

Sandbox Entrepreneurship Centre

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Entrepreneurship

Strategic Economic Driver

Shaping Our Own Economy



Supporting and attracting startups in many sectors

Strategic support to existing businesses – innovation & entrepreneurship

Networks and Linkages



Accessing the entire ecosystem

Full spectrum of connections

Unique Barrie Brand



Collaborative process yielding unique results

“ONE DEGREE OF SEPARATION”

Second Floor – Transit Terminal

A Place for Collisions to Occur

Dynamic Space

Dynamic, open workspaces for entrepreneurs – accommodate 96+ people



Working spaces are grouped – to facilitate “collisions”

Not intended to replace office space – a place from which to “scale” to permanent or shared office space

Synergy Centre

Single window for various formal entrepreneurship services – promoting cross-sector connections



A connected community where participants receive value and contribute value

Knowledge Exchange

Focus on start-ups, scale-ups and established businesses

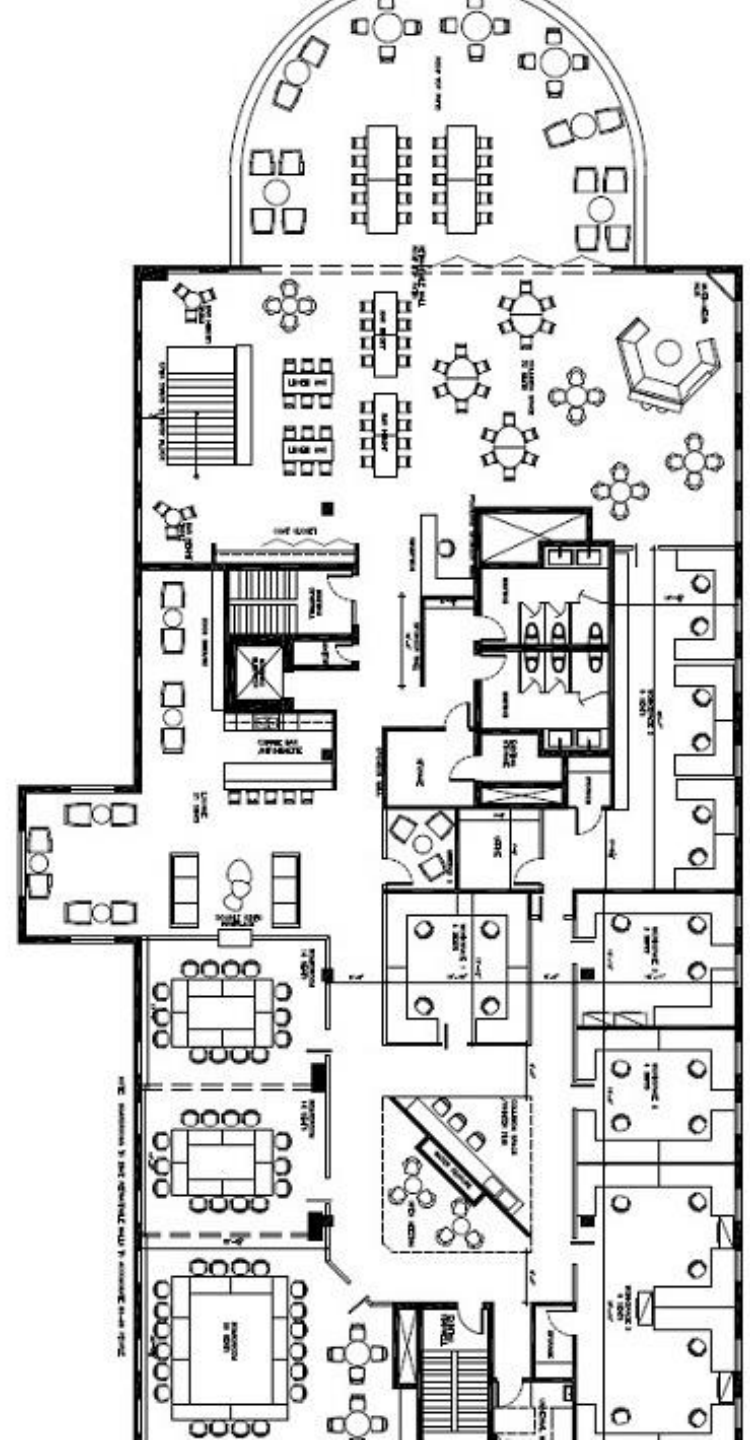
Reducing the degrees of separation within the business community



Peer-to-peer connections

Enabling innovation, intrapreneurship, and best-practice

Formal and informal learning



Highly Conducive Space

Welcoming Space

Built for Connections

Bright space that is conducive to collaboration

➤ Mixed use, movable furniture – bar stools, workstations, group tables, pods

Lots of technology – AV, Connectivity

Multi Media Centre

Link to Georgian College School of Design and Digital Arts

➤ Supports for Digital Infrastructure

Potential for sector-specific programming

Optimized Meeting/Event/Learning Space

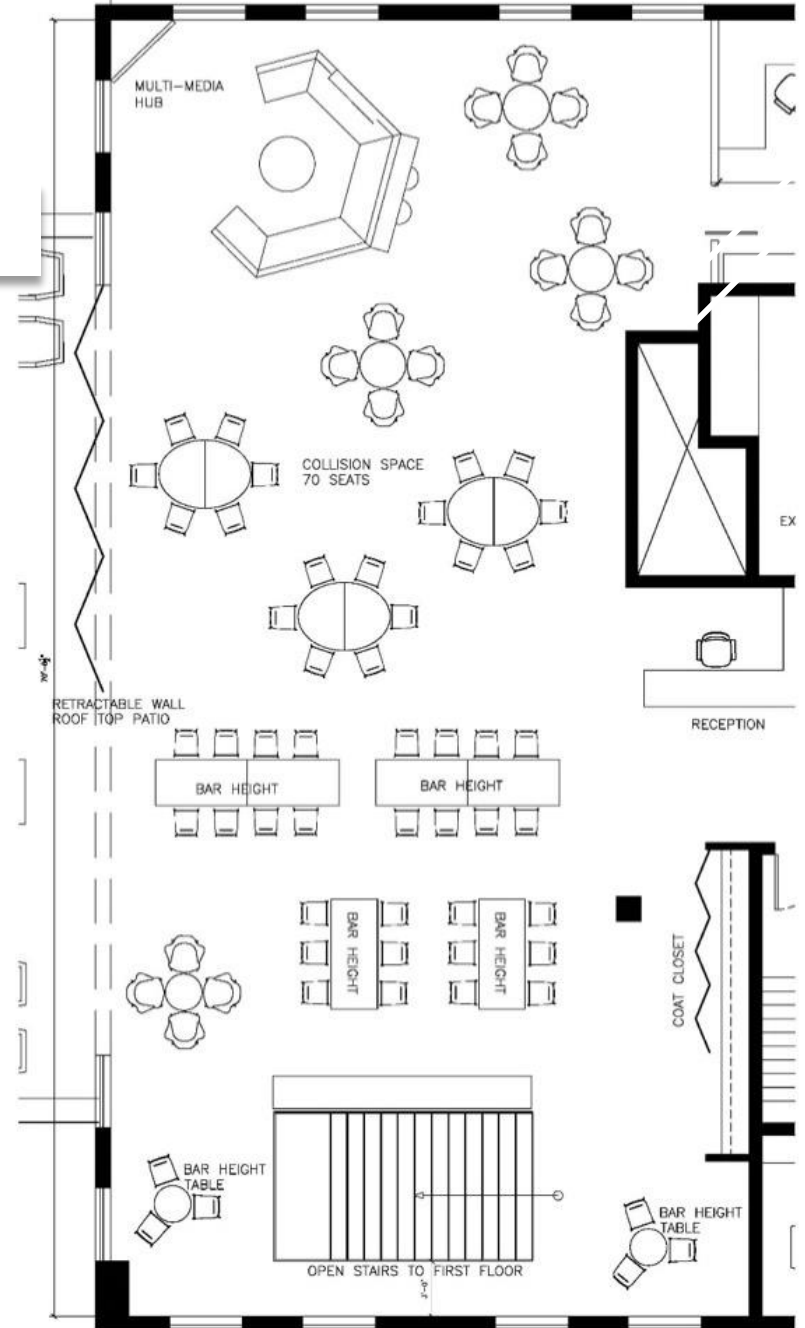
➤ Configurable space for supporting events, workshops, education programs, networking, mentorship sessions, and more

Source of revenue generations

Coffee Bar

➤ Attracting people to come and stay

Identified as a key component of any successful entrepreneurship centre





Attractive, inspiring space

Supporting startups, local businesses, existing businesses



Designed to Connect

Building community, facilitating networking, connections, collisions

THE MODEL



Maximize Effectiveness > Co-Location

Co-location to leverage synergies and minimize resource requirements



Chamber of Commerce, Small Business Centre as anchor tenants

Partner Engagement

- Institutions
- Community Organizations

Lines of Service



Offering multiple lines of service

Sandbox organization will identify and seek to fill gaps in the ecosystem as it evolves

Business Led

Engage existing business community as:



- Users of the Sandbox business knowledge exchange (Peer-to-Peer, intrapreneurship, innovation, best-practice)
- Sources of knowledge and expertise for formal workshops (eg intellectual property, funding, etc)
- Sources of knowledge and expertise through informal mentorship
- Partners and sponsors

Unique Brand

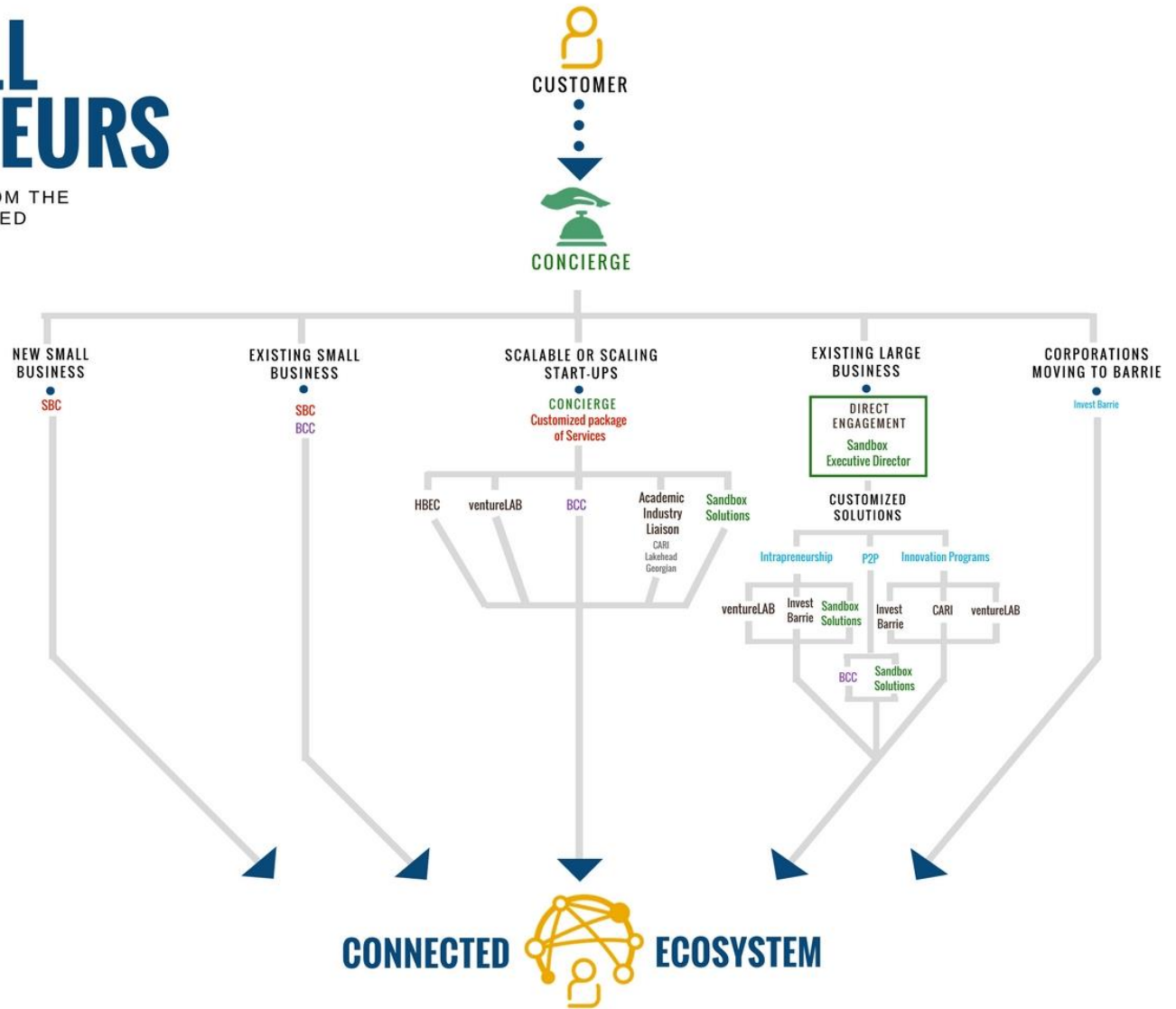


“One Degree of Separation from the Resources You Need to Succeed”

Connected, Multi-Layered Ecosystem

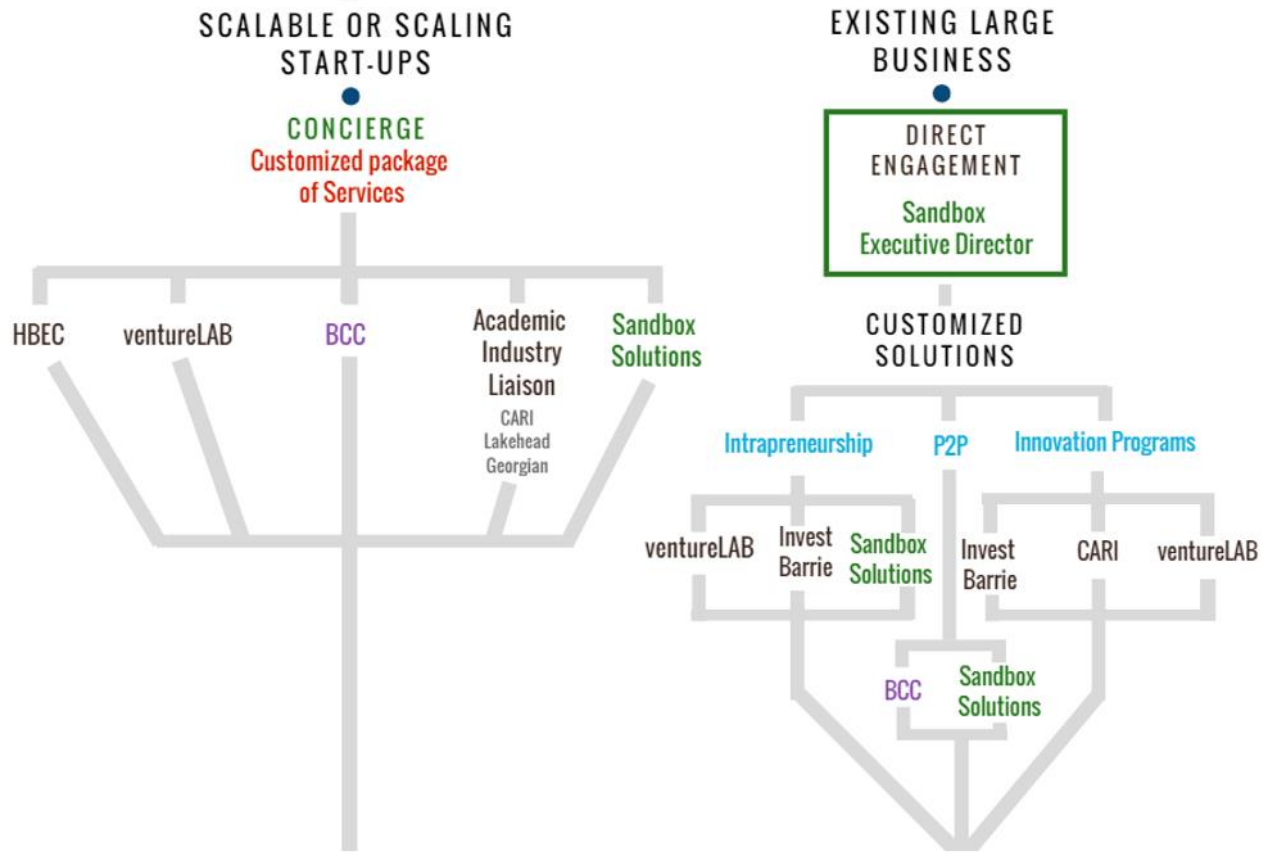
HELPING ALL ENTREPRENEURS

ONE DEGREE OF SEPARATION FROM THE RESOURCES YOU NEED TO SUCCEED



Comprehensive, Unique Model

Service-based



Agile, Engaged Model

Responsive to the Needs of the Business and StartUp Communities

THE

ENTREPRENEUR ECOSYSTEM

CORE

Henry Bernick Entrepreneurship Centre
Invest Barrie
Greater Barrie Chamber of Commerce
Small Business Centre

PARTNERS

BIA // ventureLAB // Georgian College // Lakehead University // Barrie Public Library

PUBLIC PARTNERS

BDC // NRC & IRAP // Community Futures // OCE // Centres of Excellence

NFP PARTNERS

Start-up Canada // BNIs // Co-Working

PRIVATE PARTNERS

Law Firms // Banks // Accounting // GAN // Executive Coaching // Marketing

Connected Ecosystem

Governance

Business Led

Independent, Not For Profit Organization
Experienced Entrepreneurs – Majority of Board.

12 Member Board

7 Business Leaders

1 City of Barrie – Council Representative

1 Georgian College

1 Chamber of Commerce

1 City of Barrie – Invest Barrie

1 At Large Community Representative

Ecosystem

Full Representation of Core Partners - on Board and on committees



Funding

Private Sector

Driving value for existing businesses

Accelerating growth of entrepreneurial community

Matching Capital

50% of Capital costs raised in private sector - \$500,000

Operating

Sponsors, partners and patrons

Existing interest and business letters of support

Realistic Model that minimizes resources through co-location



Delivering Results

Measurable, Impactful

DATA

Comprehensive, aggregated data

TRACKING

Systems to track startups and businesses across life-cycles and ecosystem engagement

TRANSFORMATION

Creation of activity, more community engagement

Supporting strategy to develop knowledge-based and creative employment sectors in the Downtown.

Unique Barrie entrepreneurship brand





Next Steps

Approval and Initiation

Staff Report for Council

With approval: Campaigns launch, organization formed, partnerships signed

Build

Finish shell-ready work (City)

Finalize drawings and begin review and procurement

Establish curriculum, calendar and programs

Launch

Soft launch – as soon as possible, media/marketing

Target hard launch September 2018