MaRS & The Future of Work

Krista Jones
Managing Director, Work & Learning
NORTH AMERICA'S LARGEST URBAN INNOVATION HUB

+ 1.5 million square feet

+ 150+ total tenants: 100+ startups, scale-ups, corporates & research

+ Convening innovators with financial, academic & business communities
# MORE THAN A BUILDING: AN INNOVATION HUB

<table>
<thead>
<tr>
<th>Where?</th>
<th>Building</th>
<th>Space</th>
<th>Place</th>
<th>IP address</th>
<th>Soft landings at other locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who?</td>
<td>Varied tenants</td>
<td>Startup ventures (general)</td>
<td>Startup ventures (selected cohort)</td>
<td>Startup and scaling ventures</td>
<td>Incubators</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Corporate MNEs</td>
<td>Investors</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Research labs and groups</td>
<td>Convening of communities of interest</td>
</tr>
<tr>
<td>What?</td>
<td>Limited programming</td>
<td>Venture services</td>
<td>Venture services</td>
<td>Capital</td>
<td>Venture services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Talent</td>
<td>Capital</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Systems (incl. policy)</td>
<td>Talent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Corporate connections</td>
<td>Systems (incl. policy)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Global networks</td>
<td>Corporate connections</td>
</tr>
<tr>
<td>Global examples</td>
<td>Cambridge Innovation Centre</td>
<td>JLABS</td>
<td>Y Combinator</td>
<td>MaRS</td>
<td>Grand Central Tech (NYC)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Biopolis*</td>
<td>Biopolis*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mission Bay</td>
<td>Mission Bay</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Kendall Square</td>
<td>Kendall Square</td>
</tr>
</tbody>
</table>

* Have announced intention to pursue a Hub model.
INVENTION + ADOPTION = INNOVATION
2,000+
Annual Events and Meetings

150,000
Annual Attendees

200
Annual International Delegations

6,000
People at Work
Source: all venture numbers as reported in the 2008-2016 venture client annual surveys. For details, see marsdd.com/survey-methodology. CVCA_2016 MarketOverview
FOCUS ON HIGH GROWTH
HIGH POTENTIAL VENTURES

SERVICE MODEL
VENTURE STAGE

START
60% of Ventures
$0-1M in revenue
Pre-seed funding

GROW
35% of Ventures
$1-5M in revenue
Series A funding

SCALE
5% of Ventures
$5M+ in revenue
Series B or more

General (1:many & 1:few)
• Entrepreneurship education
• Experiential workshops
• Market Intelligence Insights
• Peer to peer online network

Specific (1:1)
1:1 Business & Technical advisory
• Talent, capital, Int’l market and customer connections
• Marketing & PR support
• Functional training workshops
• Customized Market Intelligence
• Leverage Expert network

Customized (1:1) (Pilot Program)
1:1 Business & Technical advisory
• Talent, capital, Int’l market and customer connections
• Marketing & PR support
• Functional training workshops
• Customized Market Intelligence
• Leverage Expert network
• Connection to Start Ecosystem
SUPPORTING THE INNOVATORS
WHO WILL CHANGE THE WORLD

MaRS supports innovators who want to achieve strong business results and/or make a positive difference in the world - we identify them by these criteria:

**IMPACT** – They address big challenges facing Canada and the world

**MARKET DEMAND** – They have major global market opportunities, consumers not well served by current solutions

**DISRUPTION** – Exponential acceleration driven by science and technology, digitization and connectivity across converged sectors and disciplines

**ASSETS AND EXPERTISE** – Toronto, and Canada, are (or can be) centres of excellence

---

**Health**
- Biotech & Pharma
- Health & Wellness
- Digital Health
- Medical Devices
- & Diagnostics

**Energy & Environment**
- Energy
- Agritech
- Adv. Materials
- Adv. Manufacturing
- Transportation
- Waste Mgmt.
- Water

**Finance & Commerce**
- AI, Data, & Analytics
- Alt. Finance
- Cybersecurity
- Insurance Tech
- Marketplaces
- Online & Mobile Retail
- Payments
- Retail Tech

**Work & Learning**
- Business Intelligence
- Education & Training
- HR & Workforce
- Enterprise Software

---
THE ROBOTS ARE COMING!
Artificial intelligence probably won't kill you, but it could take your job: Don Pittis

Keep an eye out for killer robots, sure, but economic disruption is the more likely threat.

How long will it take for your job to be automated?

Rise of the machines: What jobs will survive as robots move into the workplace?
In 2011 SOFTWARE WAS EATING THE WORLD...

Mark Andreesen
IN 2017, EXPONENTIAL TECHNOLOGY IS DEFINING IT
INNOVATION MANAGEMENT

Product, services & business models

People & process (productivity & skills)
PROCESS AUGMENTATION, NOT AUTOMATION
CONSUMERIZATION OF ENTERPRISE
KNOWLEDGE WORK DISRUPTED
ROBOTS AS CO-WORKERS?
CHANGING WORKFORCE

- Diversity and Inclusion
- Multi-cultural, multi-generational
- New skills/hybrid jobs
- Contingent Work Structures
- Innovation Capacity
- Desire to have Societal Impact
- Global, mobile
ENTERPRISE
DISRUPTED
Imagination is more important than knowledge.
Knowledge is limited.
Imagination encircles the world.
Starting the Journey towards the Intelligent Enterprises

1. Adoption of Enterprise-wide Productivity Enablement tools
2. "Innovation" Assessment & Management
3. Use of People Analytics (Employees & Customers)
4. Integrate Learning into Organization
5. New Talent Acquisition Methods
6. Radically change HR and Workforce Management
THANK YOU

www.marsdd.com/work-learning/