

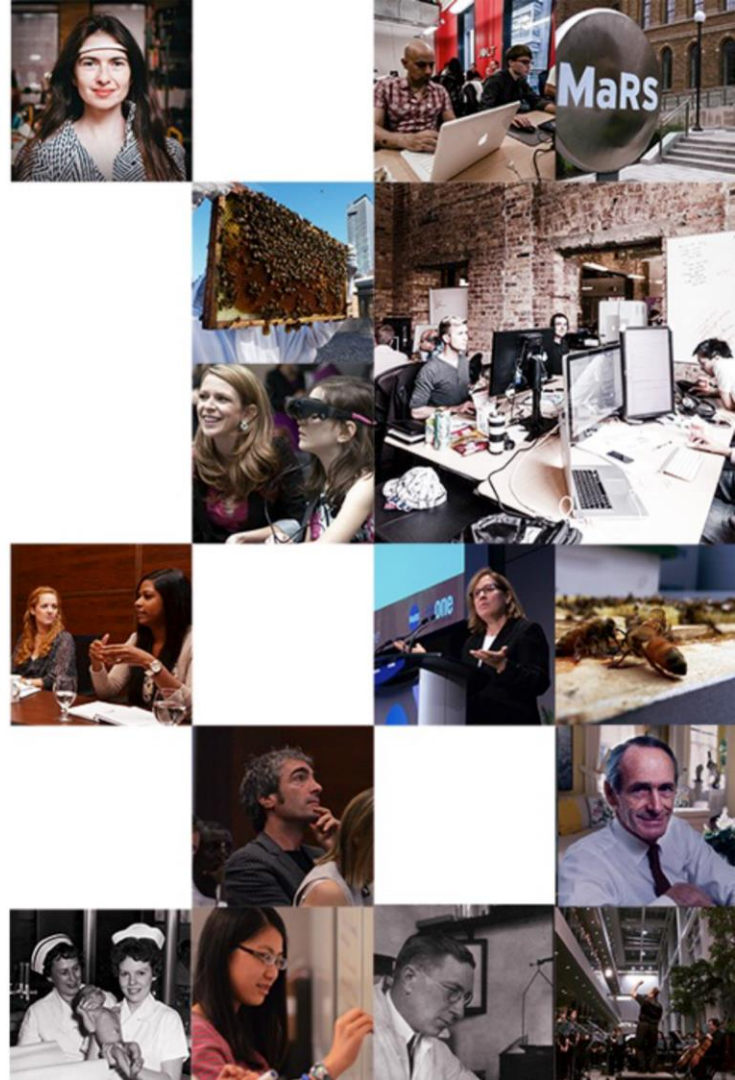


Measuring Performance Across the ONE

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Compass Global Startup Ecosystem Report 2015

Understanding the Context

- Methodology
 - Dropped “Startup Density per capita”
 - Coverage improved for many other cities
 - Waterloo within 100km radius of Toronto
- IT-tech specific (excluded biotech, cleantech & advanced materials)
- Thomson Reuters VC data
- IT tech exit valuations skewed compared to biotech and cleantech
- Compass/RIC annual survey fatigue
- Conclusion: **Don't hang your hat on a single index**

Collaborative Data Sharing Agreement

Identifiable company-level data from all ONE members*

- Problems with duplicates when reporting aggregate
 - Overlapping ventures and outcomes are double counted
 - Can't accurately measure ecosystem size or impact
- CDSA solutions
 - Ventures and outcomes de-duplicated before aggregating
 - Aggregate, anonymous reporting to MRI maintains confidentiality
 - Enables third-party data sources (IRAP, StatsCan, FedDev, Angellist, Gust, Crunchbase, etc.)

* excludes SBECs

Toward Better Metrics

- Align metrics with venture success
- Pace of progression through milestones in early stages
- Collect better outcome measures at later stages
- Track all interventions by all members
- Improve VC data
- ConnectedEntrepreneur.ca

Thank you

Questions?