

# 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

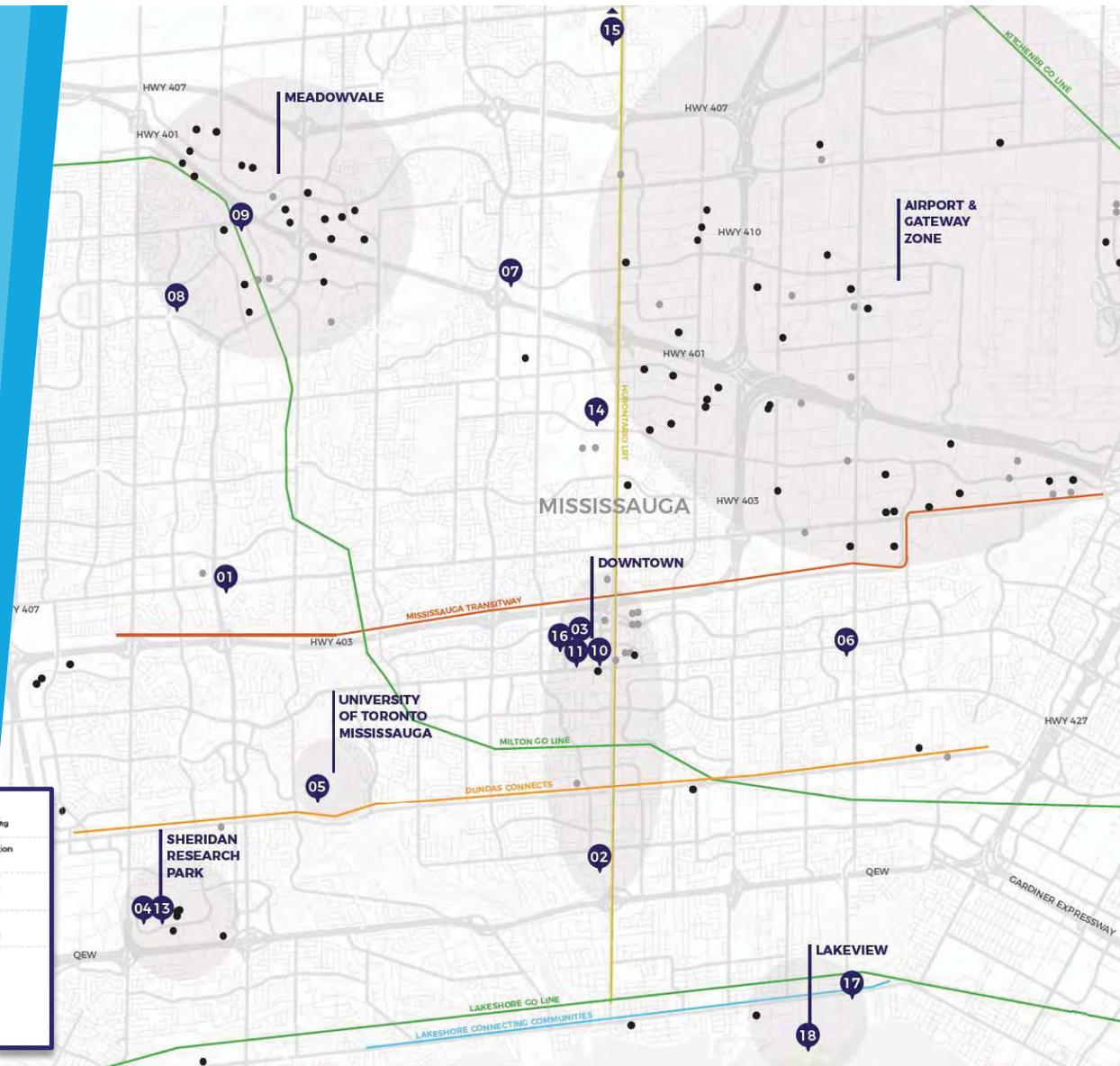
Toronto-Waterloo  
Corridor

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) 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, programming and services

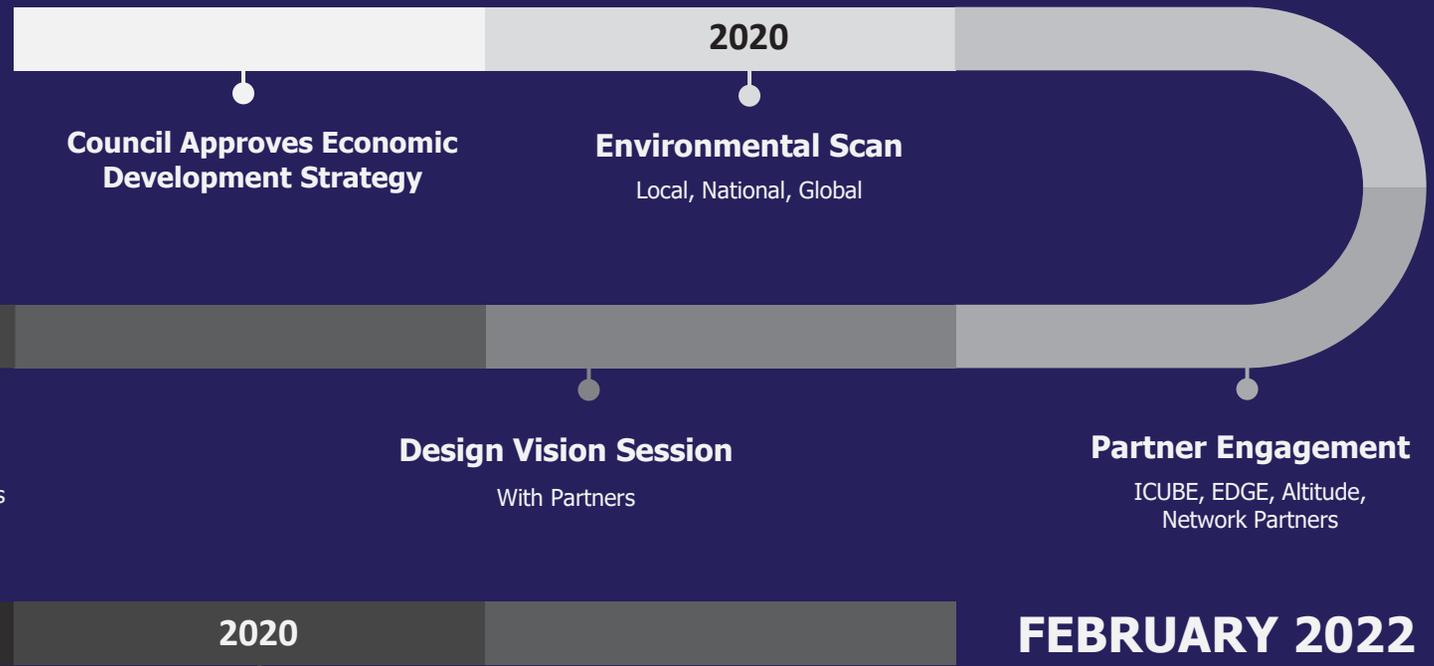


### Facilitate & Connect

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](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





**THANK YOU**

