

# Mississauga's Innovation Identity

Economic Development Office (EDO)  
Feb 2022



# A LOCAL, NATIONAL & GLOBAL PLAYER

The Corridor ranked:

- TOP 5 for high-tech employment
- TOP 3 global tech hub to live & work

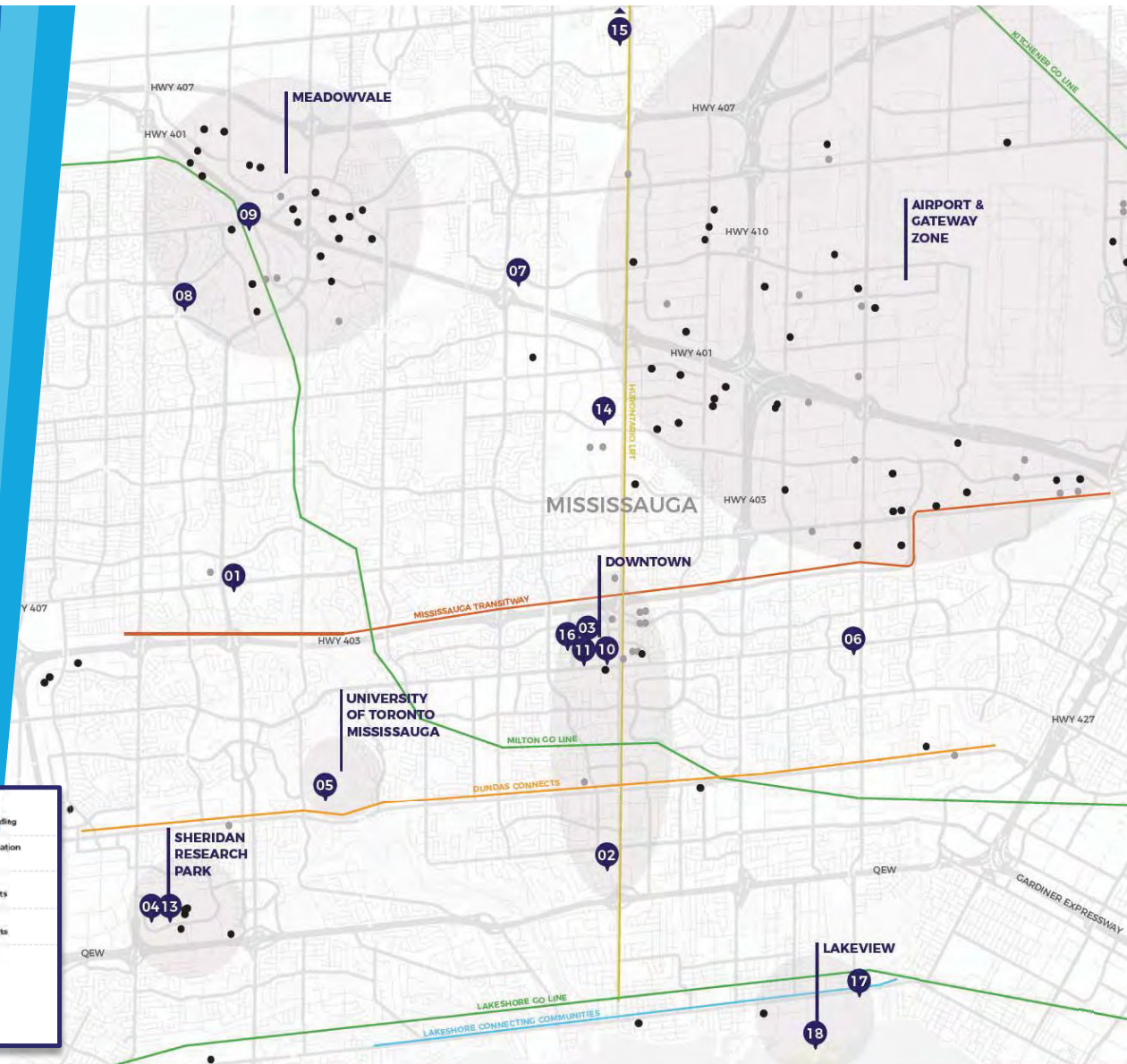
Mississauga is:

- A major B2B hub that enables & connects the Corridor
- Ready to position itself as a key player and the heart of Canada's Innovation Corridor



# OUR INNOVATION ECOSYSTEM

- Mississauga is home to a diverse economy, and are well positioned to help our start ups grow and entrepreneurs succeed
- Mississauga's business community promotes innovation by bringing together creative minds to share ideas, concepts, thoughts, and resources, all in the name of collaboration



- |  |  |  |                                    |
|--|--|--|------------------------------------|
| 01. CAN Health Network   | 05. ICUBE University of Toronto Mississauga (UTM) University of Toronto Mississauga - Centre for Medicinal Chemistry | 11. Mississauga Business Development Bank of Canada (BDC) Business Centre  | 17. Small Arms Inspection Building |
| 02. CAN Health Network   | 06. Maker Mississauga - Burnhamthorpe Library  | 12. National Research Council Canada - Industrial Research Assistance Program  | 18. Lakeview Innovation District   |
| 03. Centre for Civic Curiosity Entrepreneurship and Innovation Hub Mississauga Business Entrepreneur Centre (MBEC) | 07. Maker Mississauga - Courtneypark Library   | 13. NRC University of Toronto Collaboration Centre for Green Energy Materials National Research Council Canada (NRC) | Secondary Innovation Assets        |
| 04. CrownCentre Canada Ontario Centres of Innovation Xerox Research Centre of Canada                               | 08. Maker Mississauga - Meadowvale Library   | 14. Plug and Play  | Tertiary Innovation Assets         |
|  | 09. Meadowvale Business Development Bank of Canada (BDC) Business Centre   | 15. Altitude Accelerator   |                                    |
|  | 10. Mississauga Board of Trade (MBOT)  | 16. Sheridan Edge  |                                    |



## INNOVATION

# City's Strategic Action



### Create & Build Identity

Create a national and global identity



### Coordinate & Deliver

Co-ordinate regional assets, programing and services



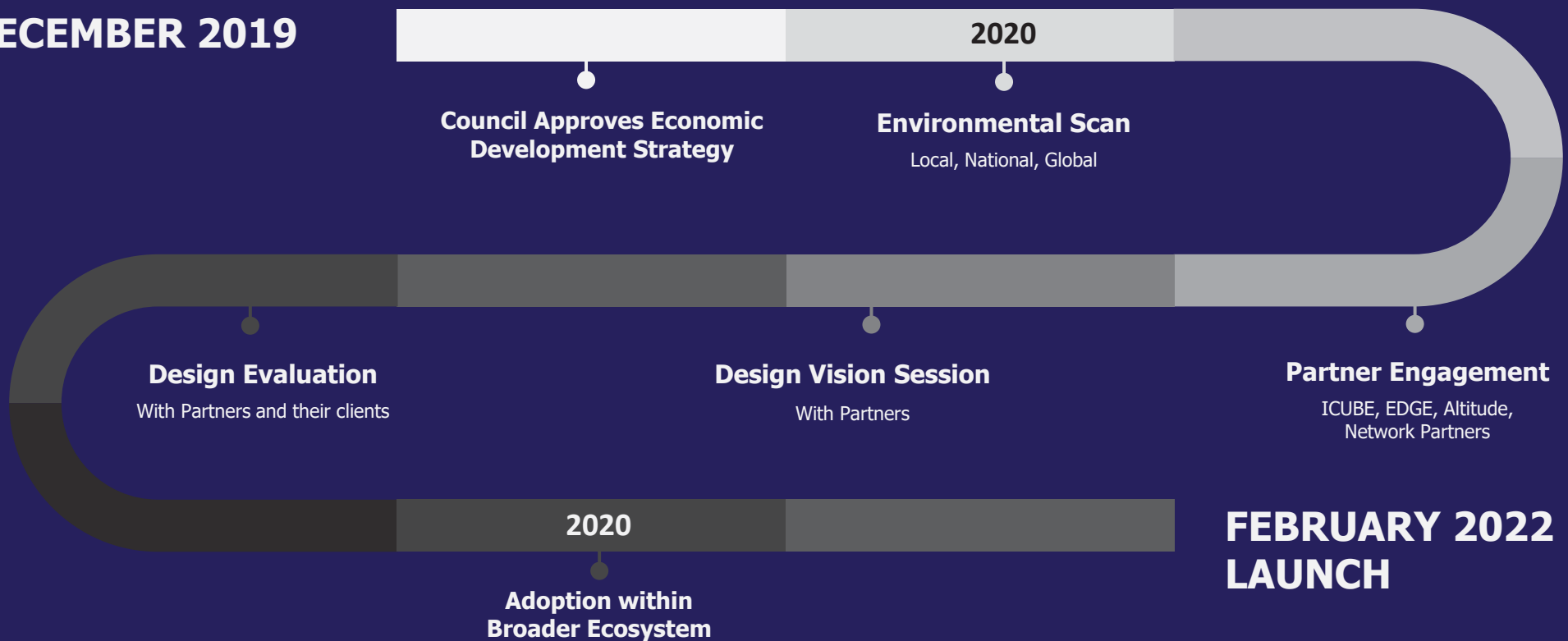
### Facilitate & Connect

Facilitate connections between industry and entrepreneurs

## OUR PATH

# How We Got Here

**DECEMBER 2019**



## STRATEGIC ACTION

# Create & Build Identity





**A PLACE FOR  
INNOVATORS.**



**WHERE  
IDEAS  
BECOME  
REALITY.**





**WHERE THE  
FUTURE IS  
BEING  
INVENTED.**





## MISSISSAUGA INNOVATION DISTRICT.

IDEA – Mississauga Innovation District has the essential building blocks that entrepreneurs and innovators need to solve society's greatest challenges. A network of mentorship, partners, talent and connections to test, scale and commercialize solutions to global challenges.

-  **Entrepreneurs and Scale-ups**
-  **Education**
-  **Service Providers**
-  **Industry**
-  **Public Sector**

# VIDEO

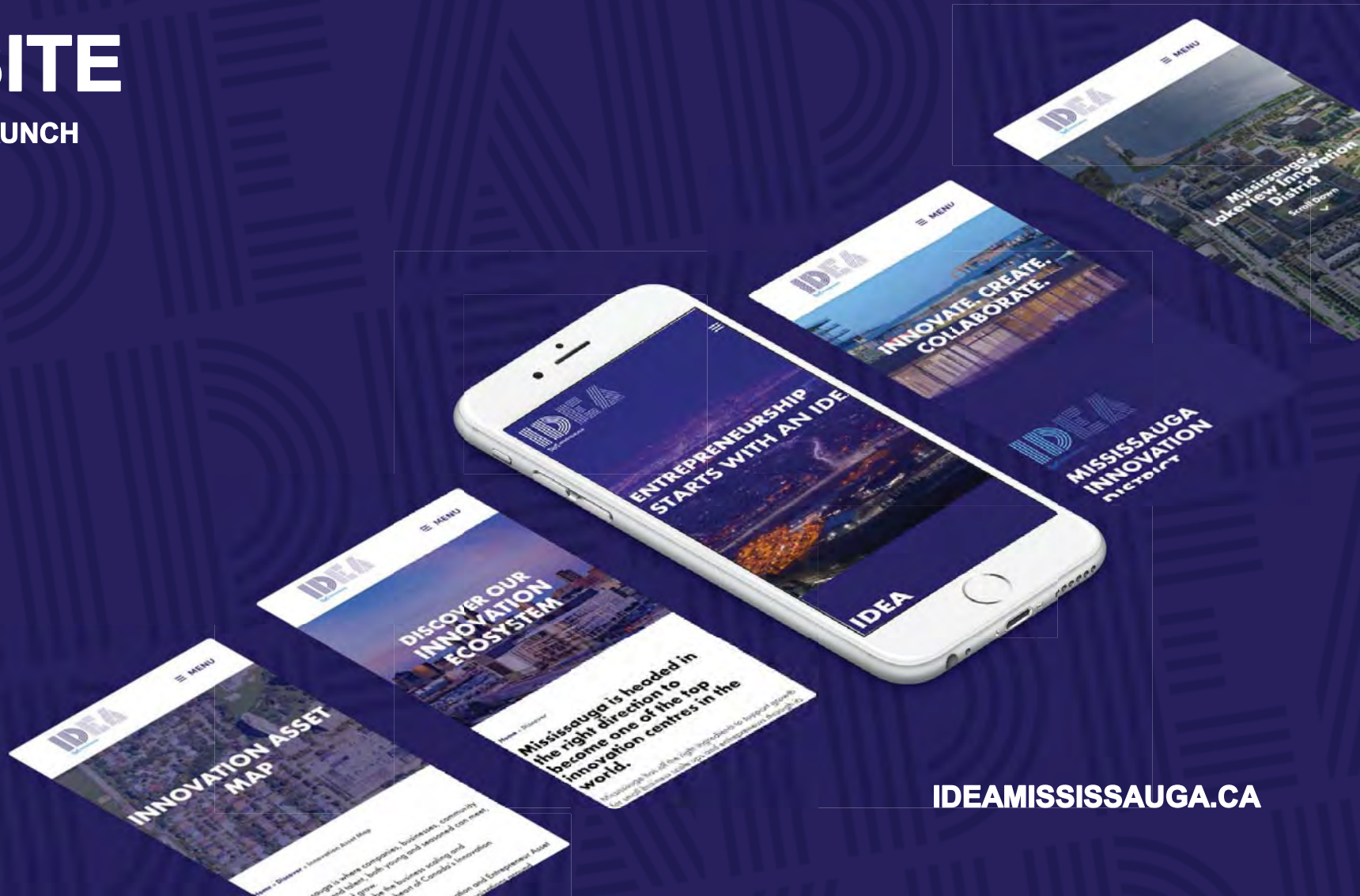
FEB 28, 2022 LAUNCH





# WEBSITE

FEB 21, 2022 LAUNCH



[IDEAMISSISSAUGA.CA](http://IDEAMISSISSAUGA.CA)



# SOCIAL MEDIA CAMPAIGN

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@IDEAMississauga



# ONGOING START UP SUPPORT



Core programming

Starter Company Plus

Summer Company

Digital Main Street

My Main Street

# NEW PROGRAMMING

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Scaling Your Product

Scale-Up Advisory Boards

Founder Issues & Legalities

Ask the Experts, Finance Options

Repeatable Marketing & Sales Processes





# IDEA SQUARE ONE

FALL 2022 OPENING



**DRAFT RENDERING**

# FUTURE INNOVATION



## IDEA LAKEVIEW

- A 20+acre Innovation District: employment, research and technology development
- Over 1.9 million square feet of employment space, creating 9,000 jobs
- Built to world-leading standards for sustainable living for a healthier human experience







# THANK YOU

