

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

San Francisco
Bay Area

Los Angeles

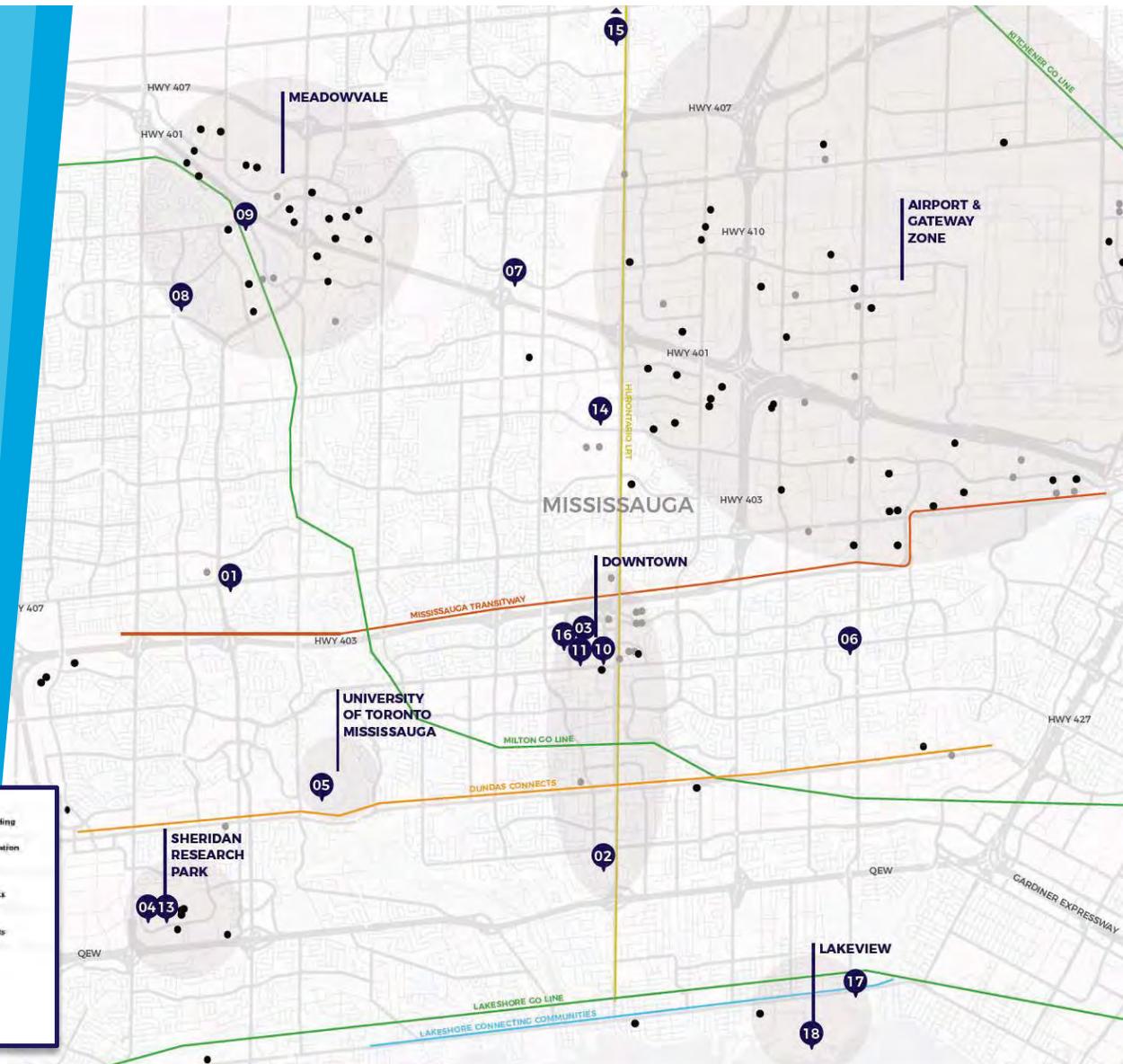
Toronto-Waterloo
Corridor

New York
Washington



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)	11. Mississauga Business Development Bank of Canada (BDC) Business Centre	17. Small Arms Inspection Building
02. CAN Health Network	University of Toronto Mississauga - Centre for Medicinal Chemistry	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)	06. Maker Mississauga - Dumfriesherpa 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	07. Maker Mississauga - Courtneypark Library	14. Plug and Play	Tertiary Innovation Assets
	08. Maker Mississauga - Meadowvale Library	15. Altitude Accelerator	
	09. Meadowvale Business Development Bank of Canada (BDC) Business Centre	16. Sheridan Edge	
	10. Mississauga Board of Trade (MBOT)		

INNOVATION

City's Strategic Action



Create & Build Identity

Create a national and global identity



Coordinate & Deliver

Co-ordinate regional assets, programming and services

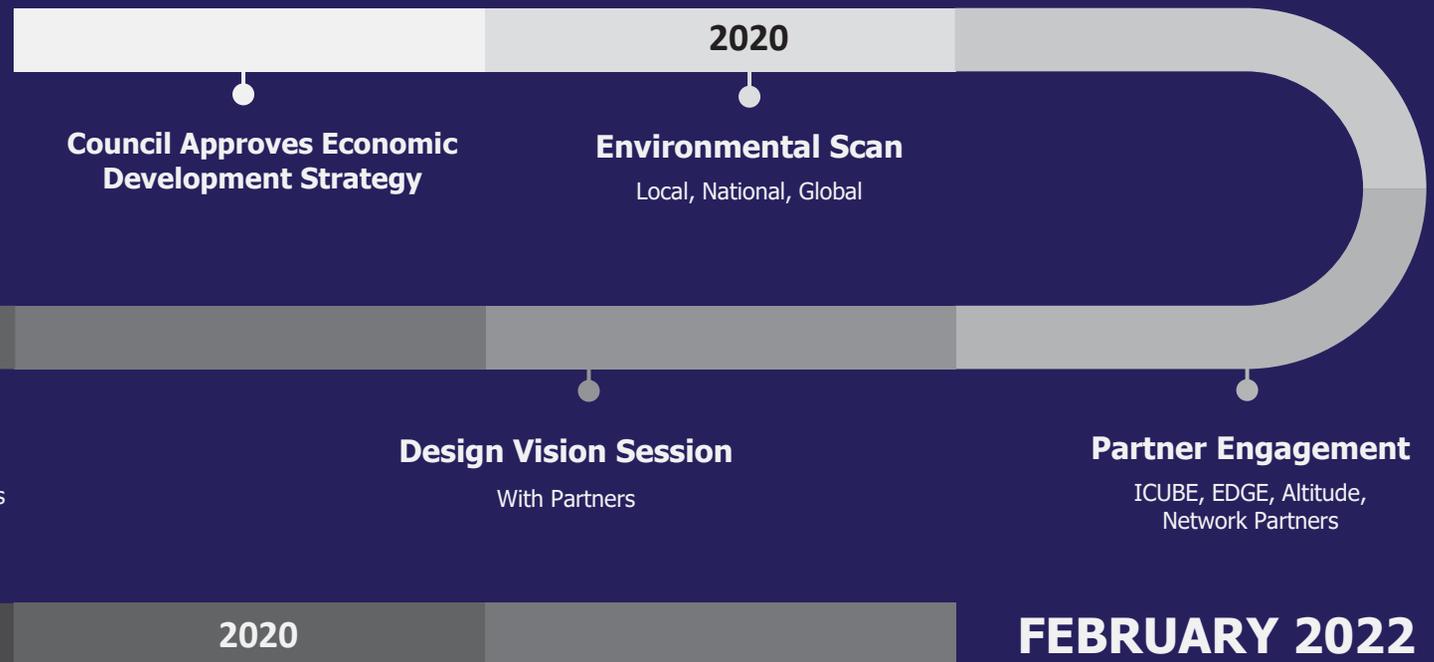


Facilitate & Connect

Facilitate connections between industry and entrepreneurs

OUR PATH How We Got Here

DECEMBER 2019



**FEBRUARY 2022
LAUNCH**



**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**

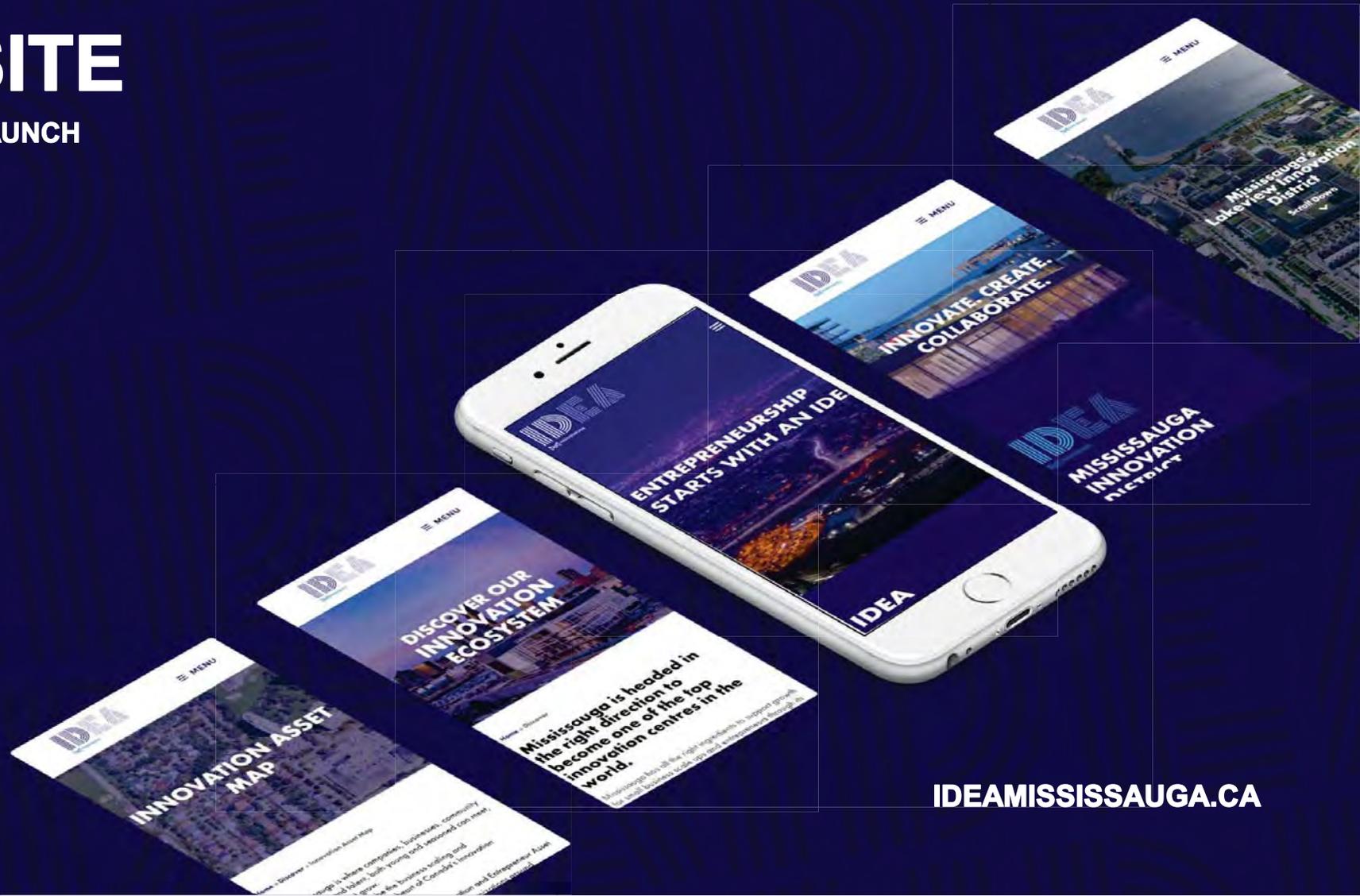
VIDEO

FEB 28, 2022 LAUNCH



WEBSITE

FEB 21, 2022 LAUNCH



IDEAMISSISSAUGA.CA

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





THANK YOU

