



OUR WAVE

#THEFUTUREOF EVENT SERIES

Activating Tech Talent in the Peel Region

INSIGHTS REPORT

#THEFUTUREOF

is a series of events that was hosted by
Our Wave Hub from June to September 2018.



@OURWAVEHUB



1 EXPLORE

JUNE

A panel discussion to explore the impact of AI and Automation on the workforce of tomorrow



2 BOLD

AUGUST

A design jam to explore how colleges & universities can better prepare students for the future of work



3 IMAGINE

SEPTEMBER

A 24 hour ed-tech hackathon to explore the use of Artificial Intelligence & Robotics in Education

REPORT DESIGNED BY SHUJAAT SYED

#THEFUTUREOF AT A GLANCE

350+
entrepreneurs engaged over
the course of the 3 events

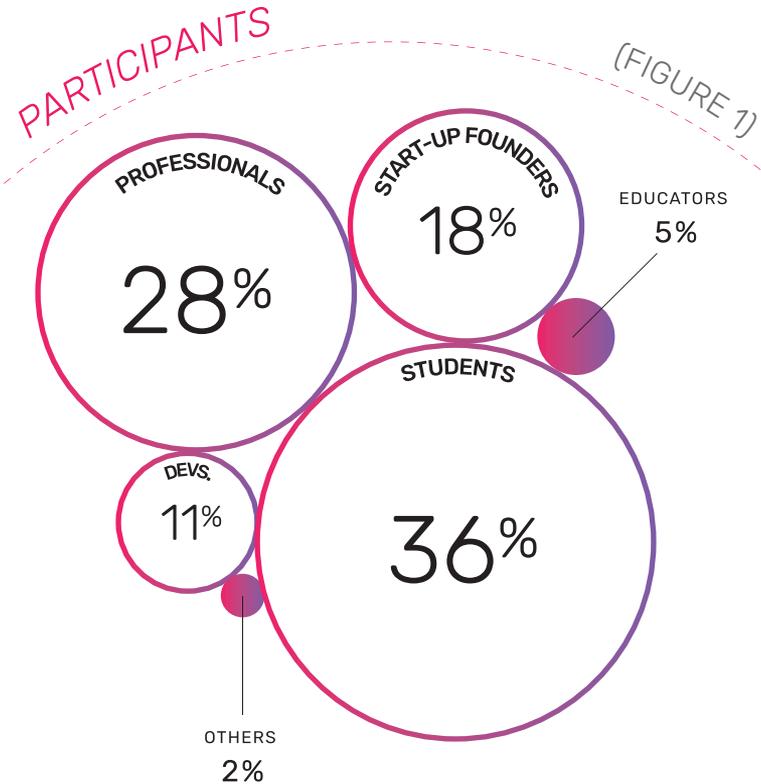
33
startups showcased

24
is the median age of attendees

47.2%
of event attendees were
from outside of Brampton

*Please note that this preliminary analysis of demographic trends is time sensitive.
Results from this study may be inaccurate by June 2019.*

This insights report aims to identify and understand the demographic of entrepreneurial talent in the Peel region and surrounding areas. Insights and data for this report were gathered by circulating post-event surveys and scheduling one-on-one meetings with event attendees.



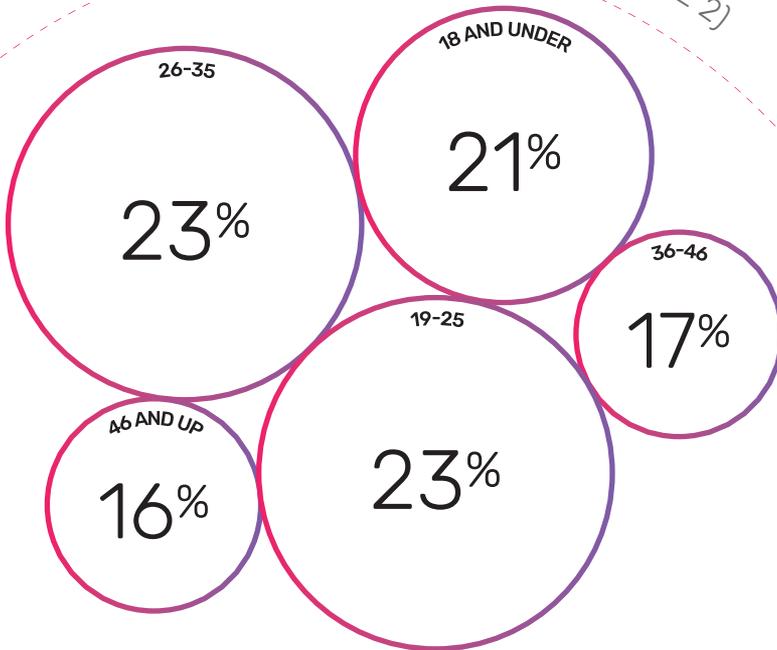
The figure above shows the demographic analysis, by percentage of the community that attended #TheFutureOf event series. The events were predominantly attended by students, demonstrating the need for support for innovation at the undergrad and recent grad levels.

Artificial Intelligence, Voice-response, telepresence VR and gamification techniques will come together to create powerful new learning environments capable of personalizing and accelerating learning across a broad range of fields”

Richard Adler - Distinguished Fellow
The Institute for the Future

AGE RANGE

(FIGURE 2)

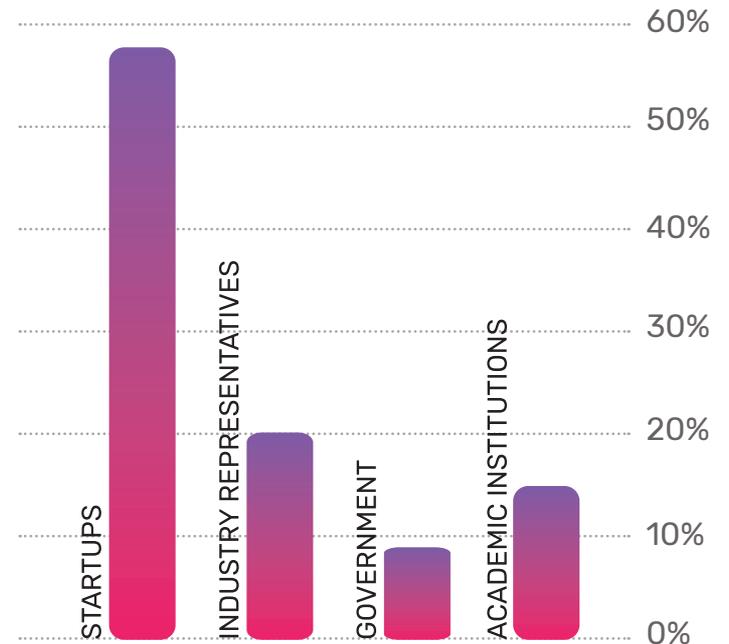


The figure above shows the demographic analysis, by percentage of the various age ranges that attended #TheFutureOf series.

#THEFUTUREOF

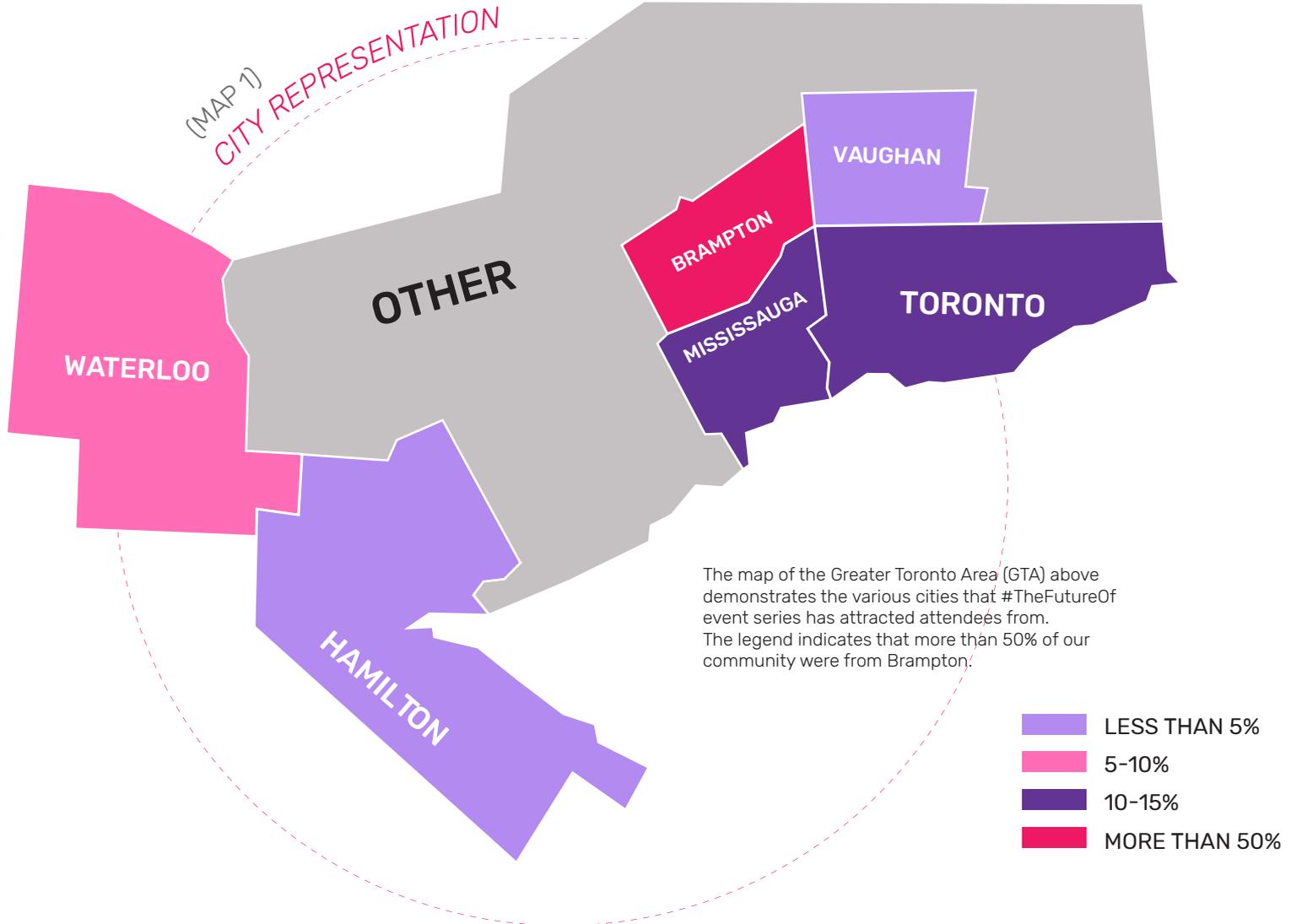
attracts a variety of **exhibitors** ranging from startups, to academic institutions.

(FIGURE 3)



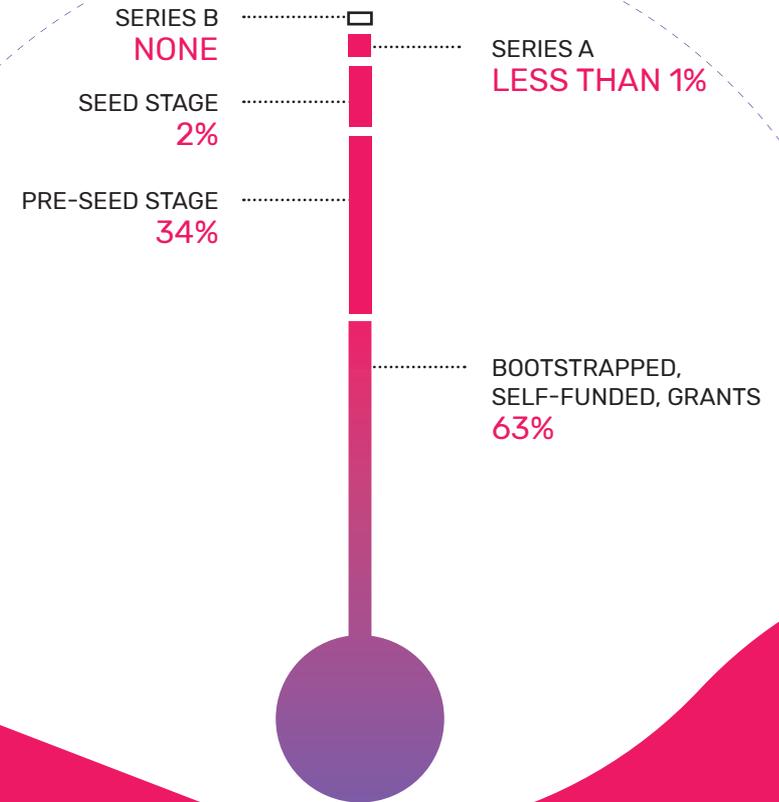
The graph above shows the types of exhibitors that showcased or had booths at one or more events of #TheFutureOf, with the dominant type of exhibitor being startups.

#THEFUTUREOF attracts participants from the Greater-Toronto Area and beyond.



What stage of funding are entrepreneurs who attended **#THEFUTUREOF** event series at?

(FIGURE 4)



The figure above describes by percentage, the stage of funding which #TheFutureOf event attendees who described themselves as entrepreneurs are at. A majority of entrepreneurs in the region start companies that have been self-funded, bootstrapped or awarded a grant.

WHAT IS THE COMMUNITY SAYING?

"It was such an thrilling experience meeting new people and challenging ourselves to reimagine education through AI technology."

Samantha Mutuc

Masters of Management Innovation Candidate
University of Toronto Mississauga

"It was a fantastic panel with an engaged audience. There is clearly an appetite for this in Brampton!"

EXPLORE Event Attendee

"I like how the session was structured as roundtable discussions instead of the all too familiar workshop. Roundtables provide a forum for open interaction. Without an official facilitator, people feel comfortable expressing their opinions, sharing their experiences, and asking personal questions. With an open setting, our minds are open, and we're free to learn – it helps having guests that were keen on sharing their learning experiences with the group."

Arushi Sachdev

Marketing Communications Officer
at RIC Centre

"This event provided a brand new perspective and an insight into new technology that is helping me and probably others shape their career paths and goals going forward."

EXPLORE Event Attendee

PRIMARY OUTCOMES

BREAKING SILOS

#THEFUTUREOF event series allowed us to work with municipal, provincial and federal governments, academic institutions and industry to leverage each other's strengths towards achieving a common goal - activating & attracting a community of highly skilled talent.

ACCESS TO TALENT

#THEFUTUREOF event series attracted a diverse group of attendees that included software developers, high school, postsecondary and graduate students as well as startup founders that our industry, academic and government partners had collective access to.

ACTIVATION OF A COMMUNITY

#THEFUTUREOF event series activated a community of entrepreneurs, builders & shakers and tech talent in the Peel region community to collectively start, ideate and act on solutions for workforce development in the 21st century.

UNDERSTANDING THE GAP

#THEFUTUREOF event series allowed us to understand the needs of various stakeholders within the region. The insight will be used to better tailor Our Wave Hub's programs, events and research towards the needs of entrepreneurs in the region.

THE INITIATIVE WAS SUPPORTED BY



Sheridan

Ryerson
University



THANK YOU TO OUR COMMUNITY PARTNERS



THINKWIRE