



THE EVIDENCE NETWORK

Measuring Innovation Impact

EVIDENCE OF IMPACT

Communitech

Translating ClevrU's Vision into Global Market Success

Today's university and college students have a world of opportunity at their fingertips. Now, ClevrU makes it possible for students to access curricula and collaborate with educators and fellow students around the world – using any handheld device or computer. The Waterloo-based firm discovered the concept during networking meetings at Communitech, and then leveraged its Entrepreneur in Residence Program, incubator, and business services to grow the company. According to Dana Fox, President and CEO, "Communitech helped us to confirm global trials; double our employee base; and acquire technology that saved us three years and more than \$2 million in development costs."

Assessing Communitech's Impact on Companies

Communitech is a not-for-profit organization that supports more than 800 technology companies in Waterloo Region by offering a range of services that connect professionals, facilitate the exchange of ideas, and support the growth of companies. The Evidence Network, a leading innovation impact assessment company, conducted an in-depth examination of the impact of Communitech on a sample of the firms that have benefited from their services over the last year.



Dana Fox, President and CEO of ClevrU (right), establishes new business linkages at a Communitech event

The Evidence Network concluded:

- 89% of companies consider at least one of Communitech's service offerings to be 'very' or 'extremely' important to their success
- 90% of companies reported that Communitech has positively impacted their resources and capabilities
- 72% of companies that hired more than five new employees reported positive impact by Communitech on their ability to hire those employees
- The bottom line: Communitech's business services, expertise, facilities, linkages, and promotion services significantly contribute to companies' market performance



"Communitech's mission is to help technology companies start, grow, and succeed. The Evidence Network (TEN) helped us to assess our impact on technology companies, giving us insight into how we can serve companies better. The research from TEN will enrich our annual planning process in helping to further increase our impact on the tech ecosystem."

—Iain Klugman, President and CEO, Communitech

www.theevidencenetwork.com

Assess Your Impact on Innovation

To learn more about how we can provide evidence of your impact on innovation, please contact:
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