



Extreme
STARTUPS

Confidential

Our Mission

Extreme Startups was founded in 2011 to revolutionize the technology startup space in Canada by creating an ecosystem that allows entrepreneurs to succeed.



Build a vibrant and sustainable environment for technology investment, and innovation.

Create an accessible network of mentorship, like-minded individuals and industry specific guidance.

Drive entrepreneurship and build a startup culture.

Provide seed funding to allow early stage startups to build game changing businesses.

Extreme Startups Overview

Extreme Startups is Canada's premier accelerator that has created a leading edge ecosystem of capital, mentoring, and connections for ambitious, tenacious entrepreneurs building globally competitive startups. These companies are powering the next generation of disruptive innovation.

Program

Two 12-week cohorts per year 5 startups selected per cohort

Mentorship

Leverage the vast network and knowledge of 80+ seasoned mentors

Co-working space

Free office space in the Extreme Startups tech hub. Surround yourself with like-minded talent

Industry Partnerships

Each startup receives deep and invaluable collaborations with leading industry innovators

Seed Funding

Each startup receives up to \$230,000 in funding, giving them the capital they need to build – and scale – faster

Extreme Startups Overview

Each startup accepted in Extreme Startup receives **seed funding** to help propel them into the big leagues.

Total of \$230,000 per startup

\$50,000 upfront from Extreme Startups
for **10% common shares**

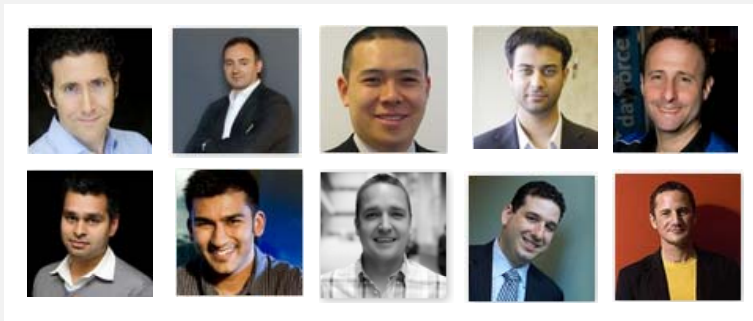
\$30,000 upfront **grant** from the Ontario Government

\$150,000 convertible **note** from BDC

Extreme Startups Overview

Our *mentor* network is comprised of over 80 of the startup world's most seasoned entrepreneurs. Companies in Extreme Startups can leverage their vast network and knowledge.

Some of the most successful Canadian entrepreneurs are part our mentor network



- Dan Debow, Co founder Rypple (sold to Salesforce)
- Anand Agarawala, founder Bumptop (sold to Google)
- Anish Acharya, Founder Social Deck (sold to Google)
- Mark Organ, Founder of Eloqua (IPO)
- David Ossip, Founder of Dayforce (sold to Ceridian)
- Haroon Mirza, Founder of Cognovision (sold to Intel)
- Derek Szeto, Founder of Red Flag Deals (Sold to YellowPages)
- Pema Hegan, Founder of Gigpark (sold to Twitter)
- Mike Serbenis, Founder of Kobo (sold to Indigo)
- Robert Balahura, Founder of J2Play (sold to Electronic Arts)
- Ameet Shah, Founder of FiveMobile (sold to Zynga)



Extreme Startups Overview

Companies in Extreme Startups are provided with key *Industry partnerships*. These industry collaborators provide vital industry assets and resources that will accelerate company growth.

Industry Collaborators



Industry Partnerships



Agency Partnerships



Extreme Startups Overview

Extreme Startups provides *co-working space located in Toronto*, in a vibrant ecosystem surrounded by like-minded individuals. Our tight-knit community has office space shared with some of the brightest startups, and makes it easy for daily collaboration with other founders and developers.



Ecosystem Catalyst

The program has served as a catalyst for the community. We are proud to have contributed to the success of our partners and startups in our network.

Event Hosts

Organized and hosted the highest profile events in Toronto in 2012.



Dinner Series

Hosted dinners on behalf of our mentors to help them attract talent.



Demo Day

Over 400 investors and 1,000+ entrepreneurs attended our Spring and Fall Demo Days.























Precelerator






Helping developers & entrepreneurs at any stage.



Marketing, Branding & PR

The program has generated significant marketing, branding and PR opportunities for our companies, investors, and sponsors.

 <p>Toronto's Extreme Startups Becomes Latest New Accelerator</p>	 <p>Extreme Startups Accelerator Launches In Toronto With \$7M</p>		
 <p>New Toronto accelerator launches</p>	 <p>Extreme Startups Launches Canada's Premier Startup Accelerator Program</p>		<p>3 months after launch, e-commerce startup ShopLocket raises \$1m from Rho Canada Ventures, Peter Thiel and more</p>
 <p>Extreme Startups offers cash for young businesses</p>	 <p>Extreme Startups receives \$7M for startup accelerator</p>		 <p>Meet The First 5 Companies To Join Toronto Incubator Extreme Startups</p>
 <p>Extreme U becomes Extreme Startups with \$7 Million in committed funding</p>	 <p>Extreme Startups looks to connect top tech firms with investor cash</p>		 <p>SMALL BUSINESS BRIEFING Extreme two days for Extreme Startups</p>
 <p>Extreme Startups Launches Accelerator With \$7 Million In Funding From Top Canadian VCs</p>	 <p>Extreme Startups accelerator launches in Toronto</p>	 <p>OMERS Ventures backs Canadian accelerator programme</p>	
 <p>Rho Invests in Extreme Startups Accelerator</p>	 <p>Extreme Startups Accelerator Accepting Applications</p>		

	 	 
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Toronto: the time is now

- Startup Genome ranking (4th, 8th)
- All about talent attraction and retention
- Urban density = tech entrepreneurship
- Diversity is an overwhelming advantage
- Venture Capital is improving
- Private leadership not public
- Compete to win with other cities
- Key verticals such as mobile commerce

For Consideration

- Study the recent decision by Kitchener to provide modest funding support for space renovations (to build a vibrant cluster)
- Support rail links to Waterloo (to create the SF-Silicon Valley effect)
- Study recent support by the City of Montreal towards Notman House (OSMO) and the International Startup Festival
- Look at US best practices in Chicago and NYC
- Help offset one major barrier to startup growth: access to space (work and event)

M6 Accelerator

M1+M2+M3+M4+M5+Digital = M6

Mobile Payment
Mobile Commerce
Loyalty
Identity

A Global Vision for Toronto

Startup Visa Initiative Launching

stem7

The logo for Stem7 features the word "stem" in a simple, grey, lowercase sans-serif font. To its right is a large, stylized number "7". The "7" is composed of a horizontal top bar and a vertical stem that curves slightly to the right at the bottom. The entire "7" is filled with a vibrant rainbow gradient, transitioning from purple at the top, through blue, green, yellow, and orange, to red at the bottom.

Possible integration with Invest Toronto
Showcase Toronto as a world-class startup cluster
Space support and integration (memberships, media, facilitation)