

Date: 2021-04-08

Subject: Bio 9 Ventures Request to City of Brampton

Contact: **Clare Barnett, Director, Economic Development, 905-874-3926, clare.barnett@brampton.ca**

Report Number: Planning, Bld & Ec Dev-2021-468

Recommendations:

1. **THAT** the report from Clare Barnett, Director, Economic Development, dated April 8, 2021, to the Committee of Council Meeting of April 28, 2021, entitled “**Bio 9 Ventures Request to City of Brampton (2021-468; File CE.x)**”, be received.

Overview:

- **Bio 9 Ventures is a Texas based Life Sciences Services firm engaged in venture partnering with small and large enterprises, strategic consulting to investment firms, institutional ventures and enabling cross-border life sciences investments.**
- **Bio 9 is seeking formal endorsement from the City of Brampton in order to build a life sciences cluster in Brampton.**
- **Bio 9 has presented a roadmap of investment milestones to be achieved; this includes a commitment to bring five new start-ups to Brampton in the first quarter of 2021.**
- **The City of Brampton Economic Development team and Strategic Communications staff will support Bio 9 Ventures through joint marketing opportunities once the desired level of success is achieved, bringing five health and life sciences companies to Brampton.**

Background:

The City of Brampton Economic Development Investment Attraction Team met Raj Pallapothu, Managing Director, Bio 9 Ventures, in the Fall of 2020 to discuss potential economic synergies between the City of Brampton's Health & Life Sciences sector, and the companies Bio 9 Ventures is working with. Bio 9 expressed interest in building a Life Sciences Innovation Cluster in Brampton.

Current Situation:

Raj Pallapothu delegated to Committee of Council on March 25th 2021 to share Bio 9's vision of creating a Life Sciences Cluster in Brampton.

Bio 9 Ventures presented the following Cluster Roadmap for Brampton

- 1st year: Immediately launch 5 start-up businesses in Brampton: 3 from the USA and 2 from Europe within healthcare solutions and technologies, subsequently 15 start-ups in the next 3 quarters. Bio 9 ventures will provide these businesses with business development, infrastructure support and corporate development (strategy, collaboration and investments), eventually managing a sustainable Ecosystem.
- 2nd year: Bio 9 ventures plans to develop 'Life Sciences Innovation clusters' through international support, market collaborations and business practices.
- Long-term vision: Create Science and Technology Park for Health and Life Sciences Companies.

Bio 9 Venture's Request of the City of Brampton:

1. Formal Endorsement - Recognize Bio 9 Ventures through a formal endorsement as the City of Brampton's Life Sciences Cluster.
2. Business Partner – Allow Bio 9 Ventures to partner with the City of Brampton in joint marketing activities at domestic and international events as a designated subject matter expert.
3. Market Access – Facilitate introductions to City managed or external life sciences enterprises like hospitals, healthcare systems, public organizations and health welfare initiatives.
4. Growth Enabler- Using the City of Brampton as a base, enable Bio 9 Ventures to grow operations across Ontario and other provinces by facilitating relevant City, Provincial and Federal level references.

Future Considerations:

Communications & Marketing Approach

The City of Brampton will recognize the work of Bio 9 Ventures when they have successfully brought five new health and life sciences companies to the City of Brampton. The Corporation will work with Bio 9 Ventures to develop key marketing and communications initiatives to highlight the success of Bio 9 Venture's mission to build a health and life sciences innovation cluster in Brampton.

Key Tactics:

- **Year 1 (2021):**
 - Once five companies have been established (with a physical presence in Brampton), a communications tactics plan will be created to promote and bring awareness, which will include tactics in partnership with Bio 9 Ventures, based on budget and reach, such as: a media release, social media messaging, digital and print marketing, and inclusion in Economic Development investment attraction products.
- **Year 2 (2022):**
 - As more businesses are brought to Brampton, we will include health and life sciences cluster content to any applicable Economic Development promotional and marketing materials, where aligned with City's economic development and healthcare goals and objectives. Potential tactics can include: marketing to national and international markets, media pitching and interviews, advertisements in annual publications, features of new businesses on our website and social media channels.
 - Include health and life sciences innovation cluster recognition content in future international and national missions, when aligned with the City's Economic Development Foreign Direct Investment (FDI) strategy.
- **Additional opportunities:**
 - Potential inclusion in communications and marketing related to the Ontario government's recent announcement about the new School of Medicine at Ryerson University in Brampton, as well as the new full-service inpatient hospital being developed at Peel Memorial Urgent Care Centre, where aligned with goals and objectives.
- Leverage additional joint marketing and media opportunities as they arise and are relevant.

Term of Council Priorities:

This report supports the Term of Council Priority that Brampton is a “City of Opportunities” and that Brampton will continue to implement the Foreign Direct Investment (FDI) and lead generation program to attract new business to Brampton.

This report aligns with the recent announcements from the Province that a new full-service inpatient hospital is being developed at Peel Memorial Urgent Care Centre and the announcement about a new School of Medicine at Ryerson University in Brampton.

Conclusion:

The City of Brampton Economic Development staff and Strategic Communications Team will support Bio 9 Ventures through joint marketing opportunities once the desired level of success is achieved, bringing five health and life sciences companies to Brampton.

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