



MULTI-PAGE COMPANY FEATURE

Content Information & Multi-Page
Company Feature Examples



MULTI-PAGE COMPANY FEATURE

For company features of 4, 6, or 8 pages the following is required:

- **400 - 700 words per two pages** in **English** about the organization (Word document), with a **standout heading** that defines your story. This should be written in the third person, offering the best opportunity to highlight the business objectively and credibly. It also allows for quotes from company leaders to be effectively woven into the narrative where relevant. This follows the typical news journalist approach where the reporting is factual and neutral with no intended bias.
 - 4 pages: 800 - 1400 words
 - 6 pages: 1200 - 2100 words
 - 8 pages: 1600 - 2800 words
- **High-Res images** (min 300 DPI/ at least 1mb per image) A **head-shot** and/or team picture is recommended. Please provide captions if you'd like us to use them.
 - 4 pages: 8 -10 images
 - 6 pages: 12 - 18 images
 - 8 pages: 14 - 20 images
- **Logo files** (.eps preferred)
- **Contact information** for your company and social media handles
- Embedded AR (Augmented Reality) Video
 - **Dimensions:** 1920 x 1080 pixels
 - **Text:** As little text or under scripts as possible. Augmented Reality videos are, by nature, most likely viewed on mobile devices and very rarely in full screen.
 - Video content can be provided as an mp4 file or a link to YouTube, Vimeo etc.
 - The presence of a play button indicates an embedded AR video
 - Watch this [video](#) to see how it works!



Click [here](#) for additional examples from our extensive ebook library.



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Below are a few thought starters for consideration when writing the content piece:

- How has your organization innovated or assisted others in innovating?
- What sets you apart from all the other organizations that do the same as you?
- Tell us about your organization, it's history, founders and reason for being.
- Detail your product or service offering, keep this short and engaging.
- Why is your organization a leader or pioneer in your industry?
- Tell us about any awards you have been nominated for/won.
- Do you have any special projects or programs you'd like to showcase?
- Reference any news or media recognition your organization has received.
- Testimonials or quotes add texture to your feature.
- Tell us about your company's vision for the future.



RECENT EXAMPLES

INNOVATE SOUTH AFRICA

The Technology Innovation Agency (TIA)

The Technology Innovation Agency (TIA) is an entity of the Department of Science and Innovation (DSI). TIA promotes the development and exploitation of discoveries, inventions, and innovations to improve the quality of life for all South Africans by bridging the innovation chain between research and commercialisation to bridge the innovation chain. TIA is an active handler, corrector, facilitator, and enabler.

The National Development Plan identifies science, technology, and innovation as primary drivers of economic growth, job creation and socio-economic reform. Central to this identification is the emphasis of the 2019 White Paper on Science, Technology, and Innovation on the themes of industry, innovation, and entrepreneurship.

TIA provides financial and non-financial support for innovators in various sectors of the economy including the Bioscience (Health, agriculture, industrial biotechnology) and Indigenous Knowledge systems, advanced manufacturing, energy, ICT, and natural resource (mining, water, and waste management). Through supporting innovation and the development of local intellectual property, South African researchers, from a resource-based economy to a knowledge economy.

Over the years, the agency has successfully supported the development and commercialisation of a range of technologies that address South Africa's socio-economic challenges, including technologies that enabled government to respond to the challenges of the COVID-19 pandemic.



KRISP PROVIDING SCIENTIFIC LEADERSHIP TO GOVERNMENT IN NAVIGATING THE GLOBAL COVID-19 PANDEMIC

As South Africa and the world grappled with the effects of the Covid-19 pandemic, science became the beacon the country looked to for guidance. TIA has innovated in Technology Platforms that have been at the forefront of South Africa's COVID-19 response. Among these was the KwaZulu Natal Research Innovation and Sequencing Platform (KRISP). A TIA Platform based at the Nelson Mandela School of Medicine, University of KwaZulu-Natal (UKZN).

KRISP is a cutting-edge genomics centre offering a range of DNA sequencing, precision medicine testing, bioinformatics services and technologies to academic, industrial and commercial users.

The Platform used its sequencing and bioinformatics capabilities to help the country understand the evolution of the Covid-19 virus as part of the network for genomic surveillance. It was part of the group of international scientists that discovered that the 50% V2 variant of the Covid-19 virus has unique mutations on its spike protein that increase the efficacy of the virus to infect humans, potentially posing problems of vaccine escape.

KRISP was globally recognised for its exceptional work in the tracking of the evolution of the SARS-CoV-2 virus and in understanding the nature and impact of the variants.

SAHARA APPROVAL OF LOCALLY DEVELOPED COVID-19 ANTIGEN DETECTION KIT

A key achievement for TIA was the authorisation by the South African Health Products Regulatory Authority (SAHPRA) for two black-led local biotechnology companies Medical Equipment and Capella Medical Diagnostics to manufacture and distribute a locally developed antigen detection kit at Cape Town facilities. The test kit, which is the first antigen test kit made in Africa, costs \$2 between R30 to R35.



Capella has produced its first million antigen detection kits for COVID-19 (PCR) test kits

The test kit was co-developed by Capella and the CSIR. Capella has already commenced industrial scale manufacturing of the test kits at its Constantia facilities. At full operational capacity, the company will be able to produce up to 5000 kits a day. Locally developed and manufactured diagnostic tools or kits will enable import substitution and reduce the financial burden of managing the disease for the country. The ability to produce test kits locally is testimony to the level of excellence in the NSI and an affirmation of the pivotal role of science and innovation in building a capable state.

R15M INVESTMENT TO BOOST SOUTH AFRICA'S ACTIVE PHARMACEUTICAL INGREDIENT MANUFACTURING CAPACITY

TIA, in collaboration with the DSI, the North West University (NWU) and industry partners, launched the multi-million rand API-Cluster and laboratory in Potchefstroom. The API-Cluster is aimed at driving technology development and commercialisation of Active Pharmaceutical Ingredient (API) manufacturing in South Africa. TIA invested R15 million towards the establishment of the API-Cluster. The initiative will focus on the synthesis of small molecule APIs for human health.

APIs are the biologically active components in a pharmaceutical drug which are formulated with other ingredients to make finished pharmaceutical products such as tablets and capsules. It costs South Africa R15 billion a year to import a vast majority of the APIs used to formulate medicines in local plants. This dependence has at times led to import and distribution problems.



The manufacture of APIs has been a priority for the South African government since the large-scale roll-out of antiretroviral (ARV) drugs for those living with HIV and Aids, which constituted a large part of government's national health expenditure. Success on the importation of finished dosage APIs not only benefits the country with a security of supply risk, but also results in a significant trade deficit for the pharmaceutical sector.

The API-Cluster initiative is part of the national Bio-economy Strategy. The strategy seeks to use South Africa's heritage resources for the creation and growth of biotechnology-based industries and is critical to job creation, contribution to GDP exports, building of industries, and addressing market failures.

DRIVING DIGITAL IDENTITY CREATION FOR SMALL-BUSINESS COMMERCES

The COVID-19 pandemic accelerated the need for both the public and private sector to fast-track and prioritise digital transformation in delivering services. Constella's Gearing

based eBME, was funded and supported by TIA to develop a Digital Identity platform that can be used by companies for customer identification e-commerce. The solution is safe, correct, accurate, and efficient and replaces slow and tedious manual processes.

The Constella platform is the largest Digital Identity Orchestrator platform in the country. It is used extensively across corporate South Africa for financial services, automotive, telecommunications, insurance, retail, and real estate sectors for digital onboarding, KYC, self-ATM, and identity proving requirements e-KYC orders to electronic Know Your Customer. A procedure to identify and verify a customer's identity electronically.

The AI-driven platform completes around 300,000+ KYCs every month, with more than 95% completed programmatically, with no manual intervention, in under 50 seconds.

The platform processes 25 to 30 million digital onboarding processes per month for operations requiring biometrics, data, onboarding, workflow, identity verification, and system integrations.

Constella's innovation, progress, and track record in the market has surpassed expectations and is well-positioned to be the leading Digital Identity Orchestrator platform in South Africa, with greater potential to transform the African continent.

PRELIMINARY SMART LOCKER DEVICES IMPROVE ACCESS TO CHRONIC MEDICATION FOR PUBLIC HEALTHCARE

Dechra's (Pty) Ltd has developed a first-of-its-kind, locally produced smart-locker self-service solution, the Pilotbox. This enables the reduction of chronic medication in under 2 minutes. The technology offers increased speed of medication delivery by automating the scheduling of medication collection thus eliminating queues in public clinics and hospitals.

A health care administrator reserves a cabinet for the patient to collect medication, the medication is placed in the cabinet, and a one-time pin (OTP) is sent to the patient's phone to collect medication. The Pilotbox would



Dechra and Dechra's (Pty) Ltd (DPL) programme which aims to provide public sector patients with alternative access to vital antiretroviral and other chronic medications. Patient registers access to chronic medication for patients dependent on public healthcare through internet-enabled smart-locker devices.

The innovator, Nino Haveli, founder of Dechra, was diagnosed with Tuberculosis (TB) in 2014. His biggest challenge was the time spent waiting in long queues. Patients in an example of an innovation developed by an individual who is in touch with the realities and challenges faced by many communities in South Africa. Thisiveness is new in the process of expanding to other countries on the continent, with a prospect of deploying the system at ten identified sites. This is in line with the vision of TIA to support technological innovation to improve the quality of life for all South Africans.

LOCAL SOFTWARE ENGINEERING COMPANY MAKES STRIDES IN GLOBAL MINING OPERATIONS

The Mining Industry is the backbone of the South African Economy generating R400 Billion per annum and creating 200,000 direct and 2.5 million indirect jobs. Some Three Digital, based in Somerset West, Cape, is

developed a real-time Process Advisory Dashboard that makes use of non-contact sensors, advanced analytics, big data and deep process knowledge for sectors such as the minerals processing, sugar and pharmaceutical industries. They have developed advanced diagnostic for the mining industry. Their ground-breaking technology has been taken up by mining giants such as Anglo American.

The innovation has improved occupational health and safety of the mining environment by extracting advisories from video and other contextualised data. This will contribute to saving jobs and helps to prevent mine fatalities.

TIA has been instrumental in growing this South African global player from an annual turnover of R60 to over R100m per annum. The success of the Three Three investment is evidence of TIA as an industry builder and market maker, able to create a sector that is a key contributor to the South African economy.

According to the World Bank, digital technologies are unlocking new pathways for rapid economic growth, innovation, job creation and access to services in Africa. From rural and capital technological change to hand-to-hand, with emerging connectivity



technologies helping South Africa tackle its socio-economic challenges.

FiberPlex (Pty) Ltd, a Gearing-based start-up was funded by TIA to develop an alternative antenna based high-speed fibre internet solution for low-income communities. This entails connecting low to middle income, peri-urban and township households to the internet at low cost.

The FiberPlex technology allows marginalised areas to access the internet and has created job opportunities. The system provides an alternative or supplementary route to the

new FTTH underground or overhead cable technology in resource constrained areas. They can connect houses in low-income areas at a low cost of 25 rand per meter per second installed internet. This is a positive step towards realising the improvement of the lives of South Africans on various levels.

The agency is well placed to support the state in delivering on key mandates that will transform, uplift the economy, but the lives of ordinary South Africans for the better. The future of the country's internet is secure through the continued coordinated interventions by TIA, Science Councils, Higher Education institutions, government, and the private sector. A better life for all is attainable, as provided by the contribution of South Africa.

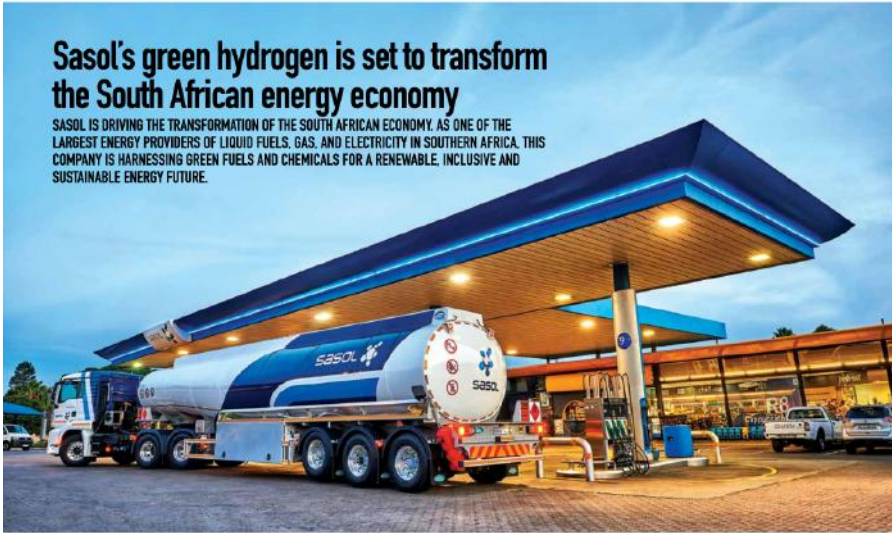
RECENT EXAMPLES

INNOVATE SOUTH AFRICA

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Sasol's green hydrogen is set to transform the South African energy economy

SASOL IS DRIVING THE TRANSFORMATION OF THE SOUTH AFRICAN ECONOMY. AS ONE OF THE LARGEST ENERGY PROVIDERS OF LIQUID FUELS, GAS, AND ELECTRICITY IN SOUTHERN AFRICA, THIS COMPANY IS HARNESSING GREEN FUELS AND CHEMICALS FOR A RENEWABLE, INCLUSIVE AND SUSTAINABLE ENERGY FUTURE.



President for Energy at Sasol. "We have the capabilities, talent, technology and solutions to co-create the South African hydrogen economy."

South Africa's transition to a low-carbon future requires bold innovation and investment in transformative technologies. A green hydrogen sector holds promise for growth and development in the country's primarily coal-based economy and will contribute to South Africa's international climate change commitments.

Sasol can support customers to make the energy transition by supplying both old and new energy products competently. The company believes green hydrogen provides a credible decarbonisation solution and can support a just energy transition.

This decarbonisation strategy focuses on three key areas. These are, reducing emissions from operations by improving efficiency; transforming feedstocks to less carbon-intensive feedstocks, such as gas; and shifting the organisations portfolio to using sustainable feedstocks, such as renewable energy, green hydrogen, and sustainable carbon, to produce more environmentally-friendly products.

Transforming South Africa's energy landscape with green hydrogen

Sasol's deep engineering and technical expertise, and globally pioneering production methods of green fuels and chemicals, place this company in the lead in the race to tackle climate change in the Southern African region. Green hydrogen will transform South Africa's energy landscape.

Sasol's proprietary Fischer-Tropsch (FT) technology, in particular, will play a meaningful role in establishing a low-carbon future. This enterprise is the world leader in FT technology with demonstrated innovation and operational experience. Its unique FT technologies can be used to convert CO₂ and green hydrogen into many sustainable chemicals and fuel products. It also boasts the world's largest capacity in FT technology, underpinned by a strong portfolio of FT-related patents.

Sasol eSFT was launched as an exciting new business to leverage the company's 70-year-long expertise in FT technology to produce low-carbon sustainable fuels and chemicals globally. While its technology will serve a range of sustainable product markets, sustainable aviation fuel (SAF) is the application

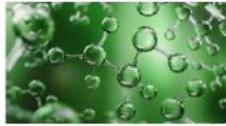


The Paris Agreement, an international treaty created by the 2015 United Nations Climate Change Conference (COP21), tasks the global community to support emission reduction roadmaps. As a globally recognized and respected brand, Sasol has placed this call for greater ambition at the heart of its strategy to lead South Africa to a greener future.

sasol



In support of the South African government and its climate change goals, this energy champion has developed a clear pathway for reducing greenhouse gas (GHG) emissions by 2035 by 2030. "Sasol has committed to be net-zero by 2050, and we're green hydrogen is core to enabling this goal," said Priscilla Makhabela, Executive Vice



production for its own use and export opportunities. This will require national plans established by industry stakeholders and the government to develop and maximise localisation opportunities to create jobs and economic wealth.

The long-term inclusive growth of the green hydrogen market requires a strategic infrastructure and an ecosystem anchored in localisation. To support the inclusion of local demand, Sasol is developing the supply capacity on net-zero feedstocks (such as renewables, hydrogen, and sustainable carbon) and managing its environmental impact.



This strategy incorporates stimulating the South African market for green hydrogen uses, establishing international markets for export demands, and creating sustainable supply chains. The company has also advanced several catalytic projects to foster the development of the Southern African hydrogen economy in partnership with public and private sector entities. These partnerships include the Central Energy Fund (CEF), Industrial Development Corporation (IDC), Imperial and Toyota South Africa (TSAM).

The green hydrogen economy in South Africa is expected to create over 370,000 jobs by 2035. By that same year, the sector is expected to export more than 5 million tons of green hydrogen to international markets. Demand for green hydrogen, liquid fuels and sustainable chemicals is estimated to reach 3 million tons annually.

Green ammonia will be one of the first such growth opportunities for export demand. The company has launched several pilot projects to develop local and export opportunities.

Sasol plays a leading role in the co-creation and development of green hydrogen mobility ecosystems and hubs in South Africa. It has partnered with Toyota South Africa and Imperial, two automotive plants in the mobility market. The development of fuel cell (FC) vehicles (light and long-haul) mobility applications will also boost supporting industries in South Africa, such as fuel cell manufacturing.

"To unlock green hydrogen opportunities, we are pursuing various demonstration opportunities and partnerships, as with Toyota, with the intent of realising and taking advantage of technology developments and

breakthroughs," said Grobler. "One of the focus areas for Sasol in South Africa is to provide a comprehensive and sustainable mobility solution. Hydrogen and electric vehicles will be redefining and changing infrastructure from part of this sustainable future. We believe hydrogen mobility is a real opportunity for the country to decarbonise the sectors of sea-borne and heavy-duty transport, mining and others and see the creation of hydrogen hubs, or ecosystems, as a practical and affordable way to scale the deployment of hydrogen in the transport sector."

Boegoeboe: South Africa's Flagship Green Hydrogen Project

The race to tackle climate change goals sees Sasol considering multiple greenfield export opportunities in Southern Africa, including Boegoeboe, Owaq, Sakalaha, Priska and



electrolyser case would require renewable energy in excess of 9GW and could produce around 400ktpa of green hydrogen.

Establishing and operating the Boegoeboe Green Hydrogen Hub's manufacturing, support industries, logistics, and social infrastructure will be transformational for the region and nationally. An infrastructure project of this scale requires a partnership-based ecosystem that must be anchored on localisation to enable long-term, sustainable benefits for communities and skills development in the country.

As the lead project integrator, Sasol is working with the government to bring together strategic partners along the value chain and other enabling role players to drive the industrialisation of the Northern Cape province. These include potential customers, funders, investors, or developers, technology suppliers and South African green energy providers.

To make this step-change as a country and region will require local and international cross-sector collaboration and advocacy for enabling climate change policy, regulation, incentives and financing. It is necessary to advance a net-zero future that supports the Paris Agreement's intent, which also considers South Africa's national circumstances.

Sasol is actively engaging various industry bodies, such as the Hydrogen Council, Energy Council, Global Alliance for Future Fuels, South African Hydrogen Panel and host country industry associations, to contribute to the thinking, shaping and development of policies, regulations, incentives, funding and industry master plans.

With the Boegoeboe project, there is potential to create an ecosystem anchored on localisation to enable long-term, sustainable benefits for communities and the country. The project has the potential to provide a significant number of long-term sustainable jobs, infrastructure investment and skills development in the country, enabling a Just Transition.

While Sasol may be a global enterprise, its roots remain firmly planted in South Africa. Sasol is well-positioned to lead the country's energy transition given its history of constructing and operating complex energy-related projects, its unique technology, iconic brand, experience of collaborating with multiple stakeholders, and track record of delivering in local communities.



Namibia, with partners such as IDC, CEF, Port of Bitterfontein, Northern Cape Government, Helder Topsoe and Mahlabo Energy.

Boegoeboe has the potential to scale to a \$10 billion investment bringing unprecedented economic growth and stimulating jobs in the Northern Cape Region. At full capacity, the Boegoeboe plant could drive the development of ~40GW of on-grid Renewable Energy capacity (twice today's total national renewable energy capacity). This and export sales from the facility could create up to 4,000 permanent jobs and more than 50,000 temporary jobs.



RECENT EXAMPLES

INNOVATE ANTWERP VOL. 2

INNOVATE ANTWERP VOL. 2

VOKA-CHAMBER OF COMMERCE MECHELEN-KEMPEN

YOUR TRUSTED PARTNER. LET'S GROW YOUR BUSINESS.



Mechelen-Kempen
Chamber of
Commerce
and Industry

With more than 13,000 chambers worldwide, the Chamber of Commerce is the largest entrepreneurial network in the world. In Flanders too, the Voka Chambers are the largest network. Voka represents 15,000 businesses, 70% of added value, 65% of private employment and 80% of exports. With a globally ramified network of 130 bilateral Chambers of Commerce, we are ideally your gateway to the world.

Voka defends your interests, connects you with fellow entrepreneurs and strengthens your enterprise. Three pillars ensure that entrepreneurs and businesses feel heard, defended and supported in their growth.

Voka Defends

Whether you have just started or have been an entrepreneur for years, as a Voka member you always have someone on your side.

Someone who strongly defends your interests as an entrepreneur everywhere, with local authorities, but also at regional, national and European level. "Our entrepreneurs are our antennas," says Tom Laveren, managing director Voka Mechelen-Kempen. "If we identify a problem, we quickly carry out a diagnosis. How big is the impact? How many entrepreneurs are affected? On the basis of these criteria, we will lobby locally, or continue at the Flemish, Federal or European level."

Need help with a difficult tax file or a permit? Based on up-to-date information but also advice from experts, entrepreneurs can quickly make the right decisions. Voka searches for the answer which really helps you as a company. "The Voka Hotline runs very well," says Tom Laveren. "Last year, we were able to answer no less than 1,700 questions from our members. Companies with a question can contact us free of charge on our Voka Hotline: 0800 30 232."

Voka is a strong and influential voice in Flanders that represents the interests of the business community (quote CEO Tom Laveren)
The Voka Hotline focuses on effective answers to company's questions
Voka organizes a permanent dialogue between the various authorities, government and politicians (quote Annelies Verhulst, minister of Internal Affairs)



of our many programmes or attended the community and inspiration sessions. "In the Mechelen-Kempen region alone, entrepreneurs can take part in 285 unique trainings and programmes," Tom Laveren clarifies. "The programme is fully tailored to the business reality of the entrepreneur. We only work with top trainers who know the business world inside out."

We are also very proud of the Voka Charter for Sustainable Entrepreneurship. For this we work together with the United Nations. Thanks to the charter, companies can truly embed sustainable business in their corporate strategy. If you check off ten actions per year, you get a charter that eventually can lead to an internationally recognized title in the field of sustainability."



Guiding Start-ups

More and more people decide to start their own business. Research shows that the number of start-ups in the Mechelen-Kempen region has never been so high, with 3,751 in one year. "It is Voka's task to support these entrepreneurs and allow them to grow into successful brand names," says Tom Laveren. "With our Voka Bizy programme, we are fully committed to providing better support for these start-ups. We bring them into contact with other entrepreneurs who know which challenges you can encounter. That too contributes to the greater chances of survival of the new businesses". And that seems to work: with a survival rate of 70%, start-ups in the Mechelen-Kempen region do better than the rest of Flanders (65%).



Voka offers programmes for startups, startups and scaleups.

Innovation and Digital Transformation

Voka helps your company reach a higher level in the field of innovation and digitalisation. The digital quick scan (www.voka.be/digital-quick-scan) is available to companies free of charge. This way they can test how digitally mature they are. We also offer companies the chance to test their digital project before investing in it. After all, research byartner shows that 70% of IT implementations are not successful. Through the Voka DigiHub we bring companies in contact with the high-end test infrastructure of one of the 28 partner knowledge institutes. This way, you can test the feasibility of new technologies or systems in realistic circumstances. And that at only 50% of the cost price. "The DigiHub is the ideal tool to test something new in an accessible way before investing in it," concludes Tom Laveren.

And there is more. Do you need guidance on innovation subsidies or are you looking for advice on how to transform your company to the next technological level? Would you like to get in touch with inspiring leaders from the business world in the field of innovation or with researchers from colleges and universities? Or just keep up with the new trends in digitalisation and innovation? At Voka you will find what you are looking for.



Via the Voka DigiHub you can test a new technology in realistic circumstances.



Your Gateway to the World

Voka has everything in house to make your company grow internationally. For example, we organize guidance programmes in groups on foreign markets and international strategies. We help you draw up a strategic business plan to strengthen your company and make it competitive abroad. We organize economic missions so you can explore and conquer new foreign markets, or strengthen your local position across the border. Our international operation brings you into contact with entrepreneurs from all over the world. Thanks to our network of experts, we are at your service to advise and assist you in all your international operations and concerns. "As an international chamber, we are part of the largest business network in the world," adds Tom Laveren. "We bring hundreds of entrepreneurs into contact with foreign entrepreneurs, experts and authorities, but also help them take concrete steps in terms of export or doing business abroad."

Voka guidance programmes help you conquer foreign markets.
On our Voka mission you get to know new markets.
Voka has a worldwide branched network.



Voka - Chamber of Commerce and Industry Mechelen-Kempen
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Koddestraat 9, 2450 Geet
Email: info@vokamechelen.be

RECENT EXAMPLES

MICROSOFT CANADA GROWING CANADA'S TECH COMMUNITIES



Tech is about more than just new tools. It is about unlocking opportunities and markets, supporting new approaches, and empowering more high-tech innovations. Microsoft has worked closely with Toronto and Canada's venture capitalist community looking to bolster its investments in Canadian startups.

Toronto and Canada's venture capitalists are innovation enablers. This community has created a thriving ecosystem of tech entrepreneurs and leaders driving innovation. Across the city, there are over 70 incubators, accelerators and co-working spaces that offer programs to support startups.

Microsoft's partnerships with local governments, investors, and startup-enabling organizations directly engage with Toronto's VC and startup communities. Not to be forgotten is Microsoft's participation in growing Canada's tech community since 1985.

The staggering growth in the number of startups in Toronto has led to it being the third-largest tech hub in North America, behind New York and Silicon Valley. Microsoft Canada covers all startup stages and uses its different startup programs. It has invested over C\$570-million in recent years through support programs for VCs to enable digital transformation with Microsoft Azure Cloud products.

Microsoft's aim is to scale the best-in-class startups in Toronto and Canada to enhance enterprise innovation at scale. Its mission is headed by Adam Nanjee, Managing Director of Venture Capital and Private Equity for Canada at Microsoft.

Microsoft for Startups (MFS) program was launched to help accelerators, incubators, and VCs with marketing, technical support, and co-selling programs that allow startups to benefit from Microsoft's existing sales

force. This program helps startups build and scale their companies and facilitate access to technical and business resources that often exceed the reach of early-stage companies. High-growth firms with innovative technical solutions enable entrepreneurs to leverage Microsoft's cloud services, enterprise sales team, and partner ecosystem to help market their solutions globally.

Bolstering VCs enables Microsoft to empower startups and entrepreneurs and build integrated communities. One such partnership is with the MaRS Centre, one of the world's largest urban innovation hubs. Microsoft has created a campus within MaRS's Discovery District building, the Microsoft Reactor, as a dedicated space bringing together founders, developers, and business leaders for high quality technical, business and community events.

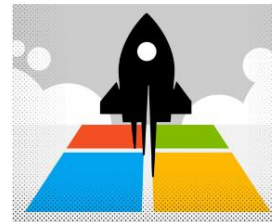
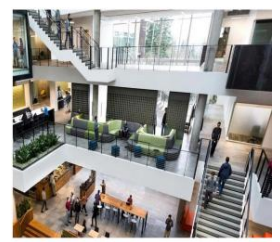


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INNOVATE TORONTO

INNOVATE TORONTO



Another partnership yielding excellent levels of growth is One2seven. This partnership brings technology expertise to more than 50 tech startups in Toronto, offering up to \$120,000 in Microsoft Azure Cloud credits, technical support and development tools.

This investment in Canada's venture capital community accounts for more than 60,000 jobs in the expanded Microsoft Canada ecosystem, including employees and partners, with a total of 3,700 employees and 14,000 partners.

In nearly 40 years of operation in Canada, Microsoft has played a pivotal role in fuelling the prosperity of Canada's technology ecosystem. With nearly 5,000 employees and an ecosystem of over 15,000 partners, Microsoft has helped build a sustainable community of businesses partnering with VCs and the startup ecosystem for long-term success. Empowering VCs enables Microsoft to guide the direction of innovation to benefit the tech community in Toronto and Canada.



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 Microsoft
microsoft.com