

WE·tech
A L L I A N C E

ANNUAL **IMPACT** REPORT

REBUILDING & BUILDING THE (NEW) ECONOMY

It's nearly impossible to look towards the future without appreciating what's happened in the past, and building on what's happening today.

We at WEtech Alliance know that there are plenty of challenges ahead of us, but where there are challenges, there are also opportunities.

Innovation has been both the solution and the outcome for almost all human crises. With the current global pandemic set to shape businesses and industries for decades to come, we know that the future will require dynamism, adaptability, collaboration and most importantly, innovators.

While we set our sights on the post-pandemic economy, what remains unchanged is our hands-on client-centered approach that underpins our mission of accelerating over 200 tech companies and entrepreneurs in our portfolio.

When the world suddenly shifted this year, we quickly pivoted to keep client support business-as-virtual. Since March 16th, our team has held over 450 virtual client meetings, provided over \$573,000 in client tech perks, engaged over 24 members of our Venture Success Team and have seen over 40 new clients come through our virtual doors.

Looking forward, the innovation ecosystem is more important than ever. We need to transform ourselves to serve the new world. We need to support new and renewed emerging technology clusters, supply chains, networks, and companies while also supporting talent development and attractions strategies.

So, as you turn these pages to review where we've been, keep in mind where we're going and what we'll need to get there.


YVONNE PILON
President & CEO


LARRY KOSCIELSKI
Board Chair

OUR BOARD OF DIRECTORS



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Ontario Greenhouse Vegetable Growers



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SUSAN ANZOLIN
Institute for Border Logistics & Security



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CLIENT ADVISOR
JACOB DUHAIME
iDream Interactive



STUDENT ADVISOR
NOAH CAMPBELL
University of Windsor



CROSS-BORDER ADVISOR
PAUL RISER
TechTown

WHO WE ARE

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 over 200 entrepreneurs and companies - representing 1200+ employees - with over 1800 hours of business advisory support, engaging our regional tech talent to help them better connect to tech jobs and opportunities, uniting the Windsor-Essex and Chatham-Kent tech communities via initiatives such as *Nerd Olympics* and *Tech Week*, and promoting and celebrating our regional innovation and technology leaders, we remain committed to our three key pillars:

- TECH ACCELERATION
- TECH TALENT
- TECH COMMUNITY

OUR REGION



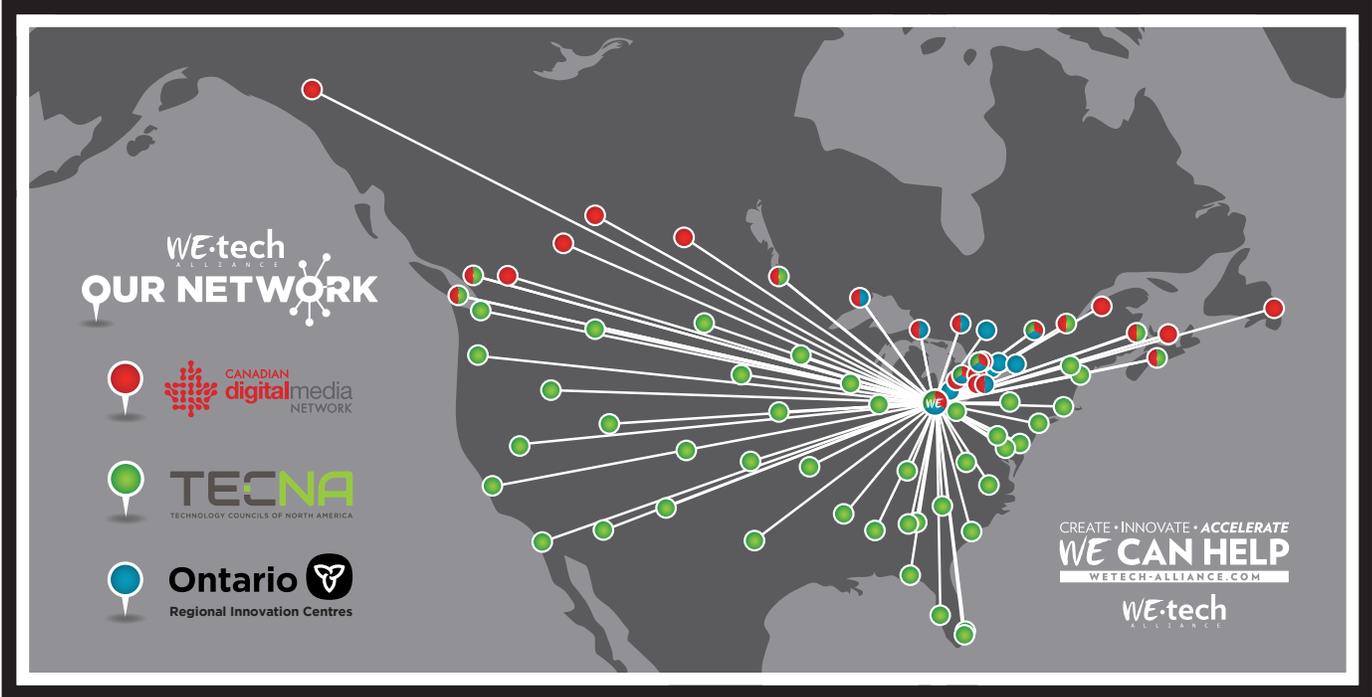
WEtech Alliance’s geographic boundaries include all of Windsor-Essex and Chatham-Kent. This represents a total population of 518,993 and geographic area of 4,455 km². (Source: 2016 Census)

DID YOU KNOW? February 2021 will mark WEtech’s 10 year milestone of helping support our regional tech entrepreneurs, companies & community. Below are some photos from WEtech Alliance’s early days.



OUR NETWORK

When clients join WEtech Alliance, they also gain access to an international network of technology and innovation leaders and organizations across North America. As one of seventeen **Regional Innovation Centres** (RIC) in Ontario; one of twenty-eight **Canadian Digital Media Network** (CDMN) hubs across Canada; and one of over sixty **Technology Councils of North America** (TECNA) members across the continent, our network provides access to industry advisors, investors, perks, connections, programming, soft landing space, and more.



OUR CLIENTS

WE·tech ALLIANCE
CLIENT BREAKDOWN BY STAGE



WE·tech ALLIANCE
CLIENT BREAKDOWN: SECTOR

INFORMATION AND COMMUNICATION + TECHNOLOGY =
DIGITAL MEDIA/ICT



MEDICAL + TECHNOLOGY =
MEDTECH



AGRICULTURE + TECHNOLOGY =
AGRITECH



MANUFACTURING + TECHNOLOGY =
ADVANCED MANUFACTURING



EDUCATION + TECHNOLOGY =
EDTECH



CULTURE + TOURISM + TECHNOLOGY =
CULTURE & TOURISM INNOVATION



FINANCE + TECHNOLOGY =
FINTECH



ENVIRONMENT + TECHNOLOGY =
CLEANTECH



HAVE AN IDEA?

WE can help turn your entrepreneurial idea into a business reality.



READY TO GROW?

WE can help you launch your business into market.



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: **ENTREPRENEURSHIP 101**

Created for aspiring founders who want a masterclass in entrepreneurship, the award-winning MaRS Entrepreneurship 101 (E101) program is a five-week online course that offers weekly mentorship from experts, access to a network of fellow entrepreneurs, and all the tools you need to launch your startup. In the past year, we've seen 68 of our clients graduate from the program after testing 127 ideas.



Learn more: www.wetech-alliance.com/spark

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: **CLIENT PERKS**

WEtech Alliance Client Perks connect our clients with exclusive discounts on key platforms and services that help accelerate growth. In the past year, our clients have leveraged \$1,279,536 in perks value, with Amazon Web Services, Google Cloud and Microsoft for startups credits among the top used client perks in 2019-2020.



Learn more: www.wetech-alliance.com/boost

LOOKING TO SCALE?

WE can help you expand your established business.



EXPLORING CORPORATE INNOVATION?

WE can help you define and execute your innovation framework.



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: **VENTURE SUCCESS TEAM**

Our Business Advisory services are all about tangible results, measurable impacts and enhancing the resources locally available to ventures of Windsor-Essex and Chatham-Kent. Our Venture Success Team allows us to extend the services of on-demand leaders, experienced entrepreneurs, and global subject experts to our clients and puts an incredible group of people at their fingertips. In 2019, we added 18 new advisors to our roster, including a new growth coach, Heather Galt, experienced in working with large and rapidly scaling start-ups.



Learn more: www.wetech-alliance.com/beyond

ENTERPRISE programming helps to design custom innovation frameworks for organizations looking to adopt innovation methodologies like design thinking, lean methodology and the business model canvas; engage their frontline staff through continuous improvement; find new ways to solve their most complicated challenges; update and future-proof their internal processes and operations; and collide with entrepreneurs to ignite new growth opportunities.

FEATURED TOOL: **INNOVATION CATALYST**

ENWIN Utilities and Greater Essex County District School were the first organizations to complete the Innovation Catalyst program, with Schlegel Villages long-term care and our first ever all-female Women's Entrepreneurship Strategy Automate Canada cohort joining the program in 2019-2020. Learn more about our flagship corporate innovation program on pages 13 & 14 of this report.



Learn more: www.wetech-alliance.com/enterprise

TECH TALENT

BUILD & ENGAGE TECH COMMUNITY | WEtech works with industry, post-secondary institutions and school boards to engage our tech community and build a tech talent pipeline in Windsor-Essex and Chatham-Kent through initiatives that connect the tech community and inspire people towards the fields of Science, Technology, Engineering and Mathematics (STEM). Here are a few key Tech Talent initiatives we're involved with.



NERD OLYMPICS is an annual competition that sees sixteen tech teams compete in a series of six different Olympic-style events over a three month period. The season kicks off each year with our Opening Ceremonies - complete with torch lighting ceremony - and concludes with our Closing Ceremonies three months later, where we award our Nerd Cup trophy to the top team.

Like the real Olympics, we award Gold, Silver and Bronze 3D printed medals to the top three teams at each event. Unlike the real Olympics, our Nerd Olympians aren't separated into men's and women's divisions. All of our competitors participate together, with no minimums or maximums based on gender.

DID YOU KNOW? Nerd Olympics is also about giving back. Each year, our teams compete in a Community Challenge which has seen thousands of supplies & cash donations made to local charities.

NERD OLYMPICS IMPACT SINCE 2016:


UNIQUE TEAMS ENGAGED:
28


EVENTS HELD: **24**
+2K ATTENDEES



ECONOMIC IMPACT:
+\$31K


SUPPLIES DONATED:
2375


CASH DONATED:
\$5650


BLOOD DONATIONS:
47





TECH CONNECT: The Tech Connect initiative, supported by Workforce WindsorEssex, looked at determining how best to support the tech community to engage talent and employers. This seven-month exploration of the tech sector in Windsor-Essex involved hiring Tech Talent Strategist, Dr. Victoria Abboud; re-establishing the ICT Roundtable; conducting a pulse check survey; developing a landing page to highlight local events, information, jobs, and offerings; hosting networking opportunities for employers and prospective talent; and a final Tech Connect report that highlighted challenges & opportunities for the Windsor-Essex tech sector.

Learn more: www.wetech-alliance.com/connect



WINHACKS: In March 2020, the University of Windsor, in partnership with the WindsorEssex Economic Development Corporation and WEtech Alliance, hosted the inaugural WinHacks. This 36-hour virtual hackathon provided tech talent the opportunity to share their best ideas and hacks around issues surrounding Mobility and COVID-19. The virtual hackathon brought together 400 students, over 40 volunteers and judges, 18 challenges, 77 project submissions, and delivered over \$17,000 in prizes.

DID YOU KNOW? WinHacks was declared a Major League Hacking 2020 Member Event, the first ever at the University of Windsor.



TECH COMMUNITY

CHAMPIONING TECH & INNOVATION | 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.

Here are a few key Tech Community initiatives we're involved with.



CHATHAM-KENT: In April 2018, WEtech Alliance and Chatham-Kent Economic Development Services hosted the first-ever TeCK Night. Two years later, we continue to see the tech industry grow in Chatham-Kent. In 2019-2020, WEtech supported 25 clients, held over 65 drop-in coaching sessions, held 8 TeCK Tuesday entrepreneurial workshops, and held 7 local events.

DID YOU KNOW? July 2019 marked the grand opening of SOAR Innovation, Chatham-Kent's first business accelerator and incubator designed and conceived by international principal investment and holding company, Ekagrata Group, to serve as a business pre-incubator, incubator, accelerator and hyper accelerator.





TECH WEEK YQG: Each year WEtech spearheads this week-long celebration and spotlight of the tech community. This year's Tech Week packed an impressive 12 events in five days across Windsor-Essex and Chatham-Kent, gathered over 1000 attendees and close to 30 partners, awarded 14 Tech Awards, and saw over half a million #TechWeekYQG social media impressions online.

Learn more: www.techweekyqg.com



RISE NETWORK: Launched in early 2020, RISE is a network of organizations that are empowering and supporting female entrepreneurs and innovators in emerging technologies across Windsor-Essex. Throughout the last year, RISE saw over 700 women exposed to entrepreneurial training, mentoring and networking through its founding partners, University of Windsor's EPICentre, Workforce WindsorEssex, WEtech Alliance, Build a Dream and Windsor Essex Capital Angel Network. RISE is supported by the federal government's Women Entrepreneurship Strategy (WES) program and administered by the WindsorEssex Economic Development Corporation's Small Business and Entrepreneurship Centre.

DID YOU KNOW? Since receiving the WES funding, WEtech has seen the number of female founders in our client portfolio increase by 263% from 8 to 29.

Learn more: www.risewindsorsex.com



OUR IMPACT

THEORY IN ACTION: HOW WE HELPED **281 UNIQUE CLIENTS** (Fiscal Year April 2019 - March 2020)

CLIENT PORTFOLIO VALUE


ANNUAL REVENUE:
combined portfolio
\$43,589,933


TOTAL FUNDING RAISED:
by clients from public and private sources
\$27,357,100¹


NEW JOBS CREATED: **144²**
by portfolio clients
EMPLOYEES: 1,249

WETECH VALUE

ADVISORS supporting clients: **39**

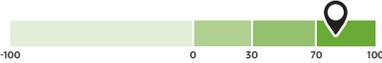
HOURS of service provided: **1834**


MARKET INTELLIGENCE:
service value delivered to portfolio clients
\$344,700


EVENTS HELD: **55**
2858 ATTENDEES

CLIENT IMPACT


CLIENT SATISFACTION:
4.8/5


NET PROMOTER SCORE:
78


CLIENT PERKS:
value delivered to portfolio clients
\$1,279,536

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

Correction: Two calculation errors were discovered and corrected on July 28, 2020. ¹Total Funding Raised updated from \$23,530,100 ²New Jobs Created updated from 107

SCALEUP IMPACT

Through the first **3** cohorts (2018-2020), ScaleUP Tech Accelerator program powered by Libro Credit Union with the support of the Ontario Trillium Foundation has helped **14** companies.

Learn more www.wetech-alliance.com/scaleup


GLOBAL REACH:
6 IN 23
continents countries


NEW JOBS CREATED:
65


USERS ENGAGED:
343,501


NEW PRODUCTS TO MARKET:
76


REVENUE + DEALS:
+\$11M



DID YOU KNOW? In March 2020, ScaleUP was 1 of 17 recipients across Canada recognized with a **Concentra Bank Empowering Your Community award.**

CLIENT IMPACT: MOBISTREAM

MOBISTREAM creates enterprise software designed to streamline employee communications and provide backend HR applications including timesheets, vacation approvals, group insurance and learning portals. *Here are some of the ways we've helped them:*



ADVISORY HOURS:
78.5



SOFT LANDING FUNDING:
\$4,000



CLIENT PERKS VALUE:
\$228,500



VST HOURS:
31



MARKET INTELLIGENCE VALUE:
\$35,000



SCALEUP FUNDING:
\$10,000



WEtech helps you hone in what you really need and makes it easier for you to take what you are really good at and move in the right direction.

JASON MUSYJ,
Co-Founder & CTO
www.mobistreamsolutions.com



CLIENT IMPACT: OLT FOOTCARE

OLT FOOTCARE provides the most advanced and comprehensive additive manufacturing foot orthotics available today, including 3D foot scanning, model generation and in-clinic 3D printing of custom foot orthotics. *Here are some of the ways we've helped them:*



ADVISORY HOURS:
55.6



SOFT LANDING FUNDING:
\$4,000



CLIENT PERKS VALUE:
\$90,000



VST HOURS:
15



MARKET INTELLIGENCE VALUE:
\$27,000



CROSSBORDER MEDHEALTH SUMMIT:
PARTICIPANT



We really appreciate WEtech. Their advice and support has been invaluable.

YONG LI,
Founder
www.oltfoot.com



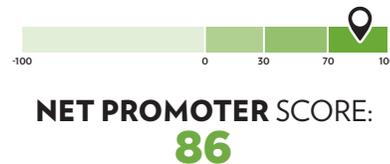
INNOVATION CATALYST IMPACT

INNOVATION CATALYST is WEtech's flagship Corporate Innovation program in Windsor-Essex and Chatham-Kent. The primary goal of Innovation Catalyst is to help organizations build out their innovation framework from the ground up by activating frontline employees to become internal engines of innovation. Our methodology takes frontline staff members through a Design Thinking journey that teaches them to think about problems from a human centred design lens.

Not only will they learn to identify opportunities and challenges, but they will go through the process of solving them, creating valuable connections across the organization, taking the phrase "we've always done it this way" out of your organization's vocabulary.

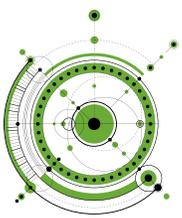
On top of working with frontline staff members, we work with your executive team to develop your Innovation Thesis, guiding the development of your innovation framework. As well, we develop high potential Managers and Directors into Innovation Leaders, working alongside them to help the Catalysts navigate the organization throughout their journey. Learn more www.wetech-alliance.com/catalyst

THEORY IN ACTION: HOW WE HELPED OUR CORPORATE INNOVATION CLIENTS (Fiscal Year April 2019 - March 2020)



I think this program is amazing and I would recommend it to any company whether you know you have a problem or not, it will help you.

CARLY DESLIPPE, Automate Canada



Deloitte.

INNOVATION CATALYST PROGRAM ASSESSMENT REPORT

DECEMBER 2019

At WEtech our primary goal is to deliver programming that offers *tangible* outcomes for our clients. We strive to avoid “Innovation Theatre” at all costs. With that in mind, in 2019 we hired *Deloitte Canada* to do a deep dive on the impact of Innovation Catalyst within our partner organizations.

The Deloitte Team interviewed the executive teams, management, trained Innovation Leaders, as well as the Catalysts themselves. Our goal was to understand how Innovation Catalyst supported organizations across 8 Impact Dimensions. Below is a snapshot of their findings.

PROGRAM IMPACT ASSESSMENT

- 1 Degree of Improvement in Organizational Innovation
MODERATE
- 2 Organizational Prioritization of Innovation
HIGH
- 3 Development of Organizational Innovation Channels
MODERATE
- 4 Degree of Organizational Communication
MODERATE - HIGH
- 5 New Idea Development and Adoption
MODERATE
- 6 Innovation Skill Development
HIGH
- 7 Improvement of Organizational Culture
HIGH
- 8 Innovation Ecosystem Development
LOW - MODERATE



KEY FINDINGS & CONCLUSIONS

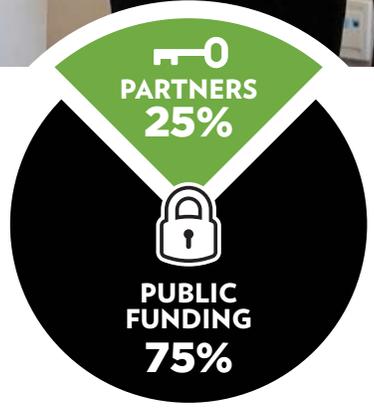
- 1 Generally, Catalysts felt that the Innovation Catalyst program had the strongest impact on:
 - 1. The culture of innovation at their organization
 - 2. The professional connections that the Catalysts were able to make across silos within their organization
 - 3. The innovation skills and thought models that they developed during the program
- 2 The shift in the organizational culture of the participating organizations was deemed to be very significant and very positive. The IC Program helped to create a shift in how these organizations and their staff felt that innovation was being prioritized and pursued.
- 3 The WEtech staff that ran the Innovation Catalyst Program were seen as adding a high degree of value to the program, as both Catalysts and organizational leaders cited the guidance, training, and mentorship provided by WEtech to be among the program’s highlights. Participating Catalysts indicated that the WEtech staff were the most valuable component of the program.



OUR CORE FUNDING

SUSTAINABILITY OF BASE FUNDING (Fiscal Year April 2019 - March 2020)

WEtech Alliance is funded by the Province of Ontario in the range of **\$420,000** per year to support core operating and business acceleration program expenses. In order to fully unlock our core operating funding, WEtech Alliance must secure a minimum of 25% of our annual budget through private sector funding and partnerships.



OUR PARTNERS

WEtech Alliance is powered by partnerships. We would like to take a moment to acknowledge our **TECH TITAN** partners - **\$5,000+** direct investment dollars - from the past fiscal year.



OUR REACH

MARKETING & COMMUNICATIONS IMPACT (Fiscal Year April 2019 - March 2020)



FOLLOWERS: **13,263**
IMPRESSIONS: **2.96M**



VISITORS: **32,693**
PAGEVIEWS: **74,877**



SENT: **73,915**
OPEN RATE: **33%**



DID YOU KNOW? WEtech Alliance won the **Creative Marketing & Communications** award at the inaugural **TECNA Innovation Awards** in Madison, Wisconsin in July 2019.

LET'S CONNECT



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The WEtech team gets a tour of CenterLine (Windsor) Limited's facilities from Vice-President, Process & Technology Development and WEtech Alliance Board Chair, Larry Koscielski

CREATE • INNOVATE • ACCELERATE
WE CAN HELP
WETECH-ALLIANCE.COM

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