



# **The Energy Imperative – Innovating the Future**

## **Innovating in Energy – Trends and Lessons Learned**

**Presented to the ACC Ontario Energy Law Committee on May 13, 2021**

The MaRS logo is a blue circle with the text "MaRS" in white, sans-serif font.

**MaRS**

The background of the slide features a low-angle shot of a modern glass skyscraper with a blue-tinted facade. A large, semi-transparent orange circle is positioned on the left side, partially overlapping the building and the yellow section below.

# **Scaling Cleantech Innovation**

ACC Energy Forum  
May 13<sup>th</sup>, 2021

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# MaRS is North America's largest urban innovation hub

**1.5m**

**Square feet of research labs and tech offices**

**1,300**

**Canadian, high growth ventures**

**150**

**Tenants, + 400k square foot Waterfront Innovation Centre**

**MaRS**



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# The MaRS method

We offer companies the support they need at every stage of development:

## Early stage

**55%** of ventures

\$0-1M in revenue  
Pre-seed funding

## Growth

**40%** of ventures

\$1-5M in revenue  
Series A funding

## Momentum

**5%** of ventures

On track to reach \$100  
million in revenue  
within five years

# Areas of expertise

We have experience and deep knowledge on IoT, Artificial Intelligence, 5G and Cloud Computing in these sectors:



## Health

Biotech and Pharma, Health and Wellness, Digital Health, Medical Devices, Diagnostics



## Fintech

AI, Data and Analytics, Alternative Finance, Cybersecurity, Insurance Tech, Marketplaces, Online and Mobile Retail, Payments, Retail Tech



## Mobility

Autonomous Vehicles, Smart Cities, Transportation Technology, Data Privacy



## Enterprise

Talent Management, Sales and Marketing, IT Infrastructure, Business Operations, Deep Tech Employee Productivity, Skills Development



## CleanTech

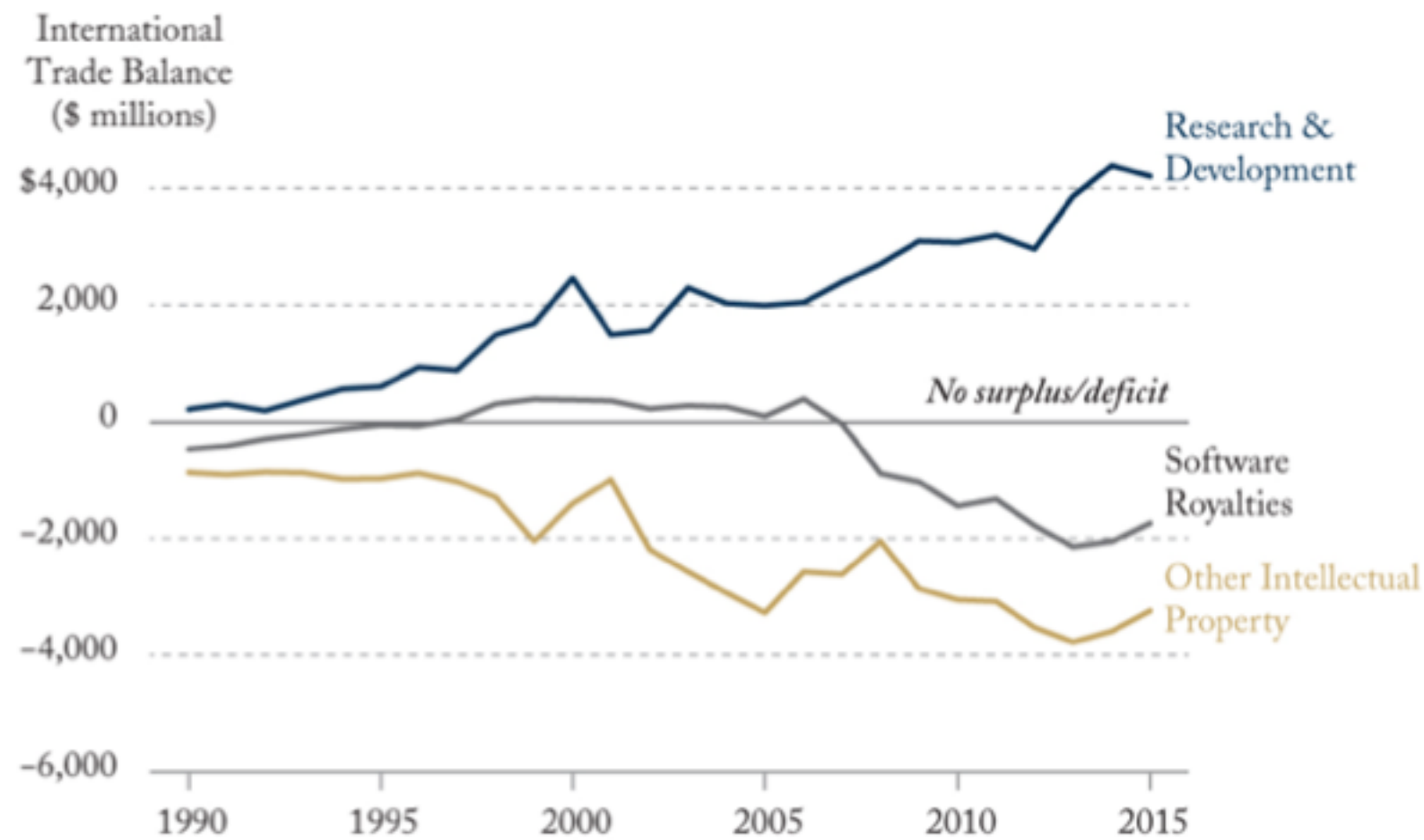
Agri-tech, Energy, Transportation, Waste Management, Water



## Advanced Manufacturing

Industrial Process, Advanced Materials

# The Commercialization Gap





## Scaling cleantech investments & sector growth

**407 million**

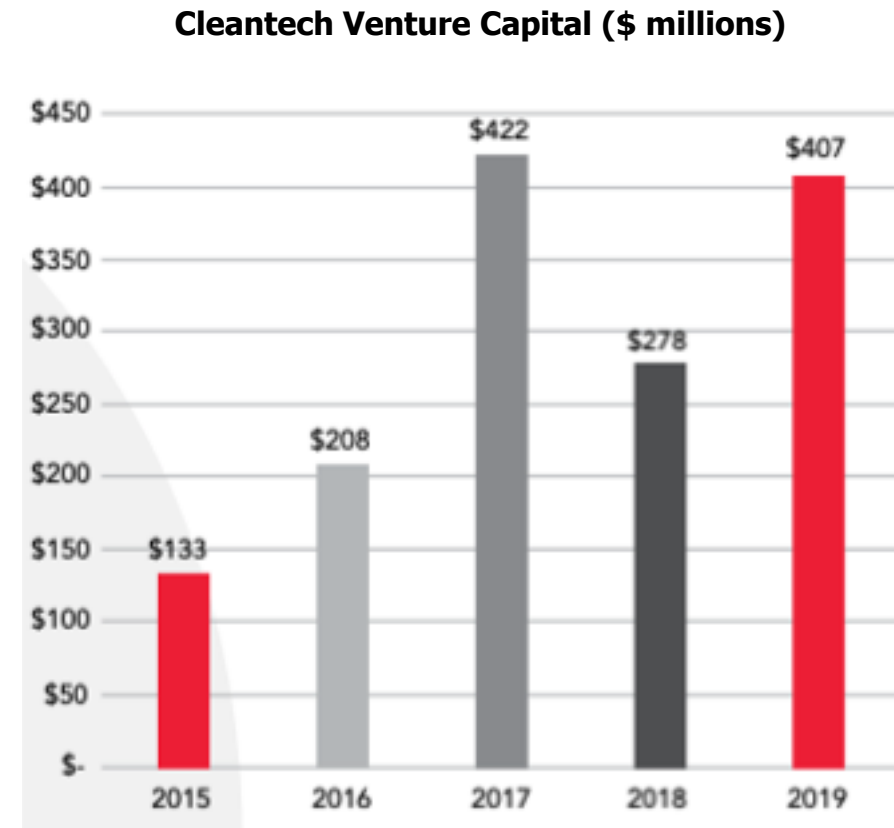
Allocated cleantech startups by Canadian venture investors, compared to \$133 million 5 years ago

**30%**

Increase in employment in just over a decade. Employment in the environmental and clean technology sectors was 317,085 jobs in 2018

**6.9 billion**

Value of Cleantech exports in 2018, up from \$1.2 billion in 2015 and estimated to triple to \$20 billion by 2025.



*Source: Clean Slate: How Canada can spur growth by procuring from its own cleantech startups, Innovation Economy Council, October 2020*

# What are we seeing?

## 1. The question is changing

Not, do we? *How* do we?

## 2. Diversification is enabling long-term growth

Actors across the value chain are seeing growth from diversification, resiliency, and flexibility

## 3. Joint service creation to explore emerging business models

Multi-stakeholder collaboration is unlocking opportunities to meet customer needs, in the midst of disruption



ConEd



Eneco



OPG



# What have we learned from leading energy companies?

**1. The question is changing**



**1. Regulators & policymakers are taking a proactive approach emissions reduction**

**2. Diversification is enabling long-term growth**



**2. Leading energy companies are working with new entrants, and startups**

**3. Joint service creation to explore emerging business models**



**3. Unlikely partnerships are forming to co-create new business models**

# Addressing the Commercialization Gap



Supports Canada's most promising startups — helping them grow, create jobs and solve society's greatest challenges

Brings genuine startup perspectives to its partners, fosters the adoption of innovation in their organization, and positions them to drive inclusive growth in Canada



- Early 2000s
- 250+ Canadian ventures in areas including energy, transportation, waste management, water, advanced materials, advanced manufacturing and agri-tech

- 2015
- 40+ partners
- Canada, US, Latin America, Europe



Thank you.

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