

ySpace

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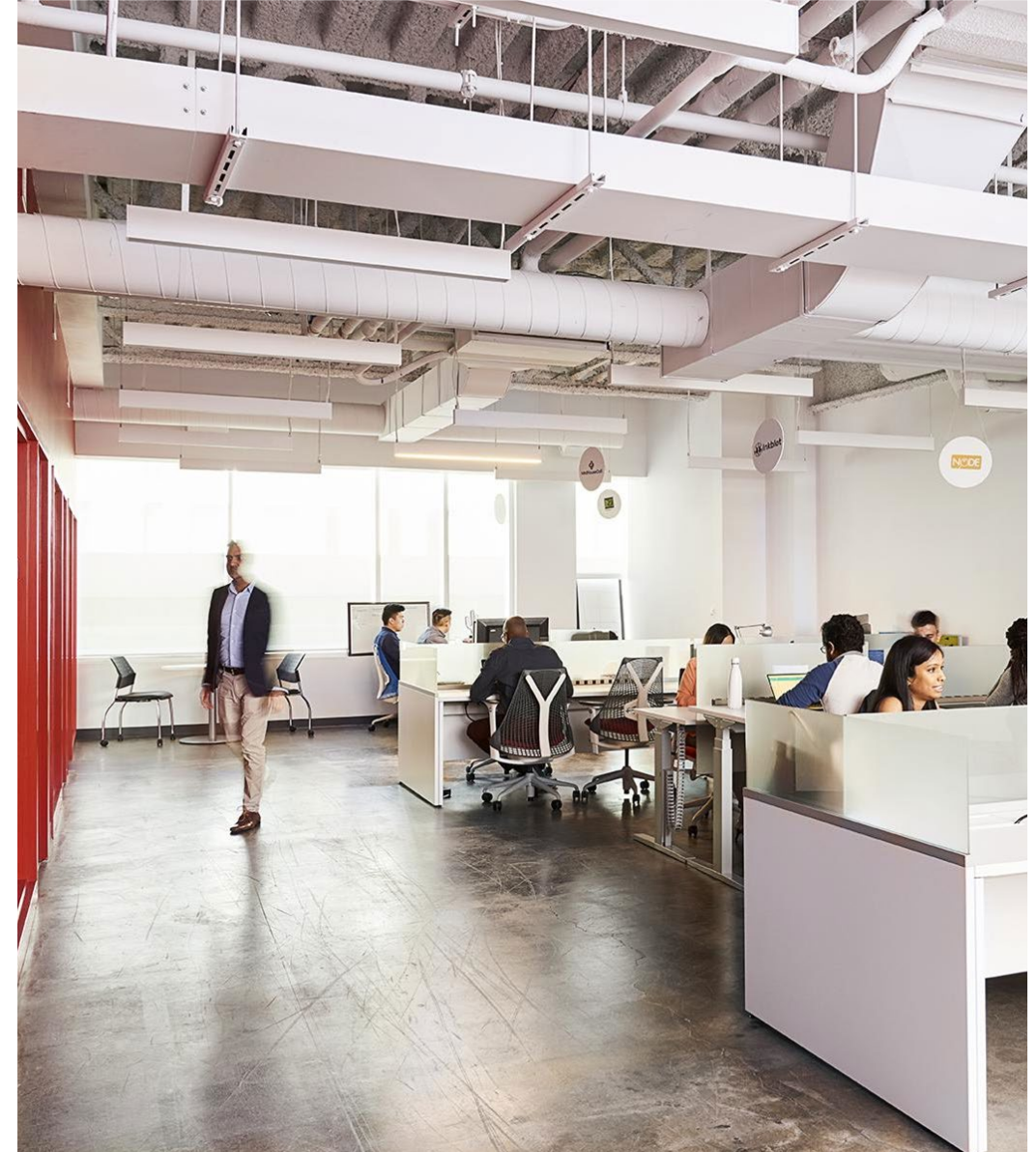
YORK



Overview (York Region Council): Project JumpSTART

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INNOVATION & ENTREPRENEURSHIP, ADJUNCT PROFESSOR

YORK





- About YSpace
- Our Unique Partnership
- Opportunity: Project JumpSTART
- Why Now: Benefits to York Region



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*YSpace is York University's pan-university **innovation hub** supporting startups and entrepreneurs from a variety of sectors and communities. Our programming spans across scaling ventures through customer and investor capital support.*

Our focus areas are:

- Technologies Ventures*
- Food & Beverage Ventures*
- Women-Led Ventures*
- Black-Led Ventures*

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Office of the Vice President of Research & Innovation

YSpace Impact Since 2018



**Ventures
Supported**



**Revenue
Generated
By Ventures**



**Funding Raised
By Ventures**



**Jobs Created
By Ventures**



**Work
Integrated
Opportunities**

Building Upon A Historic Partnership Foundation 'Accelerate Newmarket' with YSpace and...



Accelerate Newmarket is based in the Treefrog Accelerator in Newmarket - giving startups the tools and knowledge they need to scale.



Schulich's Office of Innovation and Entrepreneurship supports 220+ companies who have raised \$60M+ in the past 24 months. Provides accelerator program design locally/globally.



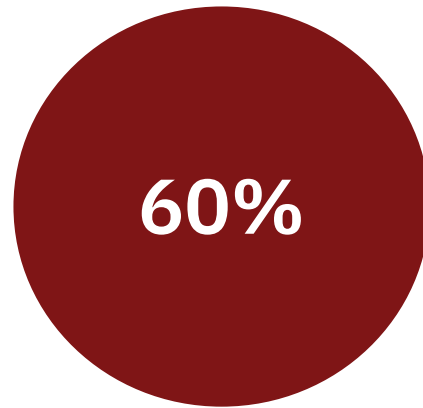
YSpace Georgina is a partnership between York University, the Town of Georgina and the Town of East Gwillimbury. This new physical hub located in Sutton is designed to support the local entrepreneurial community.

Supporting Partners





Ventures Supported



Underrepresented Founders



Funding Raised



ROI on Program Funding



Introducing: Project JumpSTART

Extend the reach of the York University/Schulich and Treefrog partnership to attract new innovation/tech-centric businesses to establish their operations here within York Region, while also building innovation support capacity in northern York Region.

Our sector focus aligns well with York Region's key economic clusters, including, innovation-centric high-growth companies in:

* ICT

* Automotive Tech

* Life Sciences & Health Tech

* Agriculture and Agri-Food

*Soft-landing support for **150**
International Tech Entrepreneurs*

*Specialized support for **60**
women/female-identifying tech
founders*

*Delivering **300** jobs (additional
breakdown in forthcoming slides)*



Project Jumpstart - International Support

JumpSTART will give York Region its very own **International Entrepreneurs Accelerator**, building on the **success of the Accelerate Newmarket**

- We will welcome **50 participants** per year into the program, **150 total over 3 years creating 210 jobs**
- Participants will prepare for a successful national expansion through **expertly-led workshops, curated mentorship with key Canadian stakeholders, as well as soft-landing skills** to make the transition to York Region seamless and successful
- Participants will receive **'Market Readiness Reports'** prepared by the **Schulich School of Business** - giving them the strategic insights needed to confirm their move to York Region
- Key participants who move to York Region will receive specialized **'Venture Academy' Credits from Schulich Executive Education**



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Women comprise more than half of the population, but only **17%** of all Canadian businesses are owned or led by women.

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Statistics Canada

YORK 

Project Jumpstart – Women Support

JumpSTART will give York Region a **women focused incubator** program with a primary focus on the northern six municipalities, building on the **success of YSpace ELLA**.

- We will welcome **20 participants** per year into the program, **60 total over 3 years** and **creating 90 new jobs**
- Hosting **2 Women Networking Breakfasts** per year, **6 total over 3 years**. These breakfasts will attract 30 to 50 attendees from investors, corporates, and key representatives from York Region to create an exclusive networking experience for the stakeholders
 - Stakeholders include York Small Business Enterprise Centre, York Angels, ventureLAB, Seneca HELIX, etc
- Leveraging the physical hubs in York Region to create a safe space for women founders and facilitate networking and collaboration opportunities





Physical Presence: Program Hubs

ACCELERATE NEWMARKET (TREEFROG)

Accelerate Newmarket is based in Newmarket through the Treefrog Accelerator. The accelerator is designed to give startups the tools and knowledge they need to scale their business. They offer practical workshop learning, personalized mentorship matching, pitching skill development, and much more.

YSPACE GEORGINA

YSpace Georgina is a partnership between York University, the Town of Georgina and the Town of East Gwillimbury. This new physical hub located in Sutton is designed to support the local entrepreneurial community.

YSPACE MARKHAM

YSpace Markham will also provide a third program hub as part of Project Jumpstart. YSpace Markham supports high potential innovators to create a thriving network of ventures across all sectors.

An expansion proposal standing firmly on a strong funding base

- Collectively (YSpace/Schulich/Treefrog) fundraised \$11.4 million through Skills Development Fund, Women Entrepreneurship Strategy Fund, Rural Economic Development and internal funds
- Corporate partners like Scotiabank, Desjardins & VISA have also provided monetary support for YSpace Georgina and YSpace ELLA. Municipal partners like the Town of Georgina, Town of East Gwillimbury & Town of Newmarket have also contributed monetary support
- **We are asking for \$1,080,600** from council to launch Project Jumpstart and grow our support for international and women entrepreneurs looking to and/or located in York Region



GEORGINA



East Gwillimbury



Why Now: Benefits To York Region

- Attracting international entrepreneurs → boosts local employment and economic growth and supports foreign direct investment in the local economy
- Promotes equity and diversity through supporting female-founders to settle locally
- York Region (locally) and Canada (nationally) will be welcoming an unprecedented number of newcomers in the next 2-3 years that require the necessary support to succeed
- Concerted efforts are required to encourage settlement in York Region. This project serves as a part of a broader attraction strategy
- Expand and focus program offering for the northern six municipalities which has been historically underserved
- This partnership creates a truly unique program focused on FDI & soft-landing technology opportunities with a specialized stream for Women Entrepreneurs



Connect With Us!



www.yorku.ca/yspace



yspace@yorku.ca



@YSpaceYU

Specialized Training with Elite Leaders: When you locate in York Region

Schulich Venture Academy

The **first 10 applicants** each year who physically locate their business in York Region (within 6-12 months of completing the program) **are eligible for additional soft-landing support and/or other programming offered by Schulich ExecEd:**

Specialized Schulich ExecEd certification to further build their local brand and network valued at \$5,000 + each.

The inaugural 5 courses being offered in the Spring 2024 term are:

- Venture Talent
- Venture Capital
- Venture Operations
- Venture Finance
- Embedded Fintech



Jenny do Forno

Head of Talent at OMERS
Ventures



Prashant Matta

Partner at Panache
Ventures



Izabella Gabowicz

Head of Operations Q2



Leen Li

CEO, Wealthsimple
Foundation



Cherry Rose Tan

Entrepreneur in Residence
Schulich Startups

For More Details:



Schulich
Startups

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Market Readiness Reports by York (Schulich) Consulting Group

For Companies Eyeing Expansion to York Region



**Kostas
Tsambourlianos**
**Director -
York Consulting
Group**

Kostas is the President and Chief Financial Officer of Medsleep, and a Faculty Chair for Schulich's Strategy Field Study. He is an impactful and highly resourceful senior management executive with accomplishments in leadership of strategic business planning, operations, business analytics, P&L, and innovative business solutions to maximize business goals and revenue growth in organizations.

Detailed Market Analysis

Canadian industry analysis, profiling companies providing similar services, covering relevant information such as size, location, and market specialization.

Lining up strengths and opportunities of the client.

In-Depth Research

Primary and Secondary research along with interview content.

Regulatory Research and Government Grant or Subsidy Information for global companies.

Competition Landscape, along with Competitor Profiles and a Market Competition Matrix.

Strategic Solutions

Research based solutions to maximize success for the startup/entrepreneur.

Step by step implementation plans.

Network map of key players in the space and introductions to Schulich Alumni and partners - to accelerate local success..