

# 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

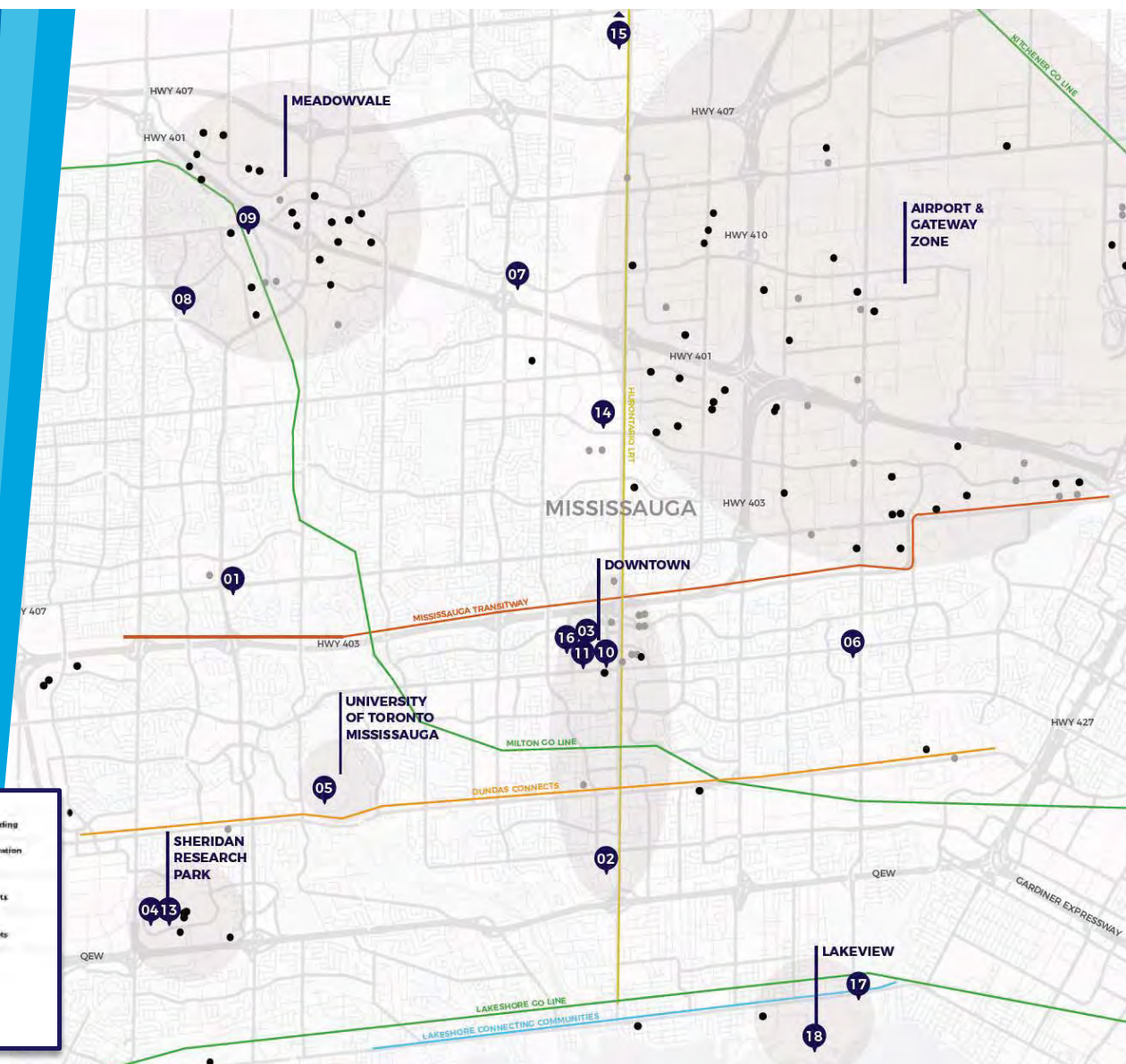
## Mississauga is:

- 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 - Dunkenhorpe Library  | 12. National Research Council Canada - Industrial Research Assistance Program  | 18. Lakeshore Innovation District  |
| 03. Centre for Civic Curiosity Entrepreneurship and Innovation Hub Mississauga Business Entrepreneur Centre (MBEC) | 07. Maker Mississauga - Courtney Park Library  | 13. NRC-University of Toronto Collaboration Centre for Green Energy Materials National Research Council Canada (NRC) | Secondary Innovation Assets        |
| 04. GreenCentre 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

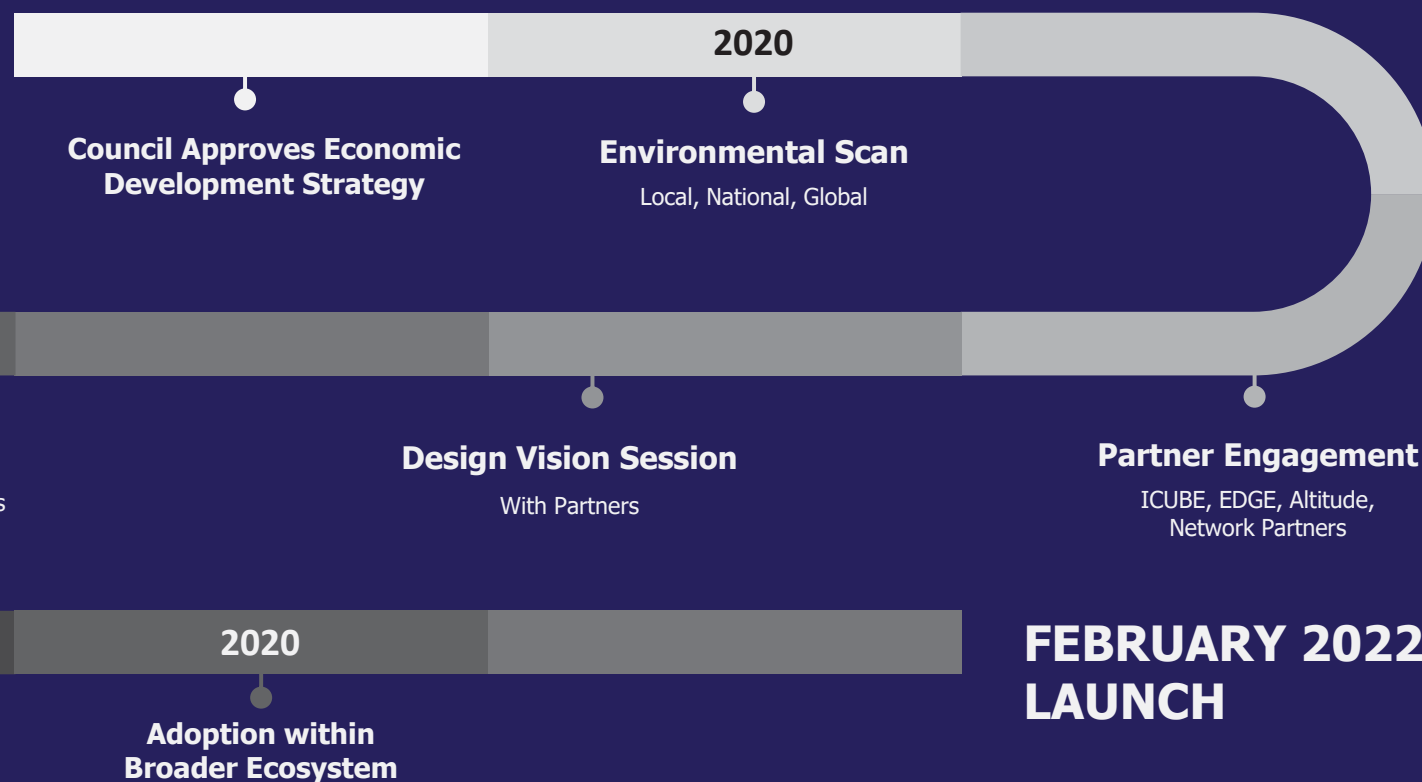


### Facilitate & Connect

Facilitate connections between industry and entrepreneurs

# OUR PATH How We Got Here

DECEMBER 2019




## STRATEGIC ACTION

# Create & Build Identity





**A PLACE FOR  
INNOVATORS.**

A decorative graphic on the left side of the slide, consisting of three groups of horizontal yellow lines. The top group has four lines, the middle group has three lines, and the bottom group has four lines. The lines are of varying lengths and are set against a dark blue background.

**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

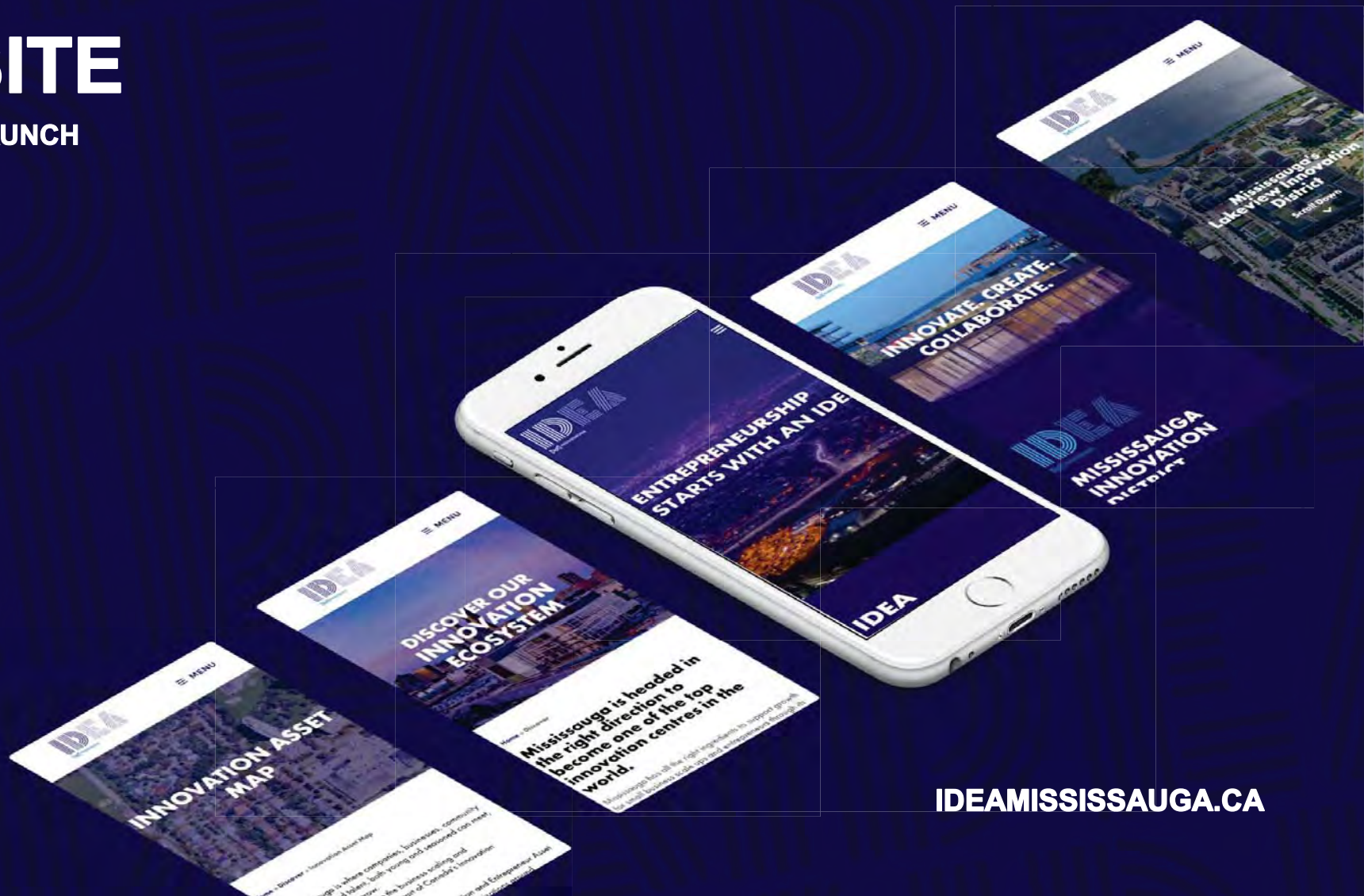
FEB 28, 2022 LAUNCH





# WEBSITE

FEB 21, 2022 LAUNCH



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



# SOCIAL MEDIA CAMPAIGN

FEB 21, 2022 LAUNCH

@IDEAMississauga



# ONGOING START UP SUPPORT



Core programming

Starter Company Plus

Summer Company

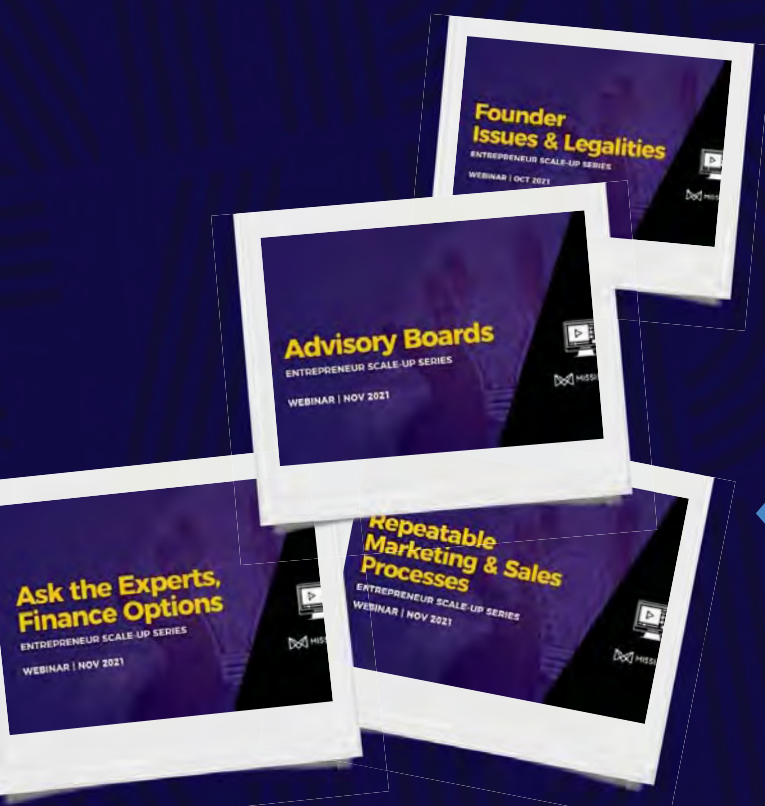
Digital Main Street

My Main Street



# NEW PROGRAMMING

FEB 28, 2022 LAUNCH



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



[ideamississauga.ca](http://ideamississauga.ca)







**THANK YOU**

