

Market Intelligence Services, Restrictions and FAQs

Market Intelligence services

What is it?

MaRS Market Intelligence (MI) provides entrepreneurs and startups in Ontario with access to premium MI resources and services at no cost.

What are the eligibility criteria to qualify for the services?

1. The venture must be technology based (exceptions are made for social ventures) and headquartered in Ontario.
2. The venture may be pre-revenue or under \$1 million in revenue for a given year.
3. The venture may have private external funding (e.g. VC, angel, private equity) of up to \$2 million in total; some exceptions are made when the venture is in the biotechnology industry with a private external funding cap set at \$3 million.

Note: These revenue restrictions are for Market Intelligence services only and not for MaRS or other Regional Innovation Centre (RIC) advisory services.

How do you access it?

In order to access the market intelligence services, entrepreneurs must work with the advisors at MaRS, or one of the following Regional Innovation Centers (RIC):

- Communitech (Waterloo)
- HalTech Innovation Centre (Halton)
- Innovation Factory (Hamilton)
- Innovation Guelph
- Invest Ottawa
- Launch Lab (Kingston)
- nGen (Niagara)
- Northern Technology Alliance (Sudbury, Sault St. Marie, Thunder Bay, North Bay)
- RIC Centre (Mississauga)
- Spark Centre (Whitby, Oshawa, Cobourg)
- TechAlliance (London)
- VentureLab (Markham)
- WEtech Alliance (Windsor)

Exceptions are made on a case-by-case basis if you are a professor entrepreneur working with commercialization officers at Tech Transfer offices or a student entrepreneur working with a nascent idea that ties into university research or an entrepreneurship program.

Market Intelligence restrictions and limitations

MaRS Market Intelligence (MI) expert researchers can answer most questions directed to MI. However, there are certain question categories that are challenging due to time or resource constraints.

Clients should be aware of the restrictions and limitations outlined below before submitting an MI request.

Question restrictions

Number of questions - Clients should prioritize requests for multiple data points. MI will spend a reasonable amount of time on the top three to five priority items and will refer the unanswered questions back to the client to resubmit.

Market Intelligence limitations

Price lists, pricing models - MI cannot obtain price lists and other price or cost data for suppliers, manufacturers, distributors and/or specific products. This includes reimbursement data for therapeutics or devices. This information is typically proprietary and not available in the public domain.

Lead, mailing or target lists - Custom lists for marketing and sales to a specific audience should be acquired from a list broker, such as Scott's Directories. MI does not have access to this type of information.

Canadian and US business counts - Canadian business counts for a specific vertical are limited. The best Canadian business count data is available from a Statistics Canada publication, Canadian Business Patterns, which is not available to us, but is often available at large public libraries. US data can be sourced publicly from the United States Census Bureau's website.

Detailed, in-depth demographic profiles - MI does not conduct primary research as part of its core services. Limited information is available through Statistics Canada. Patent searches MI can provide the full text of specific patents or do a general search for potential competitor patents. However, our results cannot and should not be used as a basis for business decisions.

Private company revenues - This information is often proprietary and not disclosed. MI can conduct a limited search for this information.

Information technology, communications and entertainment (ICE) practice limitations

(Online) advertising spend by category, industry or location, and advertiser rankings - MI does not subscribe to specialized ad intelligence products. MI can conduct a limited search for this information.

Customer spending patterns - MI can conduct limited searches on average customer spending patterns, such as on devices, services, apps and games.

Frequently asked questions

What can I expect to receive after submitting the request?

A sector-specific team member will be assigned to work on your request. After reviewing the information he or she will contact you for clarification and will provide you with a timeline to complete the information. The Market Intelligence team members will search resources that are publically available online, as well as University of Toronto resources for those affiliated with the university, and licensed databases, to find the relevant information. In most cases a soft copy of the report(s) will be emailed to you along with any customized deliverables based on the request.

When can I expect to receive the information back?

The Market Intelligence (MI) team strives to achieve the following levels of service for each of the clients that request our services:

1. One of the MI team members will acknowledge receipt of your request within one day of receiving it.
2. Based on the complexity of the request received, the MI team will need anywhere from seven to 10 business days to process your request.
3. If the nature of the request is urgent and you need it in preparation for a meeting or presentation, you may alert the MI team, who will try to bring in additional resources to best handle your needs.

What licensed databases are available through Market Intelligence services?

Currently the MaRS MI group subscribes to several different databases with varying degrees of industry sector coverage and access. Databases in which we have limited access are denoted with an asterisk (*).

Database	Sector Coverage
BCC Research	Multiple
Cleantech Group LLC	Cleantech
comScore Inc.*	Web and mobile analytics
eMarketer Inc.	ICT
Forrester Research Inc.	ICT
Frost & Sullivan	Multiple
Gartner Inc.*	ICT
Greentech Media Inc.*	Cleantech
IBISWorld – USA	Multiple
IDC*	ICT
MedTrack	Pharma/biotech/medical devices
PikeResearch	Cleantech
Pitchbook	Investment
Preqin*	Investment
RoyaltyStat	Multiple/royalty rates
Thomson Innovation*	Patents

Are there limits to the number of times I can access MI services?

There are no limits to the number of times an entrepreneur can access MI services. However, to help complete the research process in a timely manner, we request that entrepreneurs prioritize the information needed based on some of their immediate business goals. The MI Request Form must be reviewed by the entrepreneur's advisor before it can be submitted to the MI research team.

Who can I share the reports with?

As per the "Terms and Conditions" of use, which must be agreed to on the Market Intelligence Request Form, you cannot share any of the reports provided by the program to anyone outside of your organization or, if you are in a university, outside of your research group.

Can I reference the information from the reports in my venture pitch?

You must abide by all the copyright rules indicated in the "Terms of Use" link in the Market Intelligence Request Form. Some specific items to remember:

- You cannot copy and paste any figure, table or text from the reports into a business development, venture pitch or grant application form without prior permission from the vendor.
- After obtaining permission, you must reference the vendor appropriately.
- You cannot make any reference to any market numbers or trends from the reports on your company or research website without permission.