



techalliance

of southwestern ontario

FISCAL YEAR 2021 ■



WHO WE ARE.

We are the place for dreamers, innovators, and world-changing ideas.

We empower world-class ventures and fuel growth in Canada's innovation economy. We do this collaboratively by championing, coaching, and amplifying businesses, while fostering a vibrant technology community of innovators.

OUR BOARD OF DIRECTORS.



Keith Murray | Chair
VP, Operations,
Autoverify



Konrad Konnerth | Vice Chair
Owner,
Konnexio



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Partner,
MNP



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CFO & Co-founder,
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Partner,
Siskinds



Brennon D'Souza
Founder,
DIBZ



Anna Foat
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Transformation Office,
Sun Life Financial



Christine Haas
Co-Founder & CEO,
Renix Inc.



Ian Haase
Co-Founder,
Motif Labs



Heather Macpherson
Founder & CEO,
The Minery Ltd.



Brian Maxfield
President,
ODEA



Dr. Asha Parekh
Co-founder & CEO,
Front Line Medical
Technologies



Michael Schmalz
President,
Digital Extremes



David Strucke
CEO,
Media Sonar Technologies

HARNESSING WORLD-CLASS TALENT.

1320

Jobs created, posted & promoted for prospective or current talent pool

151

Employer & student participants through Tech Talent Exchange

67

Participants of inclusive experiences designed for newcomer and/or in-demand talent

162

Introductions & referrals made between talent, potential employers & ecosystem partners

174

Industry experts, mentors & thought leaders engaged through experiences

PUTTING BUSINESSES FIRST.

In collaboration with **72** regional partners, we connect entrepreneurs to vibrant experiences in the innovation economy

5577%

Increase in capital raised by innovative companies

29

Different markets & industries

779%

Increase in engagements with key stakeholders & political influencers

31

Capital investment readiness experiences



FOSTERING AN **ENTREPRENEURIAL CULTURE.**

134

Educational,
networking &
community
experiences hosted

4,519

Connections
facilitated for
entrepreneurs &
tech talent



145%

Increase in positive
brand exposures &
media visibility for
tech companies &
London

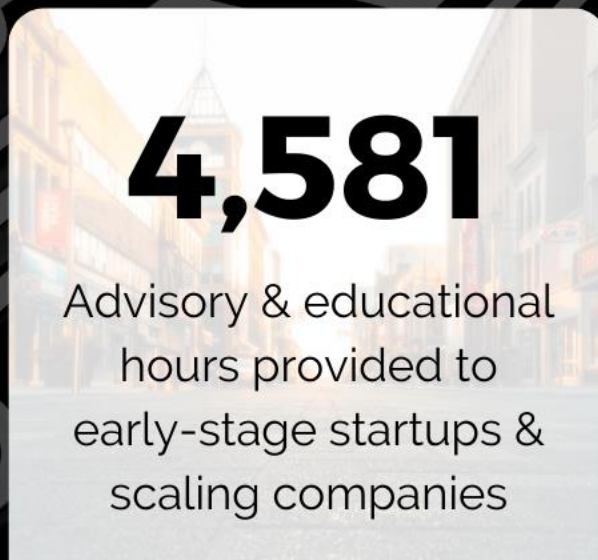


38

Regional alliances &
industry collisions
intended to support
founder navigation
through ecosystem &
private or public
funding opportunities

4,581

Advisory & educational
hours provided to
early-stage startups &
scaling companies



KEY INITIATIVES.

VENTURE GROWTH

GROW Accelerator
E 1.0 Innovation Academy
Design Challenge
5-10-15 Challenge
Proteus Innovation Competition

INDUSTRY

Masterclasses
Fireside Chats
Peer-2-Peer Groups
Office Hours
City Studio

TALENT

Tech Talent Exchange
Tech Connect
The (Rebuild) Roster
Job Board

COMMUNITY

Digital Main Street
The Most Local Time of the Year
Limitless
Smashing Barriers
StaySafe London



AMPLIFYING #LDNONT.

257%

Increase in
website visitors

19%

Increase in social
media Followers



Hon. Mélanie Joly



Hon. Victor Fedeli



MPP Jeff Yurek



Hon. Monte McNaughton



MP Kate Young



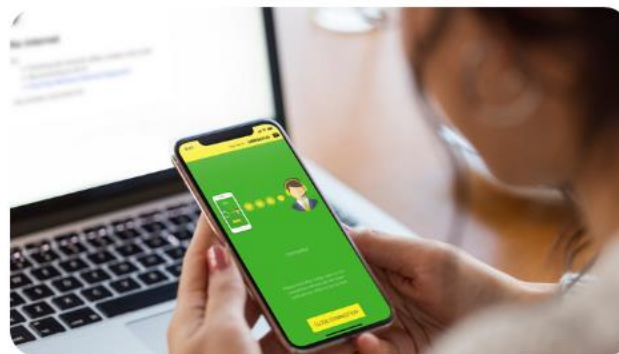
MP Peter Fragiskatos



Fuel delivery app ReFuel Mobile raises \$2.5M to expand footprint and technology



Paystone adds \$30M in funding totalling \$99M raised in 2021



Start.ca releases StartCARE app to make internet troubleshooting easier



Kabo delivers peace of mind to health-conscious pet parents

ELEVATING EXPERIENCES.

Our experiences engaged over **4500** innovators, entrepreneurs & industry professionals in FY2021

Through our insightful **Fireside Chats**, and impactful **Masterclasses** with thought-leaders sharing bold initiatives, we empower innovative entrepreneurs and tech talent to connect, learn and grow.



TECHALLIANCE
MASTERCLASS

IP Considerations for Entrepreneurs in the New Economy



Natalie Raffoul
Brion Raffoul LLP

ELEVATING EXPERIENCES.

Smashing Barriers

In the spirit of prioritizing diversity, addressing equity, committing to inclusion and recognizing that there are barriers still to remove, **TechAlliance**, **Women in Communications and Technology**, **All Women L.E.A.D.**, **Pillar Nonprofit Network** and **SWO Angels** proudly presented Smashing Barriers, an inspiring keynote and robust panel discussion calling **380** women and allies to action.

SPONSORED BY



MONDAY, MARCH 8, 2021 | 4 PM

SMASHING BARRIERS

#SMASHINGBARRIERS

techalliance
of southwestern culture



SWO
ANGELS

WCT FCT

ELEVATING **EXPERIENCES.**

Limitless: A Celebration of Regional Innovation

The inaugural **Limitless** put a spotlight on the forward-thinkers, progressive work environments and the year's ground-breaking innovations representing the triumphs of today and the successes of tomorrow.

Our 5 winners were: **Marlow, Start.ca, VidHug, HUX** and **Saumik Biswas of Pathlogix**

LIMITLESS
A CELEBRATION OF REGIONAL INNOVATION

ELEVATING **TALENT.**

The (Rebuild) Roster

Created with the intention to bridge the gap between talent and employers, The (Rebuild) Roster has become host to qualified professionals seeking meaningful work opportunities, and a helpful resource for leaders and hiring managers.

In November of 2020 The (Rebuild) Roster was recognized as one of **Future of Good's Canada's Top 100 Recovery Projects.**



ACTIVATING **FUNDING FOR INNOVATION.**

Recovery & Rebuilding the Region Design Challenges

In April 2020 **TechAlliance, Pillar Nonprofit Network** and **Libro Credit Union** recognized that the day-to-day needs surrounding COVID-19 were constantly changing, time was of the essence and innovation couldn't wait.

\$20,000 each in seed funding & business acceleration services were awarded to **Go Fog It** and **Beecuz**.



REC  **VERY**
& REBUILDING
T H E R E G I O N
DESIGN CHALLENGES

ACTIVATING **FUNDING FOR INNOVATION.**

5-10-15 Main Street Innovation Challenge

\$60,000 in seed funding & business acceleration services

4 solutions creating immediate results for main street businesses.

Bolstering main street businesses is vital to Southwestern Ontario's economic recovery. TechAlliance's 5-10-15 Main Street Innovation Challenge is a solid example of how innovation can help transform businesses and prepare for opportunities ahead."



—Ed Holder
Mayor, City of London

THE 5•10•15 MAIN STREET INNOVATION CHALLENGE

APR 2020 - MAR 2021

ACTIVATING **FUNDING FOR COMMUNITY.**

The Most Local Time of the Year

A Digital Main Street Project with **EXAR Studios** and **Downtown London**. Leveraged EXAR Studios' innovative tourism Engage ARt app, Attracting families to the downtown core and delivering a festive AR experience to London,

"We are thrilled to work with TechAlliance and EXAR Studios to bring a holiday-themed augmented reality experience to downtown London. The experience is a great way to draw visitors downtown and in front of our many unique businesses."



—Barbara Maly
Executive Director of Downtown London

**THE MOST LOCAL
TIME OF THE YEAR**
**AN AUGMENTED REALITY
HOLIDAY EXPERIENCE**



ACTIVATING **FUNDING FOR RECOVERY.**

StaySafe London

Working together, **The London Chamber of Commerce** and **TechAlliance** launched The StaySafe™ London Rapid Antigen Screening Program. Through this initiative, small and medium-sized businesses in London, ON can engage in self-administered rapid antigen screening to asymptomatic employees.

To date over **50,000** kits have been distributed to over **1000** businesses.

The logo for StaySafe LONDON is displayed on a blue rounded rectangular background. The word "StaySafe" is written in a large, white, sans-serif font with a trademark symbol (TM) to its upper right. Below "StaySafe" is a red rectangular sign with the word "Open" written in a white, cursive script. To the right of the sign, the word "LONDON" is written in a smaller, white, all-caps, sans-serif font.

StaySafe™
Open **LONDON**

CONTACT US.



techalliance.ca



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[TechAlliance of Southwestern Ontario](https://www.linkedin.com/company/TechAlliance%20of%20Southwestern%20Ontario)



[@TechAllianceLDN](https://www.instagram.com/TechAllianceLDN)



[@TechAlliance](https://www.facebook.com/TechAlliance)

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techalliance

of southwestern ontario

APPENDIX ■

INNOVATION IN ACTION.



Daniel Kharlas
Co-Founder & COO



Ben Switzer
Co-Founder & Chief
Growth Officer



Shishir "S" Pande
Co-Founder & Chief
Strategy Officer



Edward Platero
Co-Founder



EXAR STUDIOS

EXAR Studios is a digital creative technology company dedicated to improving cities and communities. The company's London-built Engage ARt is an augmented reality app showcasing local arts and culture and sustainable, smart tourism.

As a **GROW Accelerator** venture EXAR Studios **delivered AR experiences accross North America**, including 2 projects for Digital Main Street and grew their team to **12+**.

INNOVATION IN ACTION.



Asha Parekh

Co-Founder & CEO



Adam Power

Co-Founder & CMO



FRONTLINE MEDICAL TECHNOLOGIES INC.

Front Line Medical Technologies is a medical device company lowering the barriers to bleeding control and resuscitation worldwide. The company offers a life-saving tool, the COBRA-OS™ (Control of Bleeding, Resuscitation, Arterial Occlusion System) to help patients survive emergency situations.

The COBRA-OS™ milestone for the former **BURST** venture comes after three years of research and development making it the smallest REBOA (Resuscitative Endovascular Balloon Occlusion of the Aorta) device on the market.

INNOVATION IN ACTION.



Matt Grossi
Co-Founder
& President



Marco Grossi
Co-Founder



ORCA INTELLIGENCE

Orca delivers cutting-edge integrated supply chain technology that helps create efficiencies to save users money. No more searching for shipment data, guessing freight partners' performance or blindly serving clients with sub-par transportation providers. Their software ensures that supply chain analytics are at the users fingertips.

As a **GROW Accelerator** venture and by using the capabilities of TechAlliance and OCI, Matt and Marco were able to build their company faster, farther and better. This September they were awarded the **London Chamber Small Business of the Year**.

"We were able to de-risk the business within the confines of our local community. It was critical to us to gain the initial funding to build the scalability and efficiency into the system. The stability of our platform gave us the confidence to generate new sales and scale quickly." — Matt Grossi

INNOVATION IN ACTION.



Brennon D'Souza
Founder



DIBZ

A novel technology that changes the ticket-holder experience, DIBZ offers instant seat upgrades in stadiums, arenas and concert-halls, matching powerful technology with an easy user experience.

As an **Entrepreneur 1.0 Bootcamp** graduate, **GROW Accelerator** venture, and a member of TechAlliance's **Board of Directors**, DIBZ was accepted into **Comcast NBCUniversal's first annual SportsTech Accelerator**.

"Acceptance into the NBCUniversal Comcast SportsTech accelerator firstly means validation of my vision for seat upgrades everywhere, and secondly it means that DIBZ will receive investment, support and resources from a media and entertainment powerhouse, with a tremendous reach in the marketplace" — Brennon D'Souza

GROWING OUR ECONOMY.

London will develop a top-quality workforce.

**Our measurable commitments to
London's Strategic Plan**



Increase access employers have to the talent they require.

- Industry experts, mentors, and thought-leaders engaged through experiences
- Innovators, entrepreneurs, and industry engaged through experiences
- Roles created, posted, and promoted for prospective and current talent pool

Increase opportunities between potential employers, postsecondary institutions, and other employment and training agencies.

- Employer and student participants through TTX Tech Talent Exchange series
- Participants of inclusive experiences designed for newcomer and/or in-demand talent
- Introductions or referrals made between talent and potential employers, and ecosystem partners

GROWING OUR ECONOMY.

London is a leader in Ontario for attracting new jobs and investments.

**Our measurable commitments to
London's Strategic Plan**



Increase partnerships that promote collaboration, innovation, and investment.

- Regional partners and connectivity for vibrant experiences in the innovation economy
- Advocacy with key stakeholders and political influencers

Maintain foreign investment attraction, local retention, and growth and entrepreneurship support programs.

- Different markets or industries
- New startups, exits, mergers or acquisitions in the tech sector
- Capital investment readiness experiences
- Capital raised by innovative companies

GROWING OUR ECONOMY.

London creates a supportive environment where entrepreneurs, businesses, and talent can thrive.

Our measurable commitments to
London's Strategic Plan



Increase access to supports for entrepreneurs and small businesses, and community economic development.

- Educational, networking and community experiences hosted
- Positive brand exposure and media visibility for tech companies and London, ON
- Connections facilitated for entrepreneurs and tech talent to strengthen network and best practice sharing
- Advisory or educational hours provided to early-stage startups and scaling companies
- Regional alliances and industry collisions intended to support founder navigation through ecosystem and private or public funding opportunities