

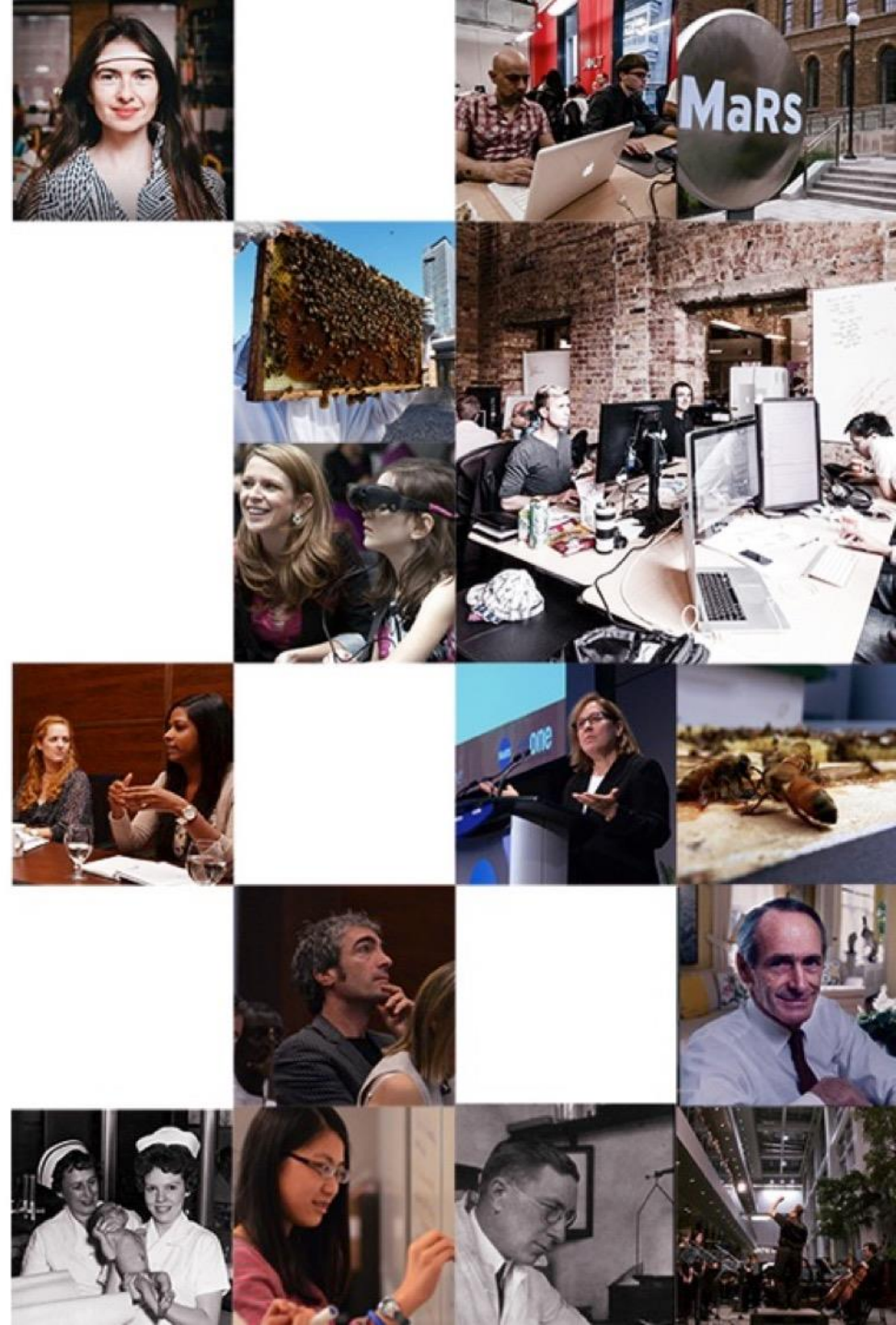


MaRS & the Clean Air Council



MAY 2016

Visit us at marsdd.com



Our Future Matters.

Build the new economy. Improve society.



MaRS works with partners to catalyze, accelerate, scale and diffuse innovation.

We help entrepreneurs start and grow successful global companies.

Together, we help Canada prosper.





MaRS Centre

- 1.5 million square feet
- Growing to 200+ organizations, ~6,000 people
- Science, business (startups to multinationals), investors, enablers
- Co-location, incubation, collaboration, resources and local/global networks

North America's largest urban innovation hub

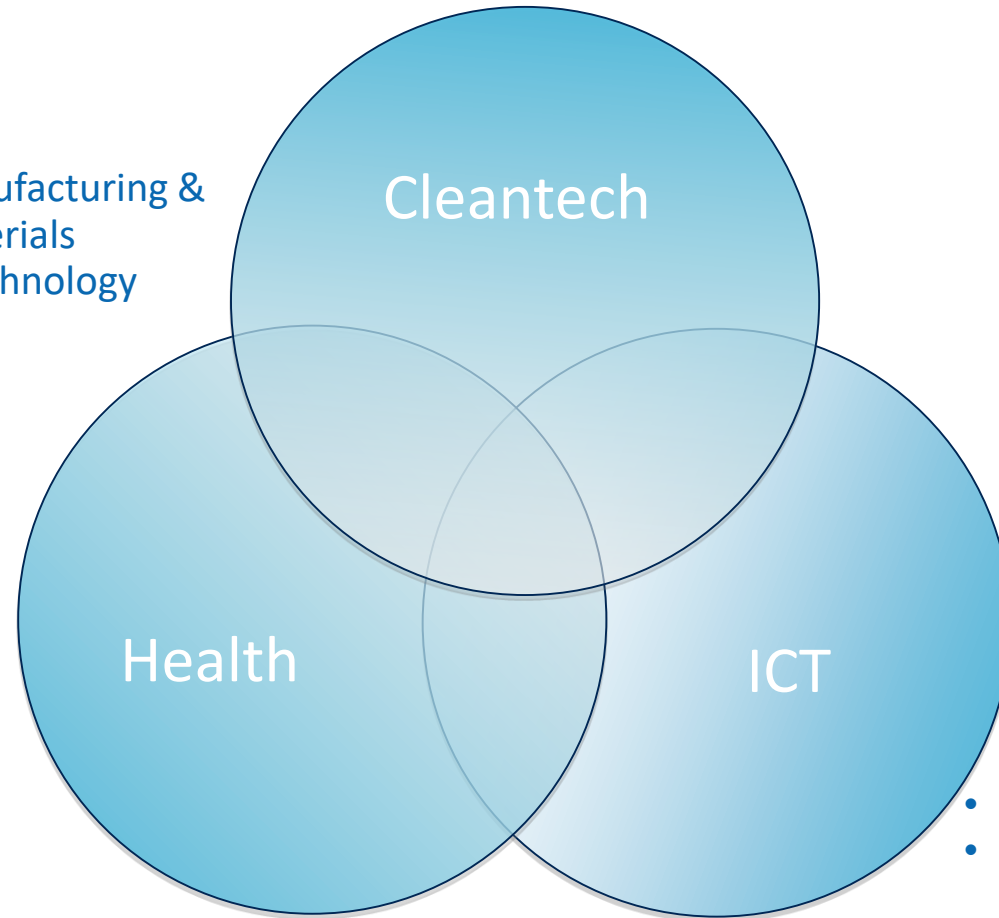
Innovation Platform Levers



MaRS Focus on Key Clusters

Cleantech

- Energy
- Advanced Manufacturing & Advanced Materials
- Agricultural Technology
- Water
- Smart Cities



Health

- Digital Health
- Medical Devices
- Therapeutics
- Consumer Health & Wellness

Information & Communications Technology (ICT)

- Financial Technology
- Consumer & Commerce
- Work & Learning
- LegalX

Cleantech Clusters



MaRS Cleantech Innovation Platform



TALENT
DEVELOPMENT



HIGH-IMPACT
VENTURES



SYSTEMS
TRANSFORMATION

MaRS Cleantech
Venture Services

ADVANCED ENERGY CENTRE
MaRS Cleantech | Ontario, Canada





Market Intelligence

What we do:

- Provide **secondary** market research to entrepreneurs
- Pull information and **reports** from both public and proprietary **databases**





Market Intelligence

946 Requests

918 Clients



Public Resources: MaRS Market Insights

MaRS Market Insights
Entering China's Emerging Life Sciences Markets:
 The opportunity for Ontario startups

MaRS Market Insights
Transforming Health:
 Towards Decentralized and Connected Care

MaRS Market Insights
Mining & Metals + Internet of Things:
 Industry opportunities and innovation

MaRS Market Insights
A Game of Homes: Communication, cooperation and entertainment in the connected world

MaRS Library > CONNECTED WORLD MARKET INSIGHTS SERIES

Connected World Market Insights Series
 29 May 2014

CONNECTED><WORLD

The Connected World is a future made possible with data, and is essentially the Internet of Things. The fusion of information and communications technologies (ICT) with energy networks and health systems is taking hold, bringing new functionality, efficiency and productivity to our world. This is a series about the future of energy, water and health, and the opportunities that are being unlocked in the era of big and open data enabled by ICT. The way we live our lives, conduct our businesses, run our industries and get around are increasingly interconnected. Connectivity is opening up opportunities for entrepreneurs, industry, government and citizens to provide and use products and services that make our lives easier, foster creativity and increase efficiencies. The series will cover such topics as:

- Advanced metering infrastructure (AMI) and smart meters: Building upon a home advantage
 - Automation and control: Unlocking home and building energy management opportunities
 - Infotainment for the smart home
 - Smart health: Moving care into the home
 - Demand response: Intelligent efficiency to turn load into supply
 - Info security: Privacy, data ownership and data risk
 - Smart health: Utilization of personal health data
 - The connected car: vehicle to grid and infotainment
 - The value of real-time meter data

Connected World will highlight the innovators in industry, academia and government throughout this series. In fall 2014, we will cap the series with a connected home showcase featuring some of our companies, alongside major industry players, as they showcase their technology and solutions. This series is a collaborative effort from MaRS Market Insights, MaRS Data Catalyst, MaRS CONNECT, MaRS ICT and the Advanced Energy Centre.

Published reports in this series

- REPORT 1: LET'S TALK DATA
- REPORT 2: ENTERTAINMENT FOR THE SMART HOME - TO BE PUBLISHED JULY 2014
- REPORT 3: ADVANCED METERING INFRASTRUCTURE AND SMART METERS - TO BE PUBLISHED AUGUST 2014
- REPORT 4: AUTOMATION AND CONTROL - TO BE PUBLISHED AUGUST 2014

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MaRS Market Insights: Connected World Series



- The fusion of information and communications technologies (ICT) with energy networks and health systems
- Connectivity is opening up opportunities for entrepreneurs, industry, governments and citizens

<https://www.marsdd.com/mars-library/connected-world-market-insights-series/>

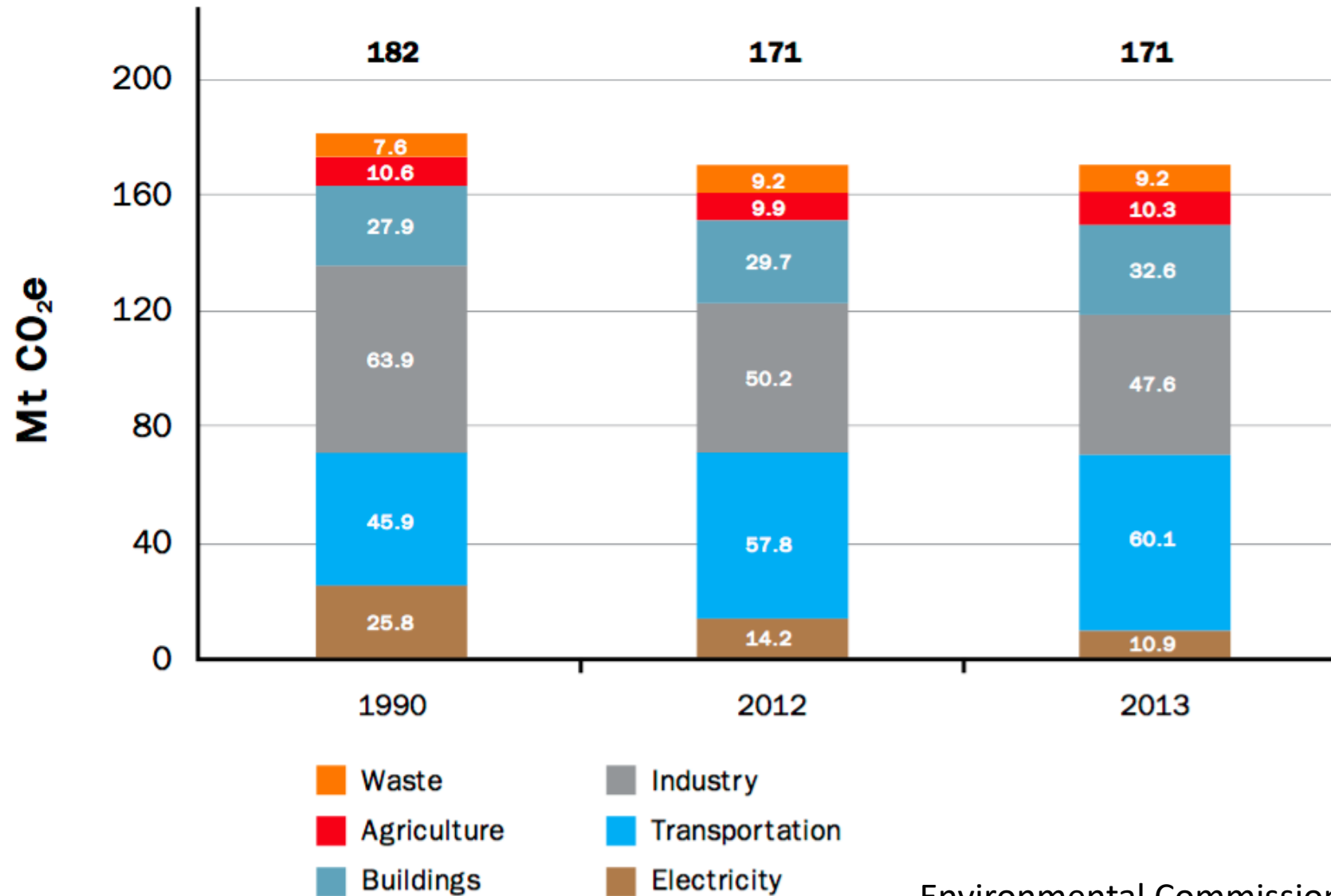


Smart Transportation Market Insights Series

- Four Reports
 1. **Why Smart Transportation Matters:**
The auto industry and the coming age of disruption
 2. **The Connected Car:** Remaking the transportation and mobility experience
 3. **Electric Vehicles:** A market snapshot
 4. **Ride-sharing:** The rise of innovative transportation services



GHG Emissions in Ontario by Sector



Environmental Commissioner of Ontario, 2015

Congestion



\$100 billion

2.9 billion gallons
of fuel

V2V Communication



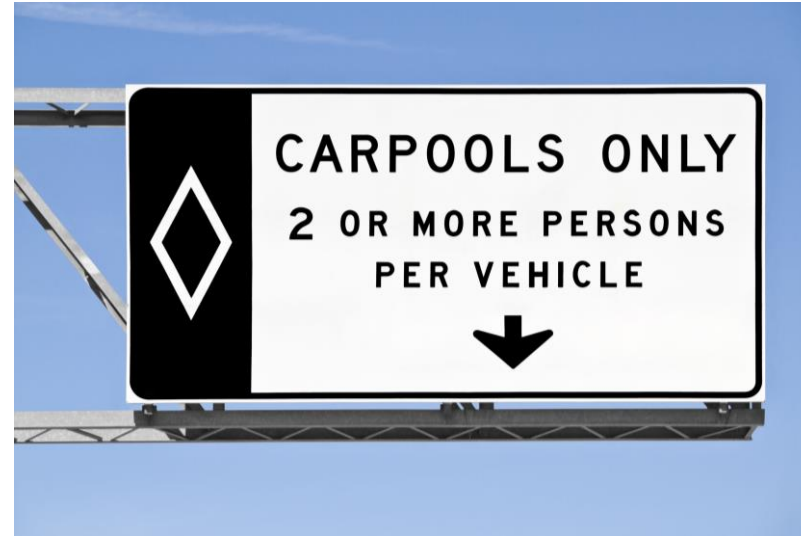
Car-sharing



Big Data



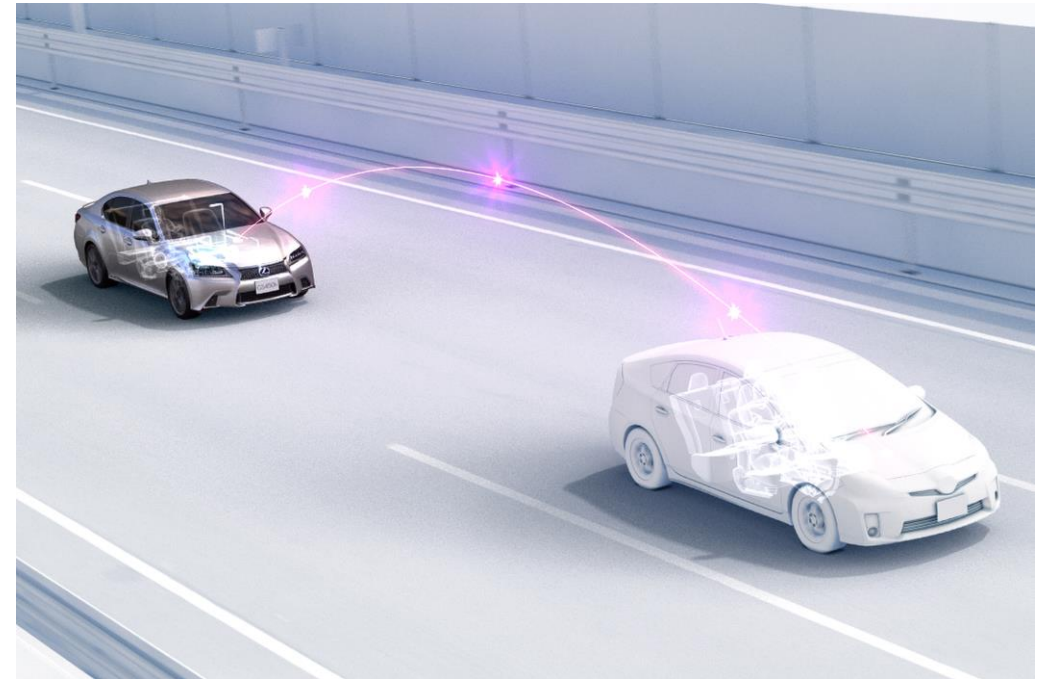
Ride-sharing/Carpooling



Safety



23x more likely to get in an accident while texting



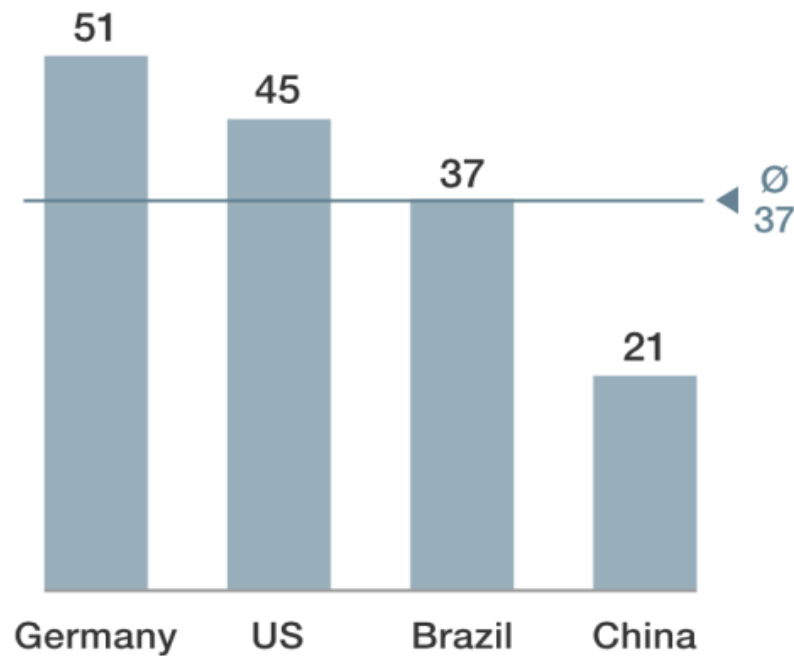
78% of crashes can be avoided with V2V



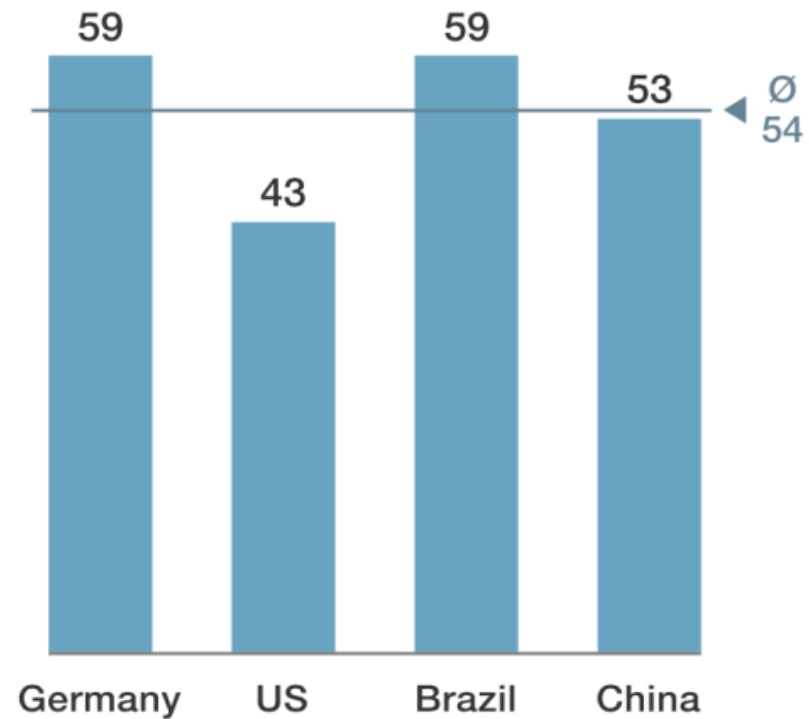
Security

% of new-car buyers that (strongly) agree with the statement

I am reluctant to use car-related connected services because **I want to keep my privacy**



I am afraid that people can hack into my car and manipulate it (eg, the braking system) if the car is connected to the Internet



McKinsey, 2015







THANK YOU!

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