



BECOME A PART OF CANADA'S
ENTREPRENEURIAL
LEGACY
THE CREATE THE FUTURE CAMPAIGN



CREATING A WORLD-CLASS FACILITY

Like Windsor, the new Accelerator building at 1501 Howard Avenue has a rich entrepreneurial history. Built in 1929 as the Purity Dairy, the 55,000 sq ft facility was an economic driver of its time. In March of 2018, The Accelerator purchased the facility and we want to expand on its history, re-envisioning the facility as **an economic driver for the 21st century**.

By combining multiple disciplines and resources under one roof, **The Accelerator provides unprecedented opportunity for collaboration and inspiration** — opportunities that lead to accelerated growth for start-ups and emerging businesses. This, successively, leads to

accelerated growth and diversification in the local and regional economies.

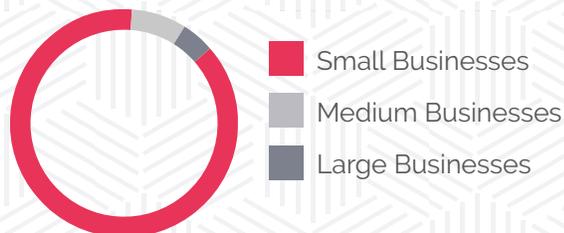
The Accelerator attracts innovators, entrepreneurs, and business owners representing a wide range of enterprises, creating a living entrepreneurial ecosystem. Currently featuring open-concept and private office space, a gym, recording studio and event space, our future plans also include a makerspace, arts incubator, and TedX-style presentation theatre. Once completed, **The Accelerator's facility will provide a space that offers unparalleled opportunity for collaboration, creativity and innovation.**

BUILT FOR ECONOMIC DIVERSITY

In most regions, the greatest number of new jobs is created through the expansion of smaller firms rather than through larger firms. **According to Stats Canada, small businesses were responsible for the vast majority (87.7 percent) of net employment change between 2005 and 2015 (1.2 million jobs)**, compared with 7.7 percent for medium-sized businesses and 4.6 percent for large businesses.

The Accelerator's model expands on the traditional incubator model by combining traditional business incubation with manufacturing and the arts, allowing greater opportunity for collaboration and innovation. This creates greater opportunities for financial success. Since its opening in 2011, The Accelerator and its members have created more than 1,300 jobs and contributed more than \$20 million to the local economy*.

SOURCES OF NET EMPLOYMENT CHANGE 2005–2015 (1.2 million jobs)



Source: Stats Canada

TOTAL JOBS CREATED BY ACCELERATOR MEMBERS* (Direct + Indirect) 2011-2018

1,300

ECONOMIC IMPACT GENERATED BY ACCELERATOR MEMBERS* 2011-2018

\$20,000,000

*Economic Impact numbers are determined by annual surveys of members.

MORE THAN JUST OFFICE SPACE

Affordable office space is just the start. For entrepreneurs, business owners, artists and creators, The Accelerator is a networking hub providing access to resources and programming in an energetic and passionate ecosystem where ideas and experiences are shared.

Our programs, workshops and networking events provide vital training and create unparalleled business connections both within our region and beyond. By working with our members and our extensive network of partners, we help identify, recruit and bring together partners of innovation and investment to facilitate business growth.

Established in cities and towns across North America and Europe, business incubators have proven to be an extremely effective model for economic diversification. In fact, over and over, incubator projects have been key to economic expansion and diversity in their respective regions. These economic benefits will expand as investors bring resources to new and emerging industries

that will further provide for long-term sustainability to our region's economy.

FUTURE MAKERSPACE

Windsor is a region that was built by more than just traditional business. Windsor is a region built by makers, and our plans include a makerspace so the makers of this region have a place to build and refine their prototypes using 3D printers, laser cutters, woodworking and CAD software, complemented with business programming provided by The Accelerator and its partners.

FUTURE ARTS INCUBATOR

This region has a large number of exceptionally talented artists and creators. Our arts incubator is intended to provide these creators with space to create and display their work, access to grant-writing assistance, and the business programming to teach them how to monetize their unique skill sets.



In order to make The Accelerator a globally recognized entrepreneurial ecosystem, we are embarking on the **'Create the Future' Capital Campaign** with the goal of re-envisioning our historic building into a world-class business incubation and acceleration facility.

WHY WINDSOR?

Our region's unique geographical position makes Windsor-Essex the node that connects Ontario's Innovation Corridor — the high growth technology and innovation ecosystem stretching from Toronto to London — with the United States, the largest consumer market in the world.

From rum running to the revolution of the auto industry, **Windsor and Detroit share a rich entrepreneurial history** and both cities are using entrepreneurship as a driver for establishing their place as two of the leading cities in North America.

During the past 10 years, Detroit has focused on implementing a model of entrepreneurship-focused economic development and the results have been incredible. **To date there are nearly 30 business incubators and accelerators in the City of Detroit alone.**

CROSS-BORDER POTENTIAL

The Accelerator's A2X Project, already underway, represents our **flagship cross-border entrepreneurial collaborative between Canada and the US**. Short for Accelerator-To-eXport, the A2X Project is a launching pad for Canadian high-growth technology and innovation startups to enter the US market. At the same time, The Accelerator also functions as a landing pad for US companies that wish to enter the Canadian market and establish an international presence.

Our goal is to make the region a hotbed of entrepreneurial activity and a magnet for world-class entrepreneurial talent. Investing in The Accelerator and the A2X Project will increase Canada's competitiveness on the global stage and position Windsor at the forefront of entrepreneurial innovation.





CREATE YOUR ENTREPRENEURIAL LEGACY

Your support is essential for The Accelerator's next phase of evolution and we're inviting you to become a legacy partner in our efforts to create a world-class business incubation and acceleration facility.

Your sponsorship of The Accelerator assists in developing key areas of the facility, such as a makerspace for early stage product development and an arts incubator allowing the creators of Windsor a place to turn their talents into profitable

businesses. The plans also include training rooms and a presentation theatre, attracting high-profile speakers and presenters to inspire and educate tomorrow's business leaders.

By supporting The Accelerator you will help build a legacy that grows our economy for decades to come. Together we will build upon the tremendous assets and resources of our region creating unprecedented economic and social impact.

SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities establish your legacy as a leader in innovation and entrepreneurship support. In return for your generous support, **The Accelerator offers** many benefits including **public recognition, mentoring opportunities, early stage startup investment opportunities**, discounted rates on services provided by vetted Accelerator members, and access to our entire network of business resources.

Please see the full list of Sponsorship Opportunities and benefits on the following pages. To discuss securing your Sponsorship Opportunity, please contact us. We'd love to partner with you.

ARTHUR BARBUT, CEO
arthur@downtownaccelerator.com
519-564-8456

CHRISTOPHER PRESSEY, PRESIDENT
christopher@downtownaccelerator.com
519-564-2384



INDIVIDUAL SPONSORSHIP OPPORTUNITIES

	LEADER	VISIONARY	INNOVATOR	ENTREPRENEUR	INVESTOR	MENTOR	AMBASSADOR
Cumulative amount	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$500
Annual amount (over 5 years)	\$20,000	\$10,000	\$5,000	-	-	-	-
Annual Entrepreneurial Gala tickets	10	6	4	4	2	-	-
Annual event space rentals	6	4	2	-	-	-	-
Use of 101 Coworking Space (days per week)	5	3	2	1	-	-	-
Name on website	✓	✓	✓	✓	✓	✓	✓
Press release announcing sponsorship	✓	✓	✓	-	-	-	-
Photo opportunities with graduating members and associated publicity	✓	✓	✓	✓	-	-	-
Complimentary meeting and board room hours per month	8	6	4	2	2	2	1
Targeted communication to Accelerator members and graduates sent by CEO on behalf of sponsor (frequency)	Quarterly	Bi-annually	Annually	Annually	-	-	-
Sponsor recognition wall	✓	✓	✓	✓	✓	✓	✓
Advertising space on Accelerate TV	✓	✓	✓	✓	✓	✓	✓

To secure your Naming Opportunity, please contact us. We'd love to partner with you as we grow our economic impact together.

ARTHUR BARBUT, CEO
arthur@downtownaccelerator.com
 519-564-8456

CHRISTOPHER PRESSEY, PRESIDENT
christopher@downtownaccelerator.com
 519-564-2384



THE CREATIVE HUB OF THE FUTURE

Entrepreneurship Reimagined



THE HISTORIC PURITY DAIRY BUILDING

Originally built in 1929 as the Purity Dairy, this 55,000 square foot facility was an innovative economic driver of its time. Our plans for this facility re-envision it as an economic driver for the 21st century.

Our sincerest thanks to the Leo Page Estate, the Dr. Honoré and Rosemary (Ratigan) Schiller Estate, and Irene Schiller, great granddaughter of Leo Page, for generously allowing us access to the historical photos that document this building's incredible entrepreneurial legacy.

1501 Howard Avenue Windsor, ON N8X 3T5
downtownaccelerator.com

INNOVATION IS IN OUR DNA