



TOP 6 PLACES TO LAUNCH YOUR WATERTECH STARTUP

**Canadian
innovation
clusters that
will make your
business soar.**

BY KATHERINE BALPATAKY

Canada has ambitions to become a cleantech powerhouse, fuelling new jobs, growing the economy, reducing emissions, and protecting water. In January, the federal government announced that it would invest \$700 million over the next five years through the Business Development Bank of Canada (BDC) to grow Canada's clean technology industry—a major boost. However, the most exciting advancements are occurring at the local level where innovation clusters are industry-driven, university-fuelled, and funded by private venture capitalists with skin in the game.

From east to west, Water Canada has profiled the top six areas in Canada where fostering water technologies has been identified as a key economic priority, there is a budding support network, and the lifestyle perks make for an attractive new home.

LIFESTYLE PERKS

One of the province's shortest average commute times, low cost of living, multiple health care facilities, and a focus on nature and local culinary experiences.

FINANCIAL INCENTIVES

The City of Peterborough has developed a suite of financial incentives to stimulate investment in the Central Area including grants for facade improvement, Central Area Revitalization, brownfields redevelopment, residential conversion, and heritage properties.

INDUSTRIAL DEVELOPMENT CHARGES Exempt

MEDIAN COST FOR FOUR-BEDROOM HOUSE
\$329,900

LOCAL WATER BODIES

The Otonabee River, part of the Trent Severn Waterway system, runs through the city; Peterborough & the Kawarthas are surrounded by 151 lakes.

BUSINESS ECOSYSTEM SERVICES

Centre for Advancement of Water and Wastewater Technologies (CAWT), Cleantech Commons, Greater Peterborough Area Innovation Cluster, Peterborough Region Angel Network, Startup Peterborough, and Venture North.

LOCAL INDUSTRIES

Aerospace, advanced manufacturing, and agriculture.

UNIVERSITIES

Trent University (Trent Water Quality Centre and the future Trent Research and Innovation Park), The Centre for Advancement of Water and Wastewater Technologies (CAWT) at Fleming College, and Seneca College.

WATERTECH SUCCESS STORIES

Aclarus, Noblegen, and Rainmakers Worldwide.

Credit: Greater Peterborough Innovation Cluster



Michael Skinner speaks with a cleantech client.



Michael Skinner, president and CEO of the Greater Peterborough Innovation Cluster, speaking at CleanTech Power Breakfast.



Trent University Chemical Sciences Building.



Aerial view of downtown Peterborough, Ont.

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TOUTING ITS “FRIENDLY PEOPLE, inspiring landscapes, and a well-connected business community,” the City of Peterborough is vying for water technology businesses interested in small-city living, affordability, and an intimate, close-knit business community. In the heart of cottage country, the municipality boasts the highest percentage of immigrant entrepreneurs in Canada.

Even with its small city charm, the Peterborough and Kawarthas region offers globally-recognized perks, such as the most comprehensive mass spectrometry facility in Canada and a fully accredited laboratory offering analysis of a full suite of standard parameters, metals, and microbiology, with the capability to develop customized analytical methods.

Michael Skinner, president and CEO of the Greater Peterborough Innovation Cluster said, “Although Peterborough

is a medium-sized city, the region is in close proximity to Ottawa and Toronto, boasting an abundance of resources available to businesses with an added affordable housing market. The area is in close proximity of educational institutions, First Nations communities, and non-profit organizations dedicated to supporting start-up culture.”

Skinner noted that the intimate environment offers a strong culture of business-to-business mentorship. “Having all of our business support organizations under one roof in the Venture North Building has reduced the complexity in determining which organizations provides what services. The close relationship between both Fleming College (CWAT) and Trent University with the Innovation Cluster has allowed a strong focus on cleantech to be developed, especially with respect to water and wastewater in Peterborough.”

Credit: Greater Peterborough Innovation Cluster

Credit: Trent University

Credit: Economic Development Agency of Peterborough