

Invest Ottawa 2021 Economic Impact Report

Fueling Innovation, Job Creation and Economic Growth

Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada's Capital, facilitating wealth and job creation in the City of Ottawa, and significant direct and indirect economic and social benefit for Ontario and Canada more broadly. Our team delivers venture development, global expansion and talent programs and services that help to fuel the growth and success of entrepreneurs and companies. Invest Ottawa is also the founder and manager of Area X.O, the futureplex of innovation and collaboration that enables and accelerates the safe and secure development, testing, and application of next generation technologies.

From 2012 to 2020 (inclusive), Invest Ottawa has supported:



1000s
of startups,
scaleups & SMEs



\$992 million
in capital attracted



11,178
jobs created



\$1.041 billion
in domestic & foreign
investment

Achieving Economic Impact in 2020

KPMG developed a methodology⁷ to assess the total economic impact stemming from the additional economic activity facilitated by Invest Ottawa's activities and programs, as well as the impact of Invest Ottawa as an organization through its operational expenditures from 2017 to 2020. This includes the unprecedented times and economic conditions experienced during the first nine months of the pandemic. Highlights of Invest Ottawa's impact in 2020 include:



\$629 million
in GDP impact for Invest Ottawa &
the businesses supported in Canada



\$405 million
of this GDP paid in
employment income



5,058
FTE jobs created
(employment impact)



\$122.2 million
contribution to
government tax revenues

Generating High Return on Investment

For every \$1 million in funding received during 2020, Invest Ottawa, through the success of its clients, contributed to:



\$30.17 million
in GDP



242
additional jobs

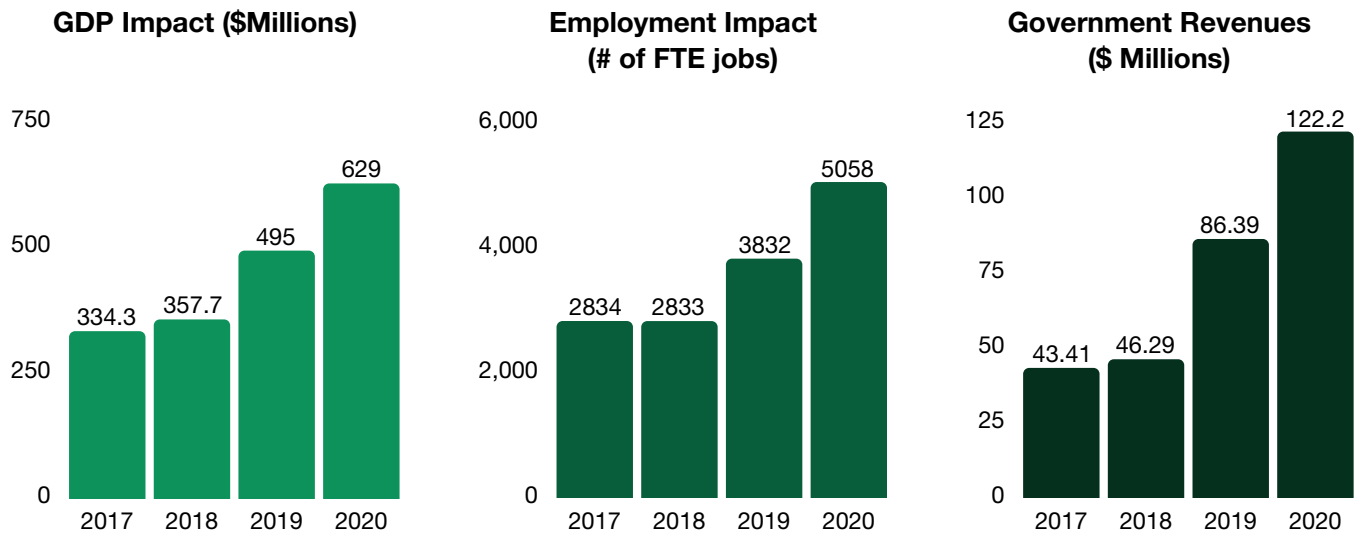


\$5.86 million
in additional
government revenues

This year-over-year impact was achieved despite:

- The health and economic challenges facing businesses given the pandemic;
- COVID-19 relief efforts targeted to industries in greatest need of support during 2020; and
- Lower economic re-spending effects by businesses that did not generate job creation, the key driver of our economic impact model.

Economic Impact 2017-2020, Canada-Wide *



*Data of direct, indirect and induced impact, and/or at all levels of government

Accelerating the Growth and Success of Companies

From 2017 to 2020, Invest Ottawa also achieved ecosystem impact by delivering resources that are employed and leveraged by founders and firms to accelerate their growth and drive client, revenue, business, and investment attraction. These include:



27,541
advisory hours



\$8.39 million
valued market
intelligence



24,052
small business owners engaged
through workshops & training



105
FDI missions
abroad

"Securing investment is among the greatest challenges startup founders face. There's something to be said about being surrounded by people whose mission it is to help you raise money. Any support that we can get is huge, but the experience in SheBoot was incredible. I can't put to words how much programming like this is needed, and how valuable it is for any business."



– Audrey Bond
Founder, President and CEO of Vaultt,
Second-place winner of the 2020 SheBoot pitch competition

How Invest Ottawa Achieves Economic Impact

Leveraging a unique model that is highly differentiated in Canada, and critical support from the public and private sector, Invest Ottawa:

- **Increases the technical, business and market capabilities of entrepreneurs and SMEs** that aim to develop and commercialize future technologies and export-ready solutions.
- **Enables and accelerates the growth and commercial success of companies**, from startup to scaleup, driving new jobs, revenue and investment.



- **Bolsters the global competitiveness of firms in high-growth sectors that drive wealth creation.** These include smart mobility, advanced communications, smart agriculture, defence, aerospace, public safety and security. These sectors also have some of the highest productivity rates and generate more economic output for every hour worked.

"Over the past three years, GoFor has experienced revenue growth of 3,744%, and expanded service to 86 cities across Canada and the U.S. Invest Ottawa played a major role in early stages of our development. GoFor was in the IO Accelerator program – this was very helpful early on. We got lot of advisory support, a place to work during the early days and several business connections, that proved quite crucial during the growth phase of the company. Invest Ottawa has fostered a great startup community in Ottawa. I have worked in the U.S, Japan and India. There is no place like Ottawa for an entrepreneur."



– Basavaraj Halli
Co-Founder and CTO, GoFor,
10th fastest growing company in Canada
(The Globe and Mail Report on Business, 2021)

Working closely with clients, investors, partners and stakeholders across our community, Invest Ottawa achieves these outcomes and associated economic impact by providing:

- **Venture development and acceleration programs and services that enable and accelerate the startup, scale-up and commercial success of entrepreneurs and high-growth technology firms;** this includes increasing investment, market and customer readiness; and entrepreneurship training, one-to-many workshops and advisory services that equip small main street business owners for success.
- **Foreign Direct Investment (FDI) attraction and Business Retention and Expansion (BRE) programs and services that attract international investment, top talent and R&D-intensive technology firms into our region.** This team facilitates access to domestic and international markets, supply chains and networks; drives the growth of export-ready firms and trade; and supports the development of critical global R&D mandates and business retention.
- **Technical infrastructure, services and expertise through the onsite Prototyping Lab at Bayview Yards and Area X.O, a state-of-the-art facility that enables and accelerates breakthrough innovation.** It offers a safe and secure environment to develop, prototype, test, demonstrate and implement future mobility, autonomy and connected technologies.
- **Talent attraction, development and retention programs, services and support help growing Ottawa firms to attract, develop and retain top diverse tech and business talent** required to thrive, compete and succeed in the global market.



"The CAV Talent Catalyst Pilot Program enabled me to learn about adaptive cruise controls, V2Xc communications, localization, and other technologies in a hands-on environment with next generation tech developers. It also allowed me to network with business and tech leaders, including future hiring managers, and gain valuable insights into what to expect in this type of industry."

– Bren-Gelyn Paellan





"InDro Robotics is a Canadian leader in drones with a strong and longstanding relationship with the first responder community. We are proud to have played an instrumental role in the creation of the Area X.O 5G Mobile Command Centre. We are contributing novel drone technology and expertise to this innovative and fully equipped van. Moreover, we have expanded to Ottawa to fully capitalize on opportunities at Area X.O. We look forward to bringing these capabilities to innovators, firms, and communities across Ontario."

*– Philip Reece
CEO, InDro Robotics Inc.*

We are privileged to undertake our important mission for Ottawa, a thriving global tech hub anchored by tech startups and rising stars, homegrown global successes and multinationals with decades of disruptive tech expertise. Our region is differentiated by:

- The highest concentration of tech talent in North America at 11.6% of all jobs, surpassing Silicon Valley at 10.9%.
- 1,750+ tech firms including giants such as Amazon, Nokia, Ford, Ericsson, Corel, IBM, Cisco and Adobe, and homegrown stars such as Shopify, BlackBerry QNX, Kinaxis, You.i TV, Klipfolio, Lixar, Assent Compliance and Mitel.

- The second highest concentration of scientists and engineers in North America (behind Silicon Valley).
- Almost 77,000 tech professionals, fueling R&D in smart mobility (including Connected and Autonomous Vehicles), cybersecurity, 5G, next generation networks and advanced communications, the Internet of Things (IoT), big data and analytics, Artificial Intelligence (AI) and machine learning, healthtech, robotics, and Blockchain.



"Over the last few years, Invest Ottawa, Invest in Canada, and many partners across the Ottawa community have helped to create a competitive environment for the life science sector. This collaboration has helped to establish an ecosystem with 100 companies that employ more than 6,000 skilled people. This is really a big plus for an investment like ours. Overall, a partnership is far more than supporting a single investment. It's about providing the right business environment and connecting all the dots of an innovation cluster like we have in Ottawa."

*– Mathias Ganzmann
Vice President of Manufacturing,
Siemens Healthineers*

"Being a small business, it was very difficult to cope with the pandemic and know what strategy to take. The DMS Future Proof Program delivered by Invest Ottawa came at just the right time. It provided us with expert advice, support and education that is paramount to business success. Izere Coffee is now expanding our activities and products and growing our business online."

*– Deborah Ntawigirira
Founder and CEO, Izere Coffee*



As Invest Ottawa embarks on the final year of our five-year [Strategic Plan](#), we will catalyze further job creation, economic growth and opportunity for Canada's Capital, Ontario and Canada more broadly by:

- Helping founders, business owners and companies from main street to our tech sector, survive the remainder of the pandemic, return to growth, and drive our economic recovery.
- Building a robust start-up pipeline that establishes a strong foundation of next-generation tech companies that drive job creation and economic growth.
- Driving the scaleup of firms with the potential to generate \$100 million in revenue to create robust, sustainable tech companies that anchor and grow in the Capital and build our national innovation economy.
- Helping to retain and pursuing new global investment, talent, firms, and market opportunity for companies across our region that build our economy and innovation ecosystem.
- Facilitating the development, testing, commercialization, and implementation of next-generation smart mobility, connectivity, and autonomy innovations to unleash and realize the potential, power, and impact of these visionary technologies, and improve our world and human lives.
- Helping to attract, develop and retain top tech and business talent that grow and diversifies the pool of highly skilled people in Ottawa to increase the competitiveness of the firms we serve and our region more broadly.



"Area X.O has been a great help in developing and testing our technologies. We are grateful to Invest Ottawa for providing us with access to advisory services, new technologies and unique testing facilities at this site. With the power to collect, analyze, and interpret traffic data in real-time, SMATS aims to change the way traffic flows, for the better."

*– Amir Ghods, PhD
Founder and CEO, SMATS Traffic Solutions Inc.*

Invest Ottawa extends sincere thanks to our valued investors for their generous support of the entrepreneurs, firms and innovation community we serve.



To learn more about Invest Ottawa, Bayview Yards and Area X.O, please contact:

Sonya Shorey

Vice President of Strategy,
Marketing & Communications,
Invest Ottawa, Bayview Yards and Area X.O
sshorey@investottawa.ca

⁷ This year, Invest Ottawa added new indicators to our economic impact model:

- Capital investments and R&D spend in the Ottawa Region, and
- Jobs retained during the pandemic.

