



SBX

2023 YEAR IN REVIEW & THE REIMAGINED PATH FORWARD FOR THE SANDBOX CENTRE

ELEVATING INNOVATION, COMMUNITY, AND GROWTH:
A STRATEGIC VISION FOR TOMORROW



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ABOUT US

WHERE ARE WE GOING?

The Sandbox is evolving into the central hub of Barrie's Ecosystem, serving as a dynamic urban center within Simcoe County. Our foundation is built on peer-to-peer support, fostering a community in our city that thrives on mutual assistance, innovation, and meaningful connections..

FOCUSED PLAN

Our re-imagined strategy guides all our new programming and membership initiatives. This foundational philosophy is at the heart of our forward-moving agenda, ensuring that our core values lead the way in everything we do



OUR TEAM



Dina
Tzirakos-Hawker

Managing
Director



Jesse
Kerr
Manager
of Ecosystem
Partnerships



Megan
Hall
Membership
Engagement



Sam
Yandt
Marketing and
Communication



GOALS AND OBJECTIVES

Empowering Innovation: Our Goals for Strengthening Barrie's Businesses

- **Be the Nucleus:** Act as the central hub connecting community businesses to resources that catalyze their professional journey.
 - **Identify and Fill Gaps:** Support Barrie by pinpointing and addressing key areas of need within the innovation sector.
 - **Foster Collaboration:** Cultivate an intrapreneurial mindset among employees to spark collaboration and innovation.
 - **Encourage Intrapreneurship:** Promote innovation within businesses to optimize operations and encourage a culture of collaboration within the Barrie business community.
 - **Incubate Startups:** Provide a nurturing environment for startups to grow and thrive.
 - **Gather the Community:** Serve as the go-to meeting place for businesses, fostering a strong sense of community.
 - **Accelerate Business Growth:** Offer a supportive framework that propels businesses forward, leveraging partnerships with stakeholders.
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2023 IN REVIEW

2023 was a year of pivotal change for the Sandbox

Sandbox Centre: Strategic Highlights and Impact

Leadership Transition: Focus on operational maintenance and groundwork for new leadership. Emphasized market research, community engagement, and key relationship building.

Software Optimization: Consolidated operational system.

High School Collaboration: Supported local high schools' co-op programs, and facilitating entrepreneurial experiences through junior achievers, enhancing support for families.

Market Research and Expansion Strategy: Conducted market research across Simcoe County to explore peer-to-peer support model expansion.

Visitor and Participation Engagement:

Annual Visitors to SBX: 2,685
SBX Members or Clients: 1,904 annually
Participants from Outside Barrie: 270 annually

Social Media Impact:

Followers: 9,576
Impressions: 106,146 annually
Web Impressions: 67,416 annually

Innovation and Collaboration:

Provincial, National, and International Partnerships: 30 annually
Business and Innovation Ecosystem Partnerships: 4 formal and active collaborations
Referrals and Connections to Ecosystem Partners: 134
Programs for Diversification and Innovation: 4 dedicated programs

Business Engagement and Development:

Businesses Engaged with SBX Programming: 112 businesses
Employees Engaged: 350+ employees
Peer-to-Peer Learning Hours: 215 hours (71 sessions)
Member Connections Made Through SBX Activities: 18,262

2023 Successful Programs



AMBITIOUS AF



IP INNOVATION



TIDAL EQUITY



RECON



PEER CIRCLES



WOMEN IN BIZ

Program Highlights: Ambitious AF, Peer Jam, RECON, & IP Innovation Clinic

- **Ambitious AF:** Empowered women in business through networking and learning.
- **Peer Jam:** Revamped peer learning, attracting 45 leaders per cycle.
- **RECON Initiative:** Fostered regional collaborations and showcased peer support
- **IP Innovation Clinic:** Offered insights on IP protection and legal business strategies.

2024 Direction

Empowering Barrie's Innovation and Business Community Through Unified Support and Strategic Growth.

Comprehensive Business Ecosystem Development: Our approach is holistic, supporting businesses from startups to medium and large enterprises with a broad suite of tools and programs.

Community Empowerment: Offers networking and learning opportunities, fostering connections and enhancing business visibility within the community. Offer a welcoming space where individuals and teams can come to work, collaborate, and innovate together.

Operational Efficiency: Transition to a unified CRM platform, for improved data management, member interaction, and analytical insights.

Digital & In-House Offerings: Encourages business gatherings with robust digital programs and physical space utilization, extending reach beyond Barrie.

Start-Up Support: Provides space for startups involved in SBEC or HBEC programs, building programming to fill ecosystem gaps.

Retention and Growth Strategies: Implement programs targeting sectors in need, such as support for newcomers, with a focus on both retaining and attracting talent through equity-deserving initiatives.

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2024 Sponsorships, Partnerships and Memberships

Sponsors:

- Our partnership model has received strong validation, with all platinum sponsors renewing, signaling their confidence in our approach. While we navigate the natural ebb and flow of sponsor priorities, our dynamic engagement strategy has already attracted new partners for 2024.
- **Current Sponsors:** 18
- **Renewal of Sponsorship:** Currently 100%

Membership:

- In the vibrant evolution of our community, the latter part of 2023 was a that of changing priorities, paving the way for a period of dynamic growth and diversity in 2024. Natural attrition from these new priorities attracted a diverse array of businesses and professionals eager to engage and contribute. This influx of new energy not only replenished our ranks but also enriched the fabric of our ecosystem with varied perspectives and a shared commitment to collaboration.
- **Current Membership:** 305 active plans

2024 Programming

March

TARA Talks: Women In Business Conference
How to Sell your Business Panel
Women in Business Peer Group Launch
Girls Confidence Club- Partnership program

April

Rise and Grind: Start Up Coaching
Virtual Business Bookclub (6 month program)
Canva Masterclass x 2
How to Sell your Business (panel and multi part series)

May

New Roots New Routes – equity deserving newcomer
Entrepreneurship program (2 offerings)
Employee Ownership Trust Panel
Supervisor Upskilling Course
Cost of Turnover

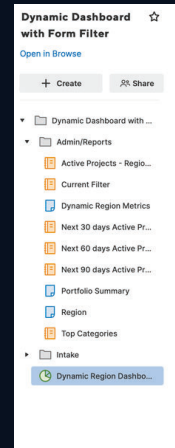
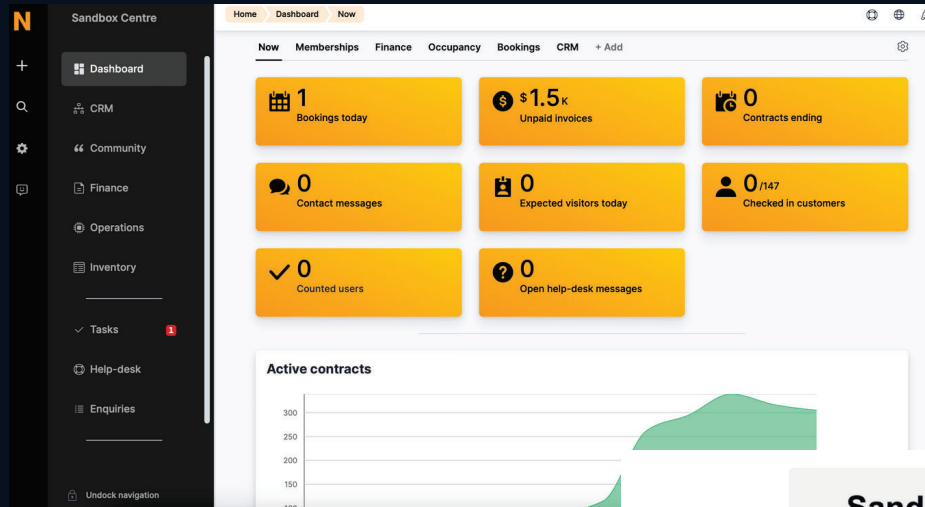
June

Alpha Leadership 2 day Summit
Wellness Peer Group Launch
ESG Panel
Middle Manager Virtual Peer Group
Masterclass- Leadership

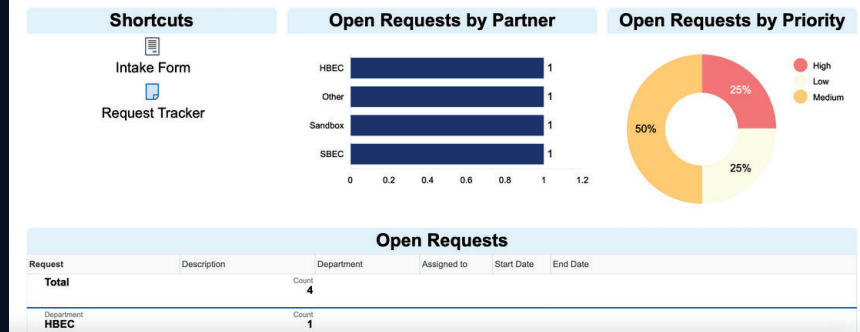
July

The Ghosts of C-Suite Past: The Deals that still Haunt CEOs
Rise and Grind, second cohort
Chief Economist Update
Leadership lunches

TECHNOLOGY, TRACKING, VISIBILITY



Sandbox Referral Board



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PAUL BOKEN
SANDBOX MEMBER

"When I joined Sandbox, I was looking for a simple remote office and what I got was a strong community of entrepreneurs supported by an amazing team with a strong culture that engages and supports its members. Expectations exceeded!"

TESTIMONIALS FROM OUR MEMBERS

Andy Yadegar



Yulia Levina

In collaboration with the Sandbox, the Barrie Anxiety Clinic has introduced 'The Girls Confidence Club' to our community. This partnership has enabled the clinic to overcome obstacles that previously hindered connection with Barrie, enhancing the reach and impact of their programming

Ryan Farley



Sandbox is a place that really empowers entrepreneurs. There is a certain atmosphere that's created by having a space with so many like-minded founders, leaders and problem solvers. It gives a warm, welcoming feel where networks and ideas are actively expanding and where opportunities and possibilities lose their ceilings. I've met people in many different areas of business and made great connections in my short time here. It gives me a place where I can focus into a single idea to get it done without the reminders of my ever-growing to do list at my home office. The staff are great and always looking for new ways to provide value to members. Their social hours are also a great time to get to know other members and see what kind of connections happen, and they're always adding new events.

The Sandbox is committed to strengthening our network of partners across sectors, fostering a vibrant community of innovation. Together, we're empowering Barrie to grow and thrive, positioning the Sandbox as the central hub of our collaborative and innovative ecosystem.

Thank you

