



EMBARGOED UNTIL THURSDAY OCTOBER 10TH AT 8 PM

**CANADA'S SECOND LARGEST ANGEL INVESTOR GROUP UNVEILS NEW
NAME, LOGO AND BUSINESS PLAN**

***EQUATION ANGELS** WILL COMBINE THE EXPERIENCE AND RESOURCES OF THREE
SUCCESSFUL ANGEL INVESTOR NETWORKS TO GROW THE INNOVATION ECOSYSTEM*

Burlington, ON | October 10, 2019 - Ontario startups can now access nearly 200 angels in 72 hours through the newly named Equation Angels. Launching today, Equation Angels is the second largest angel investor group in Canada. Committed to connecting entrepreneurs with investors to grow and scale their companies, Equation Angels provides streamlined services to get startups faster access to capital.

Equation Angels combines the expertise and resources of [Golden Triangle Angel Network](#) (GTAN), [Angel One Investor Network](#), and [Southwestern Ontario Angels](#) (SWO Angels) to create a diverse network of nearly 200 investors eager to help entrepreneurs excel. This vast angel network will offer financial resources, mentorship, access to their networks and a streamlined due diligence process.

“We want to simplify the process for startups and improve their chances of success,” said Equation Angels CEO Jess Joss. “As our economy transforms from a resource-based to a technology-based economy, we are perfectly situated to capitalize on that shift, Equation Angels will be there every step of the way to help entrepreneurs and investors succeed in this new economy.”

Investors will have access to an extensive talent pool that can offer unique insights into existing and emerging industries across a wide range of sectors. This unparalleled access to the talent of the Investment Services team will help members assess the viability of the early-stage ventures to determine where to invest their capital.

Equation Angels is committed to forging strong partnerships between entrepreneurs and investors that will help accelerate growth in the innovation ecosystem and position Canada as a global leader in fostering entrepreneurship and innovation.

Accelerating the pitch process allows founders / entrepreneurs to reach a larger audience in less time. This provides them with the opportunity to access the financial resources more efficiently, enabling them to focus on taking their companies to new heights.

“As an entrepreneur, I understand how difficult it can be to try and manage the day-to-day of a new company, while also developing and executing a long-term business plan. Equation Angels will help alleviate some of the financial concerns and provide guidance and support at a critical time in an entrepreneur’s life,” said Joss.

Equation Angels’ efficient and curated internal processes also enable investors to focus on what matters most – maximizing return on investment. Equation Angels will offer access to the best deal flow, support through the Investment Services team and the opportunity to leverage the resources of a larger organization.

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FAST FACTS

- The Waterloo–Toronto innovation corridor currently ranks as one of the top 20 technology clusters in the world
- Southern Ontario is among only three start-up ecosystems in the world that are active in some of the most in-demand areas in tech today: financial technology; artificial intelligence and big data; life sciences; and advanced manufacturing and robotics
- Angel investors often invest in start-ups operating in the following industries: Internet (37.4%), healthcare (23.5%), mobile and telecom (10.4%), energy and utilities (4.3%), electronics (4.3%), consumer products and services (3.5%), and other industries (16.5%)
- A typical angel investment is \$25,000 to \$100,000 a company, but can go higher
- Collectively, the three Equation Angel companies have invested \$90.3-million in 281 companies.

About Equation Angels:

Equation Angels is a members-only, not-for-profit organization of nearly 200 accredited investors seeking investment opportunities in promising early-stage businesses. In addition to financial support, Equation Angels members provide dynamic early-stage companies with valuable mentorship and access to capital networks in order to facilitate learning, networking, and growth. Equation Angels helps accelerate companies into becoming market leaders in their industry by bringing together investment, experience and knowledge.

Website: equationangels.com

Twitter: [@EquationAngels](https://twitter.com/EquationAngels)

Facebook: fb.me/EquationAngels

LinkedIn: <https://www.linkedin.com/company/equation-angels/about/>

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