



techalliance

of southwestern ontario

FISCAL YEAR 2022

APRIL 1, 2021 - MARCH 31, 2022



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.

APR 2021 - MAR 2022

OUR BOARD OF DIRECTORS.



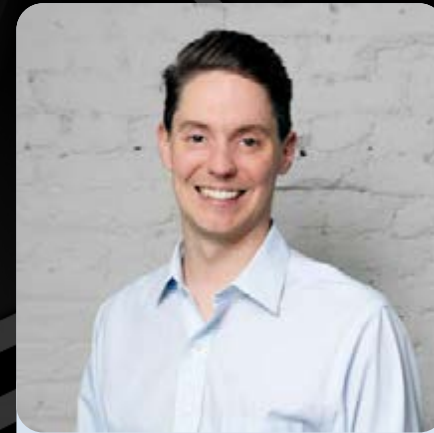
Konrad Konnerth | Chair
Owner
Konnexio



Keith Murray | Past Chair
Vice President, Operations
Autoverify



Chris Dowding | Treasurer
Partner
MNP



David Brebner
CFO & Co-Founder,
Mobials



Peter Dillon
Partner
Siskinds



Brennon D'Souza
Founder & CEO
DIBZ



Anna Foat
Director, Global Digital
Transformation, Sun Life
Financial



Christine Haas
Co-Founder & CEO
Renix Inc.



Ian Haase
Co-Founder
Motif Labs



Melissa McInerney
CEO & Chief Creative Officer
tbk Creative



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
Chief Executive Officer
Media Sonar Technologies

HARNESSING WORLD-CLASS TALENT.

2748

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

500+

Employer and student
participants through
Tech Talent Exchange

378

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

75

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

126

Industry experts,
mentors and thought
leaders engaged
through experiences

PUTTING BUSINESSES FIRST.

In collaboration with **91** regional partners, we connect entrepreneurs to vibrant experiences in the innovation economy

\$1.02B

In capital raised by innovative companies

30

Different markets and industries

64%

Increase in engagements with key stakeholders and political figurers

22

Capital investment readiness experiences

APR 2021 - MAR 2022

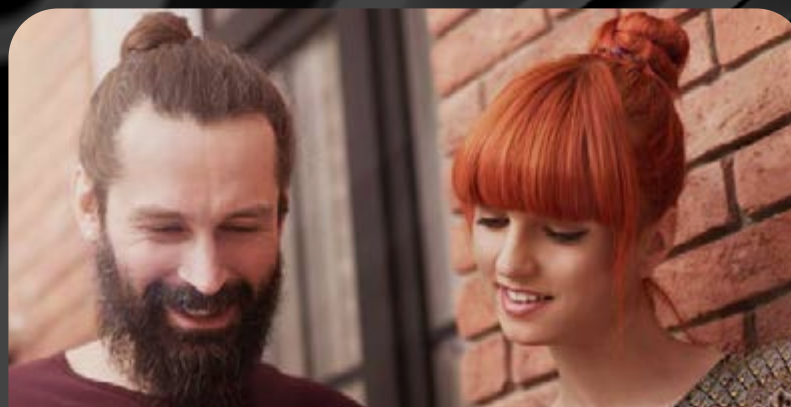
FOSTERING AN **ENTREPRENEURIAL CULTURE.**

101

Educational,
networking and
community
experiences hosted

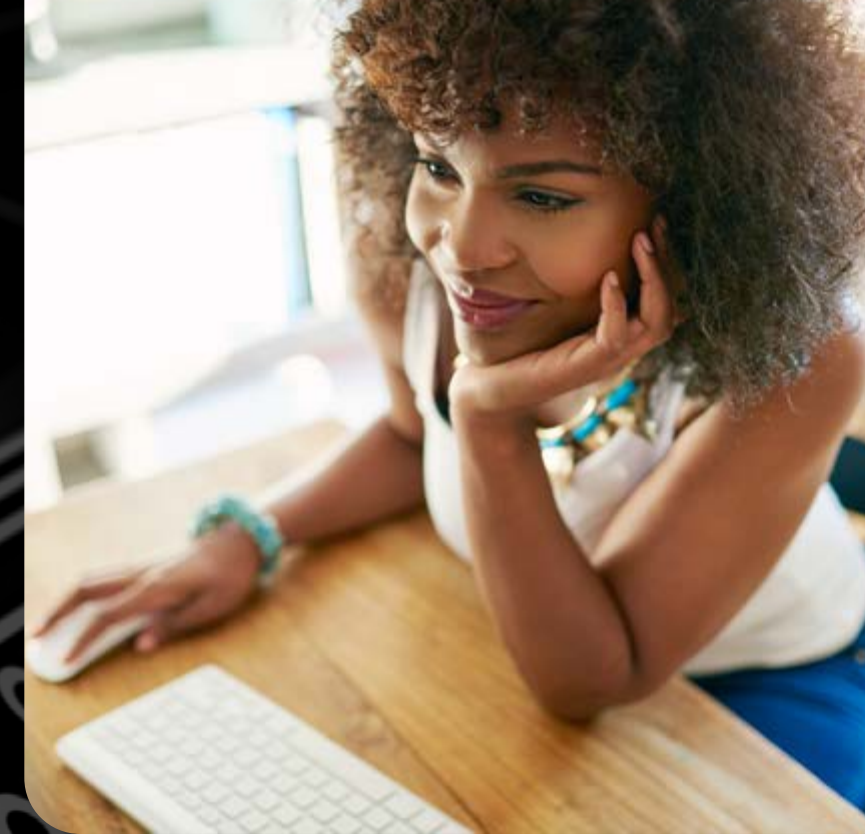
5,337

Connections
facilitated for
entrepreneurs and
tech talent



18%

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

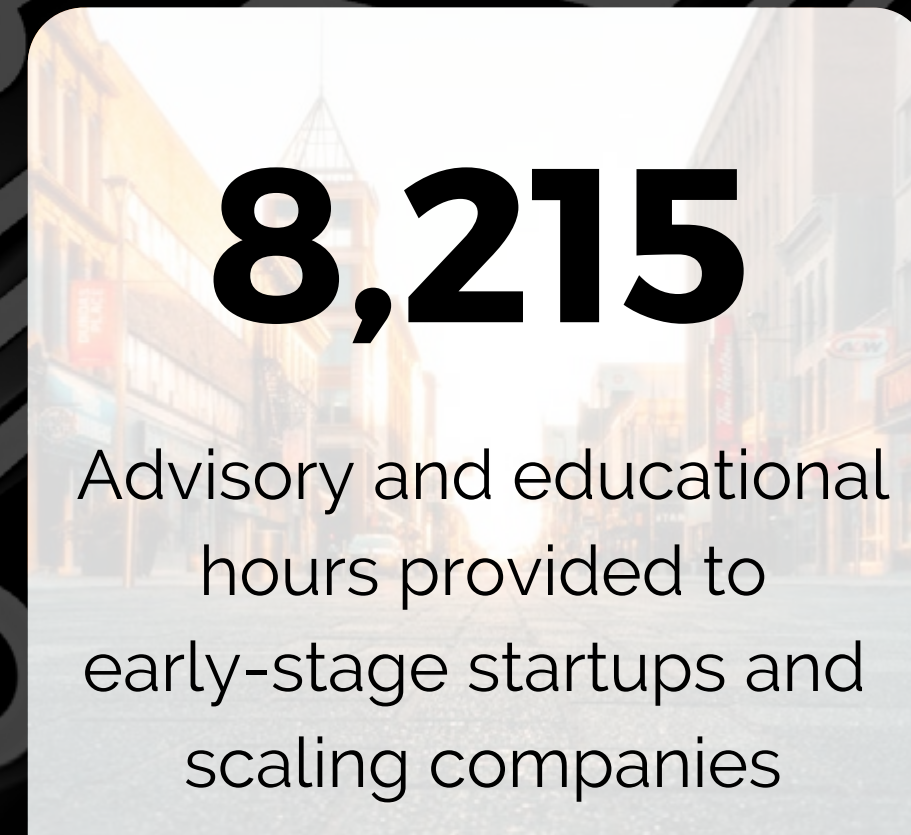


46

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

8,215

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



KEY INITIATIVES.

VENTURE GROWTH

GROW Accelerator
London Innovation Challenge
Elevate Entrepreneurship
Micro-placements in Tech
Proteus Innovation Competition

INDUSTRY

Masterclasses
Fireside Chats
Peer-2-Peer Groups
Office Hours

TALENT

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

COMMUNITY

Limitless
Smashing Barriers
StaySafe London



AMPLIFYING #LDNONT.

319%

Increase in social
media followers

112%

Increase in social
media engagements



Hon. Caroline Mulroney



Hon. Victor Fedeli



Hon. Ahmed Hussen



My Singing Monsters Playground Launches on
Nintendo Switch, PlayStation, Xbox, & Steam



BIOSA Technologies creates Made-in-Canada
eco-conscious mask filtration material



MP Peter Fragiskatos



MP Arielle Kayabaga



Hon. Monte McNaughton



Info-Tech Research Group Grows to 1,000
Employees



Valuation Analysis Platform interVal Secures
Investment From Fresh Founders



Hon. Joyce Murray



PA Kate Young



MPP Jeff Yurek

ELEVATING EXPERIENCES.

Our experiences engaged over **5000** innovators, entrepreneurs and industry professionals in FY2022.

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.



ELEVATING **EXPERIENCES.**

Limitless: A Celebration of Regional Innovation

Limitless puts 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.

Award recipients included:

**ChargerQuest, eSupply Canada,
Paystone, 1Password and Shawn
Miller of SizeWize**

The graphic features the word "LIMITLESS" in a large, white, sans-serif font, centered on a dark blue background with a bokeh effect of golden-yellow light spots. Below the main title, the subtitle "A CELEBRATION OF REGIONAL INNOVATION" is written in a smaller, white, sans-serif font.

LIMITLESS
A CELEBRATION OF REGIONAL INNOVATION

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, LEDC, London Small Business Centre, London Chamber of Commerce** and **Women in Communications and Technology** proudly presented Smashing Barriers, an inspiring keynote with Avery Francis calling almost **200** women and allies to action.

TUESDAY, MARCH 8, 2022 | 4PM

SMASHING BARRIERS

BREAKING & BUILDING
FOR EVERYONE

WITH AVERY FRANCIS



techalliance
of southwestern ontario

**SMALL
BUSINESS
CENTRE**

**LONDON
ECONOMIC
DEVELOPMENT
CORPORATION**

**London
Chamber
of COMMERCE**

WCT | FCT

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 engaged in self-administered rapid antigen screening for asymptomatic employees.

StaySafe™ program delivered **254K** test kits to **2,200+** London businesses.

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

ACTIVATING **FUNDING FOR RECOVERY.**

London Innovation Challenge

The London Innovation Challenge funded by the City of London aimed to accelerate and scale select London-developed solutions. **Six winners throughout the challenge received a \$20,000 investment** with the goal of addressing recovery and renewal areas of focus identified by the LCRN - Investing in People, Driving Prosperity and Fostering Community.

6 investment recipients were:
Locorum, Zersent, Caring Support, In the ClearZone, Labourly and SizeWize



London Innovation
CHALLENGE

ENRICHING **THROUGH EDUCATION.**

Elevate Entrepreneurship

Designed for BIPOC and Women entrepreneurs, funded by the Province of Ontario, **TechAlliance, Fanshawe College, Black Entrepreneurship Program, Nokee Kwe** and **Women in Communications and Technology** delivered Elevate Entrepreneurship to support entrepreneurs in acquiring the knowledge to build and scale a business. Through this micro-certification taught by serial entrepreneurs and subject matter experts we were able to elevate **52** Black, Indigenous and Women-led businesses.

ELEVATE ENTREPRENEURSHIP



APR 2021 - MAR 2022

ENRICHING THROUGH EDUCATION.

Micro-Placements in Tech

Working together, **Western University, Business + Higher Education Roundtable** and **TechAlliance** developed a series of short-term micro-placements, across **4 Liberal Arts courses** in collaboration with **8 tech industry partners** involving more than **1,000 students**.

Over the span of ten weeks, students developed world-changing ideas and were able to implement their research to impact fast-growing industry partners' day to day operations.

MICRO-PLACEMENTS IN TECH



APR 2021 - MAR 2022

CONTACT US.



techalliance.ca



[@TechAlliance](https://twitter.com/TechAlliance)



[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)

TechAlliance

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N6G 1Z3

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Chief Executive Officer

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The background of the entire page is a high-contrast, black and white image of a circuit board. The traces and components are rendered in a glowing, almost ethereal style, with some areas appearing more brightly lit than others, creating a sense of depth and technological complexity. The circuitry is dense and intricate, filling the entire frame.

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of southwestern ontario

APPENDIX ■

INNOVATION IN ACTION.



Jeff Duke
Co-Founder & CEO



Matt Santagapita
Co-Founder



Locorum®

LOCORUM

Latin for "protector of local", Locorum is London's largest small business directory and micro-economy where customers are incentivized to support local service providers by receiving spendable rewards in return.

One of three recipients of the inaugural London Innovation Challenge One: Reimagine Systems for People, Locorum is using their people-focused technology to make real change. With a goal to continue their local expansion while fostering entrepreneurship at every level, they play a large role in encouraging Londoners to support local.

INNOVATION IN ACTION.



Trevor Greenway
Founder & CEO



Colin Szemenyei
Founder & CFO

interVal

INTERVAL

interVal is a software company specializing in data automation and business valuation analysis. Meeting a strong demand for financial services, accounting, and franchise sectors within their financial analysis and reporting offerings, they have been able to scale towards further investments this fiscal.

After closing a \$1.5M seed capital investment at the tail end of the last fiscal, interVal continues scaling, recently adding an additional \$288K in ARR by closing 2 enterprise customers. As they approach over \$1M in revenue, CEO Trevor Greenway continues to remain engaged with our GROW Accelerator as a keynote for fostering company culture.

INNOVATION IN ACTION.



Nadia Ladak
Co-Founder



Simone Godbout
Co-Founder



Kiara Botha
Co-Founder



Harit Sohal
Co-Founder

marlow

MARLOW

Marlow is an environmentally conscious and community-based brand making 100% organic tampons, with an applicator made from plant-based, sugarcane plastics, as well as an all-natural tampon lubricant packaged in compostable wrappers and shipped in compostable mailers.

Founded by four Western Accelerator graduates, Marlow's Co-Founders remain impressively involved in London's start-up and innovation spaces through mentorship and speaking engagements, including TechAlliance's recent Fireside Chat: The Power and Practice of Inclusive Language. Now recipients of \$30K in funding from TechAlliance's i.d.e.a. Fund, Marlow will continue their consistent social and environmental focus.

"We knew that we didn't want to just be a product or Class 2 Medical Device, we want Marlow to become a thought-leader in this space beyond product creation." – Nadia Ladak

INNOVATION IN ACTION.



Chloe Beaudoin
Co-Founder & COO



Jessica Miao
Co-Founder & CEO

Apricotton

APRICOTTON

Apricotton is the only bra brand globally that designs bras that “grow as she grows”, meaning customers can wear the same innovative Apricotton products throughout puberty and into early adulthood without having to endure the painstaking and constant search for new sizes.

The Co-Founders, both recent graduates of Ivey Business School at Western University, have seen significant growth due to their active and impressive social media presence, garnering customers from around the world and using brand awareness as a strategy. Apricotton recently received \$30K in funding from TechAlliance's i.d.e.a. Fund to further their sustainability goals and ethical production standards.

Apricotton will begin production of their first-ever bra made from sustainable, recycled materials, as well as update their manufacturing and packaging to align with their goals of being a green venture.

INNOVATION IN ACTION.



Aniket Bhatt
Founder & CEO



ZERSENT

Zersent is a SaaS venture providing customizable Environmental, Social, and Governance (ESG) tools and templates for businesses. Accessible at an affordable cost and at the click of a button, Zersent allows for businesses to assess their ESG goals and milestones while implementing best practices and analyzing their impact.

Recipients of the London Innovation Challenge One: Reimagine Systems for People, Zersent was provided with \$20K in funding to advance their innovation and contribute to London's economic recovery, allowing for a continued focus on inclusivity, sustainability, and equity. Zersent used this funding to facilitate inclusive and equitable hiring practices in organizations, while also curating evergreen educational content about ESG and DEI goals for growing businesses.

INNOVATION IN ACTION.



Dollar Luo
Executive Director



ROLLUP SOLUTIONS

RollUP Solutions is a student-run non-profit dedicated to refurbishing and repurposing mobility devices to be used by those who cannot afford to buy new. Receiving donations within the London-Middlesex area and ensuring, they give these devices a second chance at life by partnering with Goodwill Industries, employing people who face employment barriers and use their skilled work to upcycle and refurbish the mobility devices. The devices are then sold or donated at a 95% discount to those unable to afford a wheelchair or walker, while eliminating unnecessary landfill.

RollUP Solutions' Executive Director was a Limitless 2022 finalist in the Forthcomer Award category, recognizing a young professional working to contribute to and create impact in the innovation economy. Dollar was also selected for the 2022 cohort of Next36, an elite national program for entrepreneurial undergrads and recent grads, helping develop and excel young founders and entrepreneurs.

INNOVATION IN ACTION.



Emily Nielsen
President



NEILSEN IT CONSULTING

Nielsen IT Consulting Inc. is an independent consulting firm with a reputation for helping organizations achieve breakthrough results for their telecommunication investments.

Providing unified communications and call centre consultancy across Canada, Nielsen IT was selected for TechAlliance's Spring 2022 GROW Accelerator cohort, as they leveraged the TechAlliance team of advisors and networking strength to advance their recent development of a SaaS product for their industry. Moving from years of using a hardware service, the SaaS integration alongside the earning opportunity provided by GROW prompted growth and acceleration.

"The expertise of the group and mentors helped me validate some of our innovations, while also hearing other entrepreneurial stories and gaining opportunity for regional connections." – Emily Nielsen

INNOVATION IN ACTION.



Joseph Jongsma
President



CARING SUPPORT

Caring Support is a dedicated healthcare talent acquisition platform designed to connect employers with skilled workers. They are reimagining the standard healthcare systems, using technology to revolutionize their industry, optimize the hiring process, and improve the overall performance of the sector.

As recipients of the London Innovation Challenge One: Reimagine Systems for People, Caring Support dedicated new staff and funding to building a post-secondary channel that operates as a central resource for academic institutions to communicate with employers for student positions.

"The recognition (from London Innovation Challenge) came with considerable growth for our company in London and the surrounding areas, while also helping increase our presence in the media and, as a result, strengthening our brand." - Joseph Jongsma

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