



Markham 2020: Success By Design

Focus on Small and Medium Size Enterprises

**Don De Los Santos, Manager
Markham Small Business Centre**

**Presentation to Economic Development Committee
March 1, 2016**



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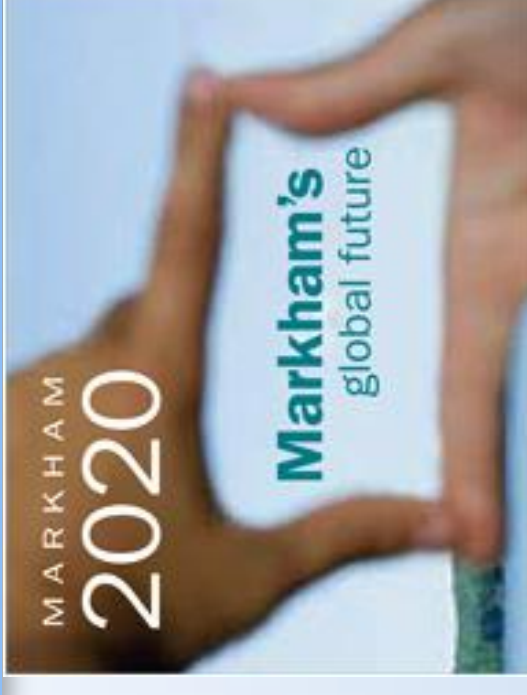
Context
SME overview in Markham
Who are Markham's Entrepreneurs?
MSBC Economic Impact
The origin and evolution of ventureLAB
ROI for the City of Markham
Impact and Results
Economic Development Challenges



Context

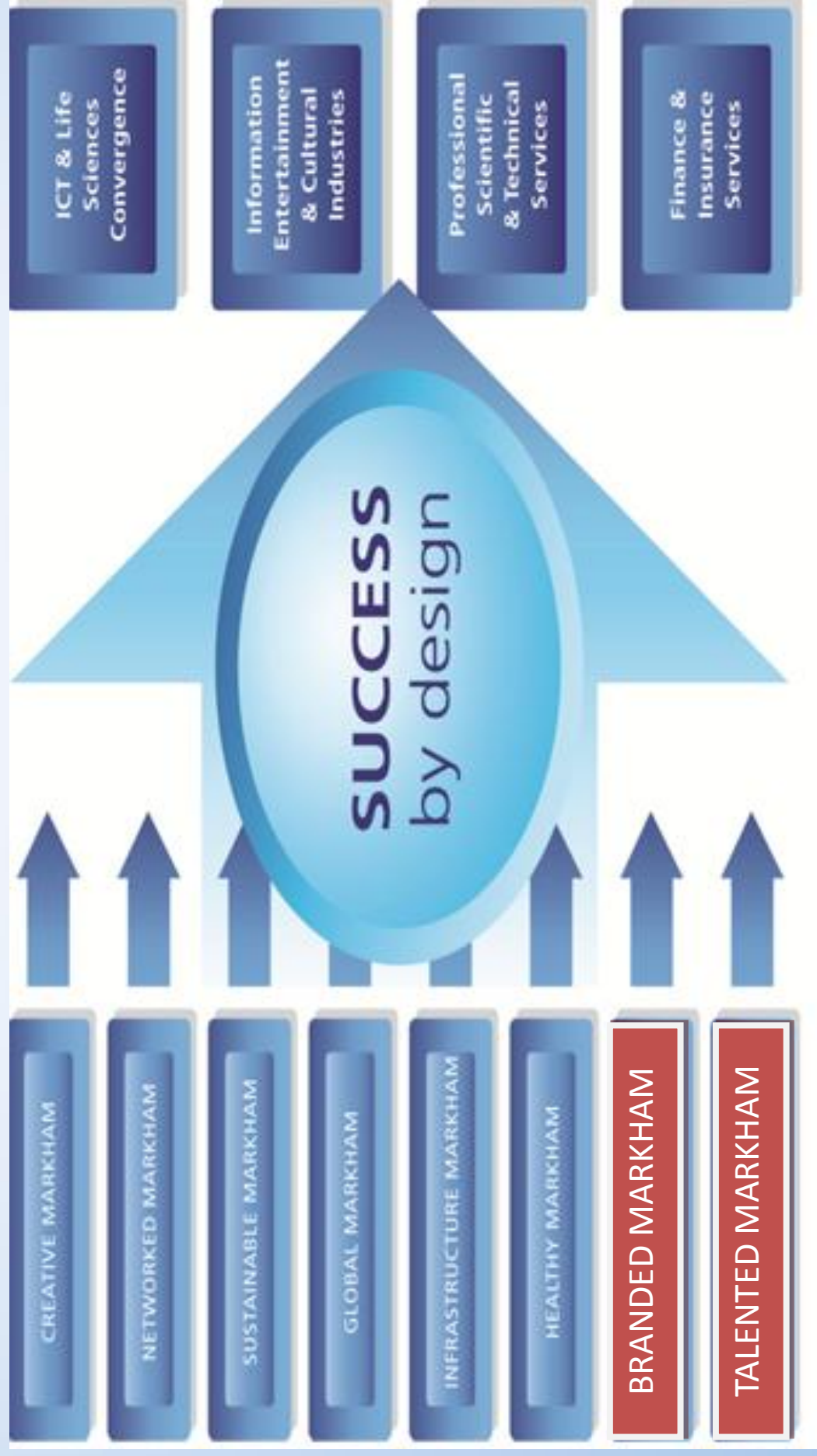
Markham 2020 Context

- 10 year Economic Strategy adopted by Council in 2008
- A successful blueprint for guiding the City's economic development program
- Identified need to support small business and entrepreneurship, particularly among youth and the innovation/business sectors



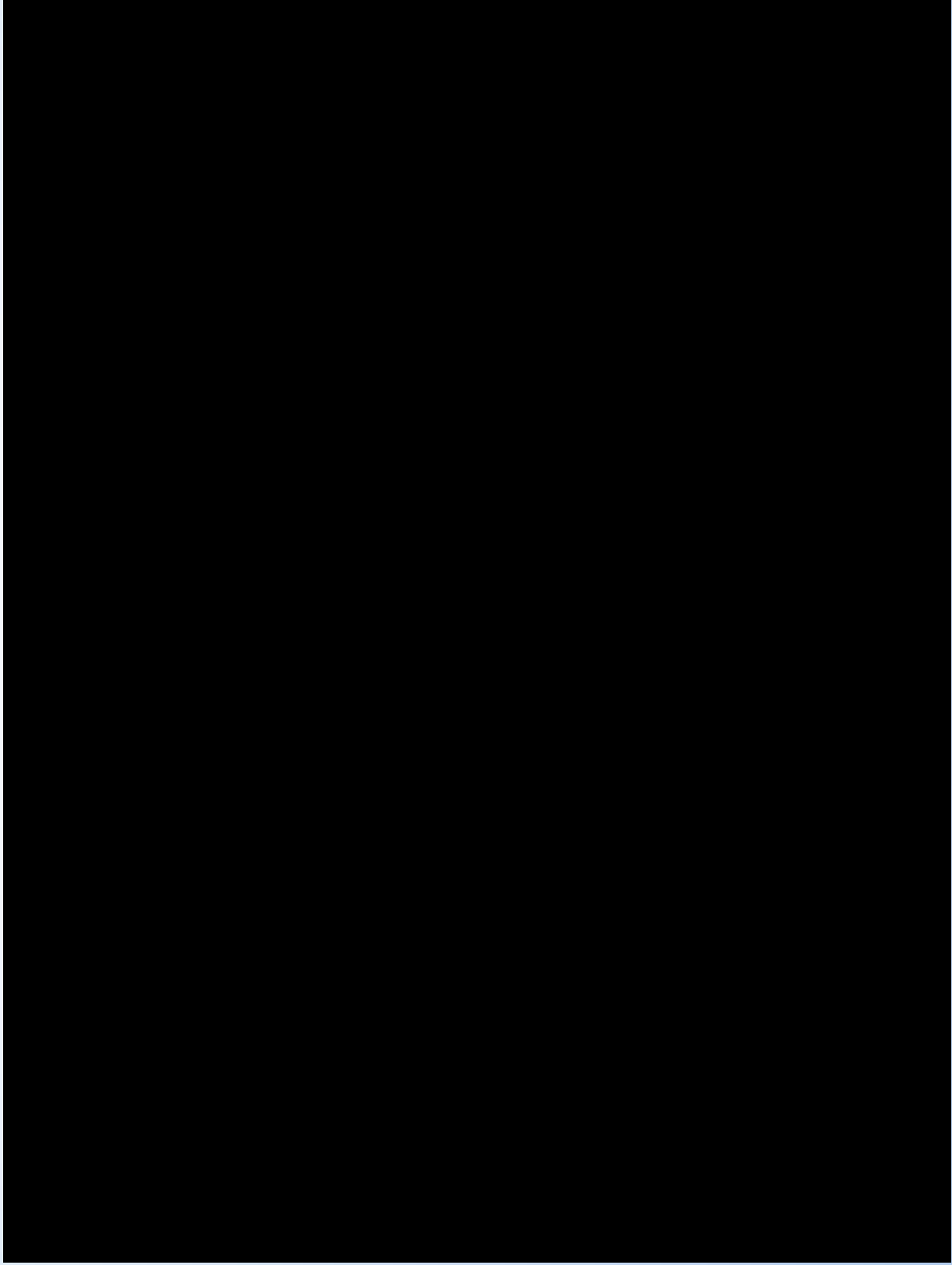


Overview of Markham 2020 – Build Talented Markham, Build Branded Markham





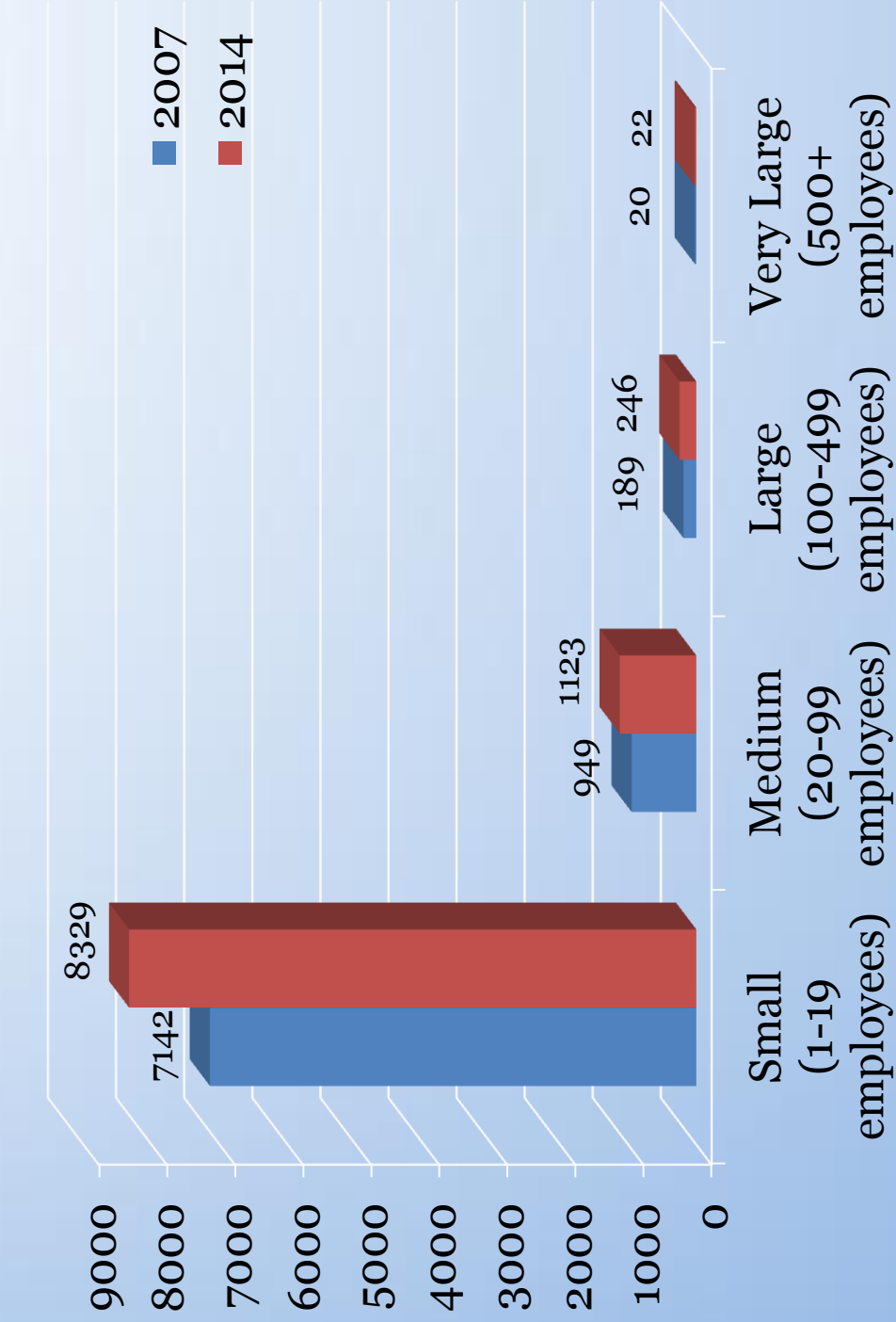
(insert video)





SMEs Overview

of Businesses by Size in Markham, 2007 to 2014

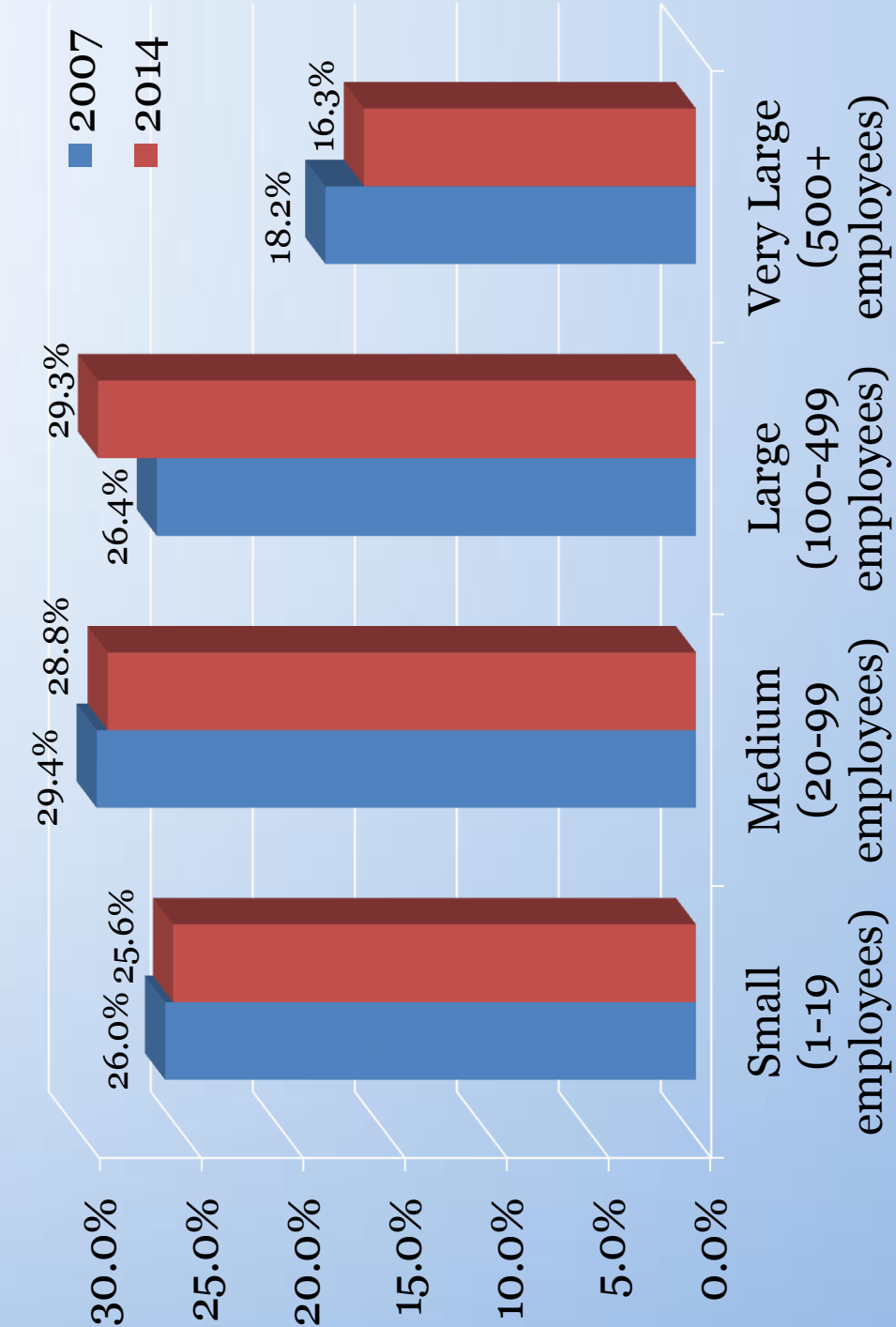


Business Size Category	2007 (# of businesses)	2007 (% of Total)	2014 (# of businesses)	2014 (% of Total)
Small (1-19 employees)	7,142	86.1%	8,329	85.7%
Medium (20 – 99 employees)	949	11.4%	1,123	11.6%
Large (100 – 499 employees)	189	2.2%	246	2.5%
Very Large (500+ employees)	20	0.3%	22	0.2%
Total	8,300	100.0%	9,720	100.0%



SMEs Overview

% of Total Jobs by Business Size in Markham, 2007 to 2014

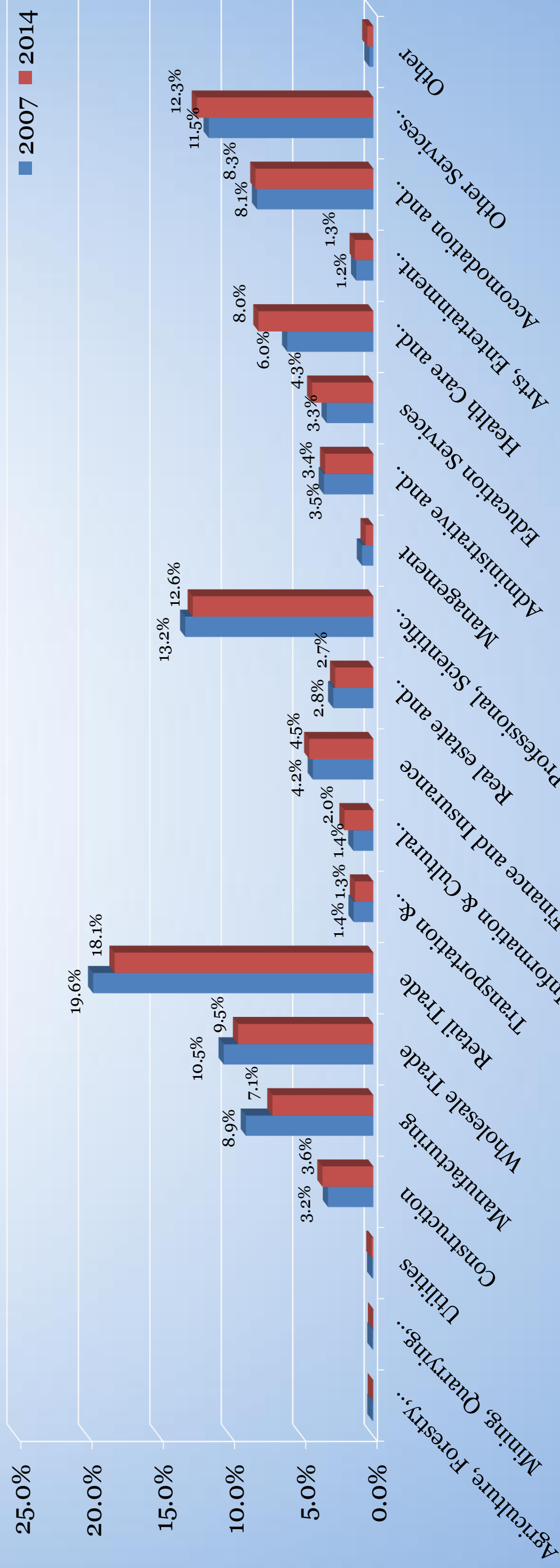


Business Size Category	2007 (# of Jobs)	2007 (% of Jobs)	2014 (# of Jobs)	2014 (% of Jobs)
Small (1-19 employees)	34,772	26.0%	39,958	25.6%
Medium (20 – 99 employees)	39,253	29.4%	44,955	28.8%
Large (100 – 499 employees)	35,311	26.4%	45,596	29.3%
Very Large (500+ employees)	24,274	18.2%	25,381	16.3%
Total	133,610	100.0%	155,890	100.0%



SMEs Overview

% of Businesses by Industry in Markham, 2007 to 2014

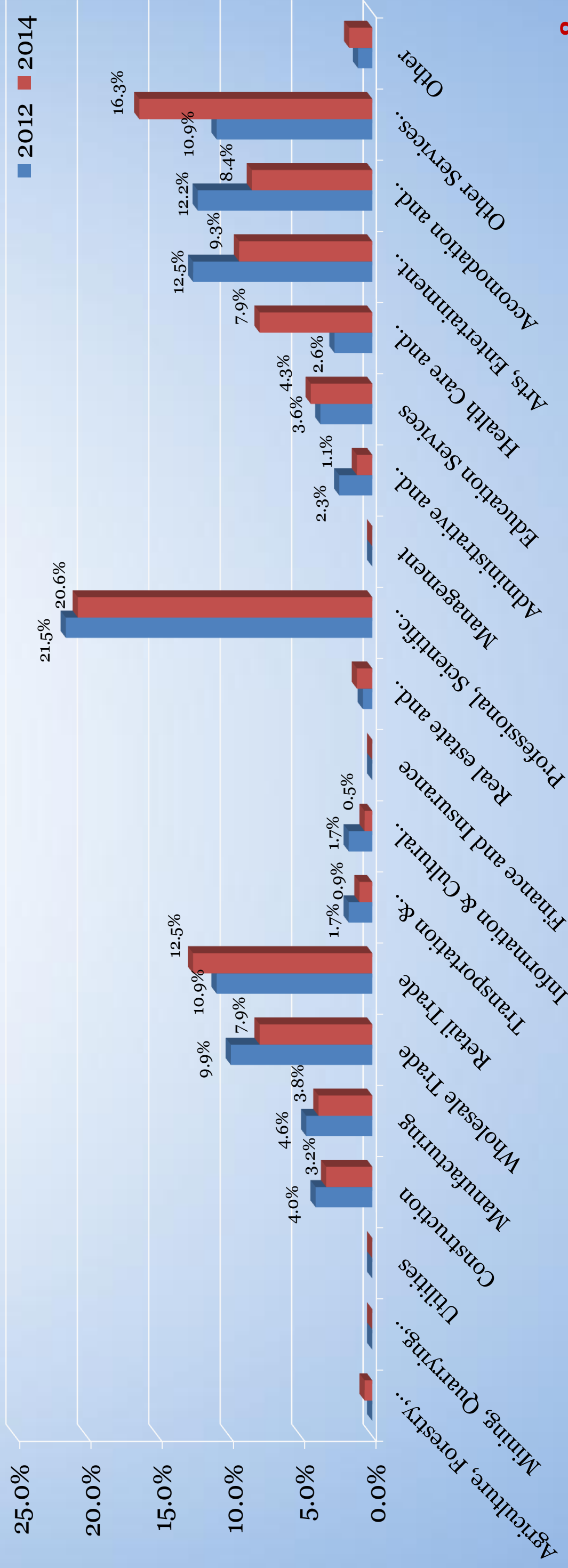


Source: York Region Employment and Industry Report (annual)



Who are Markham's Entrepreneurs?

% of Businesses by Industry served by MSBC, 2012 to 2014

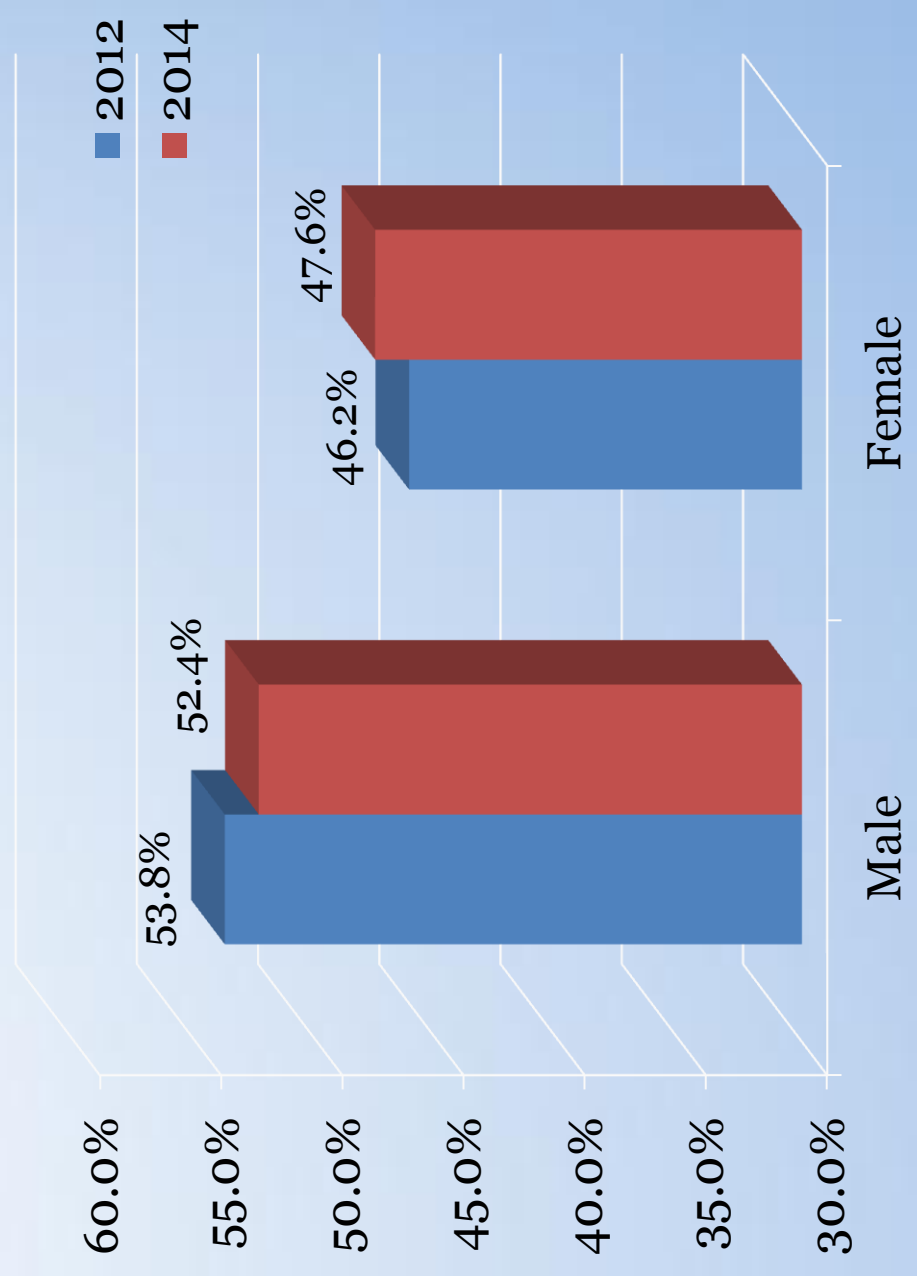
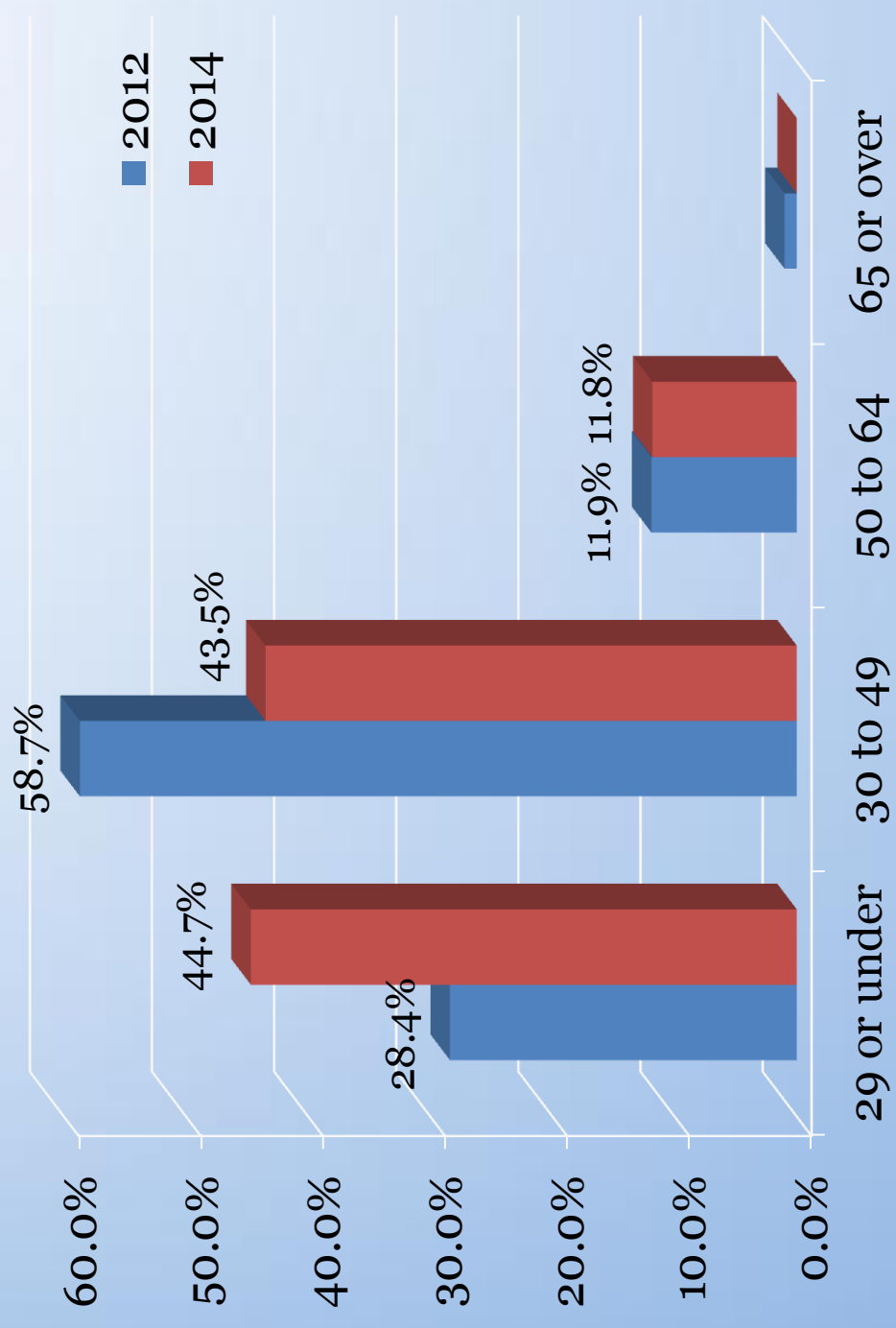


Source: Markham Small Business Centre Client Demographics



Who are Markham's Entrepreneurs?

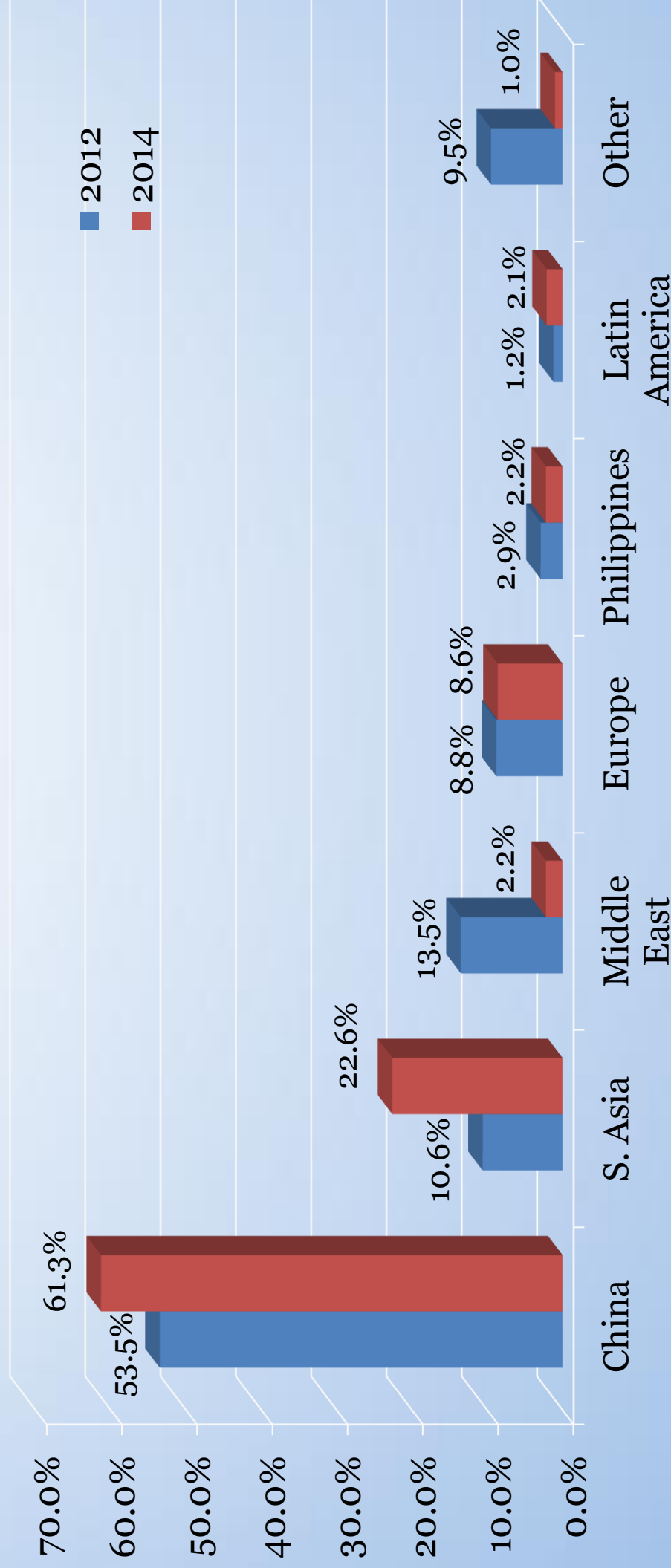
Age and Gender of Clients Accessing MSBC Services





Who are Markham's Entrepreneurs?

Newcomers Accessing MSBC Services



Source: Markham Small Business Centre Client Demographics



Who are Markham's Entrepreneurs?

WARDEN OPTOMETRY GRAND OPENING

Optometrist, Dr. Yan Liang was thrilled to celebrate the Grand Opening of Warden Optometry. Councillor Alex Chiu cut the ribbon to mark the special day.

Congratulations were offered and guests enjoyed refreshments with a few lucky individuals winning the special prize draws.

Event by Darrell Hein
Website code: pefnfx

Dr. Yan Liang and Councillor Alex Chiu

Winni, Albert, Dr. Liang, Councillor Chiu, Cindy and Alfred

Elena, Dr. Liang, Melodie

Tamanna and Dr. Liang

A happy winner.

Don, Dr. Liang and friend

Woodbine Foot Clinic Opens

Chen Xu, Owner, Woodbine Foot Clinic, hosted the grand opening of her clinic and was joined by Councillor Alan Ho, who presented a congratulatory certificate to her on behalf of the City of Markham. Chen Xu, with the assistance and guidance of the Markham Small Business Centre which is a patient-based chiropody clinic providing treatment and management for a wide range of foot conditions.

Photos by Darrell Hein

Return to edition

Brigitte Sharpe, Small Business Coordinator, Markham Small Business Centre; Councillor Alan Ho, Chen Xu, Owner, Woodbine Foot Clinic and Don De Los Santos, Manager, Markham Small Business Centre

Torrance Compounding Pharmacy Opens

Torrance Compounding Pharmacy and Wellness Centre opened at Highway 7 and Birchmount Road. Mayor Frank Scarpitti cut the opening ceremonial ribbon and presented a certificate of congratulations from the City of Markham. The new facility consists of a community pharmacy that specializes in customized medication compounding and community outreach as well as a wellness centre offering naturopathic, homeopathic, auricular and metabolic medicine. Guests attending the opening event received complimentary gift bags, health information, prizes and delicious refreshments.

Photos by Darrell Hein

Return to edition

The ribbon was cut: Katherine, Amanda, Sandra, Mayor Frank Scarpitti, Dr. Scarsenti, Councillor Alex Chiu and Christine

DOG VILLAGE OPENS

Markham welcomes a new dog daycare and dog training operation.

Event by Darrell Hein
Website code: peep59

These with two of her charges

Accessories for all dog breeds



MSBC Services for Entrepreneurs

- MSBC specializes in start-up and early-stage growth
- Shift over past 3-4 years toward continuum of training
- Now serving more Markham and regional entrepreneurs
- One-on-One Consultation by Appointment
- MSBC conducts over **500** in-depth consultations each year
- Supplemented by special guest speaker topics:
 - Social Media, Legal, Sales, Branding, Finance, Import and Export
- Annually >**60** seminars / workshops / networking events
- On average, reaching out to **2,000** clients every year



MSBC Services for Entrepreneurs

- Offering Youth Entrepreneurship Training and Mentoring Programs
 - over the past 10 years, issued more than **\$350,000** in financial grants to youth in our community (primarily funded by Province)

19 awarded through Starter Company
103 awarded through Summer Company
58 awarded in Business Plan Competition





Collaboration for Client Success





MSBC Economic Impact (direct)

Direct Impact in Markham: 2007 to 2014

- Businesses Expanded: **58**
- Businesses Started: **604**
- Jobs Created: **911**

Direct Impact in Markham: Past 9 months

- Businesses Expanded: **11**
- Businesses Started: **54**
- Jobs Created: **113**



ventureLAB

The Regional Innovation Centre Serving Markham Entrepreneurs

Jeremy Laurin
President and CEO





About ventureLAB

MISSION

We help entrepreneurs BUILD high-growth, innovative, scalable businesses.

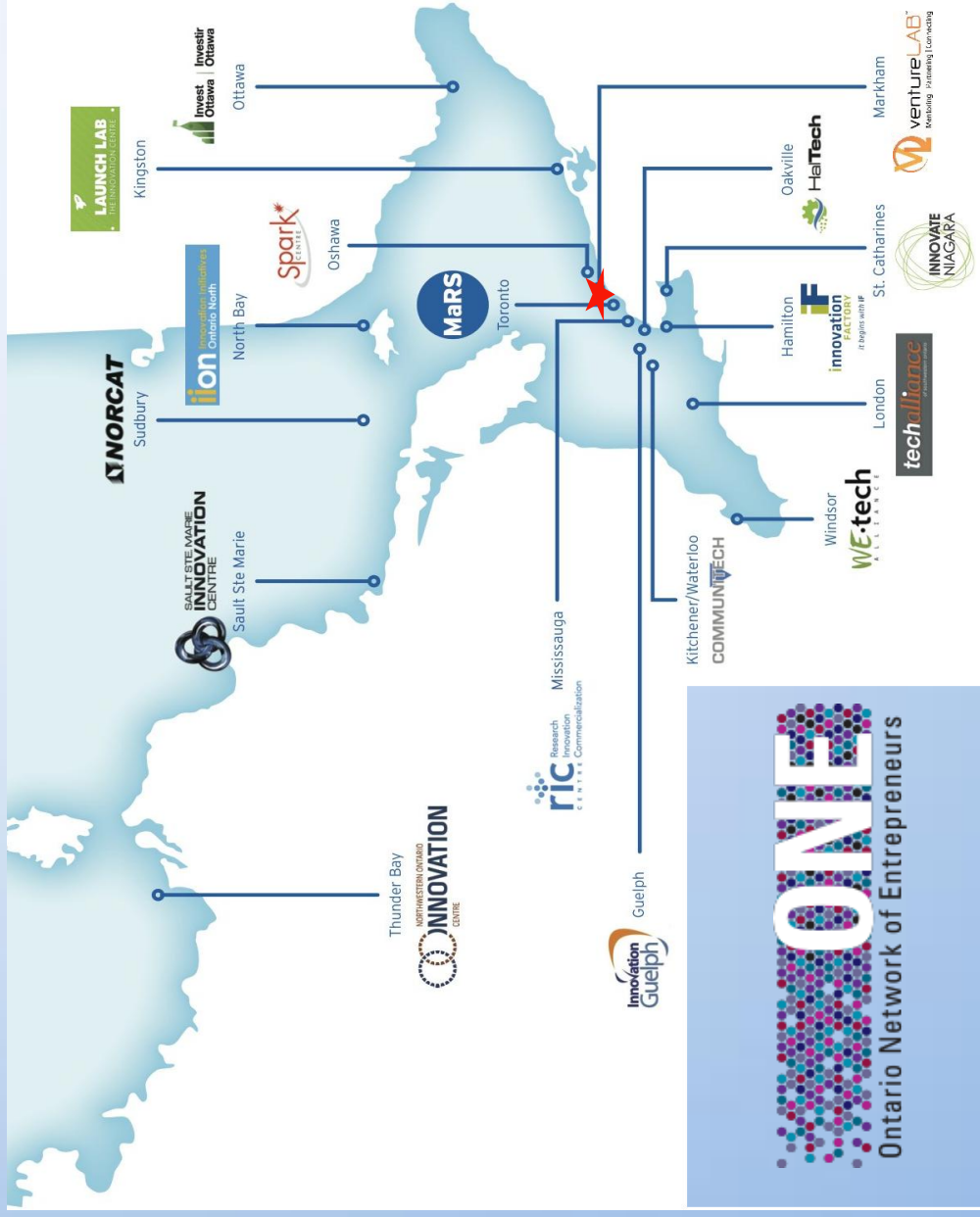
VISION

Where entrepreneurs create real businesses.

WHO WE ARE

ventureLAB is where talented entrepreneurs can access proven tools, expert mentors and business support to grow their innovative, scalable and growth-oriented businesses.

It Takes An Ecosystem To Raise An Entrepreneur



Markham Convergence Centre

- ventureLAB
- York Angels
- Markham Small Business Centre
- York University – Innovation York
- Ontario Centres of Excellence

Seneca College

- HELIX

York University

- Launch YU



Where ventureLAB came from

2003



2005



2011





A Publicly Funded Regional Innovation Centre with Global Performance Standards and Objectives

- Programs & Services
 - Education
 - Mentoring
 - Specialized programs
- Board of Directors
 - Representative of entrepreneurs, including public and private sectors
- Areas of Expertise
 - Advanced health technologies
 - Digital media
 - Information communications technology (ICT)
 - Clean technology
 - Green energy
 - Advanced materials and manufacturing
 - Social innovation



Funding and Leverage

- Financially supported by:
 - City of Markham
 - Regional Municipality of York
 - Ministry of Research and Innovation (MRI)
 - NRC-IRAP
 - Canadian Digital Media Network (CDMN)
 - Event sponsorships
- Investments made by funders since 2011:
 - \$1.5M from City of Markham
 - \$7.5M from other funding partners



Return On Investment (ROI) for the City of Markham

- Leadership / Prestige / Reputation
- Programs and Services / Capacity
- Strategic Collaborations
- Talent Recruitment and Retention
- Business Retention and Attraction
- Digital Corridor

ventureLAB Programs



Helping entrepreneurs plan, launch and expand a new venture.



GENESIS
A funding discipline for a startup ecosystem

Connecting entrepreneurs to investors in Ontario.



Driving innovation in healthcare.



Driving social innovation and entrepreneurship.

Youth Entrepreneurship

- Startup Canada York Region
- Y2 high school boot camp
- FIRST LEGO LeagueBOOST funding

Women in Technology and Innovation

- Women Leaders in Innovation Peer Group
- Women in Technology Mentorship Program

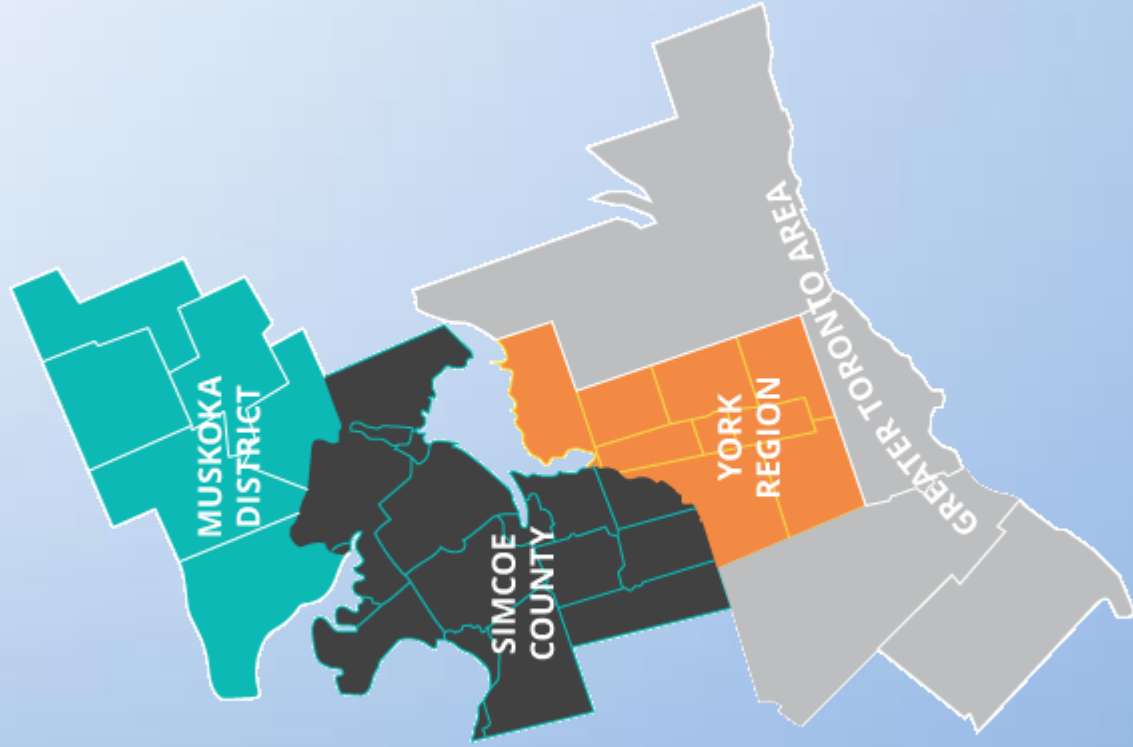


pulseHUB: Our Latest Initiative

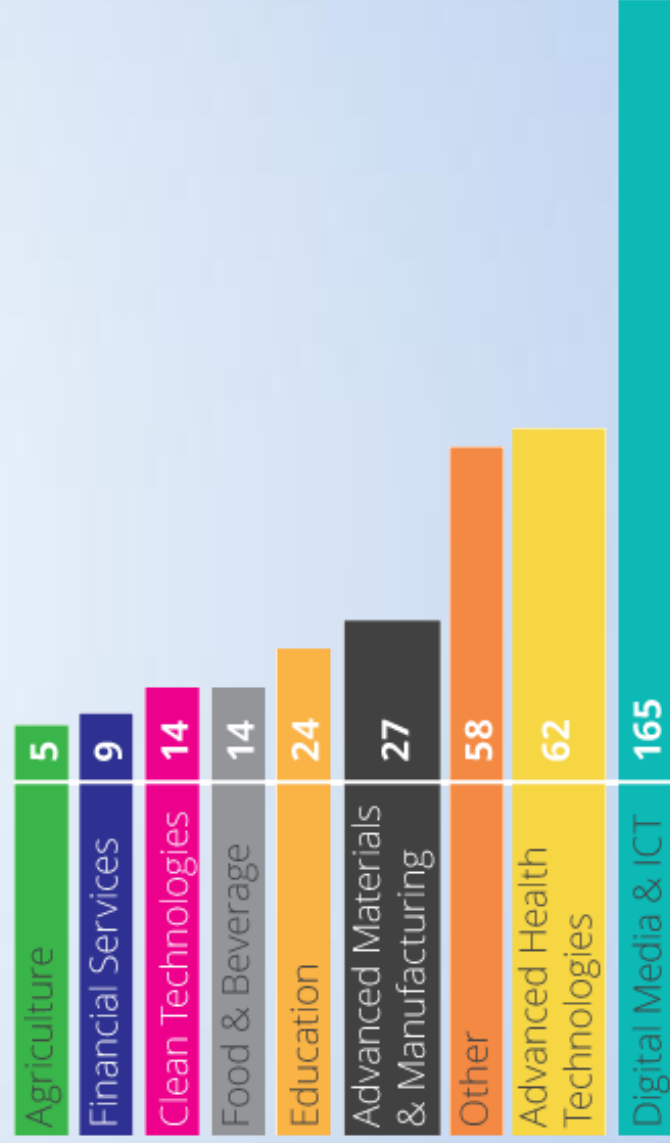




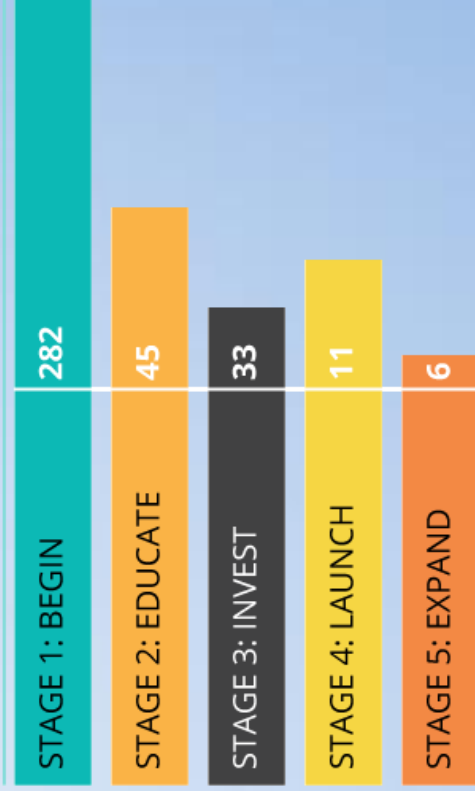
ventureLAB Clients



CLIENTS BY SECTOR



CLIENTS BY STAGE IN 2015



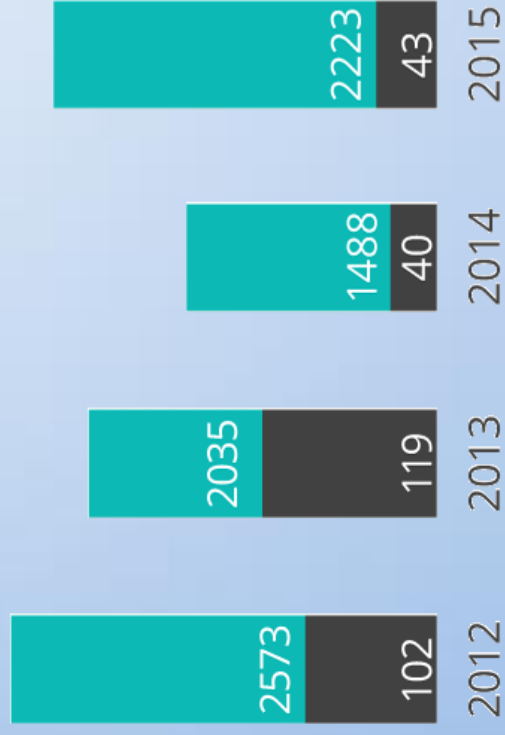


ventureLAB Impact and Results

EVENTS & ATTENDANCE

2012-2015

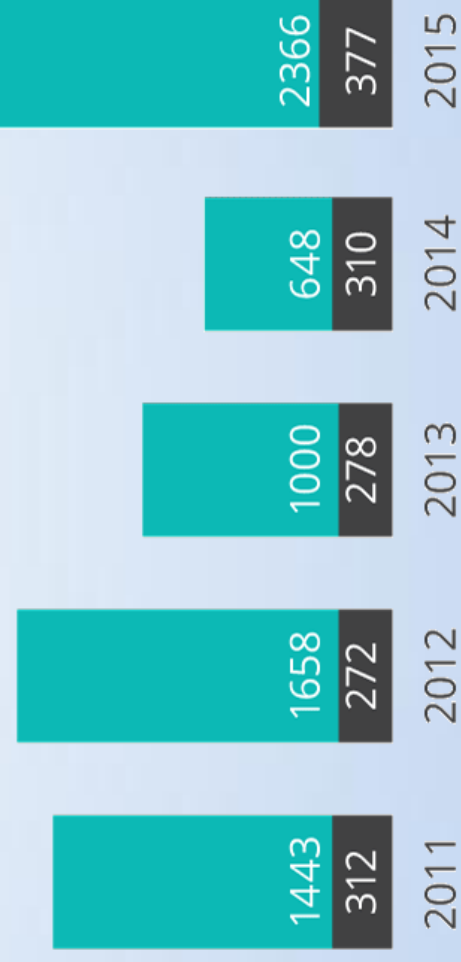
Event Attendance
Number of Events Held



CLIENT REGISTRATION & EMPLOYMENT

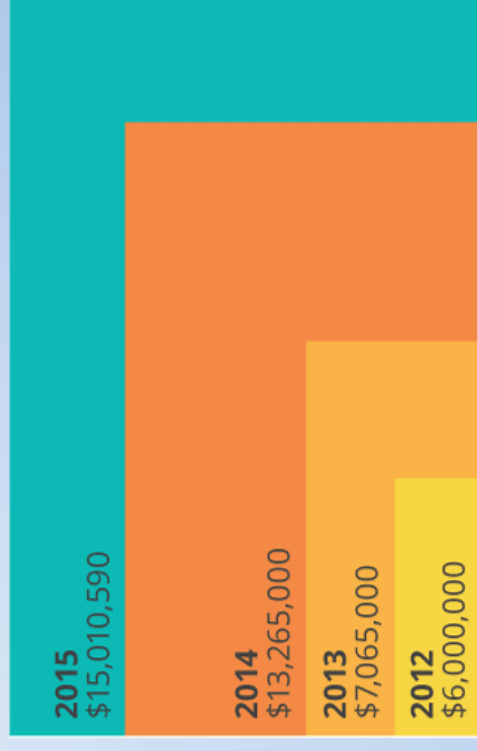
2011-2015

Client Employment
Client Registration



GENESIS INVESTMENT RAISED

2012-2015

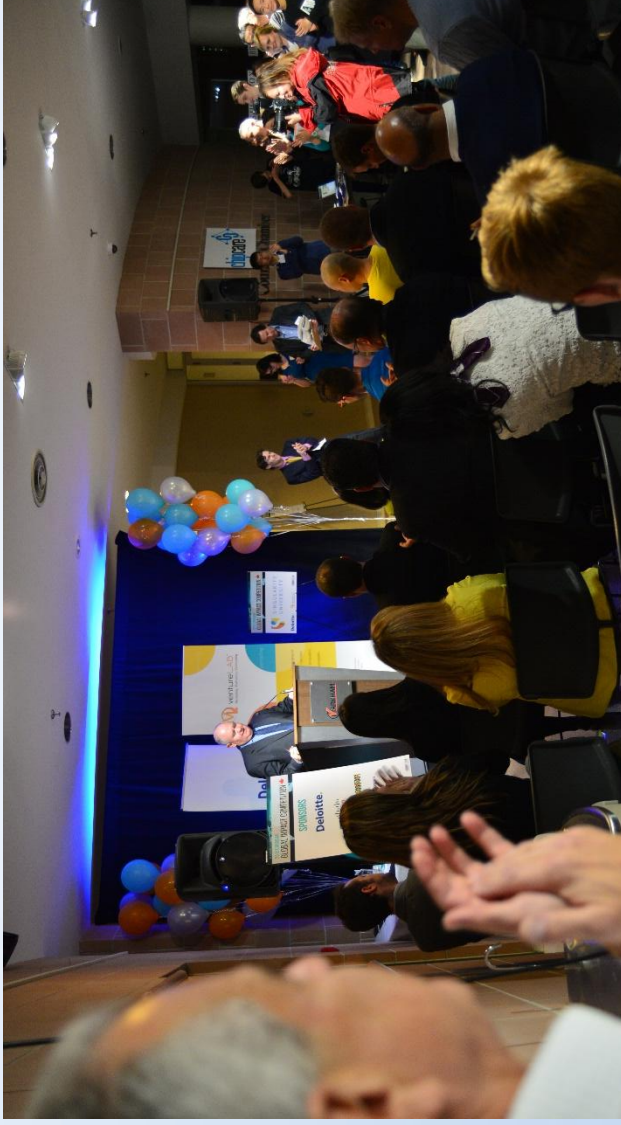




ventureLAB Workshops & Events



CIHR Workshops
Markham Convergence Centre



Global Impact Competition
Markham Civic Centre



Ministry of Research and Innovation
Youth Jobs Strategy Announcement
Markham Convergence Centre



Client Success Stories





Looking Ahead

- 5-year Anniversary of ventureLAB
 - York University @ Markham Centre
 - Go Open Data Conference
- May 6 & 7, 2016 at Seneca College Markham Campus
- “Building a better future through Open Data”*



Economic Development Challenges

- Observed Challenges for SMEs:
 - Finding new clients
 - Need for mentors with direct experience in their specific type of business/industry
 - Lack of government funding support
 - For growing companies: finding great staff
- Gaps/weaknesses to address
 - Follow-up more regularly in early stages
 - Offer more content/interaction through online channels



Scaling for Growth: Challenges

- Active and growing innovation ecosystem = increased client demand
- Changing trends and best practices = curriculum updates needed regularly
- Limited resources to meet demand
- Help existing businesses scale up and grow
- Connected Community Partners = ***It Takes an Ecosystem to Raise an Entrepreneur***



Markham 2020: Success by Design

Public Engagement Sponsored by:

