WATERLOO’S START-UP ECOSYSTEM

Waterloo has the second-most start-ups per capita in North America. How does a mid-size city accomplish this?

ENTREPRENEURSHIP IS IN OUR DNA

Start-up success stems from an ecosystem that emphasizes research, talent, support and collaboration.

COMMUNITY-WIDE SUPPORT STRUCTURE

Large collection of incubators and accelerators supporting student and serial entrepreneurs alike, with focuses on software, hardware, software-as-a-service, advanced manufacturing, security, quantum and more.

- Velocity
- Launchpad
- Grand Innovations
- Communitech
- Accelerator Centre
- Catalyst137
- Quantum Valley Investments
- Communitech Data Hub

TALENT

Waterloo has the second-fastest growing tech talent market in North America

- Home to leading engineering, math, polytechnic, business and co-op programs, Waterloo is a source of top job-ready talent

UNIQUE IP POLICY

The University of Waterloo has a “creator owned” IP policy that grants ownership to inventors. This helps them:

- Recruit the best faculty and students
- Commercialize research
- Work with companies to develop new technology/products

RESEARCH AND EXPERTISE

With 150+ leading research centres ranging from quantum computing and advanced cryptography to autonomous vehicles and advanced manufacturing, Waterloo has the world-class expertise and facilities to do cutting-edge research and development

LIFESTYLE BUILT FOR STARTUPS

Waterloo’s community has:

- Low cost of living compared to San Francisco, Boston or Toronto
- Access to major markets, including 150+ million customers within 1200km
- Multiple international airports within 100km
- Access to Toronto, beaches, wineries and Niagara Falls within 150km (93mi)
North is a scaling company with over 400 employees, four offices, and $120+ million in venture capital from the Amazon Alexa Fund, Intel Capital and more. The company’s founders trained at the University of Waterloo and learned from world-class experts. They started their company in the Velocity incubator and moved into the Communitech Hub to build their business before taking advantage of Waterloo’s competitive real estate costs to establish a headquarters. Today, North is one of the fastest growing companies in Waterloo and is preparing to launch a brand-new consumer technology product.

“The Waterloo startup ecosystem has been critical for our growth,” says Stephen Lake, one of North’s founders. “Even today, as we continue to scale, we rely on the cost and talent advantages Waterloo provides. There isn’t anywhere we’d rather be, and we hope others choose to build and grow their companies here.”