

BACKGROUND MATERIALS:

1. [EmpowHer Program Site](#) and [Program Testimonial Video](#) (click on links)
2. [Step-Up Program Site](#) and [Program Testimonial Video](#) (click on links)
3. [Pathway to Success Event Page](#), and [Event Recording](#) (click on links)
4. [Pride in the Workplace Event Page](#) and [Event Recording](#) (click on links)
5. MOUs for [Sheridan College](#), [University of Toronto](#) (click links) Service Agreement with Altitude Accelerator (see following page)

IDEA MISSISSAUGA COMMUNITY COLLABORATION AWARD SUBMISSION

Service Agreement

Altitude Accelerator

And

Economic Development Office

City of Mississauga

BACKGROUND:

The City of Mississauga has been a partner of Altitude Accelerator (formerly Research Innovation Commercialization Centre) since its inception in 2008. Altitude Accelerator continues to collaborate with the Economic Development Office (EDO), and now IDEA Square One to promote innovation, entrepreneurship and grow innovative companies in Mississauga.

Altitude Accelerator and IDEA Square work closely together to provide Mississauga ventures with support at the varying stages of growth, with IDEA focused on the early stage start up and step up stages, and Altitude supporting the later stage commercialization of companies.

This agreement outlines the shared responsibilities of these two organizations in support of the entrepreneurial community in Mississauga.

ALTITUDE ACCELERATOR'S RESPONSIBILITIES

Altitude Accelerator shall be responsible for carrying out the project milestones and plan in accordance with the Project Plan, which includes Service Delivery, Events, Marketing and Communications:

- a) Provide Mississauga Economic Development Office with a seat on the Board of Directors
- b) Engage and assist Scale-Up Companies in City of Mississauga with the development and commercialization of new products and services
- c) Provide Scale-Up Companies in the City of Mississauga with mentoring, training, programming, funding opportunities, strategy, product development tools and resources and customer connections, such as the Bootcamp program and one on one EIR meetings for pre-approved clients

2025 EDAC | COMMUNITY COLLABORATION | OPERATING BUDGET: \$600,001+

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- d) Collaborate with the City of Mississauga on the development and delivery of innovation programs to further the growth of scaling companies
- e) Promote the City of Mississauga as a driver of innovation and a hub for entrepreneurship in Canada and globally through regular newsletters and social media mentions

Altitude Accelerator shall provide the following activities:

Advisory Services: one-on-one meetings with to an Entrepreneur-in Residence for ventures who have been vetted by the IDEA Square One team

Programming: providing Bootcamp workshops and other related programming on location at IDEA Square One

Service Delivery: Regular client intakes, feedback and evaluation through monthly orientations and review panels, participation in key City of Mississauga events.

Reporting: Altitude Accelerator shall report on the required metrics as outlined in Schedule A on a quarterly basis for Economic Development and Senior Leadership review. Reporting metrics may change from time to time according to City requirements.

CITY OF MISSISSAUGA'S RESPONSIBILITIES

The City shall support Altitude Accelerator initiatives to drive innovation ecosystem development and engagement, develop and recruit skilled talent, and refer growth and scale tech founders.

The City shall:

- a) Provide the Executive Director of Altitude Accelerator with a seat on the Advisory Board
- b) Refer well aligned entrepreneurs and scale up companies to Altitude Accelerator
- c) Provide introductions to Mississauga-based potential strategic partners
- d) Provide presentation opportunities to co-marketing the local innovation ecosystem
- e) Support innovation challenges and the client pilot opportunities that align with City priorities/needs

Project Plan: ANNUAL REPORTING to IDEA MISSISSAUGA (January 1 – Dec 31, 2024)

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KEY PERFORMANCE INDICATOR (KPI) REPORT		Target KPI
1.	Number of StepUp clients supported by Altitude Accelerator. Initial EIR meetings	12 hours per year
2.	StartUp Bootcamps delivered at IDEA Square	2 per year
3.	Number of Startups that present at Champion Panels.	10 companies annually to Champion Panels
4.	Investment Review Panel at IDEA Mississauga for StepUp program to deliver Investor Readiness	1 annually
5.	Number of patents/IP related workshops that assist Startups in filing patents	2 per year delivered in partnership with organizations such as IPON and Elevate IP.
6.	Jobs created or retained by Mississauga clients in Altitude Accelerator	Aggregate number of jobs as reported by Mississauga companies from the MEDJCT annual survey
7.	Public and Private Capital raised by Mississauga Companies	Aggregate investment from Mississauga companies as reported on the MEDJCT annual survey

GOVERNANCE & REPORTING:

- Key Contacts: Donna Heslin, City of Mississauga

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Pam Banks, Altitude Accelerator

- Reporting and Communications:
 - Annual Impact Reports
 - Bi-annual Metrics required by Office of the CAO
 - Bi-monthly touchpoint calls with IDEA Mississauga and relevant project leads
 - Economic Development to be copied on communications with other relevant departments including Mayor's office