Emera ideaHUB | DALHOUSIE UNIVERSITY

2022/2023 Impact Report

MESSAGE FROM OUR DIRECTOR

There is a saying that it takes a village to raise a start-up, and I know this to be true, it's evidenced in the community we've created through the Emera ideaHUB.

As we wrapped up our fourth year of operations, we were honoured to be part of the start-up ecosystem 'village' of Halifax, and perhaps more importantly, Atlantic Canada. Thanks to all of you at Emera, we have the privilege of serving diverse founders from across the region, welcoming a mix of Dal graduate students, experienced founders, and first-time entrepreneurs.

As you know, we have established a core offering of programs that deliver innovation, entrepreneurship training, and advisory support. These programs are delivered to founders of both physical and digital-physical product start-ups, and are available online and in-person, through our state-of-the-art campus-based facility. As we near our fifth year, we are proud to tell you that we have already achieved 80 percent of the goals set by our five-year KPIs, including:

- programming that has served 100 companies
- 75 new ventures surviving after 1 year of completion
- the creation of 250 jobs
- seeing 30 patents and other IP filed

Additionally, we are on track to reach 100 percent of goals by the end of year, when we achieve a $6 million value in R&D partnerships between companies and Dalhousie University, and we see 25 capstone projects and 50 co-ops with start-ups by the end of year five.

The Emera ideaHUB is making an important difference as a leading-edge, deep tech incubator space.

By serving both university-based researchers and non-affiliated founders effectively, we want to ensure we're offering a rigorous, efficient, and effective experience that enables each unique founder to move their venture forward.

Our team is as passionate about applying the iterative process to our own offering, as we are about ensuring founders design and iterate their way through their customers' feedback. Our fourth year in operation included the introduction of several unique and relevant HUB programs and features based on founders' feedback.

We are pleased to present you with this impact report, designed to share just some of the many achievements you helped make happen. We are grateful. Your generous gifts of time and support are having a powerful impact on a thriving knowledge ecosystem designed to improve and advance the economic wellness of our community.

Thank you.

Sincerely,

Erin O'Keefe Graham, Director, Emera ideaHUB

NEW THIS YEAR

If we're going to solve the world's most important problems, we need to be attracting and offering brilliant minds the resources, expertise, and connections that cultivate their vast knowledge. That's why the Emera ideaHUB is constantly evolving and expanding our offerings, ensuring our participants are strong in their leadership and ready to invest in the local knowledge economy and beyond.

This year, we are proud to have created or expanded three of our programs, including:

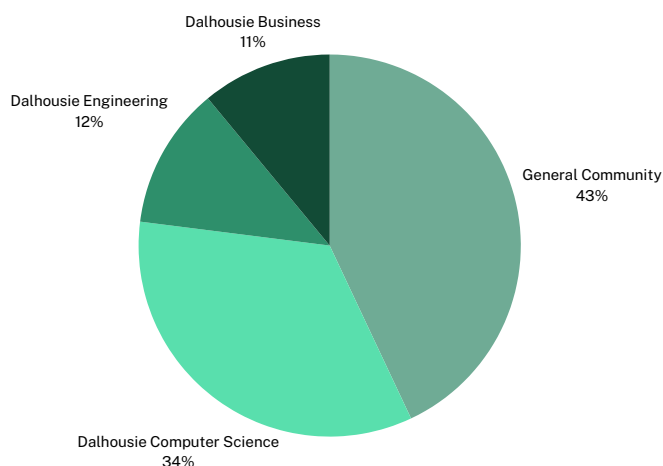**1** ideaDESIGN   **2** ideaBUILD   **3** ideaBRIDGE

ideaDESIGN

A brand-new program launched!

Enabling future founders to explore the potential of an idea.

Emera ideaHUB was thrilled to launch a brand-new program in 2023 called ideaDESIGN; a fast-paced, structured, three-day sprint that takes participants through the design thinking process, to a first proof of concept for their product. This program gives the hands-on experience needed to explore innovation and consider entrepreneurship as a pathway. This four-session design program introduces aspiring founders to product design in an efficient format and is offered in the evenings. IdeaDESIGN expands our pipeline and opens our doors to people who have product ideas but are lacking a starting point. In 2023 – 2024, this program will host three ideaDESIGN sprints, featuring CleanTech, OceanTech and BiomedTech cohorts.

2023 Highlights
20 students enrolled in inaugural cohort

Dalhousie Business 11%
Dalhousie Engineering 12%
General Community 43%
Dalhousie Computer Science 34%

"The Ideahub's ideaDESIGN program provided me with an exceptional launchpad for my entrepreneurial journey. It not only served as an excellent first step into their suite of programs, but also laid a strong foundation for me to build my company on, fostering growth and innovation throughout every session."

Tate Linzel
Co-Founder, Revilong

ideaBUILD

Enabling early-stage deep tech startups to bring ideas to prototype and prepare for scale.

ideaBUILD is a 10-month rigorous program that helps founders take their physical product idea from design to prototype and prepare for manufacturing and scale. We made enhancements to this program which takes founders from idea to operational prototype. We continue to work with incredible partners including Enginuity and the MIT Centre for Entrepreneurship.
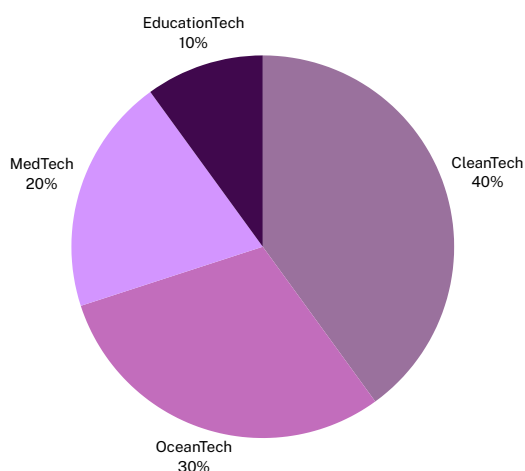
Thanks to Emera and Invest NS, we continue to provide every ideaBUILD venture with $10,000 toward the material cost of their prototypes, coupled with our in-house team to guide them on material and design choices for each iteration, ensuring a founder's time in the program is effective in getting them to operational prototype.

ideaBUILD Pitch Day

The 2022 – 2023 ideaBUILD cohort included 10 startups who presented their pitches to a panel of experts.

ideaBUILD DeepTech Breakdown

- EducationTech 10%
- CleanTech 40%
- OceanTech 30%
- MedTech 20%

Thank you for joining our judges panel at our ideaBUILD Pitch Day!

From left: Cameron Jantzen, Co-Founder, Dri-Print; John Wang, Founder, XO Technology; Dr. Jason Gu, XO Technology; Samira Khodatoost, Founder, Safe Harbour Research & Technologies; Hamid Avisyna, Founder, aviSYNA; Maxwell Poole, Co-Founder, Oxebow Enterprises; Artorix de la Cruz de Ona, Co-Founder, Ocean Sights Technology; Masoud Ali, Founder of Scient; Barrinique Griffin, Program Manager, Emera ideaHUB

"The ideaBUILD program was a beacon of support for XO TECHNOLOGY in crafting our prototype. They generously provided access to a creative workspace within the HUB and essential funding for material procurement. Their mentorship was invaluable, bringing us face-to-face with industry experts for professional advice on product development. Workshops introduced us to the latest industry trends and technologies, keeping our prototype competitive. Additionally, the networking opportunities connected us with potential partners and investors, laying a strong foundation for our future growth and collaborations. Their comprehensive aid transformed our concept into a viable prototype, fueling our journey forward."

John Wang
CEO and Founder, XO Technology
2022-2023 ideaBUILD participant

ideaBRIDGE

Enabling deep tech ventures to bridge from prototype to commercialization.

ideaBRIDGE is a full-time residency program that welcomes diverse founders to access resources, expertise, and connections in academia and industry, so they can ready themselves for customers, transition to manufacturing facilities, and/or apply for accelerators for ventures as they move to seed stage and beyond.
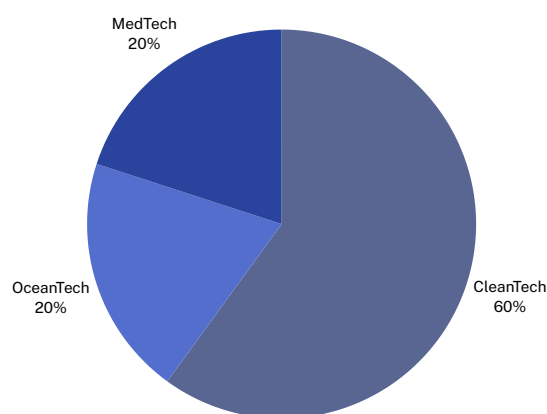
Refinements to ideaBRIDGE, will ensure custom and just-in-time support gets them to product-market-fit faster. Our residency is now a two-year term, reflecting the time it takes for physical and cyber-physical products to get to manufacturing pilots and secure adequate funding. Thanks to ACOA, we are able to ensure every resident has a Venture Coach, experienced founders who brings the hard-earned lessons of taking hardware products to market, as well as specialized expertise in areas, such as navigating advanced manufacturing or the nuances of the biomedical device industry. Our Venture Coaches provide rigour and effective support by identifying gaps in a founder's capabilities or action plans, and assigning HUB-approved technical advisors, while working with Volta to bring non-technical advisors in at the right time in their venture development journey. This is how we strive for a founder's journey to be efficient: we convene all a founder's advisors at venture meetings to align on priorities and reduce their reporting load.

2022-2023 ideaBRIDGE Residents

- Drinkable Water Solutions
- aXtion
- Hollo Medical
- Katchi Precision Fish Harvesting
- OceanSync
- Detect
- SPARK
- RFINE Biomass Solutions Inc.
- Scient

ideaBRIDGE DeepTech Breakdown

MedTech 20%
OceanTech 20%
CleanTech 60%

"The Emera ideaHUB adds a whole other layer to the resources and knowledge already available to students. If you have an idea and want to innovate, you can build a company and have a workspace and be backed by all these tools, working with all these incredible people, even after you've graduated,"

Danielle Dey (BEng'22)
DRINKABLE team member
2022-2023 ideaBRIDGE resident

"We wanted a space close to the university, close to other startups in a creative space, where we have access to really brilliant engineering minds. I'm a big believer in how design can impact behaviour, and the ideaHUB is the absolute ideal spot for our growing team."

Joe Richard (BEng'17)
Head of Product, Detect
Emera ideaHUB resident company

ENGAGEMENT WITH EMERA

Hope Blooms Visits the Emera IdeaHUB

Thank you, Emera, for connecting us with youth and children in the Hope Blooms Green Lab program! Their innovative minds and ideas for creating a sustainable future are truly inspiring! We hope everyone gained great experiences from the workshop, and consider the pathway of innovation and entrepreneurship after hearing from our ideaBRIDGE resident Masoud Aali, Founder of Scient.

2023 Nova Scotia Power Smart Energy Conference

It was great to see Emera ideaHUB start-ups ZEN Electric and Detect in action at the 2023 Smart Energy Conference, providing sustainable and innovative solutions that will contribute to a sustainable future.

PERFORMANCE GOALS | 2022 - 2023

Indicators	2022 - 2023	Total Since 2019	2025 Goals	Goals Achieved
Increase Innovation & Entrepreneurship Education, including Courses, Co-ops and Experiential Learning.				
Number of Capstone Projects sponsored	8	23	25	
Number of co-ops with HUB Companies	4	31	50	
Expand Research Related to I&E that Generates IP, Commercialized Research, and Industry Partnerships.				
Value of R&D partnerships with Dalhousie (OCIE)	$950K	$6.82M	$6M	Achieved 5 yr goal in 2023
Patents (filed or granted)	5	59	75	
Trademarks	12	33	15	Achieved 5 yr goal in 2022
Copyrights	3	15	15	Achieved 5 yr goal in 2023
Trade Secrets	-	116	50	Achieved 5 yr goal in 2022
Enhanced Inclusion & Diversity in I&E Programs.				
Outreach to under-represented groups	19	40	50	
HUB participants from under-represented groups	22	124	100	Achieved 5 yr goal in 2022
Support More Student-Led I&E Skill Development				
Number of hackathons and design challenges	5	20	25	
Number of workshops/seminars for students	13	68	75	
Grow student, faculty and recent graduate participation in programs to explore and experience ideation, I&E, including starting a new business or social enterprise.				
Number of Young Innovators	-	75	75	Achieved 5 yr goal in 2022, new program launch called DESIGN in 2023
Young Innovators starting their own companies	-	28	25	Achieved 5 yr goal in 2022
Number of future founders in ideaDESIGN	20	NEW	NEW	Program offered 3x /yr to align with academic semesters
Contribute to Economic Impact of the Region				
Total # of ventures participating in HUB programming (BRIDGE and BUILD)	38	116	100	Achieved 5 yr goal in 2023
Financing secured by current and recent alumni ventures (investment, loans, and non-dilutive)	$17M	$51M	$75M	
New ventures' survival rates after one year (# of ventures that are still active or have been acquired after first year)	13	85	75	Achieved 5 yr goal in 2023
Number of job positions created in current and recent alumni ventures	159	321	250	Achieved 5 yr goal in 2022
Revenue and paid pilots generated by current ad recent alumni ventures	$730K	$7.48M	$25M	
Number of residents and recent alumni ventures accepted into later stage incubators and accelerators	5	59	50	Achieved 5 yr goal in 2022

FUTURE FORWARD

In our fifth year of operation, the Emera ideaHUB will be welcoming three cohorts of ideaDESIGN, hosting two 10-venture cohorts of ideaBUILD, and onboarding at least six new ventures to our two-year ideaBRIDGE residency. As we complete our five-year KPIs, we will also be introducing new impact metrics to demonstrate how we support founders and contribute to this ecosystem.

When it comes to welcoming founders into programs, our team will be introducing new metrics to report on diversity and inclusion, not only in terms of who participates in our cohort, but also how we're working with communities to provide programs that are inclusive in both design and delivery.

To further expand our accountability, we will be putting a pointed focus on measuring the impact of our support, by introducing leading indicators to help illustrate the role we play in earliest-stage ventures, long before they have customers or even employees to report.

Tracking customer pilots and short-run manufacturing will help demonstrate progress, as well as demonstrating support through non-dilutive or alternative sources of funding, long before capitalist investments take place.

And when it comes to our role in this ecosystem, we will be exploring what unmet or unidentified needs exist on campus, in our city, and in our region, so that aspiring deep tech founders don't abandon great ideas just because support and resources seem out of reach.

We are always open for visitors from industry and the community, so please invite yourself in for a tour or find out how you can contribute to building our growing tech ecosystem by contributing to the Emera ideaHUB. We thank you for acting as an invaluable partner, as we endeavour to bolster the exceptional work of deep tech founders in Atlantic Canada.

THANK YOU