

A YEAR OF BUSINESS AS VIRTUAL

ANNUAL IMPACT REPORT

APRIL 2020-MARCH 2021



RECOVERY THROUGH COLLABORATION

COVID-19 has had a profound impact on entrepreneurs, startups, scaleups, and small and medium-sized enterprises (SMEs) across the region—both challenging and accelerating their growth.

Throughout 2020, we saw startups discover new opportunities. We saw tech companies find creative ways of innovating, collaborating, and evolving. And, we saw multiple tech sub-clusters, from healthcare to manufacturing, agriculture, supply chain, and beyond, collaborate in real-time to solve some of the region's most pressing challenges.

Similar to these startups and companies we serve, we too embraced partnerships and collaboration like never before, with the goal of staying committed to our mission, supporting the growth of tech and tech-enabled companies, and championing innovation in Windsor-Essex and Chatham-Kent.

Working with regional, provincial and national leaders we came together to listen, advocate, support, champion, inform, collaborate, and give back.

We joined forces with our fellow Regional Innovation Centre hubs to mobilize the tech ecosystem to support businesses, students, and communities with digital transforming supports, jobs, and collaboration projects via the Digital Main Street Future Proof Program.

We joined forces with our RISE WindsorEssex partners to support women entrepreneurs via the F5: Refresh and Reload Program.

We joined forces with Canada's Tech Network hubs to consult with thousands of startups and scaling firms to better understand their challenges and the opportunities they see for growth.

And lastly, we joined forces with our team members, mentors, board and community to stay committed to serving our clients' and community's most immediate needs, no matter the time, platform or pain point. The proof of that commitment is in the pages of this report.


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Larry Koscielski
Board Chair

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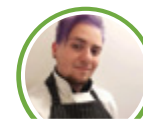
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STUDENT ADVISOR
TREVOR RAMIERI
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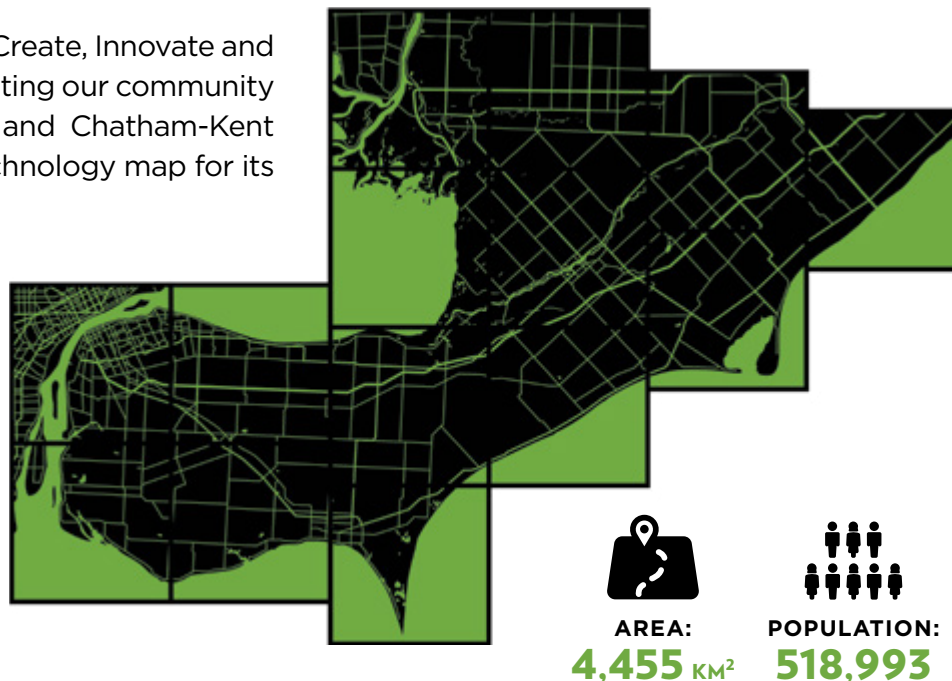


CROSS-BORDER ADVISOR
PAUL RISER
TechTown Detroit

WHY **WE** EXIST

WEtech Alliance exists to help entrepreneurs and companies Create, Innovate and Accelerate. By supporting, connecting, developing and promoting our community of creative innovators, we help propel the Windsor-Essex and Chatham-Kent regions forward and strengthen its position on the world's technology map for its innovations, entrepreneurs and tech talent.

From supporting our client portfolio of close to 300 entrepreneurs and companies - representing 1500+ employees - with over 2100 hours of business advisory support, engaging our regional tech talent to help them better connect to tech jobs and opportunities such as BorderHacks and WinHacks, uniting the Windsor-Essex and Chatham-Kent tech communities via initiatives such as Tech Homecoming, and promoting and celebrating our regional innovation and technology leaders through initiatives like our annual Tech Awards, we remain committed to our three key pillars:



TECH ACCELERATION:

WEtech offers technology and innovation centric entrepreneurs and businesses a suite of programs and services designed to help strengthen and accelerate the growth of our region's talent and globally competitive companies.

TECH TALENT:

WEtech works with industry, secondary and post-secondary institutions to build a tech talent pipeline in Windsor-Essex and Chatham-Kent through initiatives that inspire young people towards the fields of Science, Technology, Engineering and Mathematics (STEM).

TECH COMMUNITY:

WEtech shines a big spotlight on the successes of our region's tech companies, professionals and organizations, acting as a catalyst for new tech initiatives and serving as an amplifier that gets the tech community's story out. WEtech also connects tech to the broader Windsor-Essex and Chatham-Kent community, making tech more accessible and more impactful to more people across our region.

DID YOU KNOW?

WEtech Alliance's geographic boundaries include all of Windsor-Essex and Chatham-Kent. This represents a total population of 518,993 and geographic area of 4,455 km². (Source: 2016 Census)

A YEAR OF BUSINESS AS VIRTUAL

On March 16th 2020, our office switched from in-person meetings to fully virtual, and I don't think we could have ever anticipated just how deeply it would change the way we interact with our clients, or how fundamentally it would shift our flow of work.

What we did know was that waiting to adapt wasn't an option, and there were key areas of client support that we just were not willing to compromise on. It was time to get to work.

Thankfully, after setting up on the end of my dining room table, (where I'm writing this from now - 1 Year, 5 months, an ergonomic chair, nearly 300 clients, and several new but quickly abandoned hobbies later), our portfolio has grown and evolved to include some of the highest growth potential we've ever seen.

So what the heck happened? How did we support our portfolio even though most of our pipeline growth activities, like networking and sharing a space with the University of Windsor EPICentre team, had come to a hard pause?

The success seen in 2020 in terms of business advisory service growth, is 20% due to our teams' efforts to create constant conversation and opportunity for our clients to engage, and 80% because the entrepreneurs we get to work with have more perseverance and grit than I've encountered anywhere else in my career. If our clients were going to work as hard as they could to stay afloat, we felt like it was our responsibility to fall in step and support them at every road bump and roadblock along their path.

Our first priority was ensuring we provided as many resources as we could to retain jobs and help our high growth clients tap into as many government relief programs as they were eligible for.

We called it the "Keeping Clients Close Protocol." Mostly because I like naming things. In essence we spent that first week calling companies on the phone (old school, right!?) and getting an understanding of

3 key things. 1) How much runway did they have with their current projects before running out of capital? 2) What plans they had for diversification if their current customer base dried up? And 3) Their top concerns and needs, based on the immediate impact of COVID-19.

Armed with our newly mined data, we realized we needed to strengthen key pillars in our services to support our clients in the ways they needed us most. In the first 6 months of the pandemic, our team:

- Had 445 client meetings.
- Onboarded 44 new clients.
- Leveraged WEtech perks to provide \$900,300 in direct support to lighten client costs surrounding software and cloud infrastructure.
- Held over 130 “Pivot sessions” with clients to adjust and build new strategies.
- Engaged our local mentor and subject matter expert pool - the “Venture Success Team” - 107 times to ensure our clients had the right insights and guidance at the exact right time.

That was only the beginning though, and building on that momentum, we continued to evolve our services by removing barriers using technology to become more efficient than we ever thought possible. These changes allowed us to create the flexibility needed to go from engaging 82 clients a quarter on average in 2019, to 195 clients a quarter in 2020.

What changes drove that growth the most, according to our client’s feedback?

- A more flexible advisor schedule, with new evening meeting times.
- A lower barrier to entry for new clients, with no commute, no parking costs, and services that met them (virtually) where they were. We were no longer a destination, but a daily part of their teams.
- A new advisor role specifically for our earliest stage clients, dedicated to increasing client retention, and freeing up resources for us to work deeper than ever with the entirety of our portfolio.
- New perks that added another \$150,000 worth of credits and discounts that when applied would directly increase our client’s bottom line by lowering costs.

- Partnerships with other Regional Innovation Centres across Ontario, that focused on sharing resources, hosting joint education sessions and workshops, and made introductions and network building easier (even if video calls would eventually become the bane of our collective existence!).
- We built better internal processes and standardized our resources to scale, designing and launching our first ever internal hub where all our collective knowledge is held, empowering our advisors with a highly detailed playbook that puts all of our resources at our fingertips 24/7. Mobility became our superpower, allowing us to serve our clients from anywhere.
- And finally, Zoom allowed us to see more clients in less time, going from an average of 5 client meetings a day to 13.

The thread that ties it all together: how we adapted services throughout the pandemic all comes down to data collection. We didn’t guess at what was needed. We asked. Behind every new method of delivery, every new tool, every new thing we decided needed a creative name (okay just me!) was hundreds of questions being asked to hundreds of entrepreneurs to find solutions that had real impact, and tangible results.

As we look to what’s ahead, we know that embracing a culture of learning slow and building fast is not only what will ensure our clients’ needs continue to be met far into the future, but it’s also a fundamental part of how we coach those clients to begin with. Talk to your customers. Test your assumptions. Embrace every failure as a learning opportunity, instead of fearing it as a setback. Never assume you know more about what people want or need until you’ve heard it from them first.

Simple principals that when applied, allow you to effectively scale in even the most unlikely of situations.

Measure twice. Build once. Repeat. A simple recipe for resilience.



Adam Castle
Director of Venture Services

OUR CLIENTS

WE·tech
ALLIANCE

CLIENT BREAKDOWN BY STAGE

FY20/21



WE·tech
ALLIANCE

CLIENT BREAKDOWN: SECTOR

FY20/21

INFORMATION AND
COMMUNICATION + TECHNOLOGY =
DIGITAL MEDIA/ICT



MEDICAL + TECHNOLOGY =
MEDTECH



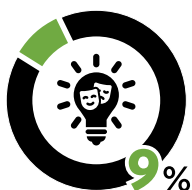
MANUFACTURING + TECHNOLOGY =
**ADVANCED
MANUFACTURING**



AGRICULTURE + TECHNOLOGY =
AGRITECH



CULTURE + TOURISM + TECHNOLOGY =
**CULTURE & TOURISM
INNOVATION**



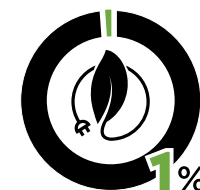
EDUCATION + TECHNOLOGY =
EDTECH



FINANCE + TECHNOLOGY =
FINTECH



ENVIRONMENT + TECHNOLOGY =
CLEANTECH



TECH ACCELERATION: CLIENT STAGE HIGHLIGHTS

Our **SPARK** clients have innovative or tech-based ideas, and are in search of an extensive range of online and in-person resources to help take them to the next level. Spark clients don't have revenue yet, haven't commercialized a product or service, need to validate their market assumptions and value proposition and need to create a positioning statement.

FEATURED TOOL:

FOUNDATIONS OF IP STRATEGY PROGRAM

Intellectual property (IP) is rapidly replacing tangible assets as a major driving force for business growth. However, despite being a potentially powerful tool for business, IP is not often fully utilized or optimally leveraged. Recognizing this, the Centre for International Governance Innovation (CIGI) has created an incredibly important foundational program that in 2020 was introduced to over 80 WEtech Alliance Spark clients.

CLIENT SPOTLIGHT:

TURACO WEB

Turaco Web is an IT services company focused on customer data quality and availability, security of and access to data, and providing customization services.

Here are some of the ways we've helped them:

Client Since:

2020

Programs Leveraged:

E101, Investment Readiness, Client Perks, Venture Success Team (VST), Digital Main Street, CIGI course, B2B Sales For Early Founders, Valuing Early-Stage Companies



ADVISORY
HOURS:
106



CLIENT PERKS
VALUE:
\$98K



VST
HOURS:
38





Our **BOOST** clients are ready for launch. They have an innovative idea or technology that's ready to be tested, but still need a range of tailored services to enter the marketplace. Boost clients have early but verifiable customer interaction and validation, have intellectual property they want to protect, have challenges that require expert insights, are looking for new ways to adopt technology to help grow their business, and are ready or are in the planning stages of hiring on a team.

FEATURED TOOL:

THE OSGOOD **INNOVATION CLINIC**

In 2020 WEtech Alliance launched into a partnership with the Osgoode School of Law that made our clients eligible to be referred into the Osgoode Innovation clinic, a needs-based innovation-to-market legal clinic operated in collaboration with Innovation York and Norton Rose Fulbright Canada LLP. Innovation Clinic Fellows provide one-to-one legal information services to inventors, entrepreneurs, and start-up companies to assist with the innovation and commercialization processes. In 2020, 23 WEtech Clients built strategies with help from the Osgoode team.

CLIENT SPOTLIGHT:

EMBRACE HEALTH TRACKING

Embrace puts your family's health tracking at your fingertips. The Embrace Health tracking app allows you to quickly and easily capture symptoms, injuries, illnesses, vaccines, allergies, lab results, appointment notes, questions for the healthcare professional and more. Here are some of the ways we've helped them:

Client Since:
2020

Programs Leveraged:

E101, ScaleUP, Venture Success Team (VST), AvsB Sales Accelerator, Client Perks, Market Intelligence, B2B Sales For Early Founders, WEtech Incorporation Services, Osgoode Law Clinic, WECAN/Equation First Look Pitch

App Launching Fall 2021 with major partnership available to 1.5 million customers


**ADVISORY
HOURS:**
96


**CLIENT PERKS
VALUE:**
\$130K


**VST
HOURS:**
61


**SCALEUP
FUNDING:**
\$20,000


**MARKET INTELLIGENCE
VALUE:**
\$48,000

Our **BEYOND** programming is designed for companies with founders interested in global expansion across all elements of their business. Beyond clients have growing and recurring monthly revenue, have created a scalable and repeatable business model, prioritize new market exploration, have a defined leadership team, and provide founders and executives with full-time employment.

FEATURED TOOL:

THE BERESKIN & PARR INTELLECTUAL PROPERTY ADVISORY TEAM

The WEtech Alliance Venture Success Team is made up of over 40 world-class advisors and subject matter experts. In late 2019, a relationship was formed with Bereskin & Parr, to provide clients with access to a full team of lawyers with specializations across every intellectual property discipline imaginable. The team of 6 lawyers provides planning, troubleshooting, strategy development, and wayfinding, which creates a highly tailored and “custom fit” experience for portfolio companies. This free service is available only to WEtech Alliance clients, and has saved our portfolio hundreds of thousands of dollars, lengthening their runway and saving resources.

In 2020, 56 clients were introduced to the Bereskin & Parr team. Trademarks, Data protection, Industrial Design, and Copyright of Digital Media were the most popular subjects explored.

CLIENT SPOTLIGHT:

RED PISTON

Red Piston is a digital agency that provides expert development services for everything from mobile gaming to virtual and augmented reality applications. Here are some of the ways we've helped them:

Client Since:

2011

Programs Leveraged:

ScaleUP, Investment Readiness, Market Intelligence, Venture Success Team (VST), B2B Sales Growth, Digital Main Street, Client Perks, Scale From Home


ADVISORY
HOURS:
114


CLIENT PERKS
VALUE:
\$130k


VST
HOURS:
83


DMS LAB
FUNDING:
\$42,500


MARKET INTELLIGENCE
VALUE:
\$145,000



DID YOU KNOW?

WEtech Alliance is the only Amazon Web Services (AWS) Startup Program provider in Windsor-Essex and Chatham-Kent. All WEtech clients are eligible for up to \$120,000 in AWS credits, free 1-on-1 advisory support with Cloud Compute Architects, and access to over 80 self-paced learning labs. Since launching this perk in 2019, 178 WEtech clients have received over \$2,000,000 in credits applied directly to their AWS accounts.

WHAT OUR CLIENTS SAY ABOUT US

“Since day one the team has been **so helpful** to me!”

“The WEtech team is **absolutely amazing**. Please keep up the great work and great service for entrepreneurs in our community. A-1!”

“My Advisor is not only prompt and **gives his all**, but his knowledge is something else.”

“Our Advisor has done a great job supporting my project. WEtech services **surpass all expectations**.”

“Always **good discussion**, resources to answer questions and put us in contact with appropriate resources.”

“The WEtech Alliance team continues to steer us in the right direction with access to funding, resources, and support. Adam and Janelle are strong and reliable sources of knowledge and advocacy available at a moment’s notice to run ideas by and coordinate relationships with important stakeholders and programs. It is my hope that we will continue to work with WEtech Alliance and that upper levels of Government/Economic Development Agencies will flow equitable amounts of funding and support through WEtech and our region to ensure local companies are able to access the same level of support as those in Kitchener/Waterloo, the GTA, and Ottawa.”

DID YOU KNOW?

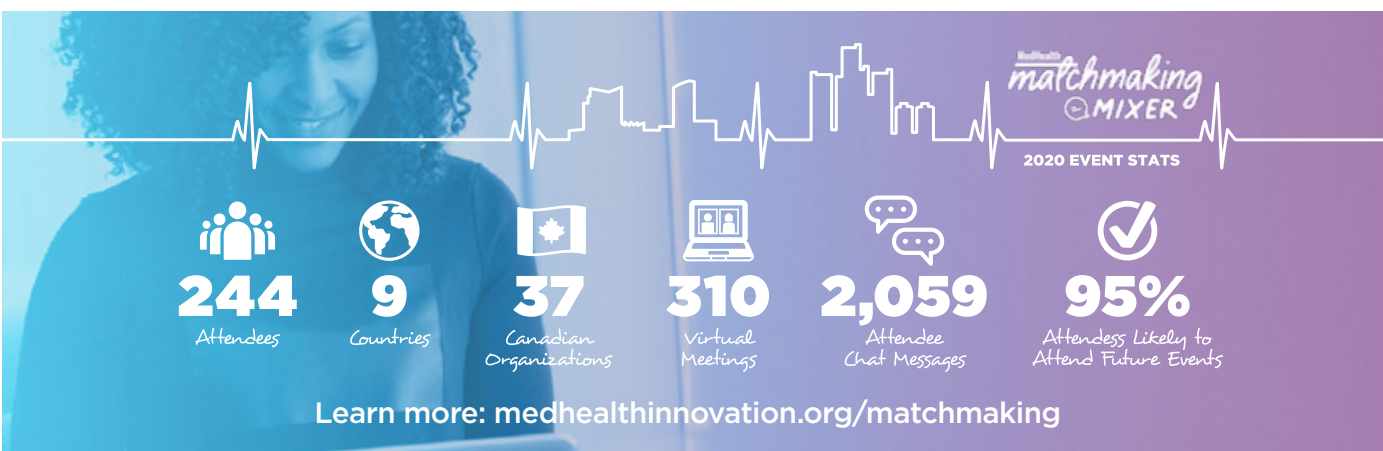
At the end of every quarter, we send out a three question survey to all active portfolio clients. Using the industry standard Net Promoter Score (NPS) metric to measure customer experience, we asked survey respondents to rate how likely they are to recommend WEtech to a friend or colleague. Given the NPS range of -100 to +100, a “Positive” score or NPS above 0 is considered “Good”, +50 is “Excellent,” and above 70 is considered “World Class.” Check out page 18 of this report to see how we did!

TECH ACCELERATION: PROGRAM HIGHLIGHTS

MEDHEALTH MATCHMAKER:

Founded in 2015 by healthcare stakeholders in Southeast Michigan and Southwest Ontario, including WEtech Alliance, **MedHealth** is a regional collaboration connecting, convening, and educating the medical innovation ecosystem to accelerate the adoption of technologies that improve quality of care and contribute to economic growth.

MedHealth Matchmaking Mixer: The MedHealth Matchmaking Mixer connects healthcare organizations and research institutions in Southeast Michigan and Southwest Ontario with market-ready digital health and medical device companies offering innovative technologies that can address their challenges.



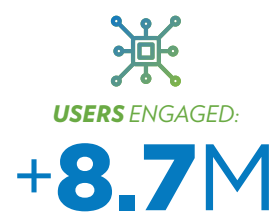
MedHealth
matchmaking
= MIXER





SCALE (BACK) UP TECH ACCELERATOR

The 4th cohort of our award-winning Tech Accelerator program, branded **Scale(Back)UP**, went fully virtual in 2020 and assisted 5 regional tech and tech-enabled companies in bringing new products to market, adopting new revenue streams and scale back up amid the new realities of the economy.



*AS OF APRIL 2021



DID YOU KNOW?

Well-known entrepreneur, legendary venture capitalist, best-selling author and co-founder of Techstars, Brad Feld, joined us virtually for the 2020 Scale(Back)UP pitch finale. Learn more about Brad by following him on Twitter at [@bfeld](https://twitter.com/bfeld) or visiting www.feld.com.





BorderHacks

2020 EVENT STATS

# OF APPLICATIONS:	# OF SERVER MEMBERS:	# OF SUBMISSIONS:
1,000	1,300	90
# OF FOLLOW-UP SURVEY RESPONSES:	# OF VOLUNTEERS:	\$\$ GIVEN AWAY:
800	40	\$19,650

TECH TALENT: PROGRAM HIGHLIGHTS

BORDERHACKS:

WEtech was a proud partner on the inaugural cross-border hackathon, held September 25-27, 2020. **BorderHacks** inspired regional tech talent to get involved in our technology community, ultimately contributing to unlocking the potential of our future programmers, hackers, and designers with a focus on mobility and cross-border issues such as healthcare, logistics, and cybersecurity.



2021 EVENT STATS

# OF APPLICATIONS:	# OF SERVER MEMBERS:	# OF SUBMISSIONS:
1,005	1,136	83
# OF FOLLOW-UP SURVEY RESPONSES:	# OF VOLUNTEERS:	\$\$ GIVEN AWAY:
966	45	\$36,720

WINHACKS:

WEtech has been a proud partner of **WinHacks** since 2019, when a small group of students began to plan the University of Windsor's first ever hackathon, and the Windsor region's second MLH event. By March the next year, their ambitions had lead them further than they ever expected, overcoming massive challenges to host one of the most successful tech events in #YQG. WinHacks 2020 laid the groundwork for digital hackathons worldwide by pivoting to an innovative virtual model in just two weeks. Challenges focused on mobility, cybersecurity, new tech like blockchain, entrepreneurship, health, and more.

The 2021 event featured similar themes, challenges, and goals, while once again breaking new ground for digital events.

TECH COMMUNITY: PROGRAM HIGHLIGHTS

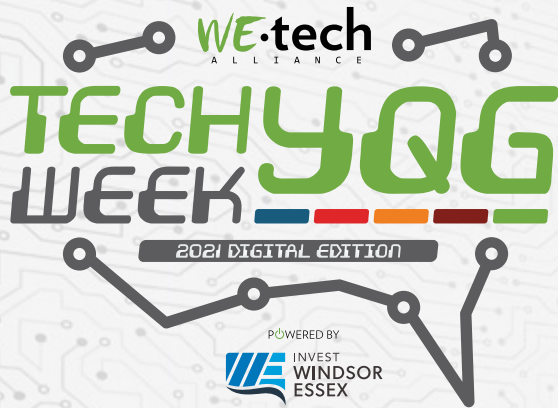
TECH WEEK YQG:

The largest regional technology festival dedicated to tech, talent and community, our annual **Tech Week YQG** returned with a fully digital edition in March of this year.

This year's events (virtually) brought together tech leaders, founders, talent, researchers, investors, and the broader community for a series of events that gave unique access to experts and thought-leaders that shared their knowledge on subjects such as emerging technologies, cybersecurity, mobility, and community innovation.

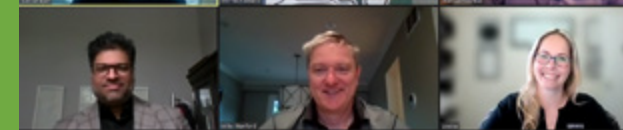
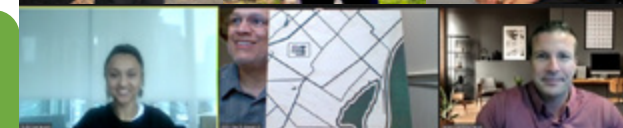
TECH AWARDS:

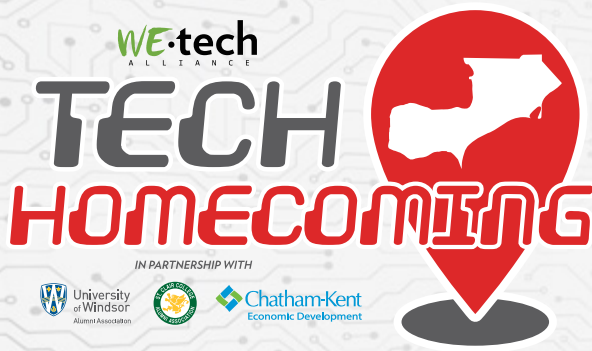
This year's **Tech Awards** were extra special in that we had the chance to celebrate another group of COVID-19 heroes, tech heroes. The Tech Awards are a fun, informal way of recognizing technology innovators of all stages for their achievement and success in our community. The Tech Awards provide a fantastic opportunity to showcase the impactful leaders in the local tech sector and to strengthen networks within the tech community.



"The talent, and creative energy of the entrepreneurs in our community herald a bright and innovative future that we are proud to support."

– Jean Lamoureux, Vice President, Business and Wholesale Markets, TekSavvy





TECH HOMECOMING:

As part of the fourth annual Tech Week, Tech Homecoming Day brought together Windsor and Chatham-area expats, alumni, newcomers and regional leaders to reconnect and reinvest in the city that they once called, or will soon call home for discussions centered around turning the region into a Hub of Innovation.



“

“The call to action is for everyone to own telling our region’s story. The reality is that each and every one of us has that responsibility. There’s so much to tell. I think if we all do that, it will be really quite powerful.”

Jason Reynar

CAO, City of Windsor



“

“Whether you’re in Windsor-Essex or elsewhere in the world, you have to remember that you’re always an Ambassador. Every one of us needs to think about how we can tell our story and how magnificent it is.”

Kristina Verner

VP, Waterfront Toronto



“

“You can have an amazing career in tech without knowing how to code. And you don’t have to work for a traditional tech company to work in tech. Every company is becoming a tech-enabled company.”

Justine Janssen

SVP Strategic Initiatives, Ceridian



“

“Keeping modern and current is easier now than it has ever been. The turnaround time is no longer a few years, it’s a few weeks. Plug in with people that will tell you ‘these are the 3 things that you need to learn’.”

Mike Pegg

Head of Google Maps Platform Developer Relations, Google



OUR RECOVERY EFFORTS: PROGRAM HIGHLIGHTS

F5 REFRESH & RELOAD

WHY: The COVID-19 pandemic has disproportionately impacted women entrepreneurs. To address these realities, and in keeping with our commitment to advance the economic empowerment of women, WEtech Alliance and ecosystem partners, with funding support from the Government of Canada's Women Entrepreneurship Strategy (WES), took action.

The **F5: Refresh and Reload** program supported female entrepreneurs in overcoming immediate pressures and challenges facing their ventures, with technical and business advisory supports with:

- Online education, networking and virtual kidsitting sessions
- One-on-one business advisory coaching and mentorship with the F5 Venture Success Recovery Team
- Power Panel in partnership with Haltech Regional Innovation Centre
- The Women Entrepreneurs Holiday Gift Guide

WOMEN FOUNDERS CLIENT PORTFOLIO



*Average FY19/20 vs FY20/21

F5 REFRESH & RELOAD IMPACT



DID YOU KNOW?

Amber Mac, TV host, entrepreneur, author, speaker and President of AmberMac Media Inc., joined us virtually for the 2021 F5: Refresh and Reload program. Amber joined over 100 women entrepreneurs to share tech trends, marketing tips and/or productivity how-tos. Learn more about Amber by following her on Twitter @ambermac or signing up for her weekly newsletter at www.ambermac.com/newsletter.



IGNITION PROGRAM

WHY: To help support regional main street businesses who are facing intense challenges due to COVID-19.

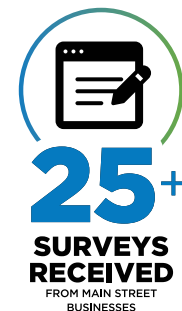
IGNITION PROGRAM:

In the initial **Ignition Challenges** phase of the five-month design sprint, powered by Libro Credit Union, WEtech Alliance connected with over one hundred small and medium-sized main street businesses across Windsor-Essex and Chatham-Kent, to better understand the top challenges they're facing.

Following these conversations with business owners, community members and organizations from both main street and the innovation community, the Ignition program identified four key challenges:

- Revenue Loss & Barriers to Online Selling
- Mental Health Impacts on Entrepreneurs
- Enhanced Impact on Tourism & Hospitality Businesses
- Keeping Employees Safe & Businesses Open

As part of the Ignition Solutions phase, powered by Digital Main Street Future Proof, WEtech Alliance engaged local entrepreneurs and community partners to help develop workable solutions, creating resources our main street businesses can leverage, and providing opportunities to use technology to support long term business sustainability during and long after COVID-19.



DMS FUTURE PROOF

DIGITAL MAIN STREET FUTURE PROOF

WHY: To assist businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan.

In partnership with Communitech, Federal Economic Development Agency for Southern Ontario (FedDev) and the Province of Ontario, WEtech Alliance supported the delivery of the **Digital Main Street (DMS) Future Proof** program. This program provided a detailed deep dive to support businesses that required support in either transforming their business model or developing and implementing an advanced digital transformation plan via Digital Transformation Teams, Digital Main Street Labs and Community Collaboration Projects.

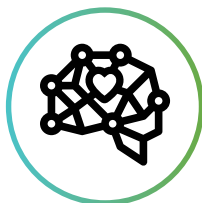
Windsor-Essex and Chatham-Kent impact highlights include:

- Businesses leveraging Transformation Teams: 10 (Chatham-Kent) & 63 (Windsor-Essex)
- Regional Team Leaders hired Windsor-Essex and Chatham-Kent: 13
- Students hired as Transformation Team Members: 2 (Chatham-Kent) & 59 (Windsor-Essex) in total 8 (St. Clair College) and 55 (University of Windsor)
- Secured \$42,000 for Windsor-based Red Piston's IDQuickly solution via DMS Labs program
- Over \$122,500 in direct dollars secured to support 4 Community Collaboration Projects in Windsor-Essex and Chatham-Kent

DMS FUTURE PROOF LABS



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH





DIGITAL SHIFT

WHY: To help create sustainable digital adoption for hard-hit tourism and direct-to-consumer businesses.

The Digital Shift Program, in partnership with the Ontario Tourism Innovation Lab, delivered monthly virtual workshops designed to give tourism businesses the tangible tools they need to develop their own sustainable digital strategy, including the creation of a custom Digital Shift Canvas workbook.

IMPACT:

- Hosted 8 virtual workshops
- 248 virtual attendees representing 60 communities across Ontario
- WEtech Digital Shift Canvas was downloaded 311 times.



OUR IMPACT

THEORY IN ACTION:

How we've helped our portfolio clients (Fiscal Year April 2020 - March 2021)

CLIENT PORTFOLIO VALUE


ANNUAL REVENUE:
combined portfolio
\$41,623,119


TOTAL FUNDING RAISED:
by clients from public and private sources
\$22,064,065


NEW JOBS CREATED: **140**
(gross total) by portfolio clients
1,553 EMPLOYEE COUNT
active portfolio

WETECH VALUE

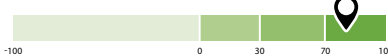
ADVISORS 
supporting clients: **42** of service provided: **2108**


PORTFOLIO CLIENTS:
number of unique clients engaged
279


VIRTUAL EVENTS HELD: **52**
5247 ATTENDEES

CLIENT IMPACT


CLIENT SATISFACTION:
4.4/5


NET PROMOTER SCORE:
79.7


CLIENT PERKS:
value leveraged by portfolio clients
\$2,758,058

WEtech works to provide open and transparent reporting. Learn more www.wetech-alliance.com/impact

OUR REACH

Marketing & Communications Impact (Fiscal Year April 2020 - March 2021)

DID YOU KNOW?

Trying to find the perfect tech GIF for your Instagram story? WEtech Alliance and Red Piston have created a unique set of tech GIFs for you, available at giphy.com/wetechalliance.



FOLLOWERS: **15,673**
IMPRESSIONS: **4.2M**



VISITORS: **35,602**
PAGEVIEWS: **76,066**



SENT: **23,573**
OPEN RATE: **36.4%**

OUR PARTNERS

Partnerships drive WEtech Alliance. We are fortunate to work with partners who readily share their expertise and resources which fuel our work, our clients and our regional initiatives.

We would like to take a moment to acknowledge our partners - \$5,000+ direct investment dollars - from the past fiscal year.



We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Nous reconnaissons l'appui du gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario



For a complete list of our regional ecosystem partners, please visit www.wetech-alliance.com/our-partners

Interested in becoming a partner? Our partnerships help champion the regional tech community and expand the reach and impact of WEtech Alliance's programs and services.

To inquire about 2021-2022 partnership opportunities, please contact Adam Frye at afrye@wetech-alliance.com. Thank you!

LET'S CONNECT



@WETECHALLIANCE



WETECH-ALLIANCE.COM



MAILING LIST: bit.ly/wenews

We see you. We appreciate you. Thank you!



Working with local Graphic Designer, Jeff Denomme of Haunted Zoo, we created this special artwork to thank all of the dedicated essential workers and tech heroes who are keeping Windsor-Essex and Chatham-Kent safe, healthy & connected.

