

WE HELP INNOVATIVE BUSINESSES
START, GROW, & THRIVE

ANNUAL REPORT

2021-22



Innovation Guelph celebrated its 10th anniversary with a commemorative hardcover book - Discover Us: Innovation Grows Here. It beautifully illustrates the innovative companies and supportive organizations in our ecosystem with impactful photos and engaging stories. Published by Richard Bain and featuring a foreword by John Sleeman, it contains the stories of clients, community partners and more.



For more information on how you can get a copy, contact us at info@innovationguelph.ca

WE ARE REMINDED THAT GUELPH IS SITUATED ON TREATY LAND THAT IS STEEPED IN RICH INDIGENOUS HISTORY AND HOME TO MANY FIRST NATIONS, INUIT AND METIS PEOPLE.

AS A COMMUNITY, WE HAVE A RESPONSIBILITY FOR THE STEWARDSHIP OF THE LAND ON WHICH WE LIVE AND WORK. TODAY, WE ACKNOWLEDGE AND OFFER RESPECT TO THE MISSISSAUGAS OF THE NEW CREDIT FIRST NATION OF THE ANISHINABEK PEOPLES, ON WHOSE TRADITIONAL TERRITORY WE WORK.

TABLE OF CONTENTS

TABLE OF CONTENTS	1
BOARD CHAIR MESSAGE, BOARD OF DIRECTORS & MENTORS	2
CEO MESSAGE & OUR TEAM	3
ABOUT INNOVATION GUELPH	4
STATISTICS	5
OUR PROGRAMS	6,7
SPONSORS	8



A MESSAGE FROM OUR BOARD CHAIR

BOARD OF DIRECTORS, CHAIR
QUINTIN FOX



In 2021, Innovation Guelph celebrated its tenth anniversary, and we marked the occasion in a variety of ways including offering gourmet food boxes containing our clients' innovative products for purchase. We published "Discover Us: Innovation Grows Here," a commemorative book produced by Richard Bain with a foreword by John Sleeman featuring many community partners and clients. We also wrote a series of blogs highlighting the stories of people within Guelph's Innovation ecosystem.

The team worked tirelessly on the October 2021 Ontario Innovation Expo that reimagined the online tradeshow experience making it more immersive, fun, energetic and exciting with a dynamic platform. With over 500 registrations and nearly 8500 minutes of videos streamed, many participants interacted with keynote speakers: Peter Katz, JUNO-Nominated Musician and Storyteller, and JB The Wizard, actor, entrepreneur, and coach. Thanks and congratulations to the Expo's organizing team, our contributors, sponsors and exhibitors.

As we move to have more events in a covid-safe environment, we have upgraded our offices, improving accessibility with funding from Employment and Social Development Canada. This included accessible washrooms, levelling the main floor, automated door openers and event space panels to reduce echo.

It would be very remiss of me to not acknowledge and thank Anne Toner Fung, who retired at the end of 2021. Among Anne's many achievements as CEO of IG, she tripled the staff team, introduced and championed the annual Ontario Innovation Expo and launched four new programs. Her leadership, drive and influence have shaped IG and left it in a formidable position. Thank you, Anne.

We are very pleased that Anne's successor, Alison Crumblehulme, joined us at an exciting time in IG's trajectory. She brings an impeccable track record as a serial entrepreneur and leader.

Finally, the Board of Directors will lose three longstanding and stellar board members, Suzanne Bone, Dave McEllistrum, and Frank Valeriote. We thank all three who brought their unique strengths, skills, and perspectives to the Board.

In a year of unprecedented change and uncertainty, IG has been a beacon of certainty, consistency, and constancy for clients, mentors, the community, and employees who are critical to our work.

Building on our foundation, the IG team delivers high-class programs and initiatives in a variety of innovative formats and methods in the most challenging of circumstances.

Quintin

BOARD OF DIRECTORS



Quintin Fox
Board Chair



Carol Hunter
Vice Chair



Nassim Give



Frank Valeriote



Tova Davidson



Suzanne Bone



Jennifer Riddell



Paul Larmer



Phil Wheeler



Felix Arndt



David McEllistrum



Emma Rogers

MENTOR LIST

Don Thompson • George Staikos • Bob Embleton • Sandra Herriot • Eric Solowka • Brad Fitzsimmons • Hari Stirbet • Britt Bowra • Nancy Carroll
Michael Kimeda • Mark Goldberg • Saskia Brussard • Peter Warmels • Stacey Curry Gunn • Carol Johnston • Ian McGinty • Jenn Gerynowicz
Tim Campbell-Smith • Reda Fayek • Michael Plauntz • Steve Barrett • Kevin Boon • Patricia Muir • Alan Grant • Melissa Durrell • Jennifer Andrews
Anne Toner Fung • Jane Humphries • Mary Granskou • Niel Palmer • Valerie Thompson • Susan Edwards • Maria Sowden Weingarden • Christine Tolton
Francine Piche • Naudia Banton • Jakki Prince • James Newell • Jim Atkinson • Gerry Rowley • Marie-Josée Levesque • Pete Crouse • Linda Fox
Tom Nagy • Randy Stackaruk • Bill Scott • Dave Elton • Lesley Bell • Karen Tscherner • Josh Pries • Christine Liebig • Christine Lieu • Chris Fletcher



A MESSAGE FROM OUR CEO

CHIEF EXECUTIVE OFFICER
ALISON CRUMBLEHULME



When I joined Innovation Guelph as the new CEO in January, it didn't take long for me to reaffirm what I already knew - IG possesses an invigorating passion for innovation, entrepreneurship, and its business community. I am so honoured to have the opportunity to lead this team of talented, dedicated, and conscientious individuals, including our extended team of mentors. The support I received from Anne, the board, staff, mentors, and community partners during the transition was incredible. I couldn't have asked for a more warm and genuine welcome – THANK YOU!

In my first few months at IG, I faced both good and bad news. After nine years, we found out that we would be losing our Fast Lane funding – a popular and successful program designed to support SMEs with at least \$1M in revenue that were ready to scale. During its run, Fast Lane supported over 400 businesses to diagnose and overcome their most significant roadblocks to scaling up. While this door closed, a new one opened when FedDev Ontario announced that it would be investing \$10M in support of i.d.e.a. Fund™. A first-of-its-kind program to be led by IG in partnership with five other Regional Innovation Centres in a collective commitment to support the transition to an inclusive, green economy while addressing a gap in our ecosystem as it relates to under-represented entrepreneurs.

With a continued focus on the future, one of the most important tasks was to complete (in collaboration with the board) our 2023-2025 strategic plan. The result was an ambitious yet achievable plan that we can truly stand behind. The plan will further strengthen our leadership in programming that supports the successful creation, growth and impact of women-led businesses and will leverage our newly developed expertise in circular economy practices to further differentiate IG. Another imperative that resonated deeply with all internal and external stakeholders was to embed equity, diversity and inclusion into our culture and operations. We have committed to creating a culture and environment where all employees and clients feel a sense of belonging, valued for who they are, and empowered to participate and contribute freely. We will strive to ensure that the diversity of our board, employees, mentors, and programming reflect the communities we serve. The team and I are already focused on the initiatives that will allow us to reach these goals and are eager to see them through.

As a former IG client, I have seen first-hand the tremendous value IG brings to entrepreneurs and the innovation ecosystem as a whole. I see an exciting future – as we build upon IG's past successes to create new ways to grow our regional economy and contribute to prosperity in Ontario and Canada.

Alison

We the Team INVESTED IN THE SUCCESS OF OUR CLIENTS.



Alison Crumblehulme
Executive Director/CEO



Margaret Strybosch
Director of Operations



Diana Train
Facility & Events Manager



Mickey Campeau
Program Manager



Linda Horowitz
Program Manager



Christopher Coghlan
Program Manager



Katherine Laycock
Program Manager



Janet Wakutz
Senior Communications Officer



Carly Beneteau
Program Coordinator



Adelaide Manley
Program Coordinator



Jordann Hunsperger
Program Coordinator



Paige Proulx
City Connector



Dan Favalaro
Graphic Designer



Kleita Dule
Accountant



Mia Fortino
Business Analyst



Karolina Salazar
County Connector

ABOUT US

Innovation Guelph continues to execute its commitment to help businesses start, grow, and thrive through program delivery methods that meet the needs of clients while respecting their unique challenges. Through Innovation Guelph's tailored mentorship, education and networking, clients say they have access to business advice and guidance they never thought possible.

Our programs continue to deliver business acceleration for high-potential startups and small to medium-sized enterprises. Innovation Guelph serves as a single point of entry to a provincewide network of regional innovation centres and business support services. The outcome is an innovation ecosystem that drives economic growth, supports a green recovery and enhances the quality of life for everyone in our region.

Read how Innovation Guelph has continued to adapt with agility, supporting clients through our programs including Fast Lane, Startup Program - Level 1 & 2, Rhyze® Up!, Rhyze® Ventures, COIL Evolve Pre-accelerator and COIL Activate Accelerator.

Additional workshops, conferences and networking events engage community partners 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, fosters collaboration, and expands trade opportunities for Canadian businesses.



SINCE 2011, WE HAVE SUPPORTED
**OVER 1,430
BUSINESSES**
RANGING FROM STARTUPS TO SMALL TO
MEDIUM-SIZED ENTERPRISES (SMEs)

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



EACH YEAR, WE SUPPORT

70+
**SCALE-UP
COMPANIES**



WE COULDN'T DO IT
WITHOUT OUR TEAM

17 FULL & PART
TIME STAFF

50+ MENTORS &
INDUSTRY
SPECIALISTS

LAST YEAR, OUR MENTORS
& INDUSTRY SPECIALISTS
PROVIDED CLIENTS WITH

11,704
ADVISOR/CONSULTING
HOURS

SOCIAL NETWORK STATS

87,898 TOTAL WEBSITE VIEWS
AVERAGING **7,324** PER MONTH

OUR CLICK RATE ON EMAILS IS



9%

4% ABOVE THE INDUSTRY AVERAGE

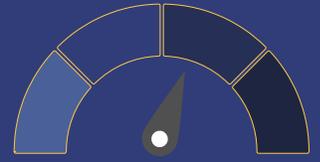


776 PEOPLE REGISTERED FOR OUR MONTHLY TOOLKIT TUESDAY WEBINARS

28% SOCIAL MEDIA REACH

SOCIAL MEDIA ENGAGEMENT **40.75%**

WE ARE MOVING THE NEEDLE FOR WOMEN IN BUSINESS.



61%

OF OUR ACTIVE CLIENTS IDENTIFY AS WOMEN-FOUNDED, CO-FOUNDED OR LED.

PROUD PARTICIPANTS OF **THE 50-30 CHALLENGE**

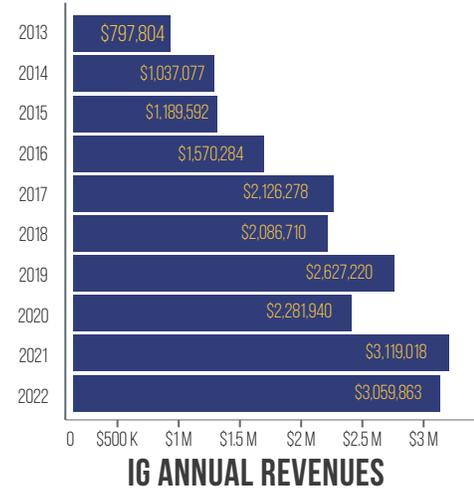
IN 2021 WE LAUNCHED **2 NEW PROGRAMS**

TO SUPPORT BUSINESSES **LOCALLY & ACROSS CANADA**

IN 2021 WE SUPPORTED

142 YOUTH LED
224 WOMEN LED

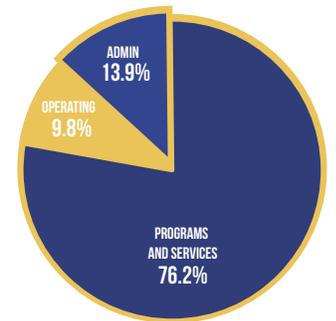
BUSINESSES LOCALLY & ACROSS CANADA



IN 2021 OUR CLIENTS RECEIVED

\$4,015,535 IN GOVERNMENT FUNDING

OUR CLIENTS SUPPORT **3,310** FULL TIME EMPLOYEES



IG EXPENSES 2021 -2022

HELPING COMPANIES REDUCE THEIR CARBON FOOTPRINT

7 UPCYCLED MATERIALS USED
IN 2021-22 OUR CLIENTS REMOVED **56.24** TONNES OF WASTE

THE VIRTUAL INNOVATION expo **STATS**

500 REGISTRANTS



8,432 MINUTES OF WEBCAM FOOTAGE

54 VISITS PER BOOTH

OUR PROGRAMS

ACCELERATE YOUR BUSINESS WITH INNOVATION GUELPH'S CLIENT COACHING & EDUCATIONAL PROGRAMS

“The support, community, and network that being a part of IG have given me is priceless, and the experience has been phenomenal from the beginning. I've recommended IG to several entrepreneurial friends.”

- CHARLENE NADALIN, AMINTRO INC.

“IG is a great resource for small businesses working hard at becoming big businesses. They address gaps in our business plans, day to day issues & help us focus on the big picture and moving forward towards it. It is a huge help having access to the professionals whose knowledge we can tap into.”

- JILL FISHER, LIGHTHOUSE LEMONADE INC.

“It is great to talk to others that are looking in from the outside to get motivation and other input/perspectives. There is always new opportunities available that we have maybe never noticed or looked at before. I look forward to our mentor meetings every month.”

- BEN ROTHWELL, FORWARD INNOVATION INC.

“OES worked with Innovation Guelph to develop a sales methodology program defining how our sales team: prospects, qualifies, proposes, forecasts, and closes deals. The program was quick to develop and provided immediate benefits and ROI. We are very happy and thankful that we decided to work with Innovation Guelph on this important project through their Fast Lane Program.”

- JEFF STEWART, OES INC.

“Innovation Guelph was very helpful in sourcing and providing customized consulting services to support our business growth. Innovation Guelph helped us design a human resource strategy tailored to a particular project, create a marketing strategy for a new business unit, and provided introductions to key individuals in our industry to facilitate networking opportunities. As a result of this experience, I believe all small businesses in Guelph could benefit from the services of Innovation Guelph's Fast Lane Program.”

- SCOTT MARTIN, PRINCIPAL OF ZENITH POWER

“The Rhyze® Ventures program was exactly what I needed after I started my business a year ago. It taught me how to run a business and to work on my business rather than to work in my business. I learnt so much from the classes, I got so much help from my business advisor and industrial specialists, I also made a lot of new connections at the networking events. Thank you to the Rhyze® Ventures program and Innovation Guelph communities for all the work done for our women entrepreneurs.”

- WENQIN ZHOU, WATERLOO ACCOUNTING SERVICES



Access to monthly Startup Community calls, workshops, events, premium opportunities, and resources designed for early-stage, innovative startups. This program is a fully funded educational and networking program for select entrepreneurs with scaling startups and acts as an introduction to all other IG programming. There is no cost to participate. Enrollment is evaluated based on engagement, completion of surveys and timing.



Building upon the foundation of Level 1, this program adds up to 2-hours per month of fully funded mentorship to further personalize the experience for enrolled ventures. This program is ideal for founders looking for additional support and guidance from experts and can be utilized for a maximum of 24 months. All companies with \$0 to \$1M in annual recurring revenue (ARR) with innovative products and services and the potential to scale will be considered. There is no cost to participate. Enrollment is evaluated based on engagement and completion of surveys and is entirely at the discretion of the program manager.

- Significant discounts are available for up to three “a la carte” style consulting engagements (aka 10-hour “Boost” projects)
- Complimentary use of the Workshop@IG co-working space in Guelph for up to 4 days per month

Note: After the fully funded 24 months, additional opportunities are available and can be explored with program staff on an individual basis. Options include, but are not limited to:

- Level 3 – BOGO: Buy one hour with a mentor, receive one fully funded hour for up to a maximum of 12 months
- Graduate into other IG programming at the discretion of program management
- Settle into Level 1 and stay connected and supported (no mentorship) or
- Become alumni of the program entirely

FAST LANE

This program is for SMEs with \$1,000,000 in annual revenue.

Fast Lane is a unique program from Innovation Guelph that offers the greatest acceleration for SMEs who are looking to scale up their business. Funding for Fast Lane ended in 2021. Programming will be on hold until replacement funding is found.



Rhyze® Ventures is a custom-designed program created by women entrepreneurs, for women entrepreneurs. The program combines 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 support you through to implementation.



The Rhyze® Up! national accelerator addresses the unique aspects of women-founded or co-founded companies generating \$200k or more in revenue. The program builds upon our prior successful Rhyze women's programming and has been tailored to help entrepreneurs identify an effective path to scaling up through mentorship support, leadership coaching, and project implementation.



Evolve
Pre-Accelerator

Early-stage support for circular economy businesses is provided through the Evolve Pre-Accelerator. Along with executive-level mentorship and an exclusive circular economy curriculum, companies may have grant and loan opportunities. This program is geared for non-profit, for-profit and social enterprises in southern Ontario.



Activate
Circular Accelerator

Circular businesses with at least \$200k in revenue who are looking to scale in the food and environment sectors receive executive-level mentorship, exclusive circular economy curriculum and grant opportunities.

“Rhyze® Ventures has given me the support I needed to move ahead in my Loving Laughter business. The education modules were valuable; the presenters were both knowledgeable and accessible. The industry specialists guided my work and helped me create impressive marketing materials. My mentor was wise and supportive. The networking opportunities were exceptional - other women in our cohort shared great encouragement, feedback, and ideas. The other Innovation Guelph programs added depth. And I especially appreciated the responsiveness of the Rhyze® Ventures staff. Thank you so much, Rama and Adelaide! Rhyze® Ventures is an extraordinary program; I've recommended it to many other women entrepreneurs. ”

- CAROL LEE HUBERT, LOVING LAUGHTER

“If you're considering whether or not to participate in an Innovation Guelph program – do it! The opportunity to join Rhyze® Up! was presented to us at such a pivotal time in our business and I'm so thankful that we went with it! Working with Innovation Guelph has had such a positive impact on our business. Thanks to the deeply invested and caring program staff, exceptional mentors, and highly customized programming, we were able to solidify a clear roadmap toward both our short-term and our long-term business goals. We're so thankful for all of the support! ”

- VANESSA GRIFFITHS, GIFT BETTER CO.

“Being a part of this program and group of women and mentors has been an absolute gamechanger for my business leadership skills, my business acumen, and in the growth of my business overall. I cannot say enough good things! ”

- JENNIFER PRATT, SEEDING SQUARE

“The COIL program was a great experience in which we were able to draw expertise from skilled mentors and direct more funds towards the core development of our Circular Economy Project. I would recommend this program to any business looking to contribute to the Circular Economy in a big way. ”

- TYLER DE SOUSA, CIRCULR

“I feel so grateful for this opportunity to be a part of the Evolve program, not only because the grant money helped us grow at a faster rate and alleviate heavy start up costs, but the mentorship I received has been very inspiring and helpful. ”

- REBECA PRIME, BECK'S BROTH

“The COIL accelerator is a great program to help a business incorporate circular economy concepts. Unlike other accelerator programs, in addition to funding and mentorship, Activate provides access to really rich video courses and materials to learn about the circular economy that allowed us to understand and use the concepts in real life management. ”

- FUMI TSUKAMOTO, ABOKICHI INC.

“The access to subject matter experts in the space, with industry experience, was invaluable. We covered topics from market research, questions about exporting, to whether your business was investment ready - without Activate, access to this kind of help would have been too expensive at our current stage. ”

- DIHAN CHANDRA, SPENT GOODS

“The Activate Accelerator played a key role in our ability to scale our non-alcoholic product line in an effective and sustainable way. The learnings gained from our mentor and the online program are ones that we will continue to build upon and reference as we grow our business, from both a financial and circular perspective. ”

- MATTHEW STEINMAN, HEARTWOOD FARM & CIDERY

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CORPORATE SPONSORS



FUNDING SPONSORS



COMMUNITY PARTNERS



**HELPING STRENGTHEN
THE ENTREPRENEURIAL
ECOSYSTEM**

GET IN TOUCH

INNOVATIONGUELPH.CA

519-265-4495

INFO@INNOVATIONGUELPH.CA

361 SOUTHGATE DRIVE

GUELPH, ON N1G 3M5