

# BRAMPTON innovation DISTRICT

Council Workshop- May, 2021

**INVESTBRAMPTON**.CA

# ***AGENDA:***

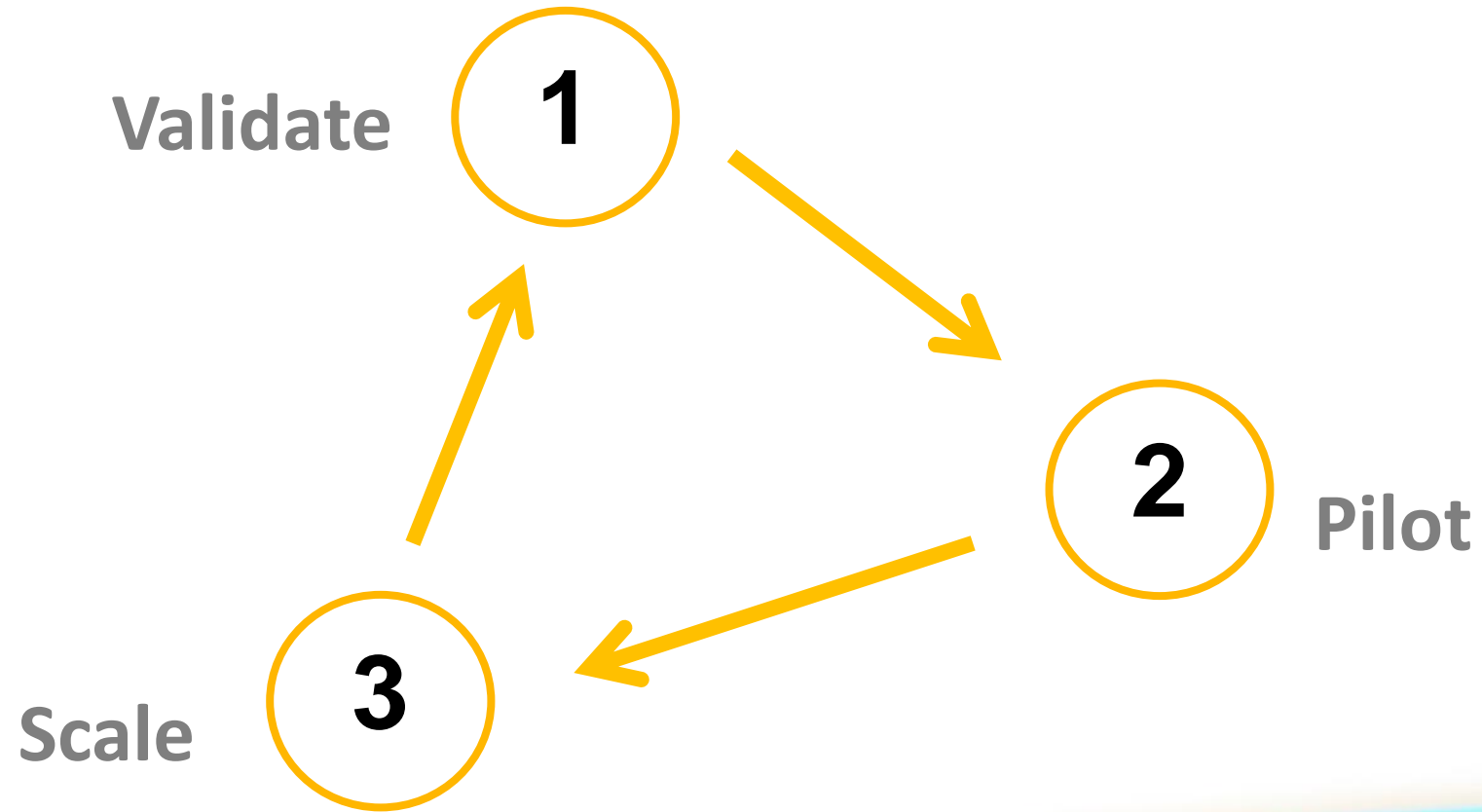
1. Innovation District Vision
2. Innovation District Background - How We Got Here (5 minutes)
3. Supports and Services (10 minutes)
4. Innovation District Recovery Efforts (10 minutes)
5. Why the District?
6. Innovation District - What's next?



# OUR VISION

*Become an **international destination** for innovation and technology companies to build and grow.*

# *Entrepreneurship Led Economic Development*



# ***1. We Validated Brampton's Tech Scene***

- Hackathons
- Robotics Competitions
- Tech Socials
- Start-up Weekends
- Community Coffee & Code
- Venture Capital Flow
- Maker Spaces
- Brampton City Slack

**40+**

**NEW TECH EVENTS ADDED IN YEAR ONE**

**5,000+**

**NEW PARTICIPANTS ADDED IN YEAR ONE**

## ***2. We Piloted an Innovation Space***

- Brampton's first incubator and co-working space
- Owned and operated by the Brampton Entrepreneur Centre (BEC) - The Home of the Hustle
- Provides access to capital, on-site business advisors, workshops, and training

**400+**

**ENTREPRENEURS SUBSCRIBED IN YEAR ONE**

# *3. We're Scaling and Building Our Innovation District*



Ryerson  
Venture Zone  
in Brampton



ROGERS  
cybersecure  
catalyst



FOUNDER  
INSTITUTE

4+

NEW INCUBATORS ADDED IN YEAR ONE

17,000+

SQUARE FEET OF ENTREPRENEURIAL SPACE  
ADDED IN YEAR ONE



# ***Brampton Innovation District: The System***

## EARLY STAGE



## LATER STAGE



## SUPPORT SYSTEMS





# BRAMPTON innovation DISTRICT



- 1: Brampton Entrepreneur Centre
- 2: RIC Centre
- 3: Founders Institute
- 4: Ryerson Venture Zone
- 5: Rogers Cybersecure Catalyst Headquarters
- 6: Rogers Cybersecure Catalyst Cyber Range and Accelerator  
- Led by The Rogers Cybersecure Catalyst and Ryerson's DMZ
- 7: Sheridan Edge
- 8: Rogers Cybersecure Catalyst Accelerated Cybersecurity  
Training Centre

- 9: Ryerson - Chang School of Continuing Education
- 10: Sheridan College
- 11: Algoma University
- 12: Brampton Economic Development Office
- 13: Downtown Brampton BIA
- 14: Brampton Board of Trade
- 15: Future Centre for Innovation
- 16: BHIVE

# ***Innovation District Partner Profiles***

**Broken down into 3 sections**

1. Specializations
2. Audience
3. Resources



# Innovation District Partner Profiles: Specializations

**Brampton  
Entrepreneur Centre**  
+ Co-working Space

**Sheridan** 

  
**FOUNDER  
INSTITUTE**

 **Ryerson  
Venture Zone**  
in Brampton

 **B H I V E**  
BRAMPTON

 **ROGERS  
cybersecure  
catalyst**

 **ric**  
CENTRE

<b>Sector Focus</b>	Mainstreet business, small business, lifestyle entrepreneurs	Social Impact	Sector Agnostic	Sectors that are impactful and relevant to Brampton	Sector Agnostic	Sector Agnostic	Sector Agnostic
<b>Technology Focus</b>	Technology Agnostic	Technology Agnostic	Tech. Agnostic + Cyber Security	Technology Agnostic	Technology Agnostic	Cyber Security	Technology Agnostic- specialty in Clean Tech and advanced mfg.
<b>Other Differentiators</b>	Access to well-recognized Starter Company programs	Access to Sheridan College knowledge pool, expertise and resources	Globally established founder development program + access to international	Access to highly recognized Ryerson Zone Network	Dedicated focus on Start-up Visa Program and newcomer entrepreneurs	Access to Cyber Security Accelerator and Cyber Range	Access to Private Office space + established incubator program and network

# Innovation District Partner Profiles: *Audience*

**Brampton  
Entrepreneur Centre**  
+ Co-working Space

Sheridan **EDGE**

**FOUNDER  
INSTITUTE**

**Ryerson  
Venture Zone**  
in Brampton

**B H I V E**  
BRAMPTON

**ROGERS  
cybersecure  
catalyst**

**ric**  
CENTRE

Mainstreet business (early to late stage)	<b>X</b>	<b>X</b>					
Small Business (early to late stage)	<b>X</b>	<b>X</b>					
Venture fundable start-up (Ideation stage)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>			
Venture fundable start-up (Validation stage)		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Venture fundable start-up (Scale stage)			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>



# Innovation District Partner Profiles: *Resources*

**Brampton  
Entrepreneur Centre**  
+ Co-working Space

Sheridan **EDGE**

 **FOUNDER  
INSTITUTE**

 **Ryerson  
Venture Zone**  
in Brampton

**B H I V E**  
BRAMPTON

 **ROGERS  
cybersecure  
catalyst**

 **ric**  
CENTRE

Co-working Space/ Hot Desk	<b>X</b>	<b>X</b>			<b>X</b>	<b>X</b>	<b>X</b>
Incubation space		<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Business advisory services	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Access to Entrepreneurs In Residence (EIR)			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Networking events	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Foundational business training and workshops	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>		<b>X</b>
Access to funding	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

# ***Business Recovery: RICC***



- E2E COVID-19 Survival Toolkit program geared towards helping tech entrepreneurs recover in the wake of COVID
- Digital Mainstreet DMS Program initiated with Brampton BIA to support tech adoption with Mainstreet business.
- RICC Client MedEssist partnered with Government of Canada manage refills, vaccines, COVID-19 testing, and medication inventory online

**\$75K**

**FUNDING SECURED FOR DMS PROJECTS**

**600+**

**ENTREPRENEURS REGISTERED**

**17**

**COMPANIES GRADUATED**

**INVESTBRAMPTON.ca**

# ***Business Recovery: Founder Institute***



- FI founders raised over \$500K in funding last year
- FI Graduated over 100 founders providing critical pitch training and investor readiness
- Awarded 10 fellowships for Brampton Entrepreneurs to attend Founder Institute

**\$500K+**

**FUNDING RAISED**

**125+**

**FOUNDERS GRADUATED**

**10**

**BRAMPTON FELLOWSHIPS AWARDED**

**INVESTBRAMPTON.ca**

# ***Business Recovery: Rogers Cyber Secure Catalyst***



- Cyber Accelerator launched and graduated its first class of Cyber Security companies
- SANS Cyber Camp talent program
- Launching Small-Medium Business Cyber Readiness Training in a post-COVID-19 world
- Launched K-12 Cyber security youth programming

**\$660K**

**FEDERAL FUNDING SECURED FOR RESKILLING**

**350**

**YOUNG TALENT TRAINED IN CATALYST CYBER CAMP**

**5**

**HIGH-POTENTIAL COMPANIES GRADUATED**

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# ***Business Recovery: RVZ (Sept-Dec 2020)***



- Launched first cohort focussing on Health and Wellness start-ups and reducing burden to a strained health system through digital health
- Secured partnership with Health tech leader, Dynacare
- Develop upskilling and learning entrepreneurial skills for career development

**1500+**

**NEW INTRAPRENEUR/ENTREPRENEURS ENGAGED**

**262**

**TRAINING AND ADVISORY SESSIONS HELD**

**29**

**NEW FOUNDERS IN PROGRAM**

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# ***Business Recovery: Sheridan EDGE +CAMDT***



- Partnership with Coca-Cola to deliver countertop shields to small business
- Production and donation of 2000 face shields
- Continue to support Early-Stage start-ups
- Open Innovation Challenge- a nationwide challenge to reimagine learning and education in our communities launched out of Brampton

**\$75K**

**FUNDING FROM COCA-COLA TO BUILD COUNTERTOP SHIELDS**

**2000**

**FACE SHIELDS BUILT AND DONATED**

**200+**

**ENTREPRENEURS ENGAGED**

**INVESTBRAMPTON.ca**

# Brampton Innovation District Start-up Services

## BRAMPTON INNOVATION DISTRICT START-UP SERVICES

	Brampton Entrepreneur Centre Co-working Space	Sheridan EDGE	FOUNDER INSTITUTE	Ryerson Entrepreneur Zone	EDGE INNOVATION	Ryerson Cybersecurity Catalyst	RIC CENTRE	Brampton Innovation District
AUDIENCE	Mainstreet business (early to late stage)	X	X					X
	Small Business (early to late stage)	X	X					X
	Venture fundable start-up (Ideation stage)	X	X	X	X			X
	Venture fundable start-up (Validation stage)		X	X	X	X	X	
	Venture fundable start-up (Scale stage)			X	X	X	X	
RESOURCES	Co-working Space/ Hot Desk	X	X		X	X	X	X
	Incubation space		X		X	X	X	
	Business advisory services	X	X	X	X	X	X	
	Access to Entrepreneurs in Residence (EIR)			X	X	X	X	
	Networking events	X	X	X	X	X	X	X
	Foundational business training and workshops	X	X	X	X	X	X	X
	Advanced/Specialized business training		X	X	X	X	X	
	Access to funding	X	X	X	X	X	X	
SPECIALIZATIONS	3D Printing and prototyping		X					X
	Sector Focus	Small Business and Mainstreet Business	Social Impact	Sector Agnostic	Sectors that are impactful and relevant to Brampton	Sector Agnostic	Sector Agnostic	Sector Agnostic
	Technology Focus	Technology Agnostic	Technology Agnostic	Tech. Agnostic + Cyber Security	Technology Agnostic	Technology Agnostic	Cyber Security	Technology Agnostic
Other Differentiators	Access to well-recognized Starter Company programs	Access to Sheridan College knowledge pool, expertise and resources	Globally established founder development program + access to international network	Access to highly recognized Ryerson Zone Network	Dedicated focus on Start-up Visa Program and newcomer entrepreneurs	Access to Cyber Security Accelerator and Cyber Range	Access to Private Office space + established incubator program and network	Free access to Lynda.com, 3D printers and additional training

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## BRAMPTON'S TALENT PIPELINE

<p><b>Sheridan</b> Faculty of Continuing and Professional Studies</p> <p>Sheridan's College Innovation gateway connects entrepreneurs and change makers to innovation supports throughout Sheridan and provides direct access to the Centre for Advanced Manufacturing and Design Technologies (CAMDT) and the Entrepreneurship Discovery and Growth Engine (EDGE) Hub at Brampton Davis Campus. The Davis Campus in Brampton is Sheridan's largest campus with more than 12,000 students.</p>	<p><b>Ryerson University</b> <b>ROGERS cybersecurity catalyst</b></p> <p>Provides an intensive cybersecurity training and certification program designed to produce high quality cyber talent by providing students from diverse backgrounds the skills they need to launch careers in the cybersecurity sector. This not-for-profit organization is owned and operated by Ryerson University and provides training and certification, support for cyber scale-ups, applied R &amp; D and more.</p>
<p><b>Algoma University</b></p> <p>Algoma University's Brampton Campus includes the Algoma School for Business and Economics, and offers four-year degree programs in Business, Economics and Computer Science, with an upcoming Psychology degree and Certification in Community Economic and Social Development.</p>	<p><b>Ryerson University</b> <b>The Chang School of Continuing Education</b></p> <p>The Chang School of Continuing Education offers courses on Computer Security and Digital Forensics. Classes include Computer Network Security and Security Architecture and Design.</p>

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# Brampton Innovation District Start-up Services Summary

## BRAMPTON INNOVATION DISTRICT START-UP SERVICES

Brampton Entrepreneur Centre Co-working Space	Sheridan ED3 LG3	FOUNDER INSTITUTE	Ryerson University Venture Zone	BHIVE	Ryerson University ROGERS cybersecure catalyst	ric CENTRE
Audience	Audience	Audience	Audience	Audience	Audience	Audience
<ul style="list-style-type: none"> <li>Early stage- established</li> <li>Small and main street businesses</li> </ul>	<ul style="list-style-type: none"> <li>Venture fundable</li> <li>Early-stage start-up</li> <li>Social enterprise</li> <li>Sheridan College students and alumni (*not a requirement)</li> </ul>	<ul style="list-style-type: none"> <li>Venture fundable Start-ups</li> <li>Cyber security start-ups</li> <li>High potential founders looking to develop skills</li> <li>Start-ups located across the GTA and beyond</li> </ul>	<ul style="list-style-type: none"> <li>Venture fundable Start-ups</li> <li>Start-ups located across the GTA and beyond</li> </ul>	<ul style="list-style-type: none"> <li>Newcomer entrepreneurs</li> <li>Empowering immigrant start-ups to scale up faster and create business value</li> </ul>	<ul style="list-style-type: none"> <li>Cyber security professionals, start-ups and scale-ups</li> </ul>	<ul style="list-style-type: none"> <li>Technology-based start-ups and scale-ups in Peel Region</li> <li>Advanced Manufacturing, CleanTech, IOT</li> </ul>
Resources	Resources	Resources	Resources	Resources	Resources	Resources
<ul style="list-style-type: none"> <li>Co-working space</li> <li>Access to funding</li> <li>On-site small business advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Incubation space</li> <li>Access to funding</li> <li>Access to start-up advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Globally recognized and specialized training for founders</li> <li>High powered mentor network</li> <li>Scholarships available for Brampton based companies</li> </ul>	<ul style="list-style-type: none"> <li>Incubation space</li> <li>Access to funding</li> <li>Access to tech focused advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Start-up Visa application support</li> <li>Immigration support</li> <li>Incubation space</li> <li>Access to funding</li> <li>Access to tech focused advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Incubation space</li> <li>Private offices</li> <li>Access to funding</li> <li>Access to tech focused advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>	<ul style="list-style-type: none"> <li>Incubation space</li> <li>Private offices</li> <li>Access to funding</li> <li>Access to tech focused advisors</li> <li>Business fundamental training seminars</li> <li>Networking events</li> </ul>
Specializations	Specializations	Specializations	Specializations	Specializations	Specializations	Specializations
<ul style="list-style-type: none"> <li>Small Business focus</li> <li>Technology agnostic</li> <li>Access to well-recognized Starter Company Programs</li> </ul>	<ul style="list-style-type: none"> <li>Social Impact focus</li> <li>Technology agnostic</li> <li>Access to Sheridan College knowledge pool and resources</li> </ul>	<ul style="list-style-type: none"> <li>Sector agnostic</li> <li>Tech agnostic + cyber security</li> <li>Access to globally established founder programs and international network</li> </ul>	<ul style="list-style-type: none"> <li>Focused on sectors impactful to Brampton</li> <li>Technology agnostic</li> <li>Access to Ryerson zone network</li> </ul>	<ul style="list-style-type: none"> <li>Sector and technology agnostic</li> <li>Dedicated focus on Start-up Visa Program and newcomer entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>Sector agnostic and Cyber Security focus</li> <li>Access to Cyber Security Accelerator and Cyber Range</li> </ul>	<ul style="list-style-type: none"> <li>Sector and technology agnostic focus</li> <li>Access to private office space + established incubator program and network</li> </ul>

IDEATION

START-UP

SCALE-UP

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<p>Algoma University's Brampton Campus includes the Algoma School for Business and Economics, and offers four-year degree programs in Business, Economics and Computer Science, with an upcoming Psychology degree and Certification in Community Economic and Social Development.</p>	<p>The Chang School of Continuing Education offers courses on Computer Security and Digital Forensics. Classes include Computer Network Security and Security Architecture and Design.</p>



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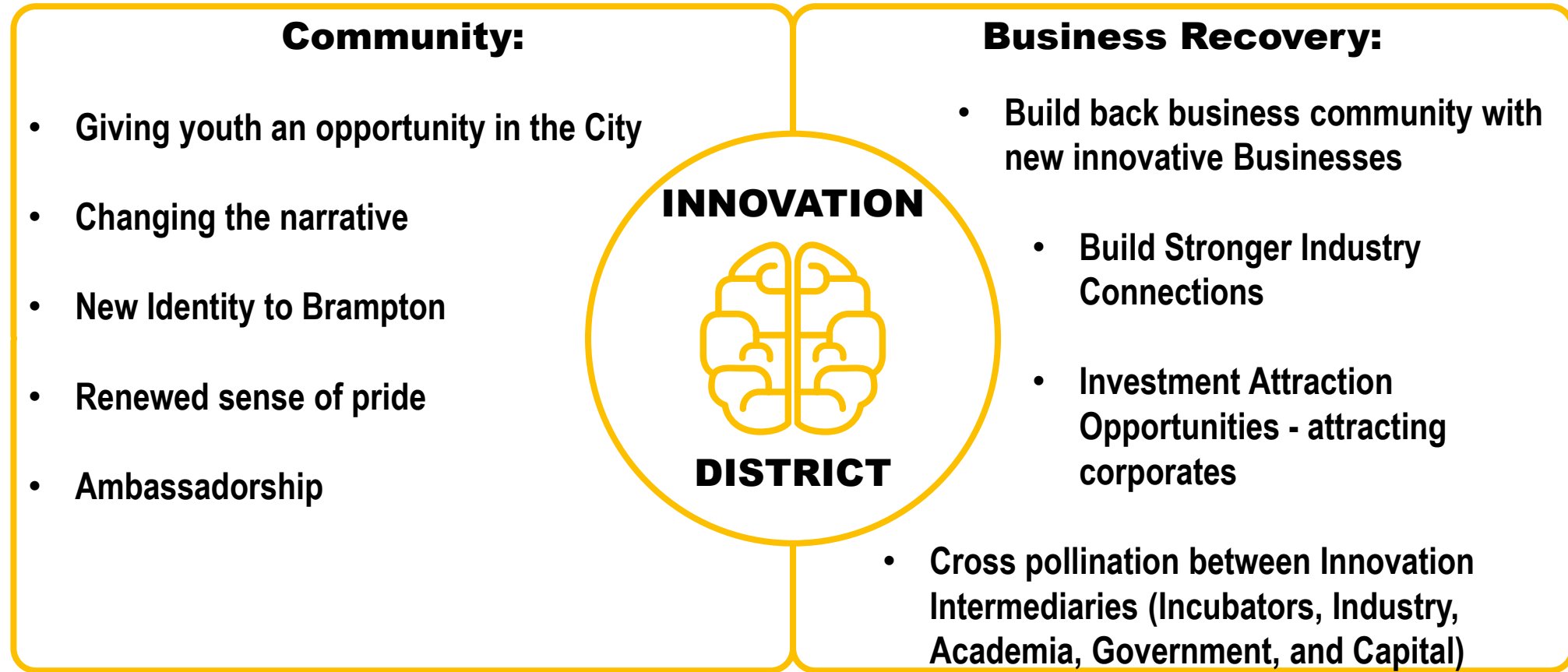


# ***AWARD-WINNING INNOVATION DISTRICT***

Brampton's Innovation District has been recognized by the IEDC for our collaborative partnerships with educational institutions.



# ***Why the District?***



# ***What's Next for the District?***

- Raise awareness of the Innovation District by leveraging strategic and impactful marketing opportunities
- Leverage our **transit connections** to position us as a home for talent and technology companies.
- Continue to **differentiate** Brampton's Innovation District from other ecosystems in the region
- Explore program development for BIPOC entrepreneurs and underserved communities
- Attract innovation-style investments and development such as co-living/co-working
- Engage with **Corporate Canada** to find collaboration opportunities in the District
- Identify and cultivate Innovation District **compliments** such as an entertainment district, creative culture district food districts, fashion district and legal innovation districts.

***BRAMPTON MEANS  
BUSINESS NOW***