

Accelerator Investment Opportunity

Transforming emerging
companies to high growth
contributors to the economy

Gillian Fairley



**CENTRE FOR
BUSINESS**

A Community Futures Development Corporation

What is a Business Accelerator?

Programs that exponentially accelerate the development of emerging companies identified as having potential for significant growth and success.

- Education and Training
- Pathway to Funding
- Networking Platform
 - Companies, Investors, Mentoring
- Typically in a physical location

catapult
GREY BRUCE



V13
VENTURE

CREATE



SANDBOX

accelerator
centre

DMZ

CREATIVE LAB
DESTRUCTION

An Accelerator Would...



Fuel the emerging technology and innovation sector and attract talent and investment to the community



Diversify and grow the regional economy



Increase the growth velocity of emerging businesses



Address expertise gaps within the entrepreneurship ecosystem

Who Would It Be For

High Potential Growth Businesses...

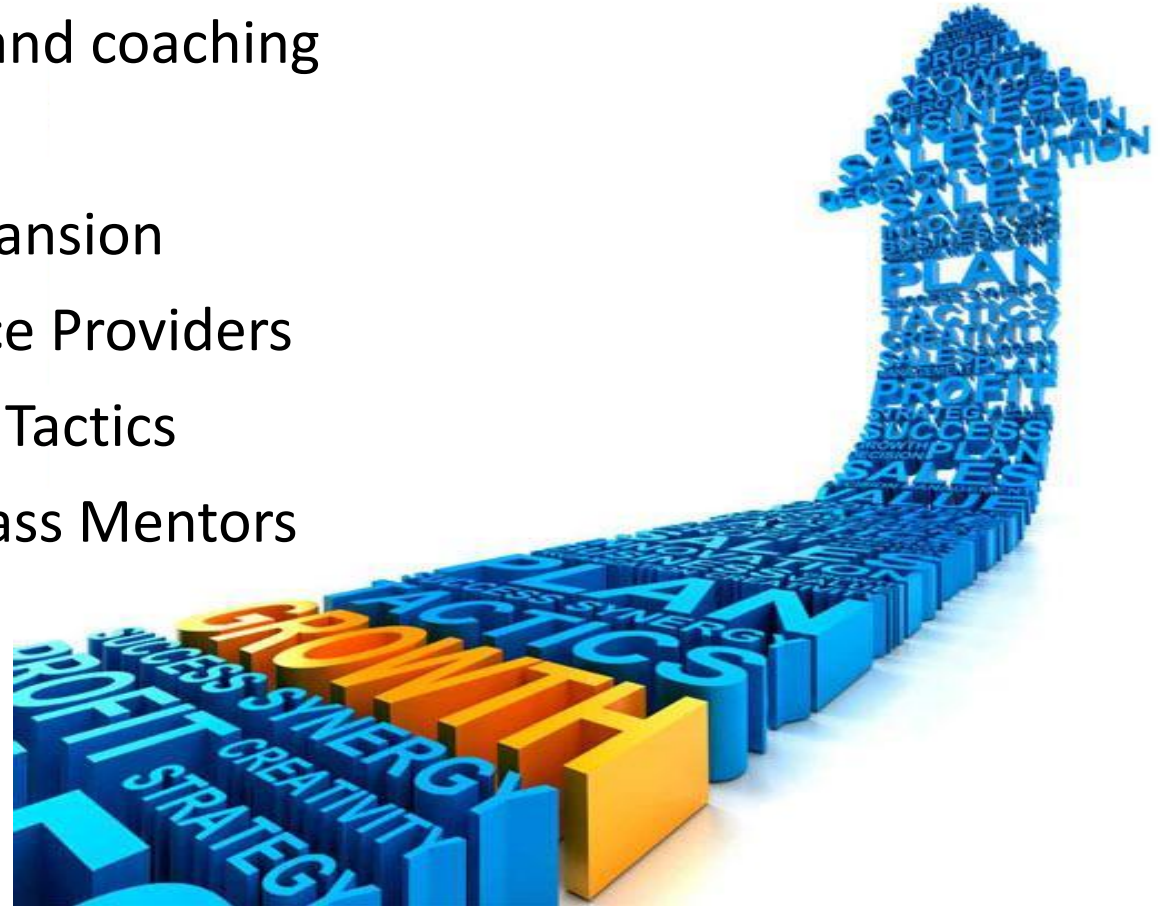
- Local or willing to reside in South Georgian Bay
- Technology or innovation focused
- Identified intellectual property holders
- Existing traction in the marketplace
- 3-10 employees



What Would It Offer

Highly Specialized Cohort Support

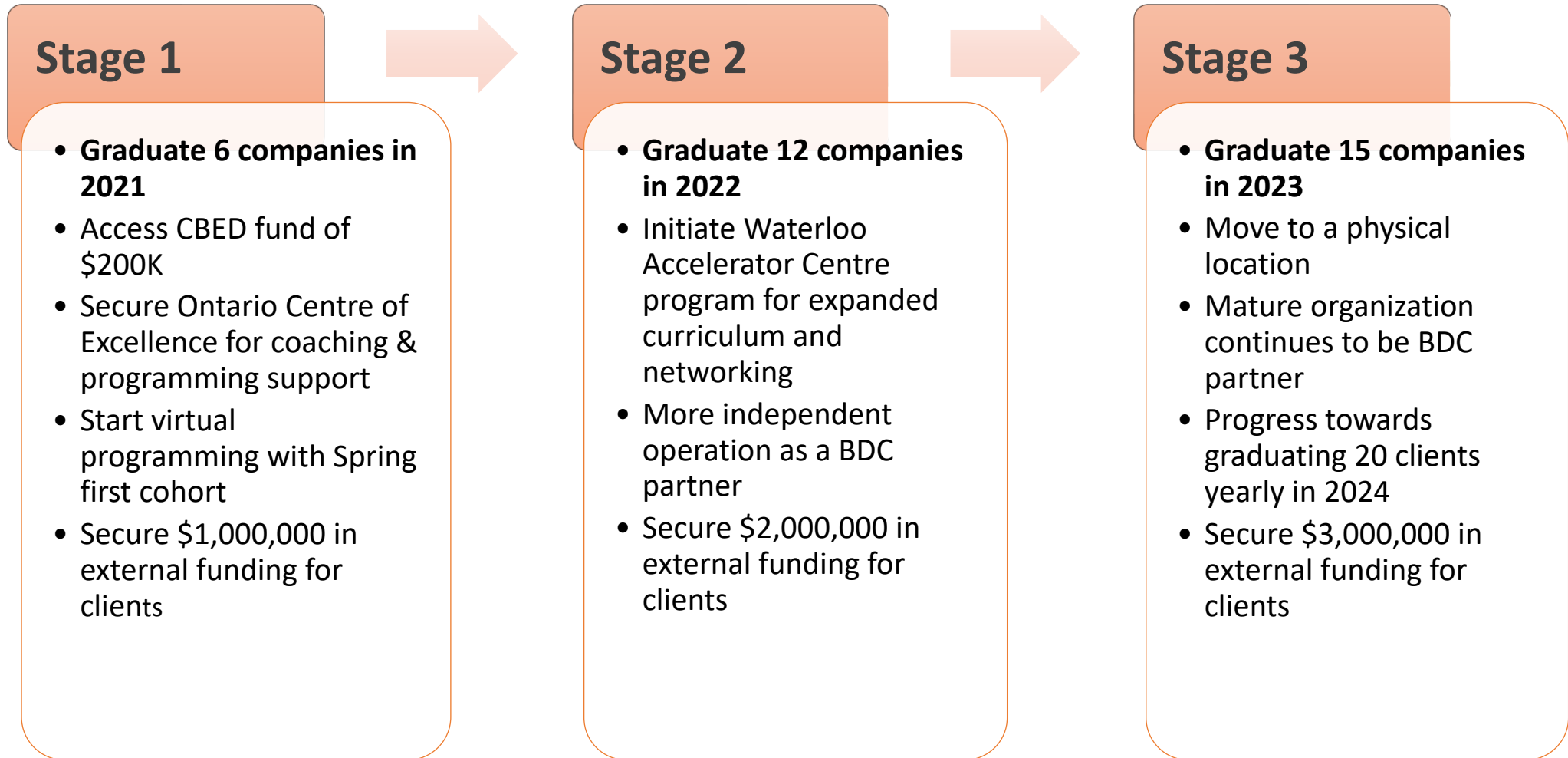
- Globally recognized programming and coaching
- Access to Capital
- Global Connections for Market Expansion
- Access to Extended Range of Service Providers
- Exponential Growth Strategies and Tactics
- Strategy Development by World Class Mentors



Why Now?

- Fuel the emerging local knowledge economy to create great jobs and draw capital
 - Brings more advanced service expectations
- Increasing competition from smaller municipalities in Southern Ontario
 - Cobourg, Cornwall, Peterborough, Innisfil and Owen Sound
- Fresh wave of COVID-inspired interest in balancing business ambition with lifestyle
 - Tipping point opportunity. The need is now and the window is open
- Emerging funding opportunities

Staging The Rollout



Organizing for Success

Original Organization: Conducted research and delivered the plan

- Joann Bowden, Gillian Fairley, Sonja Hamilton, Peter Heinke, John Pickard, David Reynolds, Martin Rydlo, Julie Scarcella



Transition Team: Execute the plan

- Establish a private-public sector Board of 3-5
- Create the not-for-profit entity
- Identify a Community Champion to support fund-raising
- Identify legal and accounting providers
- Assist in identifying a founding Managing Director



Long Term Organization: Grow & govern

- Managing Director reporting to a public and private Board of 7
- Advisory Panel of Acceleration experts
- Guidance from Waterloo Accelerator Centre team



Measuring Success

5 Primary Measures

- # Companies Accelerated
- # of Cohorts Graduated
- Company Revenue Growth
- Jobs Added
- Company Funding \$ Obtained

Diagnostic Measures

- # of Events Held / Attendance
- Mentor Hrs. Delivered
- Workshops Delivered
- Partner/Service Provider Mtgs Held
- New Customers Added
- New Connections Established
- Growth Sector Expanded

Making a Balanced Investment

Private Sector: 1/3 of funding

- Donation, sponsorship, membership



Government: 2/3 of funding

- Federal, Provincial & Regional, Municipal

Year-One: Virtual Programming with Ontario Centre of Excellence

Private Sector	\$200,000
Federal Funding (CBED)	\$200,000
Municipal/Regional	\$200,000

Year-Two: Physical location with addition of Waterloo Program

Municipalities	\$300,000
Other Government Funding	\$300,000
Private Sources	\$500,000
Physical Space: Capital or In-Kind Contributions	\$500,000

Return on Investment

First 3 Year Assumptions

- 8 cohorts are hosted
- 33 companies are accelerated
- 80% company revenue growth in year of program participation
- 103 new jobs created by all companies
- Draw \$6,000,000 in investment capital
- Capital and operational investment by private & public partners: \$2,988,000



Total Economic Impact

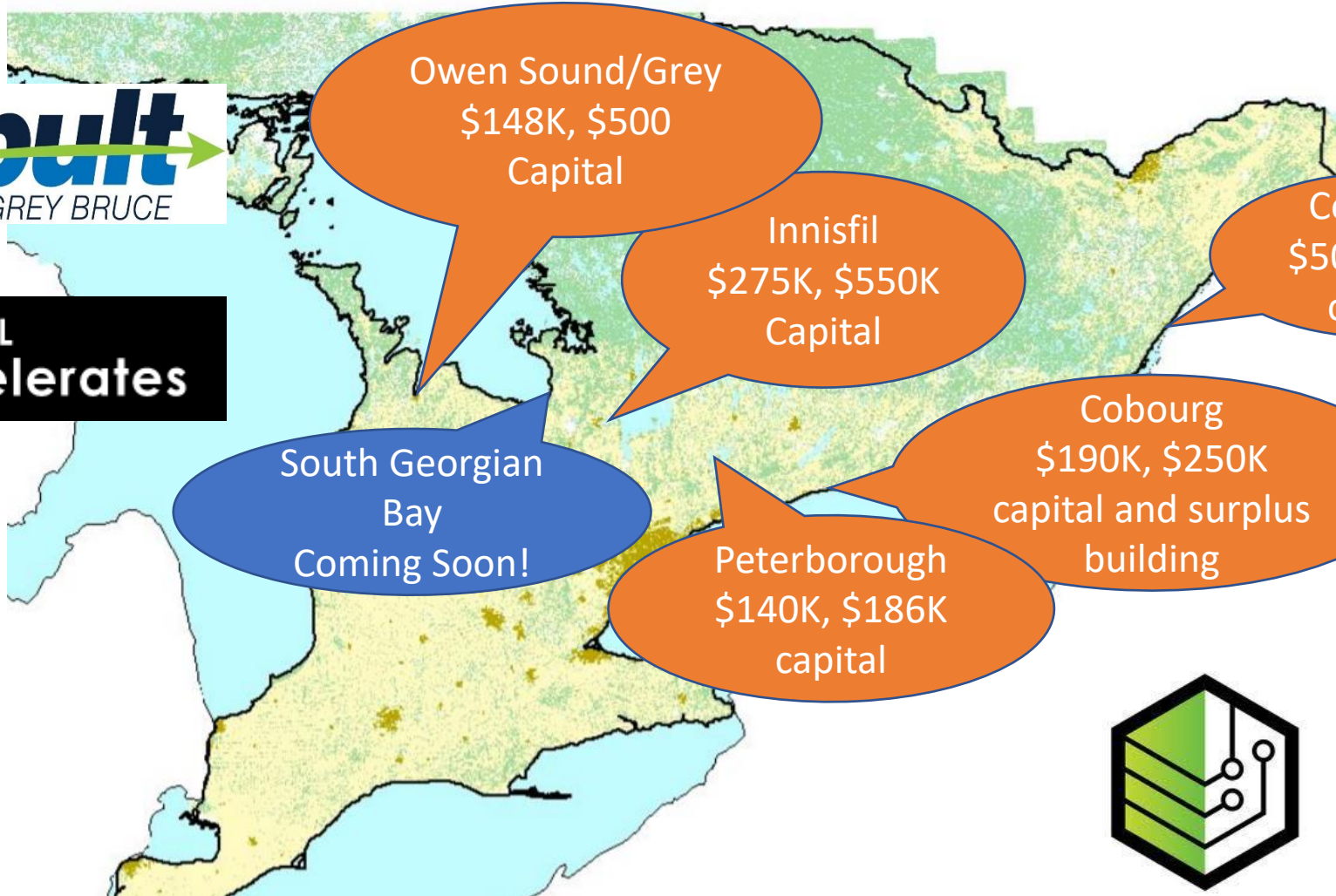
Cumulative Payroll Added	\$ 15,250,000
Incremental Company Revenue Added	\$ 23,000,000
Accelerator GDP Contributed	<u>\$ 3,500,000</u>
Total Economic Expansion	\$41,750,000
Investment Required	\$ 2,988,000
Annualized ROI	93%

Council Contribution Means

- Every \$1 invested by Council is matched by \$2 from other levels of government and private sector
- Funding support for critical Business Accelerator start-up & ongoing costs
 - 27%- start-up costs including OCE partnership investment
 - 37%- salaries including Managing Director, coaches and mentors
 - 36%- operational costs including programming & coaching curriculum

Business Accelerator Keeps Collingwood Competitive

Average annual municipal contribution and capital over last 2-3 years



CREATE



What's Next

In the Next 4 months:

- Establish legal entity and governance structure
- Begin private sector funding campaign
- Secure Ontario Centres of Excellence partnership and consulting resources
- Hire Managing Director
- Begin onboarding mentors

Make South Georgian Bay A Founding Force in this Bold New Business Accelerator.