

SUCCESS STORY: MAJIK SYSTEMS



ABOUT MAJIK SYSTEMS

Founded just a few short years ago in 2014, MAJiK Systems has already been recognized by some of the world's top industry analysts as a product leader in Manufacturing Execution System (MES) technology.

Headquartered in the City of Kitchener within the Waterloo Region, the company's software helps manufacturers improve their efficiency on the production line by providing accurate, real-time and historical machine information.

Today, MAJiK has big plans for expansion. With customers across North America, the company hopes to take its technology worldwide within the next two years.

Indeed, MAJiK has come a long way since its humble beginnings.



ECONOMIC DEVELOPMENT OPPORTUNITIES

In its early days, MAJiK received assistance from several local start-ups and non-profits for economic growth.

For example, the company spent its first two years renting office space at Communitech: a non-profit organization that helps tech companies start, grow and succeed. "We actually received that office space free of charge through Velocity, a University of Waterloo start-up incubator within Communitech," says Jared Evans, co-founder of MAJiK Systems.

At that location, both Communitech and Velocity helped MAJiK in a variety of ways.

"There is a big buying decision involved when people look at our software, so our team needed to have a sales playbook—but it can be a bit lonely trying to figure it out all on your own," says Evans. "They provided us with mentorship and introduced us to other tech companies facing the same problems and challenges."

"Being around other startups who were going through the same trials and tribulations was helpful, because we could share ideas and suggestions, as well as our frustrations and successes."

As MAJiK grew, Waterloo EDC also provided several ongoing networking opportunities to the company.

"We've appreciated Waterloo EDC for all the events and shows they've put on—that's definitely been another great avenue for us getting our brand out there and interacting with more people in the industry," says Evans.

"Overall, we've been really happy with the level of support from these community-driven economic development organizations, and we're very much looking forward to growing more and hope to 'give back' in that regard as well."

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SUPPORT FROM ACADEMIA

Since MAJiK's inception, it has also received a great deal of support from post-secondary institutions—including the University of Waterloo, Wilfrid Laurier University, and Conestoga College.

“The schools allow us to hire several co-op students every term, which is great because they really encourage their students to develop their ideas and own technology, and that allows students to grow and build their skills. So there's a real host of talent in the region, including the students and graduates plus the ‘transplants’ who come here to be part of larger companies in the area.

“The sheer amount of skills, knowledge and expertise in Waterloo really opens up opportunities for new technology to be developed locally.”



OPEN MINDSET TO HELP OTHER BUSINESSES

While it may be difficult to forge business connections in other areas of the world, Evans says it's actually quite easy in Waterloo.

“You'd be surprised how quickly you can connect with people for advice or a reference, or for bouncing around ideas,” he says. “Almost anybody in this region is accessible, no matter whether it's a regional office or a large tech company, or the CEO of a growing startup, or investors, or City or regional employees.

“There's almost always somebody who is willing to help you. So if you're moving or bringing your business here, reach out and take advantage of all the really smart, open people that the region has to offer.”

Evans attributes that mindset to a community-wide drive to build the ecosystem.

“Whether it's manufacturers or tech companies or even just local businesses, you see a real willingness here, where everyone wants everyone to succeed,” he says. “You see it with more formal groups like the Artificial Intelligence supercluster, but also with everyday things—just people willing to work together to create solutions and build everybody up.”

CUSTOMERS-TURNED-COLLABORATORS

That collaborative nature has boded well for MAJiK—with some of its customers even willing to help the company test out its technology.

“There are companies here who are very willing to try your product and work with you to improve things, as well as give you honest feedback about what they need from you,” says Evans.

He points to some large local and neighboring manufacturing companies including Dare Foods, Kromet International, Blount International, Mother Parkers Tea & Coffee, and several Magna plants—all whom agreed in MAJiK's early days to be early adopters of their technology.

“They've got problems they're trying to solve, and we've built and refined our software to address those problems. This has essentially helped us expand and grow our business. Now, they're some of our key customers.”



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