sugar, additives or preservatives.

WHY WE THINK THEY'RE COOL: CEO Melku Gebrekristos brings a passion for quality, integrity, and health to every product she develops. She uses eco-friendly packaging and has been recognized for her hard work, and high-quality with the following awards:

- Finalist in the 2017 SIAL Innovation Award
- 2017 Global Advantage Business Award
- 2016 People's Choice Award for Small Business Star



Cultivating women's entrepreneurial spirit in Guelph and Wellington County

The Rhyze Project is a movement led by Innovation Guelph in partnership with Business Centre Guelph-Wellington that promotes equality and prosperity within our region by providing support and resources to female entrepreneurs and business owners.

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.

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.



SUPPORTED BY



Since 2015, the Rhyze Award has provided funding to women entrepreneurs to help finance their businesses, as well as the mentoring and support they need to grow their businesses long term.

WHATS NEW: In four years, the Rhyze Award has presented more than \$40,000 in support to 23 local female entrepreneurs! In June 2018, 10 finalists pitched for the opportunity to receive one of four cash awards PLUS a matching low interest loan from our founding sponsor - Meridian Credit Union.

Founding Sponsor



Good Biz Guelph

We are honoured to support companies and initiatives that look beyond the bottom line to help contribute to nurturing people, planet and prosperity.

One of the ways we have impact is by being decidedly engaged in efforts that promote sustainability, employees, community and environment. This year we have participated in several exciting initiatives, including:

Smart Cities - Creating Canada's first circular food economy

We are proud partners in the successful City of Guelph and County of Wellington Smart Cities Our Food Future application. Anne Toner Fung, IG's Executive Director, was considerably involved in the preparation and planning, especially within the second of three Our Food Future goals: 50 new circular business and collaboration opportunities by 2025.

Built on the belief that "solutions happen faster through collaboration," this goal involves collaborating with people from various backgrounds and experiences to use "data, technology and innovative thinking to solve food system challenges and create new circular businesses, jobs and social enterprises."

For more information about Our Food Future visit foodfuture.ca.

50x50x50 by 2025 initiative

The City of Guelph and the County of Wellington will create Canada's first circular food economy. Our Food Future has set out to achieve three ambitious goals by 2025:

1. 50% increase in access to affordable, nutritious food;
2. 50 new circular business and collaboration opportunities; and
3. 50% increase in economic revenues by reducing and reimagining our food waste.

Alectra GRE&T Centre

With a seat at the Transition Advisory Board of Alectra Utilities table, Anne contributed to discussions about Alectra's desire to promote innovation and green energy. The Transitional Advisory committee was an initiative resulting from the merger of Guelph Hydro and Alectra. As a committee member, Anne provided strategy guidance on the GRE&T Centre "including the setting up of an Accelerator and making recommendations for potential partners, pilots and demonstration projects."

Sustainability Research

Engagement and Research Coordinator for Sustainability Initiatives, Sam Dent, raised the profile of IG's sustainability portfolio in 2018. To understand what motivates and challenges businesses when it comes to issues of environmental sustainability, Sam contacted approximately 188 businesses in Guelph-Wellington between May and October 2018.

Two *Taking the Pulse of Local Business* blog posts look at the results; Identifying Environmental Sustainability Motivators and Identifying Environmental Sustainability Barriers and Desired Support. These blogs, along with another on social good, are available on our website: innovationguelph.ca/news.

COOL CLIENTS

CUPANION
FILL IT FORWARD

Cupanion believes in a healthy planet and clean water for all. They've created a unique water bottle and program that makes giving water as easy as drinking water. Working with many top universities, schools and forward-thinking innovative companies, they help people fulfill their pledge to make sustainability a part of their lives.

WHY WE THINK THEY'RE COOL: Every Cupanion product ships with a tag that connects to the Fill it Forward™ app allowing users to give clean water with each refill. Cupanion's team has created the world's most empowering reusable bottle - you can give clean water, save our oceans, and track your impact each time you refill. It is really that easy!

envision²

EnvisionSQ is a research and development company that creates innovative air pollution control technologies to provide healthier environments for families and communities around the world. They believe how they do it is just as important as what they do. EnvisionSQ embraces sustainability and diversity in their own operations.

WHY WE THINK THEY'RE COOL: Nine out of ten people around the world breathe air that doesn't meet the World Health Organization's minimum health standards. EnvisionSQ's proprietary SmogStop technology breaks down dangerous toxins in the air, transforming these pollutants into harmless gases and water. SmogStop works in all weather, creates no toxic byproducts and keeps working at maximum efficiency year after year. With the initial two products, SmogStop Barrier and SmogStop Filters, a clearer path to breathing cleaner air is a reality for everyone.

THANK YOU TO ALL OF OUR SPONSORS AND PARTNERS!

GOVERNMENT FUNDING



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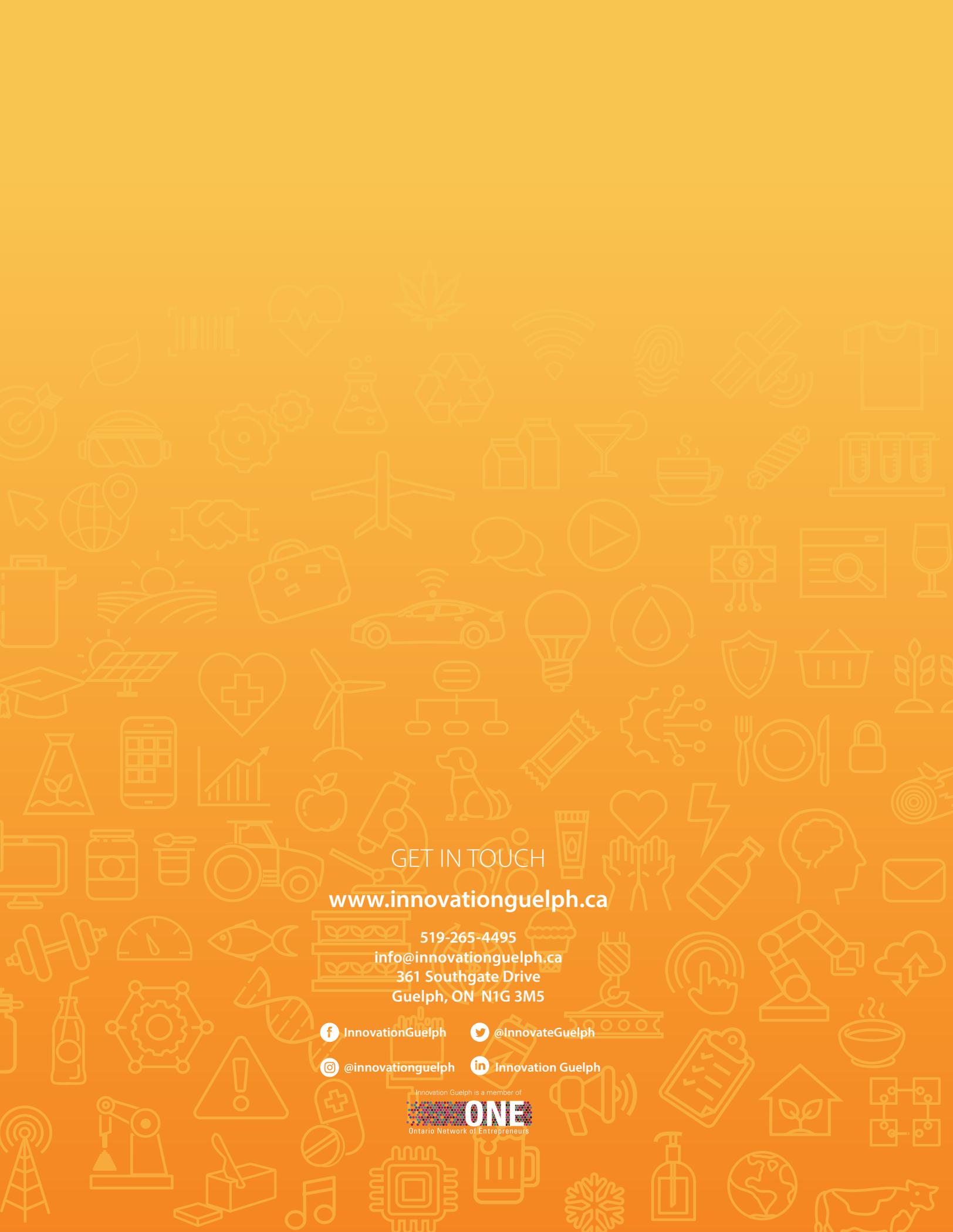


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