



VOLUME 6

INNOVATION GUELPH
ANNUAL REPORT 2019/2020

HELPING INNOVATIVE BUSINESSES
START, GROW & THRIVE

SINCE 2011

TABLE OF CONTENTS

A Message From Our Board Chair	2
A Message From Our Chief Executive Officer	3
About Us	4
Our Impact	5
Our Team	6
IG Mentors and Industry Specialists	7
We've Been Busy	8
Our Clients Rock	10
Our Programs	12
Looking Ahead	16
Sponsors & Partners	17



Suzanne Bone
Chair, Board of Directors

A Message from Our Board Chair

Growth and change have clearly become part of Innovation Guelph's DNA. The team continues to respond with agility as they embrace new programming and pivot to deliver it through new methods. Innovation Guelph's clients have also proven their resiliency and innovation by commercializing new products and building new collaborations.

Three years ago, as the new Chair of Innovation Guelph's Board of Directors, I was delighted to take on the role of steering the dedicated, influential group of community leaders who serve as volunteers on our board. It has also been a pleasure to oversee the first two years of our three-year strategic plan, which has generated such exceptional results. The commitments we highlighted when we launched that strategic plan included building the internal strength and capacity of Innovation Guelph, while collaboratively helping to build the innovation community throughout Guelph, Wellington County and the surrounding area. And my message that year concluded with, "I see remarkable things on the horizon as we continue to partner with the local innovation community to amplify our collective impact within the Innovation Corridor, creating prosperity and wellbeing throughout southern Ontario."

I am happy to say we have made great strides toward those goals and additional strategic objectives. The team has grown in both numbers and strength. The

organization's capacity has been reinforced through new funding sources, additional programs, and an expanded roster of expert mentors. Innovation Guelph has cultivated new partnerships with business support organizations locally, throughout southern Ontario and across Canada, amplifying our impact and directly contributing to the innovation ecosystem and the economy. Yes, I continue to see a bright future for Innovation Guelph!

It has been my honour to lead the Innovation Guelph Board of Directors these past three years. As I reflect on how far the organization has come, I am confident in its continued growth under the direction of the incoming Board Chair, Quintin Fox. Serving in a leadership role for this organization has been rewarding, in no small part because of the calibre of the entire IG team - my fellow board members, CEO Anne Toner Fung, staff, mentors and clients alike. I've been grateful for the opportunity and look forward to watching IG reach new heights.



Anne Toner Fung
CEO

A Message from Our Chief Executive Officer

If ever a year could be described as a roller coaster, it was 2019/2020. It began in uncertainty, as the Province continued a review of Regional Innovation Centres; it steadily gained steam as we launched multiple new programs including two new Rhyze™ programs supporting women entrepreneurs, as well as the Circular Food Economy iHub and our new Agri-Innovation Accelerator; and then it barrelled to a screeching halt mid-March when we, like everyone else, shut our doors because of COVID-19.

That is a lot of change in one year!

Through it all, our growing team of staff and mentors has continued to shine; taking each challenging climb, each terrifying drop, in stride and staying focused on serving the companies we support. Those companies also accomplished some amazing things, even before COVID-19 forced us all to laser-focus.

This past year we've seen our clients perfect everything from a line of flavour infused vinegars to a wearable sensor that measures impact in contact sports to prevent concussion. We celebrated with a high-altitude drone manufacturer when they secured a contract with NASA. We were delighted when four women-led companies we work with received funding from the Women Entrepreneurship Strategy Fund. And we all shared in the sense of accomplishment when one client company won multiple awards for social innovation. All of this, and more, is detailed in the pages of this annual report.

Just before the world changed dramatically, we rounded out the year with another successful celebration of International Women's Day. Together with a dedicated

group of community partners, we were proud to donate the event's net proceeds to Safe Sisters, a program for at risk youth run by the Guelph Y. Little did we know our donation would enable the continuation of this program virtually when the Y was also forced to shut its doors.

Throughout the year, one thing that shone through for me was the resilience and enthusiasm of the IG team as they worked together to navigate a tumultuous year of change. More significantly, they ratcheted things up another notch with a seamless year-end pivot to full online and virtual programming. When our clients were faced with the new, unsettling reality of shutdowns and supply chain disruption, Innovation Guelph programming and people were there to help, without interruption.

More than anything else, this past year has reaffirmed this: when day-to-day ups and downs reach roller coaster proportions, it pays to have the right people on the ride with you!

About Us



Innovation Guelph's agile approach to supporting entrepreneurs and businesses reflects the evolving needs of our clients. We continue to provide mentorship and business support programs and services to help innovative enterprises start, grow and thrive.

Our Impact

We are proud recipients of the University of Guelph, Gordon S. Lang HeForShe Impact Award for our ongoing commitment to gender equity and our Rhyze™ programming for women entrepreneurs including Rhyze Up! and Rhyze Ventures.

We are also proud recipients of the Ontario Enterprise Support CANIE award, for advancing Canadian entrepreneurship through leadership and impact.

Our Programs

Our business acceleration programs are designed for high-potential startups and scale-ups from across southern Ontario that are ready to scale. Innovation Guelph serves as a single point of entry to a province wide network of regional innovation centres and business support services. The outcome is an innovation ecosystem that drives economic growth, supports environmental sustainability and enhances the quality of life for everyone in our region.

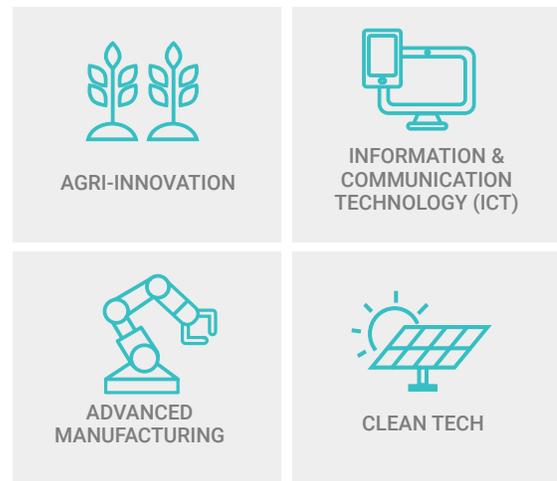
Our 2019-2020 programs include Fast Lane, Gear Up, Supercharger, Fuel Injection, Agri-Innovation Accelerator, Rhyze Up!, Rhyze Ventures and Circular Food Economy iHub.

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.

SINCE 2011, WE HAVE SUPPORTED
OVER 1,285
BUSINESSES
FROM STARTUPS TO SCALE-UPS

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



EACH YEAR, WE SUPPORT

50+
SCALE-UP
COMPANIES



OUR CLIENTS ARE LOCATED
ACROSS SOUTHWESTERN
ONTARIO & BEYOND

Our Impact

WE COULDN'T DO IT
WITHOUT OUR TEAM

12	40+
FULL & PART TIME STAFF	MENTORS & INDUSTRY SPECIALISTS

LAST YEAR, OUR MENTORS
& INDUSTRY SPECIALISTS
PROVIDED CLIENTS WITH

7,040
ADVISOR/CONSULTING
HOURS

THE AVERAGE INNOVATION
GUELPH STARTUP CLIENT
REVENUE IN 2019-2020 WAS

\$129,977

**20% MORE THAN THE
AVERAGE FROM 2018-2019**

IN 2019-2020, ONTARIO
BUSINESSES RECEIVED

\$352,100

IN SEED FUNDING THROUGH
**OUR FUEL INJECTION &
RHYZE AWARD PROGRAMS**

IN 2019-2020 WE SUPPORTED

55 BUSINESSES
FOUNDED/LED BY YOUTH

**WE ARE MOVING THE
NEEDLE FOR WOMEN
IN BUSINESS.**

50%

OF THE COMPANIES WE
SUPPORTED IN 2019-2020
**ARE WOMEN FOUNDED,
CO-FOUNDED OR LED**

IN 2019, WE LAUNCHED

4 NEW PROGRAMS

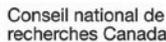
TO SUPPORT BUSINESSES
LOCALLY & ACROSS CANADA

LAST YEAR WE SUPPORTED

67 SCALE-UPS

WITH AN AVERAGE REVENUE
OF \$4,356,599

WE FOSTER COMMUNITY BY WORKING WITH MANY DIFFERENT BUSINESSES & ORGANIZATIONS



Our Team

If there's one thing that binds our staff and mentors together it's our passion for helping others succeed. Our commitment to supporting the success of entrepreneurs and businesses is why we do what we do! That passion is evident in our energy and dedication as we foster innovation within our organization and with our clients. From team meetings, to 'family' lunch, BBQs and our holiday open house, we appreciate opportunities to

connect, collaborate, share ideas and support each other.

This year our team grew with the addition of Katherine Laycock, Ella Henderson, Wes Rowley, Christopher Coghlan and Paige Proulx. Although our meetings and connections have shifted to the virtual setting of Zoom, we continue to be a team that looks for ways to help our clients as is evident in the pages of this report.

Board of Directors

Board Chair



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

Vice Chair



Carol Hunter
Board Director, Governance Expert, Strategic Leader



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



Daniel Atlin
Vice President, External, University of Guelph



Dave McEllistrum
Partner RLB LLP, CEO Amplify



Bob Campagnolo
Vice President, Innovertec



Frank Valeriote
Senior Counsel, Smith Valeriote LLP



Quintin Fox
Director of Training Development and Capacity Resourcing, Gay Lea Foods Co-operative



Phil Wheeler
Senior Commercial Relationship Manager, Meridian Credit Union



Tova Davidson
Executive Director, Sustainable Waterloo Region



Emma Rogers
Executive Director, Children's Foundation of Guelph and Wellington



Paul Larmer
Chief Executive Officer, Semex

Staff



Anne Toner Fung
Executive Director/CEO



Margaret Strybosch
Director of Operations



Mickey Campeau
Program Manager



Linda Horowitz
Program Manager



Katherine Laycock
Program Manager



Christopher Coghlan
Program Manager



Janet Wakutz
Senior Communications Officer



Diana Train
Facility & Event Manager



Snow Conrad
Graphic Designer & Creative Lead



Wes Rowley
Programs Assistant



Ella Henderson
Program Coordinator



Taylor Pace
Communications Assistant

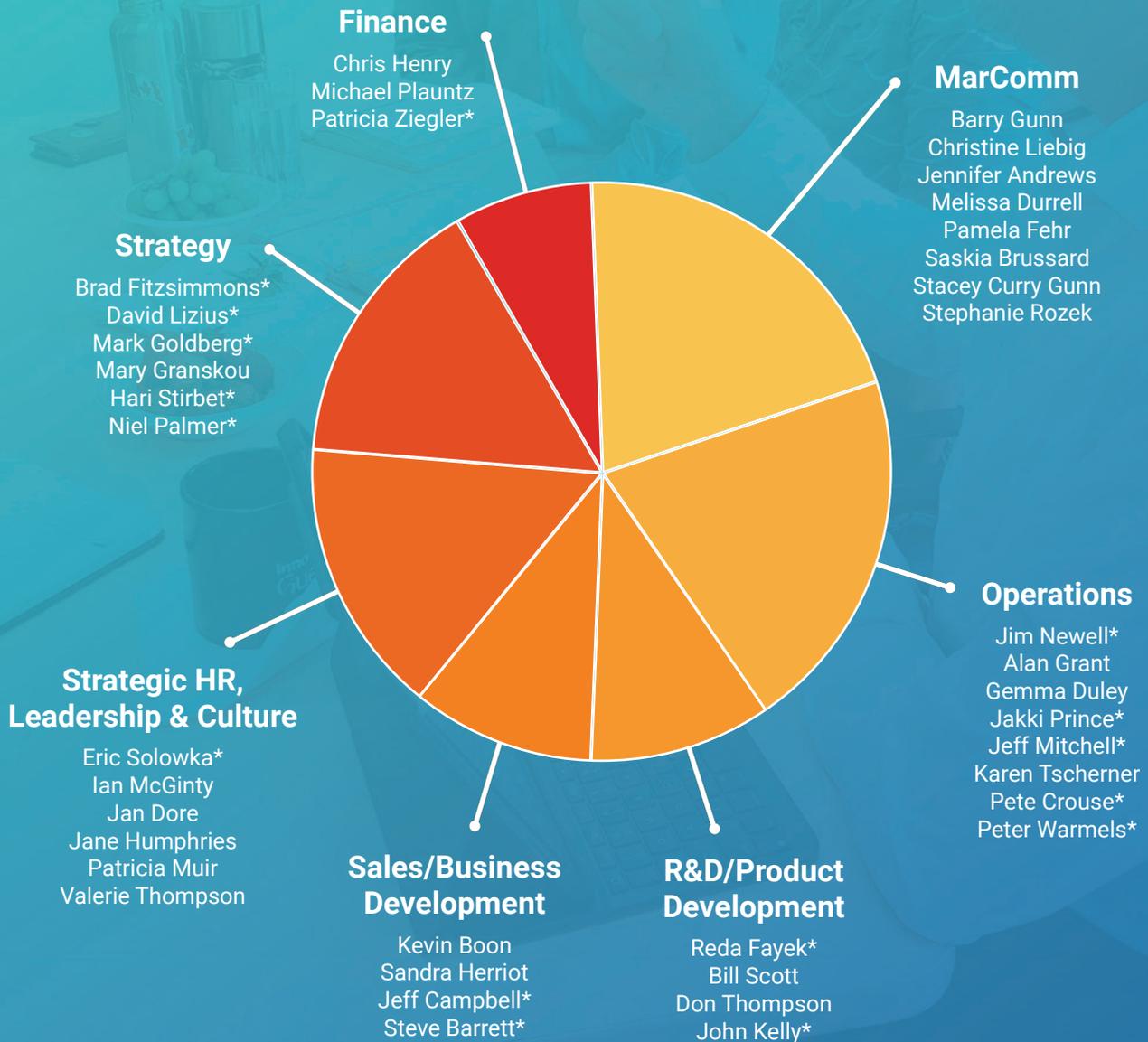


Paige Proulx
CFE iHub Connector

IG MENTORS & INDUSTRY SPECIALISTS

Innovation Guelph's programs and services are supported by our growing roster of Mentors and Industry Specialists.

The businesses we support benefit from their valuable business experience and sector expertise:



* Serial entrepreneurs or have C-Level Executive Experience

We've Been Busy

Some Highlights from 2019-2020

April 2019

April 1 - Innovation Guelph opened our doors at our new expanded location on Southgate Drive

April 26 - Lessons From Leaders: How Do I Create a Socially Responsible Business?

Lessons from Leaders is an ongoing series of discussion panels to help entrepreneurs get a great start to their day! Attendees enjoy coffee and a light breakfast as a panel of highly successful business leaders share their experiences and answer questions about that month's topic.

May 2019

May 14 - Smart Cities winning bid and launch of the CFE iHub

Announced in Ottawa, the City of Guelph and Wellington County won \$10 million in federal grant money through the Smart Cities Challenge. The communities submitted a joint application to create Canada's first circular food economy: Our Food Future. The application, with community partners, articulated a vision to create a food system where everyone can access nutritious food, "waste" becomes a resource, and the impact on our environment is minimal. Innovation Guelph is a proud partner championing this vision with the CFE iHub supporting the creation of new businesses and collaborations that contribute to a circular food economy. *(Learn more about this program on page 13)*

May 14 - 15 IG booth at OCE Discovery 2019

May 21 - Toolkit Tuesday Lunch & Learn: How to use social media to find your customers

June 2019

June 6 - Rhyze Award Pitch Night

The Rhyze Awards are provided to local women entrepreneurs in Guelph and Wellington County. From approximately 70 applicants, 11 were selected to attend a pitch-

camp coaching session before pitching to a panel of judges on June 6. The 2019 Rhyze Award recipients were:

- Active Caregiving, Paige MacLean and Lorien Bellamy (\$10,000)
- Salad Days Farm, Paula Reynolds (\$5,000)
- Just Call Lynda, Lynda Flisak (\$2,500)
- Tapestry Equine Products Inc., Linda Hauck (\$2,500)

June 14 - Grand Opening

IG's move to our new location was celebrated with a Grand Opening covered by CTV Kitchener and attended by staff, clients, politicians and the public. Guests enjoyed refreshments provided via a food truck, tours of the new facility and activities in the yard.

June 27 - Guelph Chamber Awards

A video introduced the nominees at this exciting event where the Innovation Guelph Award for Exceptional Scale-up of the Year honoured three finalists: ArtMed, KPM Power and UT Comp, with UT Comp receiving the award. The Innovation Guelph Award for Exceptional Startup of the Year recognized some of Innovation Guelph's exciting start-up clients including Fixed Gear Brewing, Rillea Technologies and Veriphy Skincare with Rillea Technologies receiving the award.

July 2019

July 22 - Launch of Agri-Innovation Accelerator Program

(Learn more about this program on page 12)

August 2019

August 15 - Innovation Guelph WES funding announcement and launch

Lloyd Longfield announced an investment of \$1,879,983 in Innovation Guelph to direct funding to organizations supporting female entrepreneurs. This investment will help to broaden initiatives for gender equality and advancing the Canadian economy. Innovation Guelph (together with delivery



partners Business Centre Guelph-Wellington, GreenHouse of St. Paul's College, University of Waterloo and the Waterloo Region Small Business Centre), is now providing new Rhyze programming to support women entrepreneurs, including local start-ups, social enterprises and innovation driven, scalable companies. *(Learn more about this program on page 12)*

September 2019

September 17 - Launch of Rhyze Up! National Accelerator
(Learn more about this program on page 13)

September 17 - Toolkit Tuesday Lunch & Learn: Selling on Amazon

September 27 - Lessons From Leaders: How to Create a Workplace Culture

October 2019

Oct 4 - Innovation Expo
Innovation Guelph and Bioenterprise Corporation welcomed a large crowd of investors, buyers and interested public at our second Innovation Expo. This exciting event, the largest of its kind in Guelph, and free to the public, celebrates the success and growth of more than 150 seed funding recipients from across southern Ontario, collaboratively supported. Attendees voted for their favourites

in three categories and the Choice Award Winners received a trophy and gift. They were:

- **Most Engaging:** Udderly Ridiculous
- **Most Innovative:** Avidrone Aerospace
- **Best Display:** My Healthy Kitchen

ontarioinnovationexpo.ca

November 2019

November 28 - IG Featured by CTV as Guelph recognized for tech talent by CBRE

Anne Toner Fung provided context around this recognition during a CTV interview. "The sectors that have always been present in Guelph, now the digital technologies and the software technologies are kind of merging with those other sectors so there's been a bit of an explosion," Toner Fung said.

November 21 - Toolkit Tuesday Lunch & Learn: Building the Online Store of Your Dreams

Madeleine Kennedy from Shopify Waterloo shared tips, answered questions and guided attendees as they set up their Shopify store.

November 28 - How to Finance Your Ag Business Info Session
Our second annual information session featuring representatives from Fair Finance Fund, Farm Credit Canada and Agricultural Credit

Corporation. Speakers shared some of the unique financing opportunities available to agriculture and food manufacturing businesses.

December 2019

December 5 - Rhyze Ventures Kick-off Celebration

Participants and mentors gathered to meet for the first time to celebrate the launch of the first Rhyze Ventures cohort.

December 13 - Lessons From Leaders: B2B Sales in the 21st Century

December 19 - IG Holiday Party

January 2020

January 14 - Rhyze Ventures first cohort classes start

January 21 - Toolkit Tuesday Lunch & Learn: Building Trust in the Digital Age

February 2020

February 19 - Writing a Stellar Canada Summer Jobs Grant Application workshop

March 2020

March 3 - International Women's Day Guelph-Wellington (IWDGW)
Inherent vulnerabilities continue to affect the lives of women of all

ages and stages. With this in mind, the committee for International Women's Day expanded the scope of this year's celebration of women. The March 2020 dinner event, attended by almost 400 guests, featured a marketplace of women entrepreneurs and guest speaker, and Innovation Guelph client, Pamela Barnum. The former undercover police officer and body language expert presented her keynote, "Trust Starts With You." The theme was "Keeping our Sisters Safe" and we were pleased to announce the proceeds of \$5,000 was directed to the YMCA-YWCA of Guelph's Safe Sisters program.

March 11 - Innovation Guelph receives HeforShe Impact Award
Innovation Guelph was honoured to receive the inaugural HeforShe impact award from the University of Guelph for actively supporting gender equality and women entrepreneurship locally and nationally through our Rhyze initiatives.

March 31 - Fuel Injection program completed
After four successful years, the Innovation Guelph Fuel Injection Seed Funding Program that supported the business scale-up projects of startups and scale-ups located in southern Ontario has come to an impressive close. *(Learn more on page 15)*



Our Clients Rock

Here are just a few of the amazing things our clients achieved this year:

Precision Biomonitoring (PBI) awarded 'Build in Canada Innovation Program' Contract to provide PBI's TripleLock™ solution for Onsite eDNA Detection of Organisms for testing by Canadian Food Inspection Agency (CFIA) and Natural Resources Canada (NRCAN) Canadian Forest Service (CFS)

Abokichi named one of the Top 10 finalists at SIAL Canada 2019 for their innovative instant miso soup made with ingredients generated from the byproducts of sake fermentation



Geoff Clarkson, CTO of **UT Comp**, won the Manning Innovation Award in recognition of his pioneering work in developing a safe, non-destructive method for evaluating the reliability of composite materials.



Rakesh Tiku, the President of **inField Solutions**, named one of the Ten Most Creative Corporate Leaders to Watch in 2019 by Mirror Review magazine

AceAge won the 2019 CABHI/MaRS Pitch Competition Award for Innovation in Aging

Rillea Technologies Inc. won the Trail Blazer Award at the 2019 Quinte Business Achievement Awards

Stratodynamics selected as the flight provider in one of 25 projects chosen by NASA's Flight Opportunities Program

Chipmunk Health launched a remote monitoring platform in Ontario to ease the burden of chronic illness on the health care system

SpeakFeel, Wyndham Forensics and UT Comp received funding for projects through the Women Entrepreneurship Strategy (WES)

SoilOptix Inc. received the Excellence in Agriculture, Honourable Mention Award from the Ontario Ministry of Agriculture, Food and Rural Affairs

Evolve Home Builders received Living Wage Employer certification from Guelph-Wellington Taskforce for Poverty Elimination



Cupanion received the Social Responsibility Award in the 2019 Canada Post E-commerce Innovation Awards

Backcountry Wok and **Rillea Tech** took home 2020 Ottawa Bootstrap Awards in the Green and SaaS categories

Quinta Quinoa won Best New Local Supply Partner 2019 and **Mighty Fine Food** won Local Innovation 2019 at the Sobey's Ontario Supplier Awards

Udderly Ridiculous won the Judge's Choice Award at the first ever Royal Agricultural Winter Fair Ice Cream Competition



Fixed Gear Brewing opened a second location in Guelph

Friendly Fables "Rap-a-long Volume 1" album hit No.1 in iTunes Canada's children's music category

Clients Responding to COVID-19

It is our pleasure to support and celebrate our clients who are navigating these challenging times, often pivoting to provide new products and services. They represent the determination and entrepreneurial drive to innovate a new way forward. Here are a few examples of clients who pivoted their business to support the cause:

Wishy Washy Cloth, makers of washable menstrual pads, is now making reusable masks

Dixon's Distilled Spirits switched production to hand sanitizer for health care and the public

Precision Biomonitoring received a letter of intent from the Government of Canada for their innovative point-of-need COVID-19 testing device

Cake Interior Design pivoted to helping businesses prepare for post-pandemic reopening

Hellamaid cleaning services began delivering groceries during the pandemic

EnvisionSQ releases NanoCleanSQ disinfectant coating to curb the spread of COVID-19

Life Recovery Program offered three months of online mental health support free during COVID-19

Amintro shared their online social platform in support of mental health, to lessen the impact of social distancing and loneliness

Our Programs

Launched July 2019

AGRI-INNOVATION ACCELERATOR

Business support to cultivate your
agriculture company!

Who is it for?

If your company is scalable, generating a minimum of \$200,000 in annual revenue and within agri-food, agri-tech and agri-innovation sectors, you may qualify for this program.

Recognizing that agriculture, from farm to fork and kitchen to manufacturing, is supported by ranchers, growers, manufacturers, distributors, scientists, academics, developers, designers, retailers and consumers, our agri-innovation programming has been tailor-made for the agri-food, agri-tech and agri-innovation sectors.

What the program offers:

This program provides over \$5,000 in support for business scale-up services. Our mentors have substantial experience working with a diverse range of ag businesses. They will help you achieve your objectives with a two-phased approach.

Cool Client: Agri-Innovation



New Earth Solutions provides integrated green solutions to improve wellness and lives through connecting with nature. They design, build and maintain living air filters, living roofs, LED grow lights and solar power solutions, while continuing to research and innovate new clean-tech and agri-tech solutions.

Program Sponsored by



Launched August 2019



Transformational Change for
Women-led Business

Who is it for?

Women operating businesses of any size in southwestern Ontario who are ready to take their business to the next level, committed to powerful leadership within their companies & communities and unsatisfied with the status-quo.

Push your leadership and your business to the next level

Rhyze Ventures is a custom-designed program created by women entrepreneurs, for women entrepreneurs. We have crafted a balance of in-class learning, practical hands-on project work, mentorship, and peer-to-peer networking to address your biggest business challenges, push your boundaries, and see you through to implementation.

What the program offers:

Here's what you can expect from the program:

- Classes lead by carefully selected subject matter experts and seasoned business leaders
- One-on-one support from a carefully matched mentor invested in assisting with your personal development
- Hands-on project work with industry specialists to help you develop and implement a tailor-made project to move your business forward
- Building networks with like-minded women, who are up to big things in this world, that can last a lifetime
- The chance to pitch for cash or investment of up to \$25,000

Program Partners



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





Access to experts and leadership coaching to boost business momentum!

Who is it for?

If your Canadian company is scalable, women-led or co-founded, and generating a minimum of \$200,000, you can qualify for this program.

As part of Innovation Guelph's commitment to support women entrepreneurs, the Rhyze Up! national accelerator addresses the unique aspects of women-founded or co-founded companies. The program builds upon our prior successful Rhyze™ women's programming and has been tailored to help you identify an effective path to scaling up!

Through this program, IG offers the greatest acceleration for women-founded scale-ups across Canada who are ready to advance their businesses!

What the program offers:

Companies will receive over \$6,500 in support for business scale-up services. Support includes six one-on-one leadership coaching sessions over a three-month period, along with one virtual (remote) education event.

The program includes a two-phased approach with a deep-dive into your business and access to project funding.

"Access to that level of expertise is not really available to women who come into leadership unconventionally – who aren't serial CEOs"

Gabrielle Serafini CEO // WelTel Health

This program is supported in part by the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP)



National Research Council Canada

Conseil national de recherches Canada



Through a comprehensive regional initiative entitled **Our Food Future**, Guelph-Wellington is working to become Canada's first technology-enabled **Circular Food Economy (CFE)** by 2025, reimagining an inclusive food-secure ecosystem that:

Increases access to affordable, nutritious food by 50%, where "waste" becomes a resource,

creates 50 new circular businesses and collaborations, and

increases circular economic revenues by 50%.

A key component of Our Food Future is the **Circular Food Economy (CFE) iHub** at Innovation Guelph. Launched in January 2020, it supports the creation of new businesses and collaborations that will contribute to the emerging circular food economy through the development of more sustainable food system practices and business models. Led by Innovation Guelph, the CFE iHub links multiple business support organizations in Guelph-Wellington, creating a "no wrong door" model to ensure easy access across the region. These organizations, known as CFE iHub Main Doors, include:

10C
Business Centre
Guelph-Wellington
Innovation Guelph

John F. Woods Centre,
University of Guelph
LaunchIt Minto
Wellington-Waterloo
Community Futures
(WWCF)

In addition, two Connectors have been engaged to strengthen links and share information across the broader network of Our Food Future collaborators and out into the community. To support rural-urban integration, the Connectors are based at WWCF in Elora and at Innovation Guelph/10C in Guelph, respectively.

The aim of the CFE iHub is to foster food system innovation that enhances sustainability and activates circular, regenerative practices. Together with the other elements of Guelph-Wellington's Our Food Future initiative, the CFE iHub will cultivate a rural-urban living lab where entrepreneurs, researchers, social innovators and community members generate and implement novel solutions to complex challenges within the food system.

An initiative of:



GEAR UP

Our GEAR UP and SUPERCHARGER programs are specially designed for startups and early stage companies

Who is it for?

Qualifying Startups and Early Stage companies

GEAR UP is our free program for selected entrepreneurs and startups that want to accelerate their business to revenue and investment.

What the program offers:

Gear Up clients get access to mentoring, education, and networking resources with an estimated value of \$5,000 to \$20,000 per year.

GEAR UP clients that show high potential become eligible to graduate to our SUPERCHARGER program.

SUPERCHARGER

Innovation Guelph's SUPERCHARGER program is a fast-track for high potential companies, and/or companies on Gear Up track who show considerable development.

What's in it for you?

- SUPERCHARGER includes all the components of GEAR UP, PLUS additional Mentor hours (access to special project funds and MORE!).
- Estimated value of \$20,000 – \$40,000 per year.

Cool Client: Startup



Iris Research & Development creates safer, smarter communities through human-centric AI technologies. They create AI-enabled Data Points and Next Generation Applications using existing city assets: V2X (Vehicle to Everything) IoT and open data, to solve community problems and help further Ontario's innovation ecosystem through applied research collaboration, early adopter test pilots and commercialization of Canadian owned innovations.

FAST LANE

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

Who is it for?

To be accepted into the Fast Lane program, companies need to have some of these basic components:

- Generate 1 million or more in annual revenue
- Be in one of the following sectors: agri-food, technology, manufacturing, clean technology, biotechnology, digital media ICT

Our Fast Lane program is specially designed to help you overcome your biggest business challenges!

Fast Lane is a unique program from Innovation Guelph that offers the greatest acceleration for SMEs who are looking to scale up their business! Apply today for a free deep-dive into your business and access to project funding.

What the program offers:

Fast Lane provides over \$5,000 of support for business scale-up services.



DIAGNOSTIC

Members of IG's Lead Mentor team will spend up to 15 hours with you to identify your company's biggest challenges.

COST: FREE for a select group of qualified SMEs. (OVER A \$2,000 VALUE)



TUNE UP

Work with an IG industry specialist or a complete pit crew to accelerate your company through the biggest challenges identified in the Fast Lane: Diagnostic stage.

COST: Fee for service, with up to \$3,000 in matching funds available for approved projects.

This program is supported in part by the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP)



National Research Council Canada

Conseil national de recherches Canada

FUEL INJECTION

The Innovation Guelph Fuel Injection Seed Funding Program that supported business scale-up projects of start-ups and scale-ups located in southern Ontario has come to an impressive close after four successful years.

Fuel Injection facilitated enterprise growth through commercialization, the generation of new jobs and revenue; attraction of follow-on private investment; the launch of new products or services; and cost savings through energy, water or waste innovations. This program provided seed funding on a one-to-one matching basis up to a maximum of \$30,000, and provided support services including mentoring/coaching, market and competitive analysis, financial and marketing strategy, investment preparation, and introductions to strategic partners and was awarded to companies in the following sectors: manufacturing; sustainable technologies; agriculture/agri-food; and social innovation.

Throughout the four-year program, Innovation Guelph had the opportunity to work with 81 amazing companies who are commercializing innovative products and services that are changing the world! While this program is no longer available, it remains a concrete example of IG's role in supporting entrepreneurs and contributing to the economic ecosystem.

Fuel Injection Impact Summary 2017 - 2020:

Companies funded:

81

Jobs created:

402

Sales made from services products launched:

\$31,194,859

Number of products/services launched:

382

Additional follow-on funding and financing received due to project completion:

\$46,453,299

Total seed funding dispersed:

\$2,463,544

Number of companies women owned, co-owned or led:

34

Fuel Injection Recipients



Presented in Partnership with



Wasco Biofilter Systems Inc.





Quintin Fox
Incoming Board Chair

Looking Ahead

The phrase “we are living in unprecedented times” has never been so overused than it has since the beginning of 2020. The impact of the novel Coronavirus across the globe and the ensuing lockdown, both economically and socially, continues to reshape the world we live in. We are facing new paradigms in how we engage with each other on so many levels, in business, in our personal lives and much more.

We have now seen the importance traditional front-line customer facing employees play in retail and service-oriented positions. Our reliance on those working in essential industries such as agriculture, food processing, manufacturing, IT and construction to keep us supplied with goods and services is also evident.

We are also witnessing the discovery of new ways of working and connecting with each other. The new meeting norms on platforms such as Zoom, WebEx and Microsoft Teams have resulted from the rapid switch to remote working. The global pandemic has sparked a lot of innovation internally at Innovation Guelph, including the move of existing programs to virtual platforms; remote working of our team; rapid creation and deployment of new programs; as well as the adoption of new technologies to serve our clients. Our ability to pivot in such challenging circumstances reflects the dedication of our team in serving our clients and stakeholders. The rapid deployment of Leaders Helping Leaders webinars to support businesses struggling with rapid change is one example of how quickly and nimbly the Innovation Guelph team adapted to the new normal.

We have also seen this ability to pivot with our clients and the wider business community. Companies have responded directly to the pandemic by switching to new products and services such as the creation of sanitizing products and PPE for front line medical staff. We have also seen an upsurge of kindness and support with businesses providing special offers even when they

were hurting (in some cases giving away product to help). Another example of this reality is the overall increase in collaboration within the business support network and between businesses. For example, The Guelph Box was started by two recent graduates to help local businesses when they were hit hard. They made bulk purchases from local vendors and resold boxes of these locally sourced products to residents who wanted to support small local companies. A true win-win!

Many other clients have also adapted to offer services in a new way. Whether that means offering 12-week online “yoga for back pain” program (via IG client and chiropractor Kirstie Griffiths) – imagine the hours we’ve all spent sitting in uncomfortable chairs in our home offices; or the work of IG client CAKE Interior Design who reimagined their interior office design services to document the physical distancing and other changes needed to help businesses to reopen. These are just two examples of how our clients and the wider business community continue to proactively find ways to redefine how they do business now and into the future.

We hope that everyone struggling with the impact of this virus finds the resources and support they need. At the same time, may being forced so far out of our collective comfort zone continue to spark innovation and collaboration going forward. This is not a time for retraction and retreat in the face of COVID-19, but rather a time for innovation, creativity and co-operation.

Sponsors & Partners

Government Funding



National Research
Council Canada

Conseil national de
recherches Canada



Corporate Sponsors



Community partners



Innovation Guelph

GET IN TOUCH

innovationguelph.ca

519-265-4495

info@innovationguelph.ca

361 Southgate Drive

Guelph, ON N1G 3M5



InnovationGuelph



@InnovateGuelph



@innovationguelph



Innovation Guelph