

April 23, 2015

To Whom It May Concern,

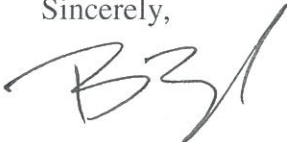
By way of this letter, I would like to express my support for the upcoming City Council meeting regarding the Startup Toronto Business Incubation Strategy.

As the founder and CEO of INcubes – a Toronto based accelerator and incubator—I’ve had the pleasure of collaborating with the City of Toronto, as well as other players in the eco-system, especially in the FinTech space, on various projects. I’ve witnessed how the City’s support has helped INcubes’ startups grow their businesses, and ultimately contribute to Toronto’s startup ecosystem, making Toronto the Startup Capital of Canada.

It’s well known that “the whole is greater than the sum of its parts,” therefore it’s up to us to make sure that each part—each accelerator and each startup—reaches its full potential and makes the whole—Toronto Startup Ecosystem—really great. To achieve that, we need the City’s full support; we need it to be able to provide ongoing collaboration and funding for strategic projects; we need it to take an active leadership role in the eco-system.

I truly believe that Startup Toronto Business Incubation Strategy will help establish Toronto as a bustling global startup community and a desired destination for startups and investors from around the globe.

Sincerely,



Ben Zlotnick

INcubes, Founder and CEO