

WE•tech
A L L I A N C E

ANNUAL **IMPACT** REPORT



WHO WE ARE: A REGIONAL INNOVATION CENTRE LOCATED IN WINDSOR, ONTARIO

WEtech is a non-profit organization dedicated to playing a lead role in developing a sustainable and diverse economy that attracts and retains top talent, business and investment. We work together with partners to build a region that supports innovative businesses from Windsor-Essex, Chatham-Kent and around the world to grow locally and scale globally.

DID YOU KNOW? WEtech Alliance is 1 of 3 Regional Innovation Centres in Ontario that shares a border with the United States, creating international opportunities and direct access for our clients.

HOW WE STARTED: AN ORGANIZATION CREATED BY INDUSTRY FOR INDUSTRY

WEtech Alliance roots date back to 2010 with Softech Alliance Network (SAN), an industry-led organization focused on driving the growth and success of Windsor Essex's information technology sector through leadership, connections and promotion. That year, SAN members decided to pursue the Regional Innovation Centre opportunity, which led to the creation of WEtech Alliance in February 2011.

DID YOU KNOW? Our founding members include: Stuart Sutton (Sylectus), Saverio Rinaldi (HP), Rakesh Naidu (WindsorEssex Economic Development Corporation), Adam Davis (Next Dimension), Ross Rawlings & Shelley Fellows (Radix), Frank Abbruzzese (AlphaKOR Group) & Rob Courteau (Progressive Software).

WHAT WE DO: TECH, TALENT, COMMUNITY

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.

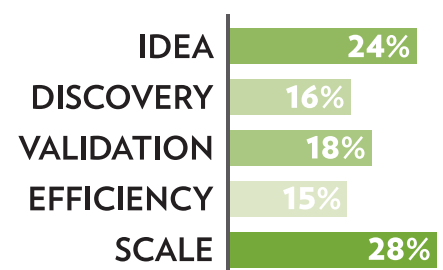
DID YOU KNOW? WEtech has created a custom **Roadmap** for scaling companies. The elements include 30|60|90 day & 4|8|12 month milestone trackers, **Entrepreneurs Toolkit** sessions, **War Rooms**, our **Venture Success Team**, our **ScaleUP Tech Accelerator** program and **1-on-1 business coaching**.

OUR CLIENTS:



Digital Media and ICT	39%
Life Sciences & Advanced Health	18%
Education	12%
Advanced Manufacturing	7%
AgriTech	6%
Tourism	6%
Food and Beverage	4%
Manufacturing	4%
Financial	2%
Hardware	2%

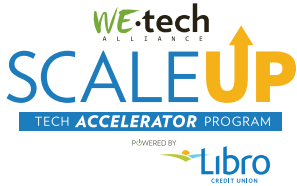
CLIENT BREAKDOWN: STAGE



BUSINESS ACCELERATION (TECH)

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.

KEY INITIATIVES:



SCALEUP is the first tech accelerator in Windsor-Essex and Chatham-Kent that helps growth stage startups to scale. ScaleUP candidates have moved beyond ideation and product-market fit, and ideally have achieved early sales. Each cohort comprises five startups who receive four-months of intensive business mentoring + in-kind services valued at \$15,000 + access to a global network of support + the opportunity to pitch for a \$10,000 top prize in front of the Windsor Essex Capital Angel Network (WECAN).

ScaleUP has been funded in part by Libro Credit Union and the program's impact was highlighted when Libro received recognition at the CCUA Awards for their Libro Cluster economic development initiative in Southwestern Ontario. Libro also highlighted ScaleUP in their Annual Report.

Learn more at www.wetech-alliance.com/scaleup.



WETECH WAR ROOMS take five companies that face a specific challenge and pairs them with an expert in that field to provide tangible and timely solutions. Our clients leave each War Room completing a specific task identified in their 30-60-90 operational plan. Examples include: running a Facebook Ad Campaign, Google Adwords, setting up their initial cash flow projections, pitching to investors & due diligence.

DID YOU KNOW? All of our War Rooms are facilitated by members of our Venture Success Team (www.wetech-alliance.com/vst) - a group of experts selected by WEtech to help our clients through tangible coaching and support.

Learn more at www.wetech-alliance.com/warrooms.



INNOVATION CATALYST is WEtech's flagship Corporate Innovation program in Windsor-Essex and Chatham Kent. The goal of Innovation Catalyst is to train frontline staff to serve as internal engines of innovation in large organizations and companies, while simultaneously helping these organizations build internal innovation infrastructure.

Current Innovation Catalyst clients include ENWIN Utilities, the Greater Essex County District School Board and Schlegel Villages long-term care.

Learn more at www.wetech-alliance.com/catalyst.

BUILD & ENGAGE TECH COMMUNITY (TALENT)

WEtech works with industry, post-secondary institutions and school boards 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).

KEY INITIATIVES:



FIRST ROBOTICS: WEtech Alliance worked with industry, the University of Windsor and St. Clair College to spearhead the growth of the FIRST Robotics program. Over 80 high schools and grade schools now have a FIRST Robotics team, and Windsor-Essex is home to the Windsor-Essex Great Lakes FIRST Robotics District tournament.

DID YOU KNOW? Windsor-Essex and Chatham-Kent are home to one of Canada's fastest growing FIRST Robotics communities.

Learn more at www.windsor-essex-first.org.



HACKING HEALTH WINDSOR + DETROIT annually brings together 250 professionals from the health and technology sectors to dream up, design and build tech solutions to health care challenges. Hacking Health is a global movement that includes over 50 cities and 17 countries across 5 continents in its global network.

DID YOU KNOW? Hacking Health Windsor + Detroit is the world's first cross-border Hacking Health chapter.

Learn more at www.hacking-health.org/windsor-detroit.



NERD OLYMPICS is an annual competition that pits sixteen tech companies against each other in a series of Olympic-style events over a four month period. These events include, among others, rock climbing, archery, bubble soccer, go-karting etc. Nerd Olympics builds camaraderie within tech companies and between tech companies, helping to grow a close knit tech community.

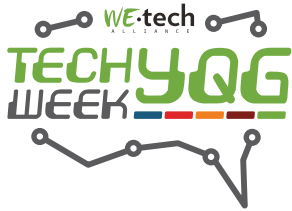
DID YOU KNOW? Nerd Olympics teams donate thousands of dollars in cash and supplies to local charities annually through the event's Community Challenge.

Learn more at www.wetech-alliance.com/nerds.

CHAMPIONING TECH & INNOVATION (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.

KEY INITIATIVES:



TECH WEEK YQG: Each year WEtech Alliance spearheads this weeklong celebration of technology that features a dozen initiatives over the course of a week that spotlight an aspect of the tech sector. This year's Tech Week included a Tech Show with a star panel of business leaders from Detroit that drew 400 people + the Tech Awards which recognized leaders in the tech community and drew 200 people + a Tech Talent Day hosted at St. Clair College which introduced students to tech fields + a number of workshops focused on inclusivity including Women in Tech and the Discover Ability Network + a Mobility Day that included a Mobility Startup Pitch Competition.

Learn more at www.wetech-alliance.com/techweekyqg.



THE REGIONAL ALLIANCE NETWORK consists of stakeholder organizations of the regional economic development ecosystem. The Regional Alliance (RA) exists to reduce duplication of services, to promote collaboration within the region and to ultimately benefit clients by presenting a unified and consistent message. Its purpose is to ensure that clear and consistent messages are being delivered to high potential companies and entrepreneurs in the region with respect to the goals, challenges, opportunities and milestones that each is facing. Outcomes include: Regional collaborative grant submissions as well a regional event calendar and support matrix for entrepreneurs (bit.ly/SupportWE).

2018 Members included: WEtech Alliance, WindsorEssex Economic Development Corporation, Small Business Centre, Windsor-Essex Regional Chamber of Commerce, Business Resource Centre of Essex County, Windsor Essex Capital Angel Network, The Accelerator, Workforce WindsorEssex, Ontario Centres of Excellence, Business Development Bank of Canada, Ministry of Economic Development, Job Creation & Trade, Mitacs, Natural Sciences and Engineering Research Council, University of Windsor, St. Clair College, National Research Council of Canada Industrial Research Assistance Program and the City of Windsor.



DID YOU KNOW? WEtech Alliance is 1 of 29 Canadian Digital Media Network hubs across Canada and is a member of **Technology Councils of North America** that represents over 50 Technology organizations across Canada, U.S.A. & Mexico.

THEORY IN ACTION: HOW WE'VE HELPED OUR **217 ACTIVE PORTFOLIO CLIENTS** (Fiscal Year April 2018 - March 2019)

CLIENT PORTFOLIO VALUE


ANNUAL REVENUE:
combined portfolio
\$38,936,100


TOTAL FUNDING RAISED:
by clients from public and private sources
\$16,233,211


NEW JOBS CREATED: 118
by portfolio clients
EMPLOYEES: 719

WETECH VALUE

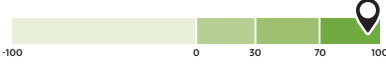
ADVISORS
supporting clients:
31  **HOURS**
of service provided:
994


MARKET INTELLIGENCE:
service value delivered to portfolio clients
\$212,790


EVENTS HELD: 80
2821 ATTENDEES

CLIENT IMPACT


CLIENT SATISFACTION:
4.6/5


NET PROMOTER SCORE:
93.2


CLIENT PERKS:
value delivered to portfolio clients
\$108,000
since January 1, 2019



6-MONTH ECONOMIC IMPACT - SCALEUP COHORT #1

Reminder Liner | DeliverBae | MPV Wifi | FortyTwo | MobiStream


JOBS CREATED:
20


NEW CUSTOMERS:
415


PIPELINE SALES:
\$2.6 MILLION



TRUE PHANTOM SOLUTIONS

Client since January 2015

LONG-TERM CLIENT IMPACT: TRUE PHANTOM SOLUTIONS designs and creates biomedical phantoms used in the development of innovative diagnostic imaging techniques, neurosurgery treatment planning, and training of nursing and medical students. TPS has leveraged our VST for ongoing EIR strategic mentoring and coaching, while also attending three targeted War Rooms. Here are some other ways we've helped:


\$20,000
EMBARK FUNDING


MEDIA EXPOSURE


FEATURED CLIENT SPOTLIGHT


PRESENTED REGIONAL ALLIANCE


+150 ADVISORY HOURS


\$15,800
MARKET INTELLIGENCE


PARTICIPATED CROSSBORDER MEDHEALTH CLUSTER


PRESENTED HEALTH INNOVATION EVENT


INTRODUCED GLOBAL PARTNERS

THEORY IN ACTION: HOW WE'VE HELPED OUR **CORPORATE INNOVATION CLIENTS** (Fiscal Year April 2018 - March 2019)



ACTIVATING FRONTLINE STAFF TO BECOME
INTERNAL ENGINES OF INNOVATION.



CATALYST
COMPANIES:
3



CATALYSTS
TRAINED:
90



CATALYST
PROJECTS:
45



ALISON, a Human Resources Generalist with ENWIN Utilities, is exploring the opportunity to enhance the performance management system inside the company. In doing so, she will be able to bring a whole new level of meaning to the process, improving the quality of the interactions between managers and employees.



CELESTE, an Elementary Educator with the Greater Essex County District School Board, is building the first of its kind, *TripAdvisor for Field Trips*. A place for teachers, parents, and students to review field trips, connect the trips to learning outcomes, and most importantly to enhance the experience for all those participating.



ERIN began by tackling a simple question: "How do we supply materials that we were not expecting to supply in a timely manner?" As Manager, Facilities Fleet & Warehouse at ENWIN Utilities, Erin broke down the system of materials ordering throughout the build process and is finding simple efficiencies to solve a big challenge.



I was very impressed by the quality and creativity of our employees' pitches, but what stood out for me is the level of teamwork across departments. We're now in the process of implementing a number of the innovations that were presented, and we couldn't be more pleased.

HELGA REIDEL
President & CEO, ENWIN Utilities

ADAM FRYE
Director of Business Innovation

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WETECH-ALLIANCE.COM/CATALYST

SUPPORTED BY PARTNERSHIPS AT ALL LEVELS



WEtech Alliance is a proud member of the Ontario Network of Entrepreneurs and is funded by the Province of Ontario in the range of **\$400,000** per year. In order to fully unlock that funding, WEtech Alliance must secure **25%** of our annual budget through partnerships. Since inception, WEtech has secured close to **\$2 MILLION** in additional direct investment to further support business acceleration and STEM related initiatives, including:

- Innovation Catalyst & ScaleUP via Ontario Trillium Foundation | **\$368,000**
- StartUP & ScaleUP Accelerators powered by Libro Credit Union | **\$100,000**
- Tech Community support via Annual Partnerships since 2011 | **\$520,000**

WEtech | OUR PARTNERS

WEtech Alliance is powered by partnerships. We would like to take a moment to acknowledge our **TECH TITAN** partners - **\$10,000+** direct investment dollars - from the past fiscal year.



WEtech | CONTACT US

LEARN MORE

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BECOME A PARTNER

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