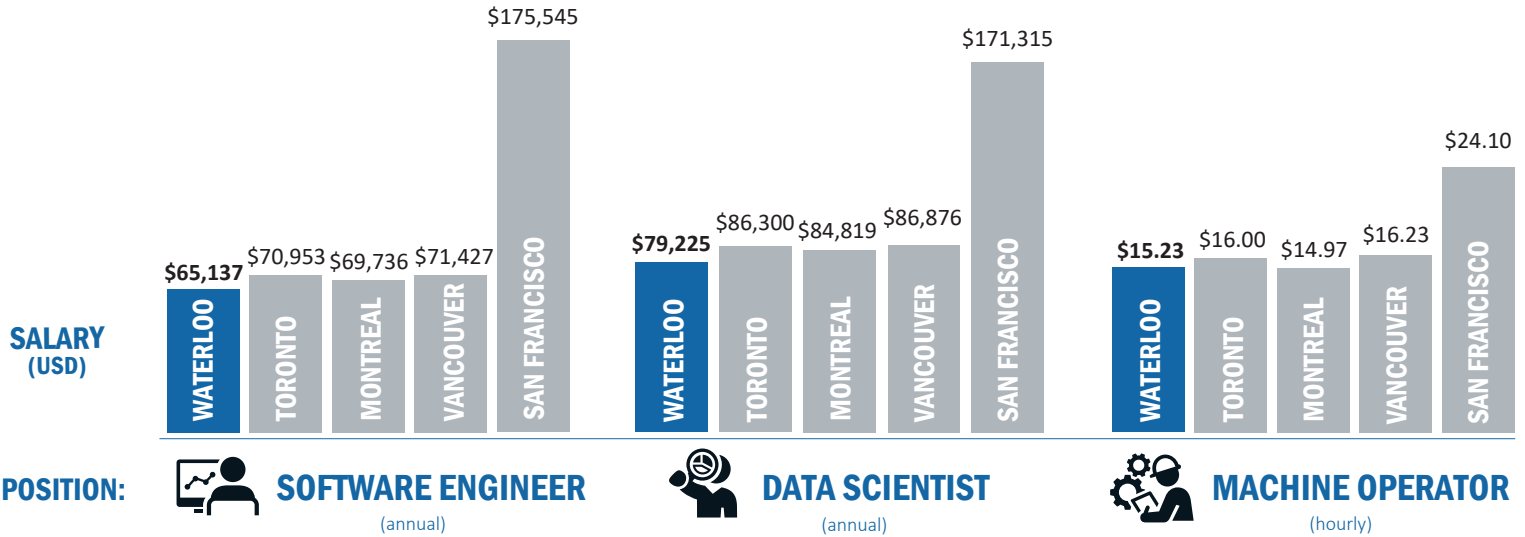


# WATERLOO: YOUR OPTIMAL BUSINESS PARTNER

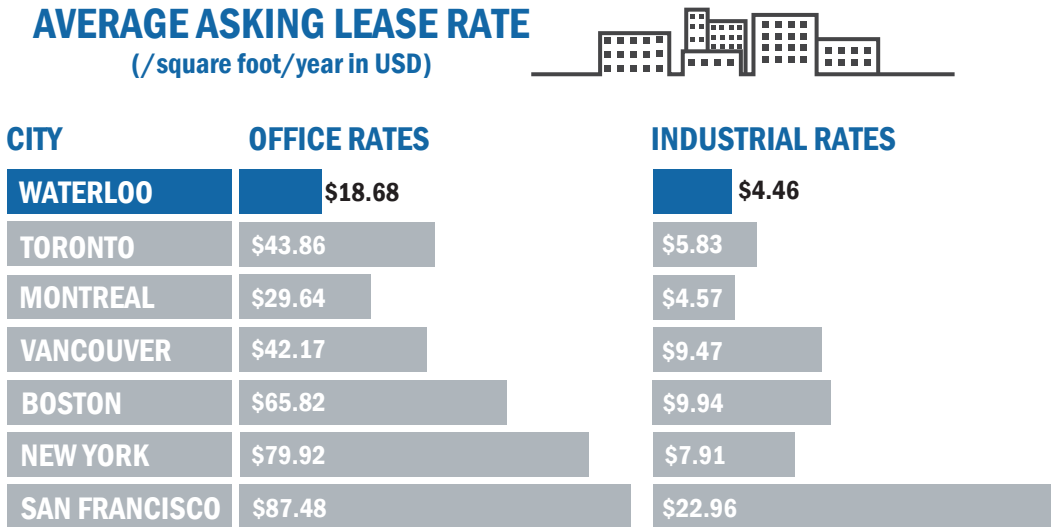
Waterloo provides a higher cost efficiency when compared to other major Canadian cities.

## MORE EXPERIENCED TALENT... FOR LESS

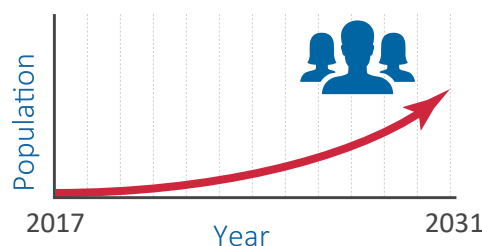


## WATERLOO vs. MAJOR CANADIAN CITIES

### AVERAGE ASKING LEASE RATE (/square foot/year in USD)



One of Canada's fastest growing communities expected to grow **33%** by 2031. 🍁



## FUTURE PROOF TALENT POOL



Most patent intensive region in Canada

- 15 patents granted per 10,000 people – 11x the national average

University of Waterloo

- Largest science, technology, engineering and math (STEM) faculty in the world
- Largest co-operative program in the world, with more than 24,000 students, each graduating with 2-years real world, relevant experience

Wilfrid Laurier University

- Largest business degree co-op program in Canada

# TORONTO-WATERLOO CORRIDOR

The Toronto-Waterloo Corridor is 112km of innovation and a global centre of talent, growth, invention and discovery.

**15,000** Tech Companies  
**200,000** Tech Workers  
**5,200** Tech Startups



**THECORRIDOR.CA**  
TORONTO-WATERLOO REGION

Google, SIEMENS, amazon.com, UNIVERSITY OF WATERLOO, bridgit, inFutitive, CLEARPATH, 500PX, Microsoft, RED/NEE, SAP, Axqniify

**#1** WORLD'S BEST PLACE TO LIVE (ECONOMIST 2013)

FINANCIAL AND TECHNOLOGY CAPITAL OF CANADA

112km/70miles

**4th** LARGEST CITY IN NORTH AMERICA

423,000 STUDENTS ACROSS 16 POST-SECONDARY INSTITUTIONS

200,000+ TECH WORKERS

15,000+ TECH COMPANIES

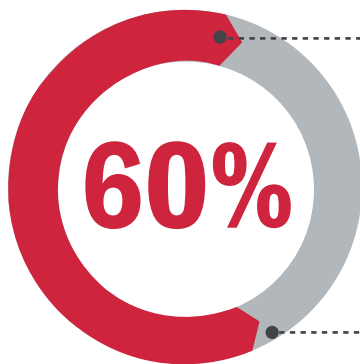
5,200 STARTUPS 2<sup>nd</sup> HIGHEST DENSITY IN THE WORLD

GLOBAL REACH: OVER 150 LANGUAGES SPOKEN

WATERLOO REGION, TORONTO

D2L, CISCO, #TOWRCORRIDOR

## SAVE UP TO



with Canada's Scientific Research & Experimental Development (SR&ED) Tax Credit

with Ontario's Tax Credits

Up to **35%** as a Canadian-controlled operation or 15% as a foreign-controlled operation

**20%** with the Ontario Business Research Institute Tax Credit

**8%** with the Ontario Innovation Tax Credit

**3.5%** with the Ontario R&D Tax Credit



on Research and Development (R&D) expenditures for an Ontario-controlled operation or 40% as a foreign-controlled operation

## ONTARIO'S R&D COST ADVANTAGE

**27.8%**

ONTARIO VS. U.S.

**0%**

Ontario-based businesses spend

**64% LESS**  
ON EMPLOYER HEALTHCARE costs than businesses in the U.S.



## SAVE ON RESEARCH COSTS WHEN PARTNERING WITH A UNIVERSITY



PhD Student Costs (per year)

**\$15,000 - \$19,000 USD**



Who Funds Professor Salaries

**100%** University funded



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Waterloo EDC is the operating name of Waterloo Region Economic Development Corporation. When referenced, Waterloo refers to Waterloo Region.

NOTE: Every effort has been made to ensure the accuracy of the information in this publication at the time of writing, however, the programs referred to and the data cited are subject to change. All figures are in USD at 1.32 exchange rate.

These are guidelines only, we strongly advise that you contact the appropriate specialist in these areas. Sources: Randstad, CBRE, Salary Guide, 2019.