BUSINESS AND FINANCIAL SERVICES

With more than 150 years experience, Waterloo is home to a stable and dynamic business and financial services industry.

WATERLOO: PARTNER IN 2ND LARGEST FINANCIAL HUB IN NORTH AMERICA

With a long-established presence in the business and financial services sector, Waterloo has uniquely positioned itself as a leader in the ongoing convergence of the financial and technology sectors. A key player in the Toronto-Waterloo Innovation Corridor, home to both the second largest financial sector and tech innovation corridor in North America, Waterloo is inventing the future when it comes to FinTech.

AT A GLANCE – WATERLOO’S BUSINESS AND FINANCIAL SERVICES ECOSYSTEM

Rich density of business and financial services hubs and incubators:

- Communitech’s Data Hub is Waterloo’s data-driven tech community focused on revolutionizing the way we leverage data
- Waterloo Research Institute in Insurance, Securities and Quantitative Finance (WatRisq) specializes in actuarial science, computer science, econometrics, finance and statistics risk management
- The Institute for Quantum Computing (IQC) creates cryptography encryption tools that are secure in a quantum world

Corporate Innovation Labs

CIBC Data Studio
The CIBC Data Studio is a space created for exploring emerging technologies, working alongside data-driven companies to solve complex business problems and explore new opportunities

Manulife RED Lab
Manulife’s Research, Exploration and Development lab conducts market research and gathers user feedback to create digital solutions

Scotiabank FactoryU
FactoryU is Scotiabank’s Research and Experiment Centre, built to deliver game-changing solutions for customers by reinventing how banking serves people

Thomson Reuters Lab
Providing intelligence, technology and human expertise to enable organizations in the financial, risk, tax, and accounting markets to drive innovation and growth

INTERNATIONALLY RECOGNIZED AND LOCALLY SIGNIFICANT COMPANIES

INTERNATIONAL

- Square
- Google
- Manulife
- Deloitte
- Scotiabank
- CIBC
- NCR
- AVIVA

LOCAL

- kik
- Sun Life Financial
- ASCENT

Looking to locate, relocate or expand?
BUSINESS AND FINANCIAL SPECIALIZATIONS

Insurance  Machine Learning  Artificial Intelligence  Cyber Security  Payment Processing  Financial Reporting

WATERLOO. COLLABORATIVE. INVENTIVE. ENTREPRENEURIAL.

• Toronto-Waterloo Corridor is North America’s second largest sector after New York City for Fintech, with 170+ Fintech companies and 13+ incubators/accelerators located in the corridor

• Future-proof talent pool of 72,000+ students from three internationally recognized post-secondary institutions – University of Waterloo, Wilfrid Laurier University, Conestoga College – which produce graduates with 2+ years relevant, real-world work experience

• UWaterloo is home to the world’s largest concentration of math and computer science talent

• Thriving Start-up Community – second highest density of start-ups in North America

• One of Canada’s most innovative regions, with an average of 15 patents granted per 10,000 people (11 times the national average)

• Waterloo is centrally and strategically located within the Toronto-Waterloo Corridor and provides access to more than 150+ million people

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“There is a real spirit of business partnerships and camaraderie here, even between larger companies and startups, so it allows you to tap into all kinds of creative thinking. It’s a wonderful ‘campus’ feel, with companies going to events and hackathons, and you feel a real enthusiasm in Waterloo for exploring new concepts. It’s a young town with fresh ideas. In that sense, Waterloo really is a bit of a hidden gem—but I’m seeing it mentioned more and more on the world stage, especially as global companies like TD invest in the region,” Says Tim Hogarth, VP of Innovation Framework and Strategies for TD Bank Group.

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