

# WHY WATERLOO?



**Catharine Gerhard**  
Market Development Manager



# WATERLOO “DID YOU KNOW” FACT 1



**shopify**

*“This is an amazing place. There is so much depth here in math, hackers, entrepreneurs.”*

**Tobias Lutke**  
CEO & Co-founder, Shopify

# TORONTO–WATERLOO CORRIDOR: 2<sup>ND</sup> LARGEST TECH CORRIDOR & FINANCIAL CENTRE IN NORTH AMERICA

- Toronto-Waterloo Tech Corridor has **10,000** tech companies and **300,000** tech workers
- Waterloo is 86 km (53 miles) from **Toronto Pearson International Airport - 1 Hour**
- Waterloo has **600,000+** people and is the **Fastest Growing Population in all of Canada!**



# WATERLOO BRAND: TECH TALENT & INNOVATION

There's a reason the Waterloo brand is synonymous with tech – this is a true tech hub.

## GLOBAL

- #1 for corporate innovation lab density
- #1 highest concentration of mathematical and computer science talent
- #2 for startup density



## CANADA

- #1 for tech talent quality (Canada)
- #1 for venture capital per capita (Canada)

## NORTH AMERICA

- #1 for research output per capita (North America)
- #1 for % of workforce in high tech (North America)
- #3 fastest growing opportunity market (North America)

# PROBLEM: FINDING THE RIGHT ECOSYSTEM

# TECH COMMUNITY POWERHOUSE

## STARTUPS & SCALE-UPS

2<sup>nd</sup> highest density of startups in North America



## ENTERPRISES

Home to globally-recognized companies in Software, ICT and Advanced Manufacturing

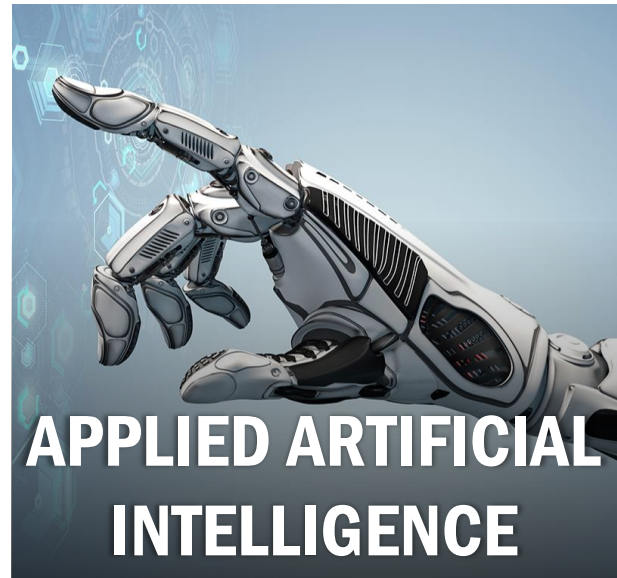


## RESEARCH & INNOVATION HUBS

Leading world-class research centres



# WORLD-CLASS CLUSTERS



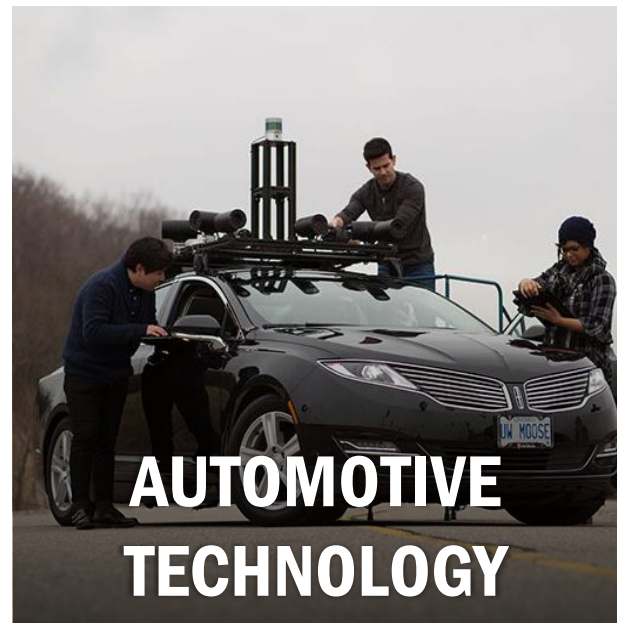
**APPLIED ARTIFICIAL INTELLIGENCE**



**INDUSTRY 4.0**



**SECURITY**



**AUTOMOTIVE TECHNOLOGY**



**QUANTUM TECHNOLOGY**



**FINTECH**



- RESEARCH LABS AND HUBS**
- Artificial Intelligence Group
  - Bio-Robotics, Artificial Intelligence and Neuroscience Lab
  - Centre for Pattern Analysis and Machine Intelligence
  - Centre for Smart Manufacturing and Digital Innovation
  - ECE Machine Learning Lab
  - Intelligent Human-Machine Systems
  - Kimia Laboratory for Knowledge Inference in Medical Image Analysis
  - Laboratory for Computational Intelligence and Automation
  - Mechatronics Vehicle Systems Lab
  - MS2discovery Interdisciplinary Research Institute
  - Natural Language Processing Lab
  - Vision and Image Processing Lab
  - Waterloo Analytics and Optimization
  - Waterloo Artificial Intelligence Institute
  - Waterloo Autonomous Vehicles Lab
  - Waterloo Centre for Automotive Research
  - Waterloo Commercialization Office
  - Waterloo Intelligent Systems Engineering Lab
  - Perimeter Institute



**NOTE:** While companies may have a presence in multiple categories of this cluster map, they will only appear in the category that most directly reflects their business.

# BRAZILIAN TESTAMONIALS

## Why Canada and Waterloo?

- Forca de trabalho altamente qualificada
- Ecosystema do inovacao bastante dinamico
- Oportunidades de parceria
- Apoio do Governo
- Fomos muito bem reciebidos!



— **Alexandre Pinto**  
Director of Innovation and  
Business Development, Matera

“A big part of remaining in the Waterloo region is because there’s talent here, talent that’s comparable to what you could find in Silicon Valley... And if we find talent elsewhere in the world, we can also bring them here.”

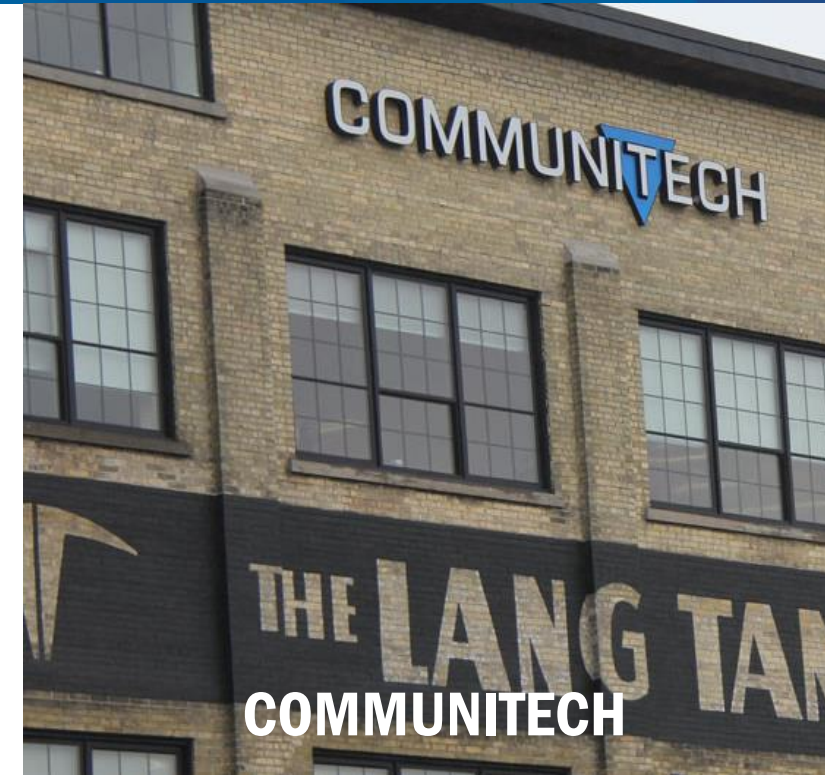
F A I R E

— **Marcelo Cortes**  
CTO, Faire



# WATERLOO “DID YOU KNOW” FACT 2

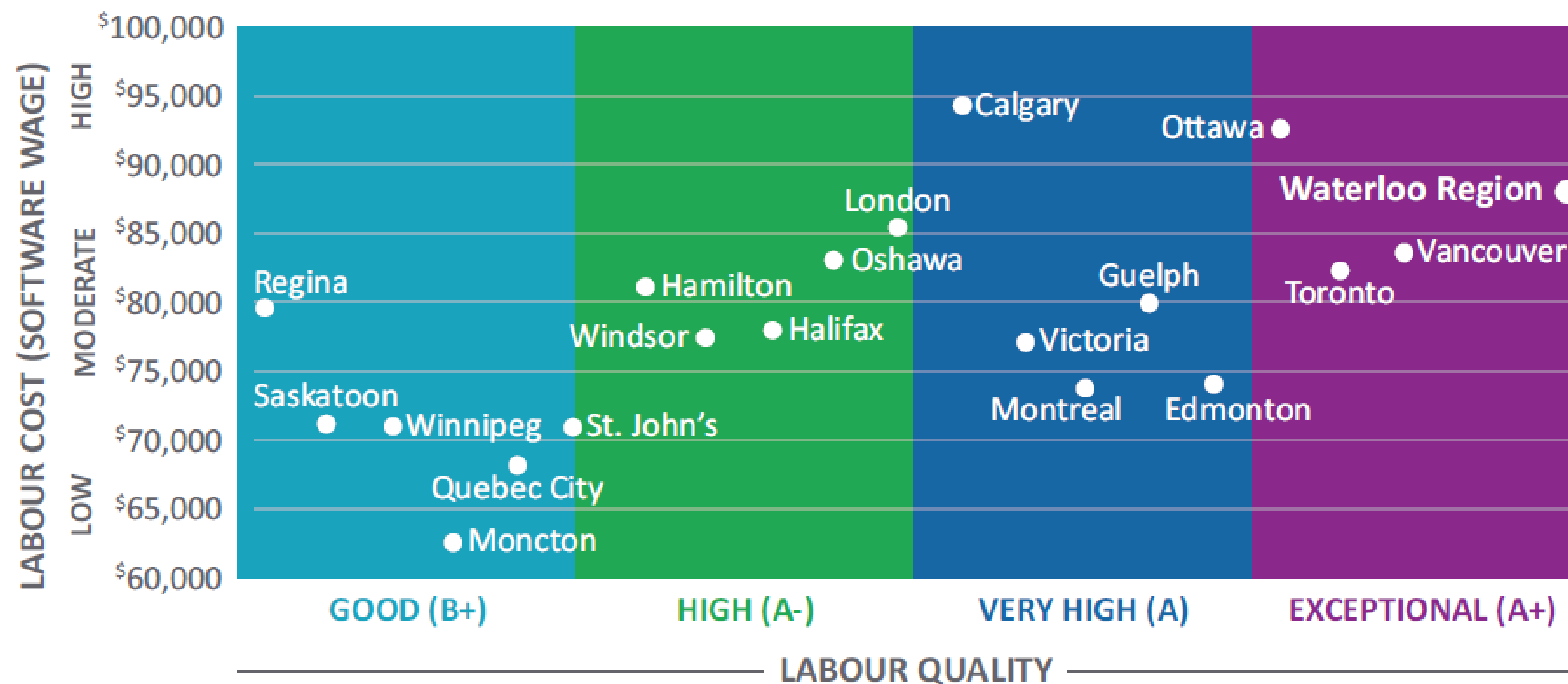
## BARN-RAISING & COLLABORATION IS IN OUR DNA



# PROBLEM: FINDING THE RIGHT TALENT

# A HIGH-QUALITY EXPERIENCED WORKFORCE

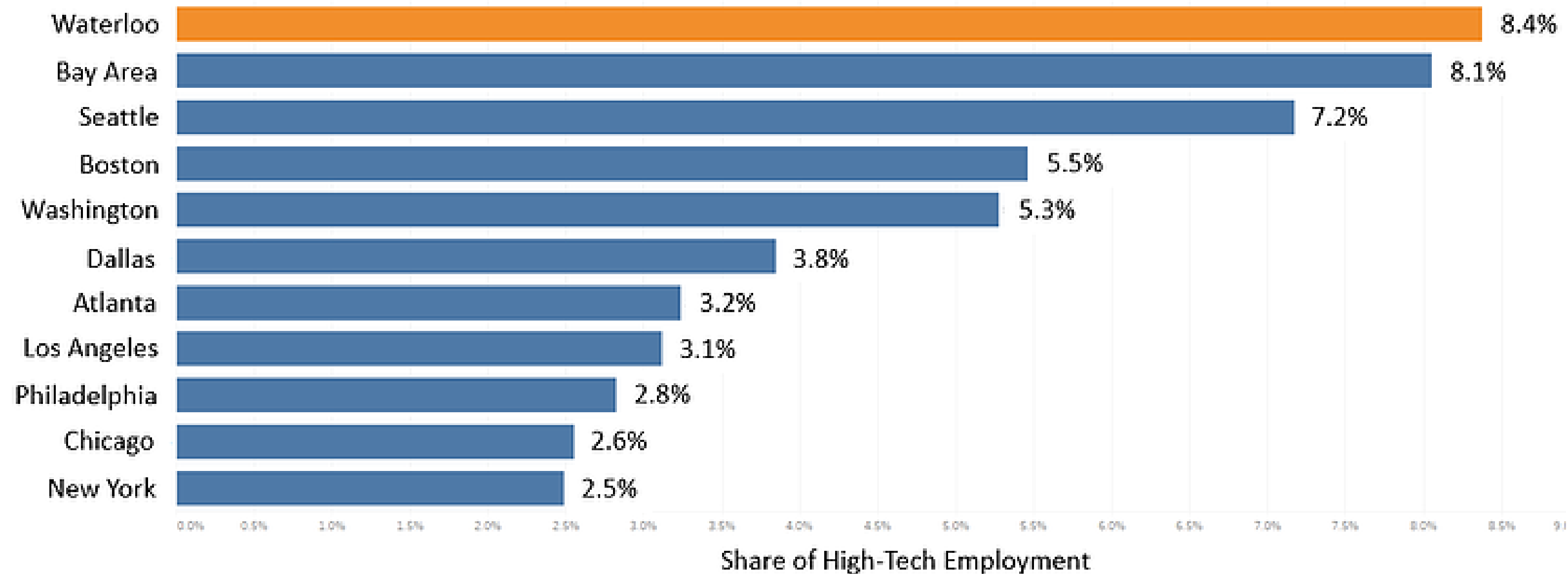
Highest quality tech talent in Canada



Source: Statistics Canada LFS (NOCs) April 2019, U.S. News & World Report, CBRE Labor Analytics, CBRE Research, 2019.

# HIGHER TECH TALENT DENSITY THAN AMERICA'S TOP 10 LABOUR POOLS

Share of High-Tech Employment by Region (2016)



Notes: Employment indicators exclude self-employed. Brookfield Institute's definitions of tech industries are used for this analysis.

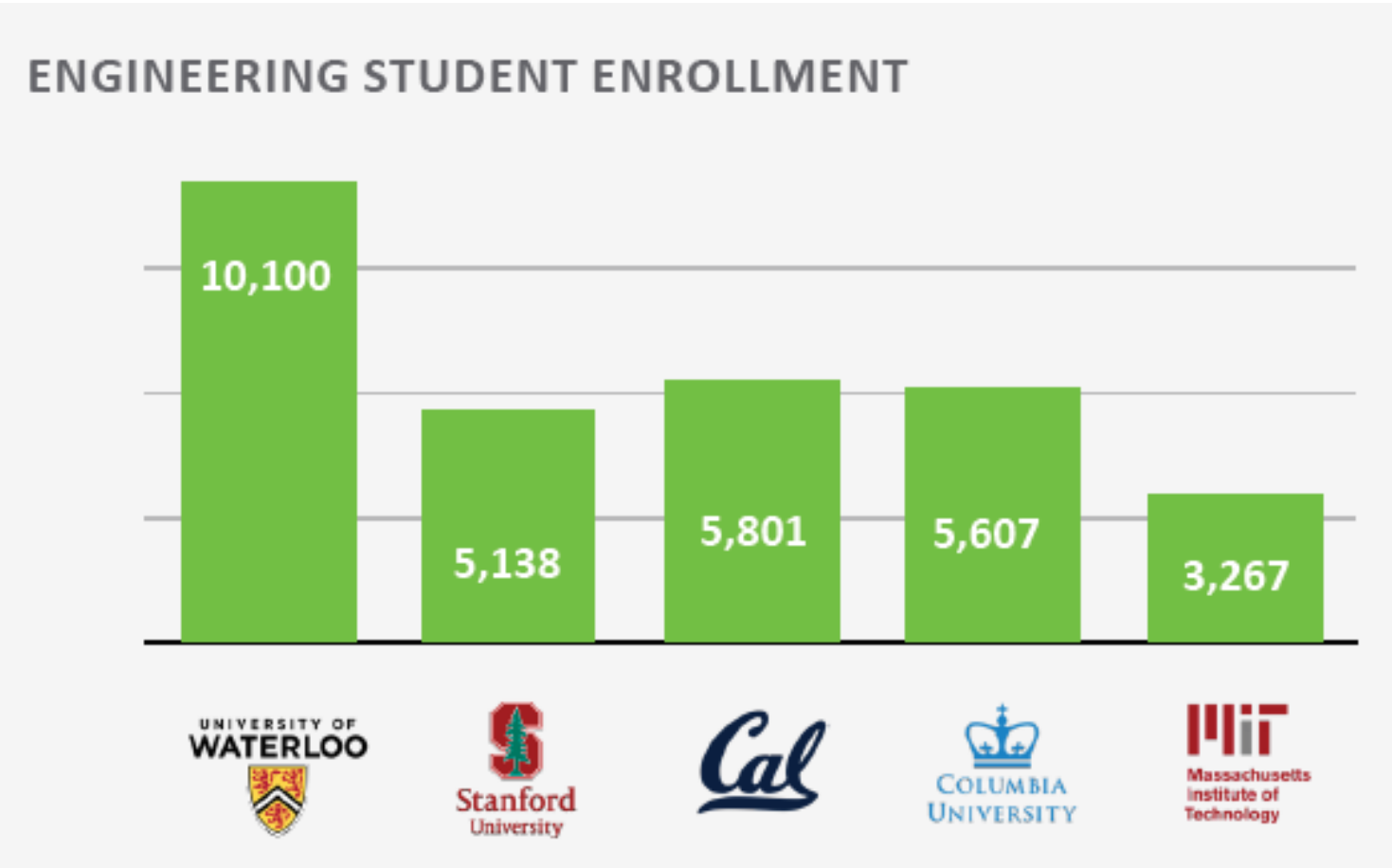
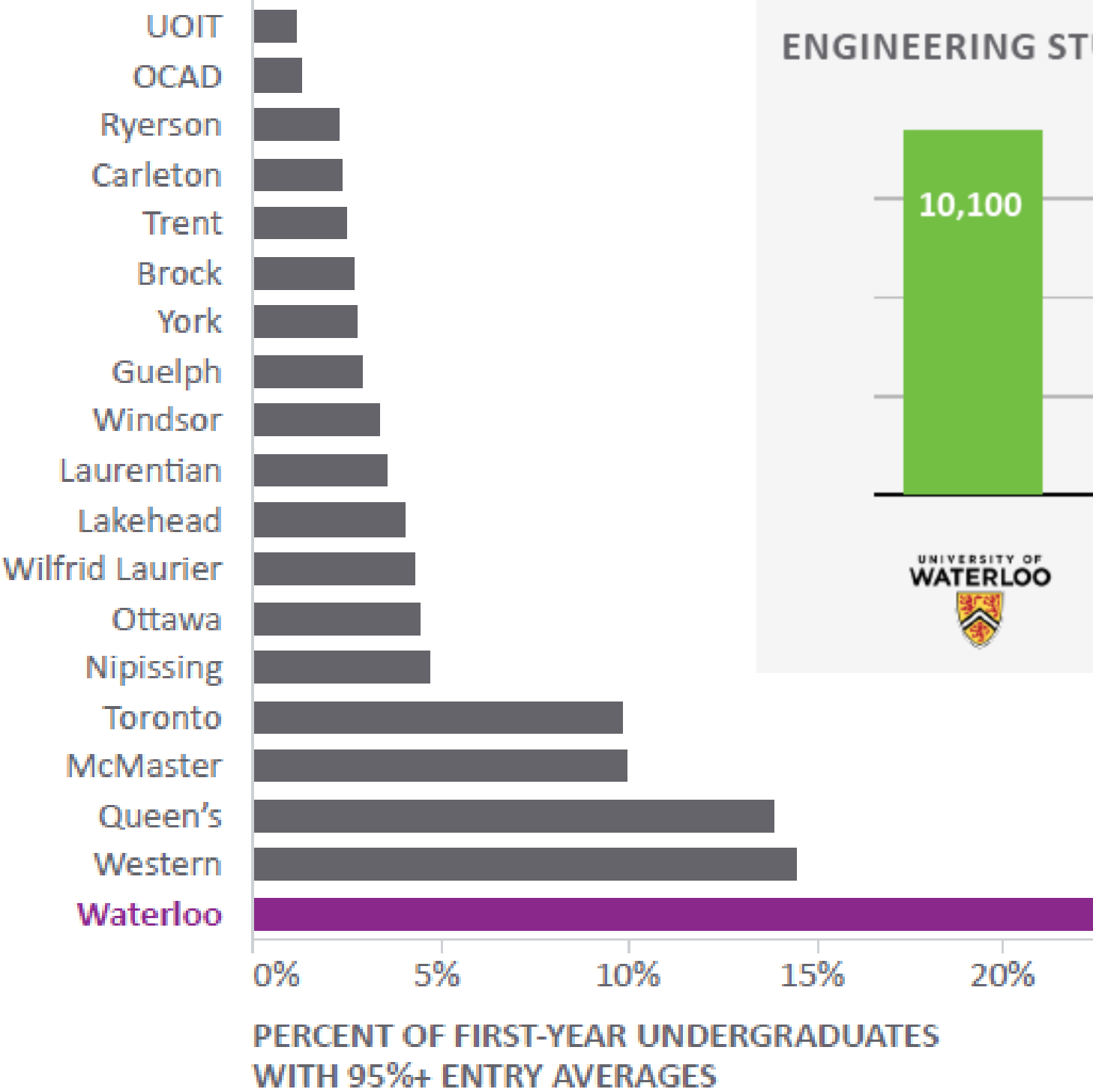
Sources: Statistics Canada, 2016 Census; U.S. Bureau of Labour Statistics, Quarterly Census of Employment and Wages; Brookfield Institute, "The State of Canada's Tech Sector" (2016).

# TALENT PIPELINE – HIGH QUALITY, LARGE, WORK-READY

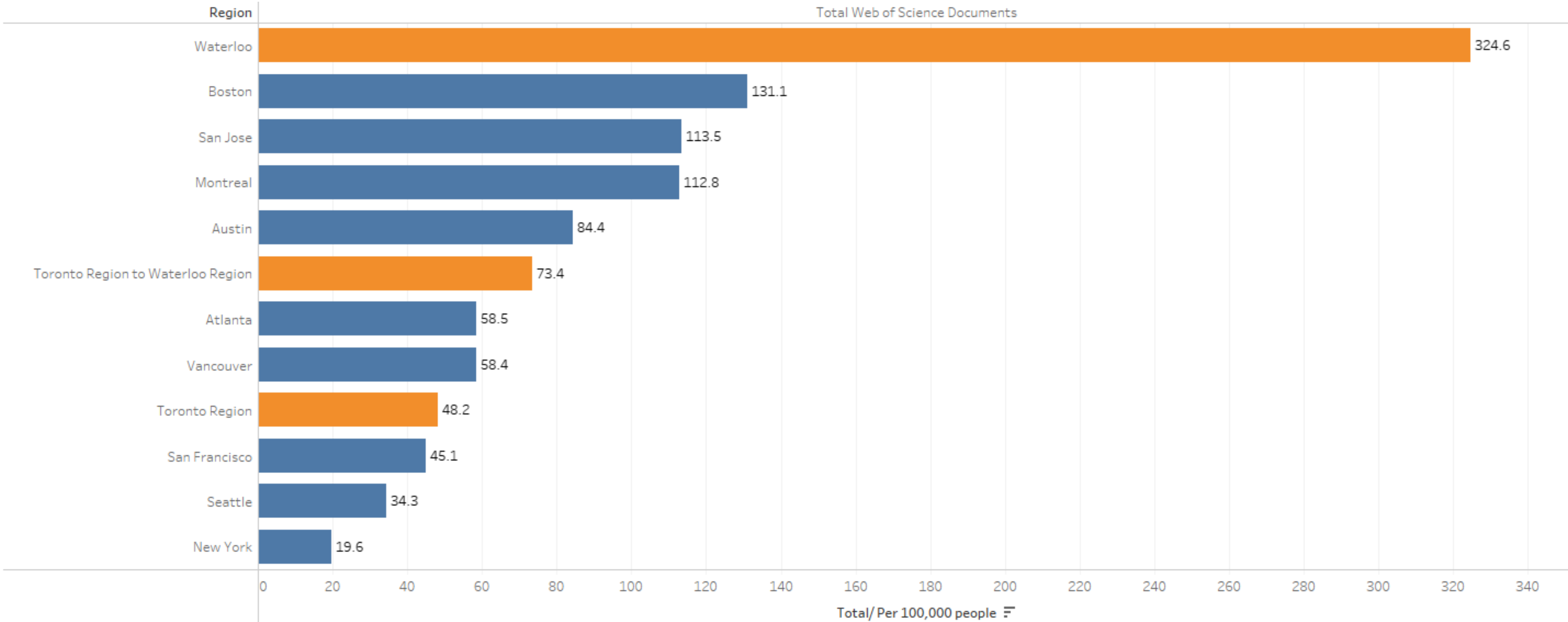
“The talent pipeline here is world-class quality with better costs, retention rates and collaborative culture than anywhere else in North America.”



— Steve Woods  
Senior Engineering Director and Site Lead, Google Canada



# RESEARCH OUTPUT – 2-3X HIGHER PER CAPITA THAN OTHER MAJOR NORTH AMERICAN RESEARCH HUBS



# WATERLOO “DID YOU KNOW” FACT 3



**HOME TO THE WORLD'S  
SECOND LARGEST  
OKTOBERFEST  
(700,000+ ATTENDEES)**

# PROBLEM SOLVED



TALENT



VALUE



ECOSYSTEM



# CONTACT ME FOR MORE INFORMATION



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