

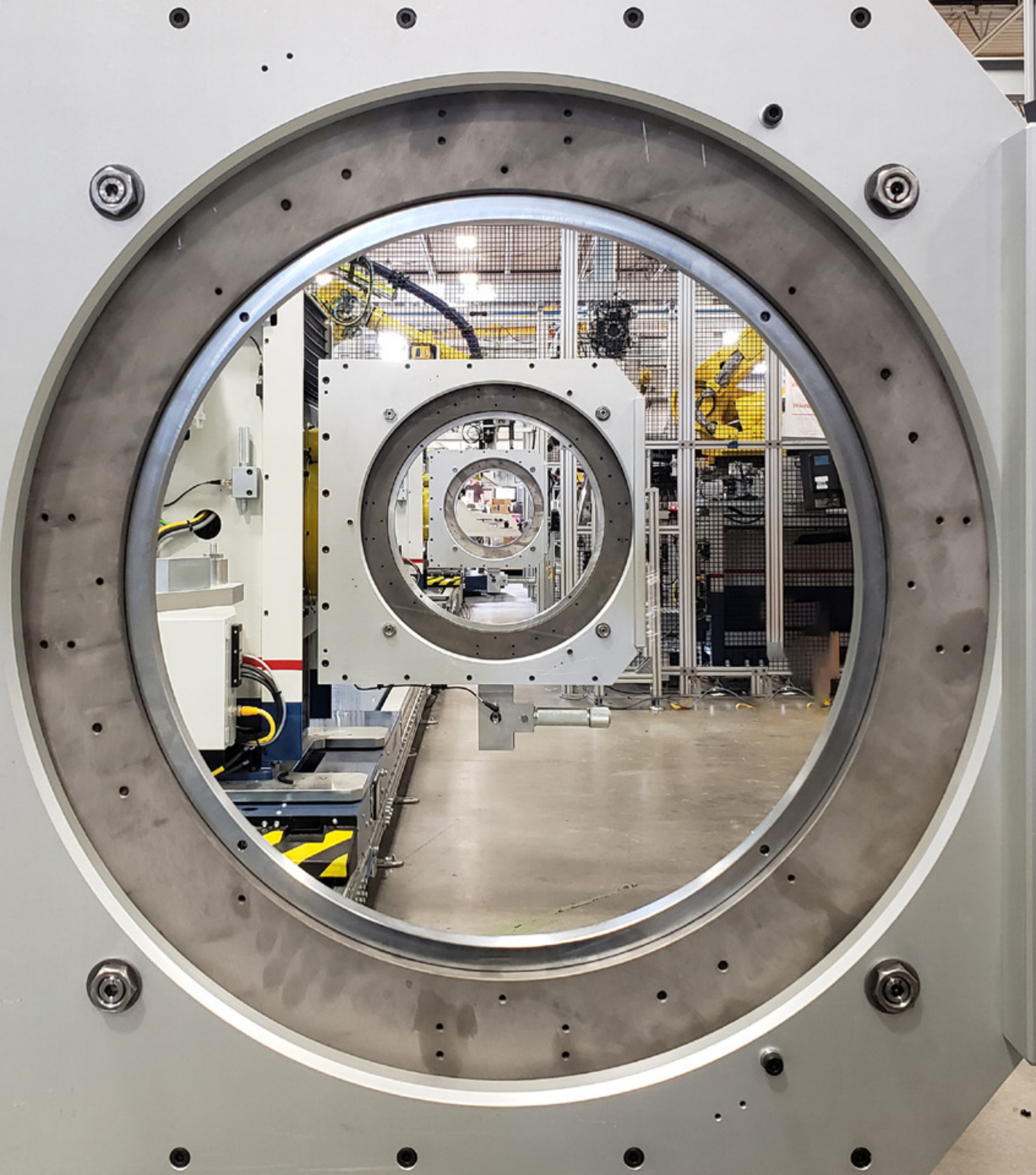


WHY WATERLOO?

Canada's Largest Robotics and Automation Cluster



WATERLOOEDC
inventing the future



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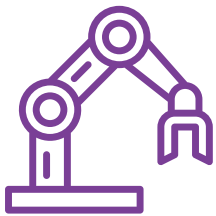
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SECTION 1

Top Five Reasons to Invest in Waterloo

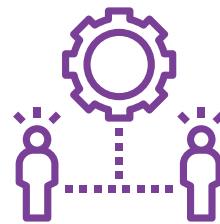
Why invest in Waterloo



Join Canada's largest robotics and automation cluster and embed your business in a community of world-class research facilities and commercialization hubs



The University of Waterloo is Canada's largest engineering university, bigger than UC Berkeley, MIT and larger than MIT, Cornell and Columbia combined.



Tap into Waterloo's exceptional research capacity, including 45+ robotics experts at the University of Waterloo



Operate cost-effectively – reduce business costs by as much as 50% over Silicon Valley or New York City



Prioritize your team's quality of life in a community with short commutes, low-cost of living and big-city amenities



SECTION 2

A Robotics and Automation Powerhouse

SECTION 2

Waterloo is the best place in Canada to grow a robotics and automation company

In partnership with world-class research facilities, academic institutions and commercialization hubs, Canada's largest cluster of robotics and automation companies are inventing the future in Waterloo.

This ecosystem includes:

- Internationally recognized companies like Teledyne FLIR, ATS Corporation and Beckhoff Automation, and dynamic scale-ups like Deep Trekker and Otto Motors
- An inventive community of startups creating new AI for applications in automotive, security, manufacturing and more

Multinationals



Startups and Scale-ups



Commercialization Hubs



Diverse range of capabilities in robotics and automation

Innovating and growing through seven diverse specializations

**Custom Automated
Manufacturing Equipment**

Advanced Motion

Robots and Autonomous Robots

Systems Integration

**Programmable Logic Controller
(PLC) Programming**

Machine Vision

Process Automation



Strategic location for global market access

Canada's trade agreements provide access to more than 50 countries, 1.5 billion customers and 60% of the global economy.

Canada is #1 in trade connection to G7 countries

Free trade agreements include:

- United States-Mexico-Canada agreement (USMCA)
- Comprehensive Economic Trade Agreement (CETA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Waterloo is in proximity to four international airports, near five Canada-US border crossings and has one-day ground access to more than 194 million consumers

The 401 Superhighway connects Waterloo with Toronto, Ottawa, Montreal and Windsor/Detroit



SECTION 2

Incubators, accelerators and hubs that grow new technology companies

Accelerator Centre

- Global top-5 private business accelerator
- 400 alumni companies with \$1.8B+ in investment raised



Companies include:



Velocity

- 500+ companies incubated since 2008
- \$40B collective enterprise value by Velocity companies to date



Companies include:



Catalyst 137

- At 465,000 sq ft, Catalyst 137 is the world's largest Internet-of-Things manufacturing space
- Variety of startups, scale-ups and enterprises



Companies include:



A state-of-the-art robotics facility exploring real-world capabilities

Located at the University of Waterloo, RoboHub is a research, testing and training facility for innovative research on multi-robot and human-robot teams. A team of 45+ robotics experts partner with academia, research affiliates and industry to generate solutions to real-world problems.

4 Research Themes

- Control
- Planning
- Perception
- Human interaction

Diverse Applications

- Multi-robot systems integration
- Collaborative and mobile robotics for SMEs
- Simultaneous localization and mapping
- Supply chain, commercial and retail optimization
- Machine learning and AI-based robotics



A dynamic tech ecosystem

There's a reason the Waterloo brand is synonymous with tech – this is a true tech hub.





SECTION 3

Talent to Fuel Your Company's Growth

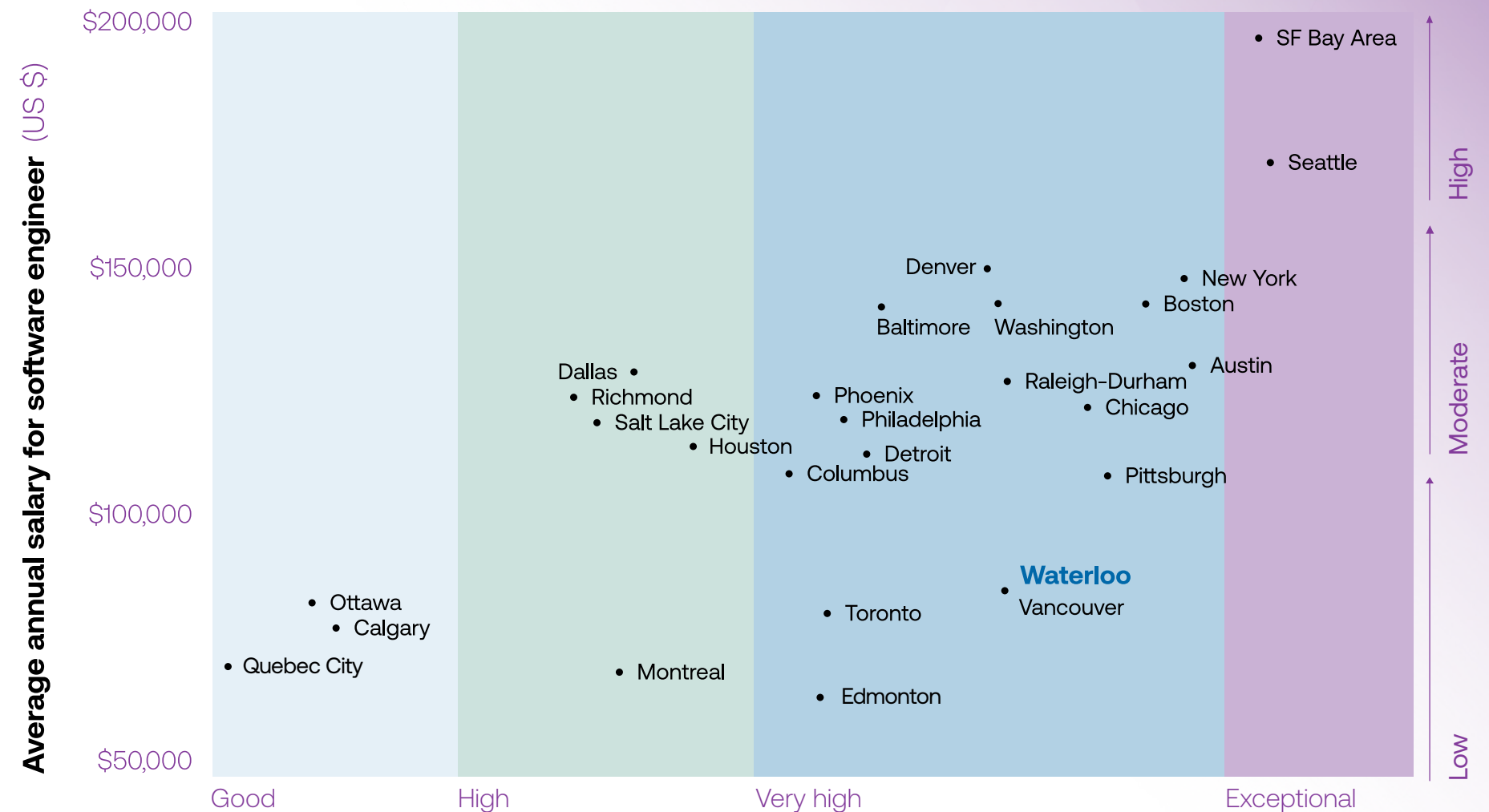
SECTION 3

The highest-quality tech workforce in Canada

The tech talent pipeline in Waterloo is world-class. CBRE – one of the world's leaders in tech workforce research – has ranked Waterloo as #1 in Canada for tech talent quality for six straight years.

Why?

- 1 UWaterloo is the largest engineering university in Canada.
- 2 Conestoga College is the only college in Ontario offering fully accredited engineering degrees, including Mechanical, Electronic, Building and Power Systems Engineering
- 3 The Global Talent Stream program makes international recruitment simple, you can have a permanent resident visa and work permit approved in two weeks
- 4 Waterloo's collection of global robotics companies like Teledyne FLIR and ATS Corporation, mixed with dynamic scaleups like Otto Motors and Avidbots, position us as a preferred destination for job seekers



Labour Quality

Source: 2025 CBRE Scoring Tech Talent

SECTION 3

Talent from one of Canada's top technology universities

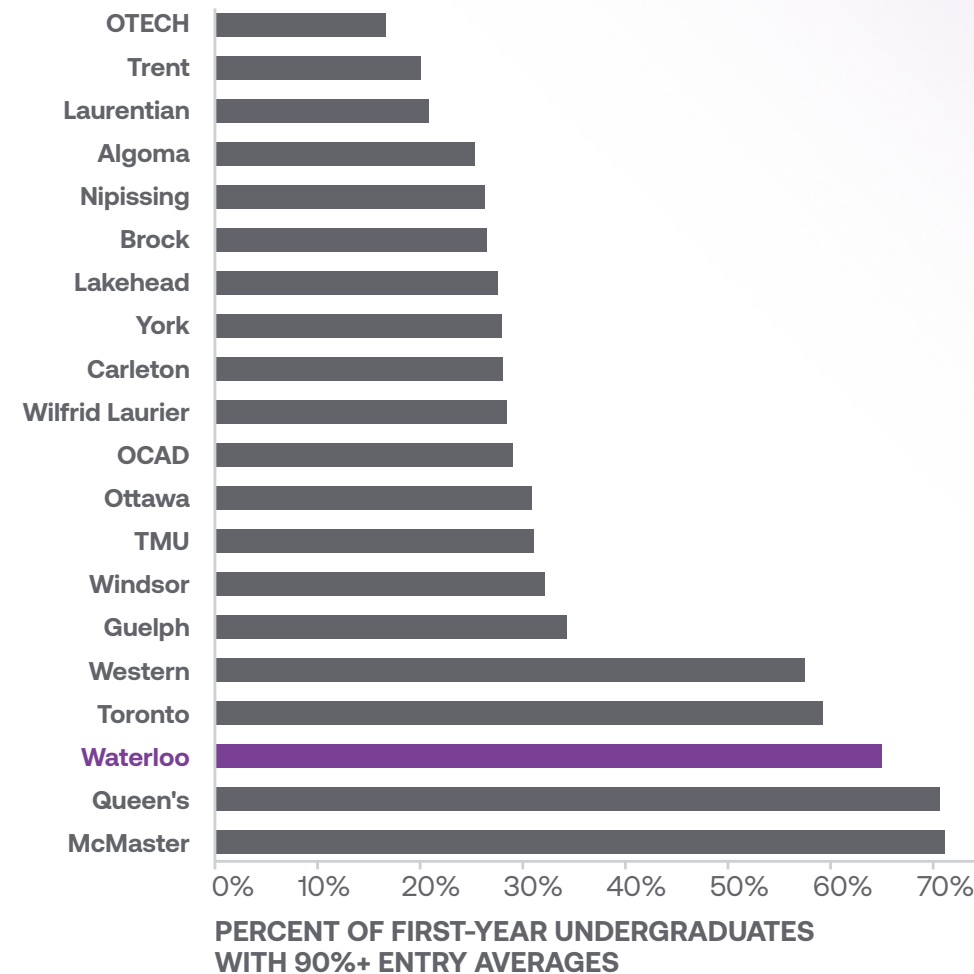
UWaterloo is responsible for one of the world's top tech talent pipelines. Nearly two thirds of all new students have a 90%+ entry average. Every engineering and computer science student graduates with two years of on-the-job paid work experience.

Here's why you should care about UWaterloo:

- Named "Canada's Most Innovative University" 30 times
- Canada's largest engineering school – offering specializations in Mechanical Engineering, Mechatronics and Welding and Joining
- Recognized as one of the top AI research hubs in North America
- Unique 'creator owned' IP policy grants ownership to inventors

"Waterloo's approach to discovery and invention is completely unique, how they nurture ideas, refine and launch them onto the global stage."

– Chris Hadfield, Canadian Astronaut



SECTION 3

Work-ready graduates from the world's largest co-operative education program

Co-operative education (co-op) gives engineering and computer science students 2+ years of on-the-job experience before graduation. With 8,000+ employers from over 70 countries, co-op placements are available year-round.

Top employers that hire our co-ops for work



Advancing with AI

Waterloo is at the centre of Canada's emergence as a global leader in applied AI.

- The Toronto-Waterloo Corridor has the highest concentration of AI startups in Canada.
- 135+ companies are using applied AI to solve challenges ranging from manufacturing to autonomous vehicle applications
- Partnership with the SCALE.AI Supercluster – an industry-led consortium dedicated to boosting Canada's leadership in applied AI

Avidbots™



OTTO
MOTORS
by ROCKWELL AUTOMATION

Waterloo scale-up Avidbots developed an industrial floor-cleaning robot that is used in more than a dozen countries. After mapping out the space for cleaning, the robot uses AI to adapt to obstacles and new floor layouts. The robot, called Neo, can be spotted cleaning floors in airports, shopping malls and warehouses around the world.



Advanced manufacturing advantage

Waterloo is catalyzing smart manufacturing advancements.

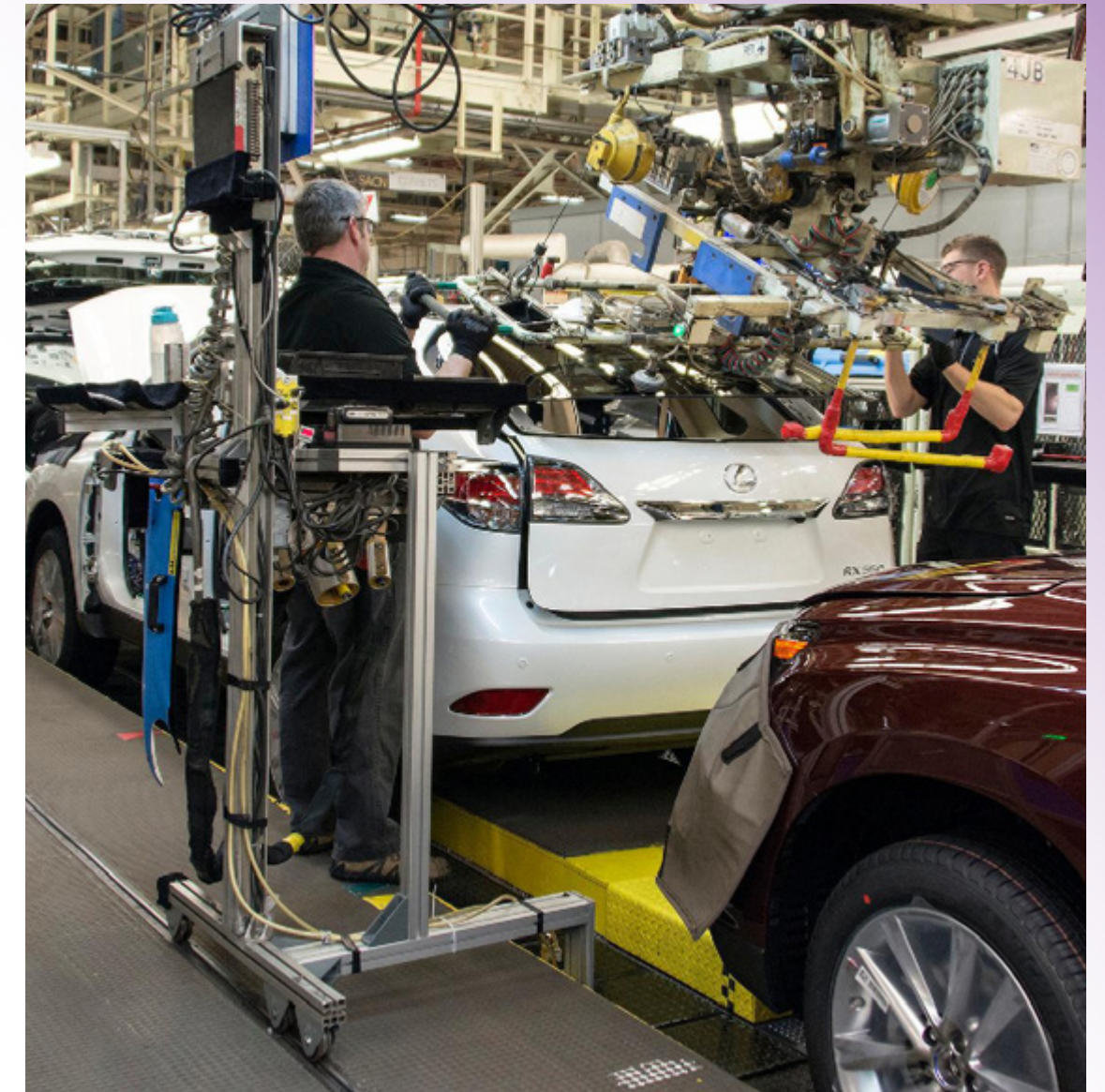
- Home to 1,000+ manufacturing companies specializing in areas such as robotics, automation, automotive and aerospace.
- Fourth largest manufacturing workforce in Canada – manufacturing accounts for 14% of all jobs in Waterloo.
- The Smart Manufacturing & Advanced Recycling Technologies (SMART) Centre supports applied research, technical services and training in advanced manufacturing, advanced recycling technologies and cybersecurity.

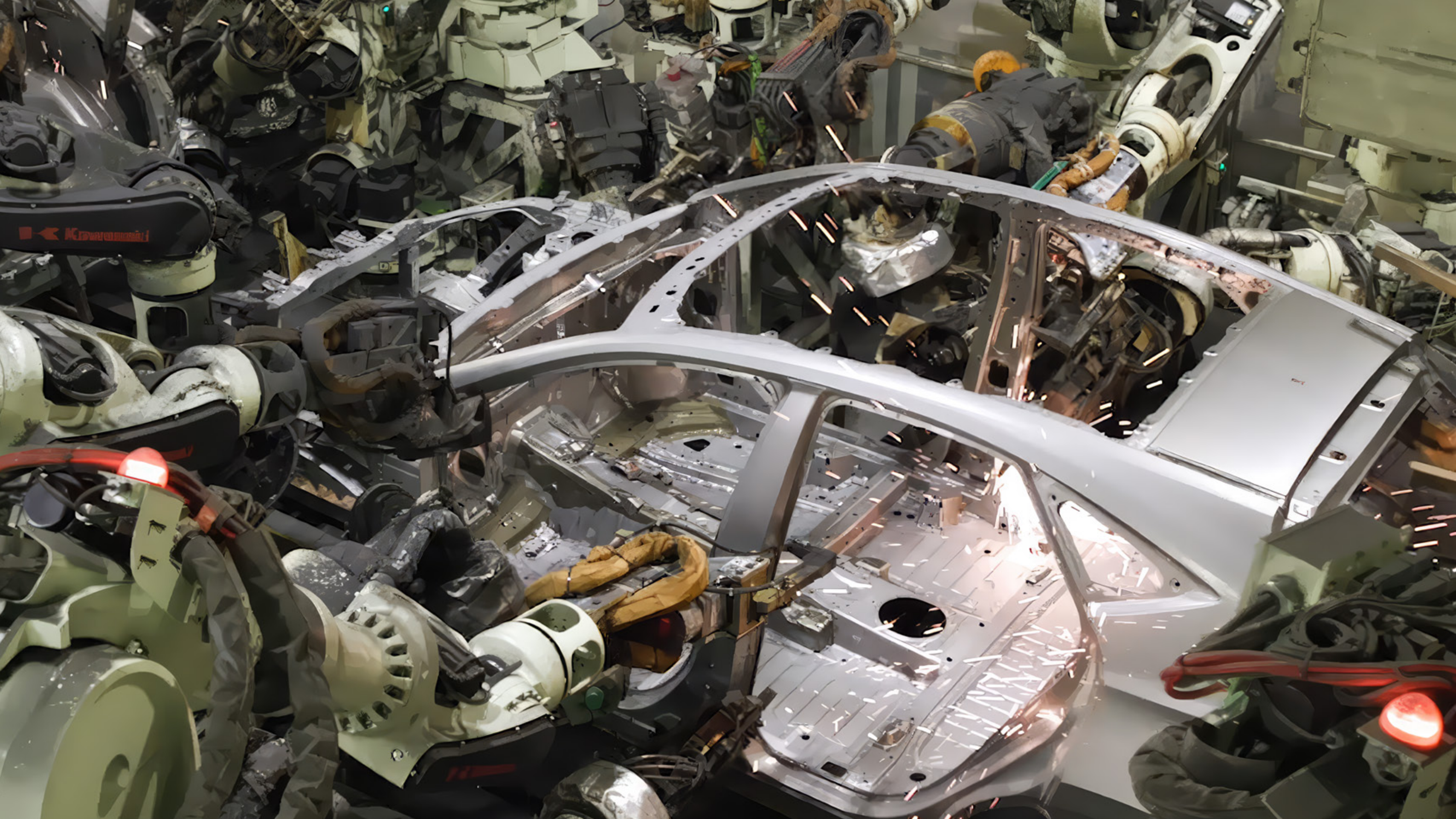


- Centre for Advanced Materials Joining
- Centre for Pattern Analysis and Machine Intelligence
- WatCAR
- Waterloo Institute for Nanotechnology



- Smart Manufacturing & Advanced Recycling Technologies Centre





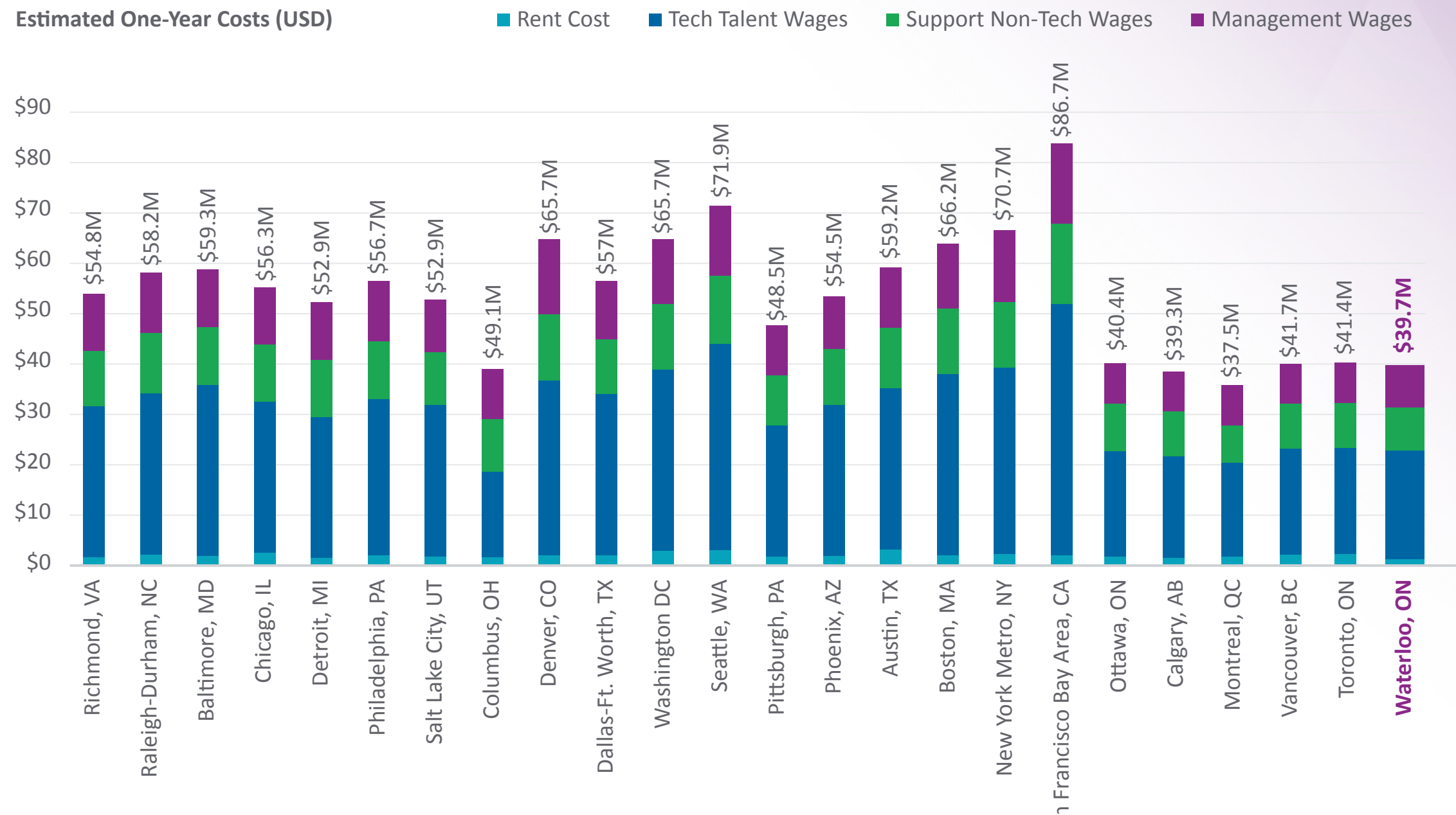


SECTION 4

Greater Value for Your Business

Cost advantages that can help you compete

Lower costs mean a bigger opportunity for growth



Source: CBRE 2025

Better value for better talent

Lower cost-of-living means competitive costs for top-tier talent

	Waterloo (USD)	San Francisco (USD)	Boston (USD)	New York (USD)	Toronto (USD)
Software Developer	\$79,060	\$162,921	\$133,066	\$139,454	\$96,632
Software Engineer	\$81,372	\$168,020	\$137,223	\$144,191	\$99,427
Data Scientist	\$80,614	\$165,375	\$134,988	\$143,759	\$100,504
DevOps Engineer	\$68,859	\$141,461	\$115,732	\$119,674	\$84,034
Product Manager (Technical)	\$87,420	\$157,781	\$146,957	\$166,290	\$93,082

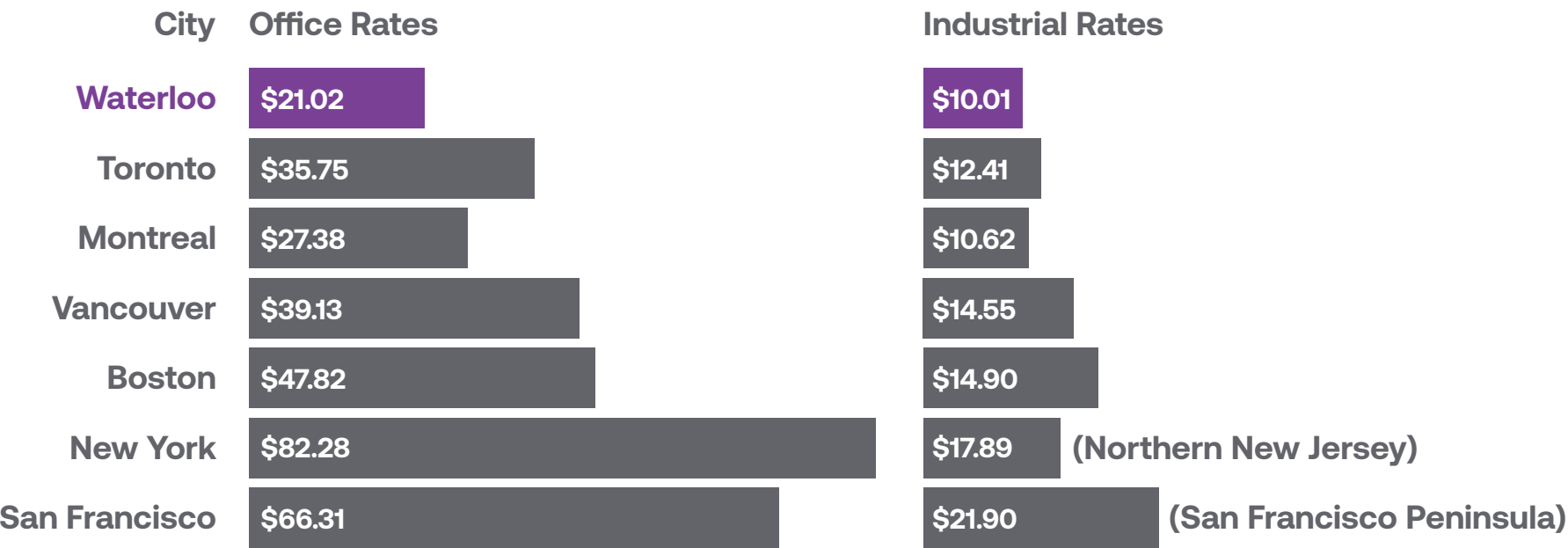
Source: ERI, Q4 2025 - Converted using 2024 Bank of Canada annual exchange rate of 1 CAD to \$0.7300 USD



Better value per square foot

Is creating the ideal environment for innovative work important to you?
Build/lease the office of your dreams for a fraction of the cost.

Average asking lease rate (/square foot/year in USD)



Source: CBRE 2025
Industrial Numbers Canadian Reports: Cushman & Wakefield (Q2, 2025)
Industrial Numbers US Reports: Cushman & Wakefield (Q2, 2025)



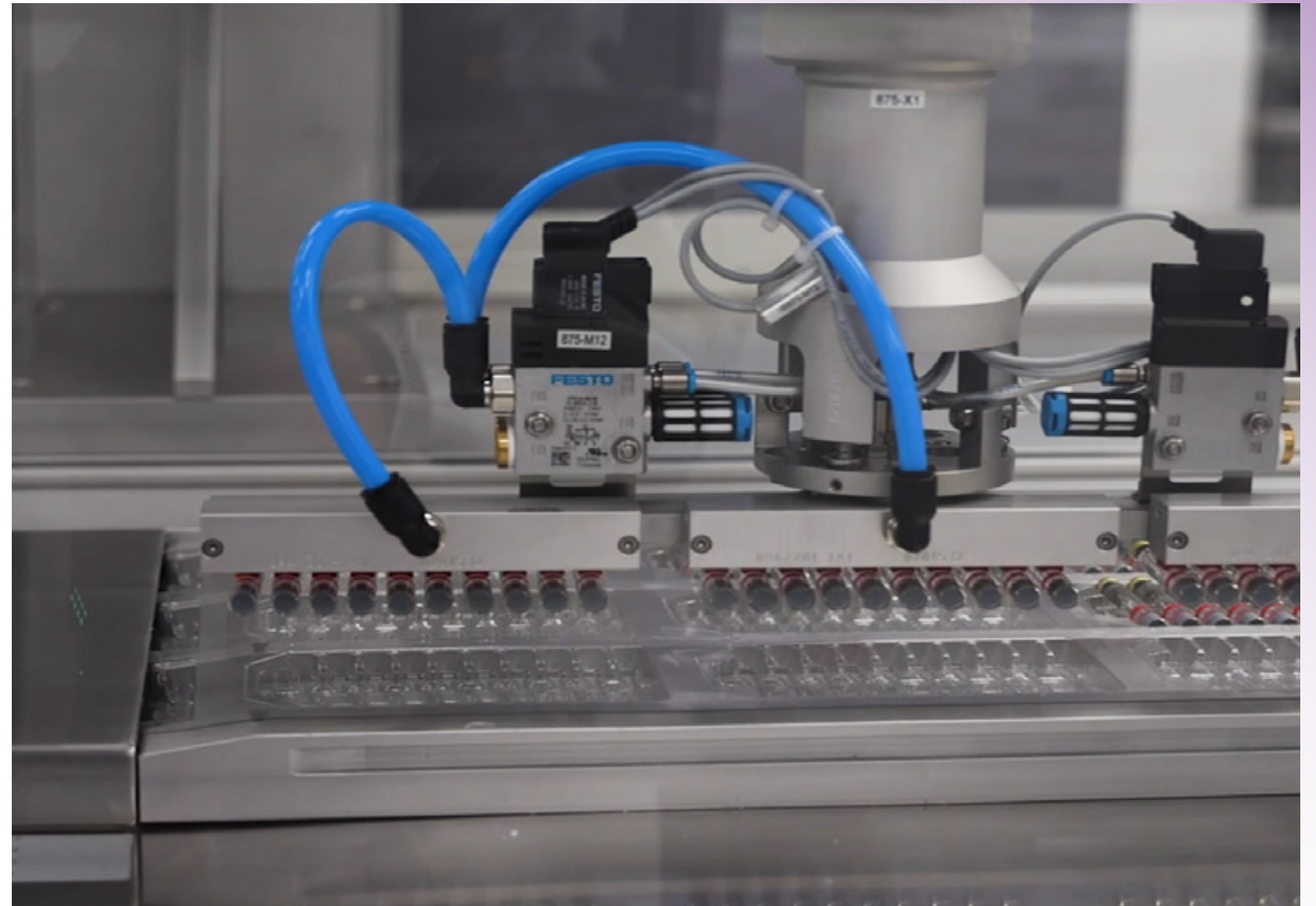
Tax advantages that drive R&D

Save on research costs

When you partner with the University of Waterloo, professor salaries are 100% university funded, compared to the US where companies pay for this time.

At the University of Waterloo, only 30-40% of university overhead is charged to your business, compared to the US where fees can be much higher.

The Scientific Research and Experimental Development (SR&ED) program offers up to 35% in tax incentives to businesses in Canada that conduct research and development in science and/or technology. In total, our R&D tax credit programs can save your company up to 66.5% of its R&D costs.







SECTION 5

A Better Way to Live

Housing your staff can afford

Locate in a community where your employees can get more for less

Median home price (USD)

Waterloo	Boston	New York	San Francisco
\$523,970	\$799,500	\$760,000	\$1,200,000

Source: Royal LePage House Price Survey (Q2, 2025) Realtor.com, September 2025

Average monthly apartment rent (USD)

Waterloo	Boston	New York	San Francisco
\$1,569	\$2,221	\$1,887	\$2,676

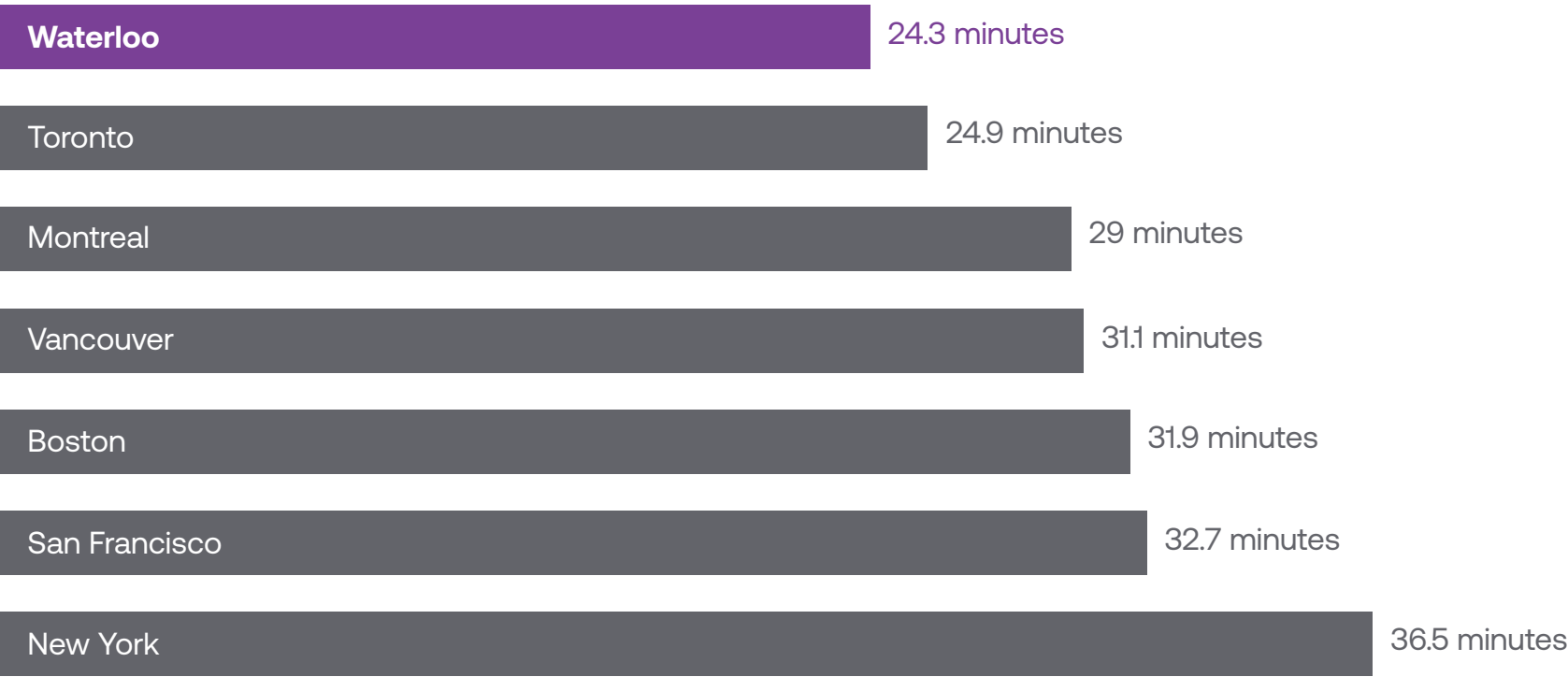
Sources: Average asking rents for two-bedroom apartments, by Census Metropolitan Area, dollars. StatsCan, Q1, 2025
Median Gross Rent by Bedrooms, 2-bedroom, US Census Bureau, 2024



A commute you can enjoy

The best commute is a short commute. Give your team the gift of time.

Average commute (minutes)



“I find you have a better quality of life in Waterloo than if you were in a larger city like Toronto. The area is more open and spread out, not at all dense, so it’s easier to access the outdoors. My drive to eSentire every day is always 22 minutes— it’s very predictable and helps with that work-life balance. ”

— Paul Haynes,
President and COO of eSentire

Everything you want – right next door

Professional sports, the great outdoors, a day at the beach – all within reach



within
30
min

- Hiking and trails
- Road bike routes
- Excellent restaurants



within
60
min

- Toronto – professional sports, world-class shopping, and tourist attractions including the CN Tower, Ripley's Aquarium, and the Art Gallery of Ontario
- Stratford Festival – the world's largest Shakespearean Festival
- Canada's Largest Airport



within
120
min

- Niagara Falls
- Wasaga Beach – the world's largest freshwater beach
- Blue Mountain Ski Resort



SECTION 6

Waterloo EDC's Complimentary Services



Want to locate, relocate or expand your business in Waterloo?

We provide support at no cost to you or your business. Waterloo EDC can:

- Introduce you to local business leaders
- Identify industrial and commercial real estate opportunities
- Provide information about relevant incentives
- Connect you with legal, tax and accounting experts



WE ARE HERE TO HELP YOUR BUSINESS GROW AND SUCCEED



There is room here for your success

Learn more about
Waterloo at **waterlooe dc.ca**
or contact us today at
info@waterlooe dc.ca



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