

Innovation Cluster-Peterborough & the Kawarthas Unveils New Brand and Dynamic Programs to Boost Canadian Innovation Leadership

PETERBOROUGH, ON - March 20, 2025— Innovation Cluster - Peterborough and the Kawarthas (“Innovation Cluster”) unveiled a new brand reflecting the non-profit organization’s updated strategy to focus on the unique needs of technology-based small and medium enterprises (“SMEs”) in the Peterborough, Kawarthas, and southeastern Ontario region.

The new brand visually reinforces the organization’s mission to support entrepreneurs in reaching their business goals and growing our local community, job market, and economy. Additionally, the new branding represents the Innovation Cluster’s commitment to providing dynamic programming to meet key challenges SMEs face in commercializing and scaling their technology innovations.

“As our organization is evolving, we realize that public perception has not kept pace,” said Nicole Stephenson, Chair of the Board of the Innovation Cluster. **“This rebranding and new programming underscore our focus on regional economic development, job creation, and supporting technology SMEs to drive Canadian innovation forward.”**

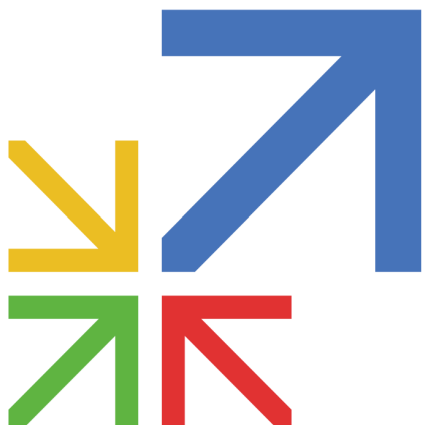
The new brand identity was unveiled at the new offices of the Innovation Cluster at 9:30 am ET on March 20, 2025. Signage showcasing the rebranding elements will be displayed on the first floor and the exterior of the Venture North Building in Peterborough. The Innovation Cluster invited the public to a networking brunch starting at 10:00 am ET to preview the new logo, colours, and website with tours of the new office.

Brand Evolution

As a prominent representation of the organization, the new logo is optimistic, forward-moving, and smart. Inspired by the convergence of three key critical success factors, represented by green, red, and yellow arrows, the forms meet to create a bold blue arrow signifying sustainable success.

The fresh colours speak to the diversity and richness in programming and services, which all work together to move clients forward.





- **Green:** Acknowledges the Innovation Cluster’s history and represents business acceleration programs.
- **Red:** Represents mentoring and advising, critical to realizing measurable results.
- **Yellow:** Represents the skill and knowledge-building programming essential to sustained growth.
- **Blue:** The green, red, and yellow arrows merge to acknowledge that all are critical to igniting sustainable forward momentum and long-term success.

Serving Small and Medium Enterprises

Since its founding, the organization has focused mainly on serving ideation-stage founders. In 2023, the Innovation Cluster’s Board of Directors established a new vision with its three-year strategic plan. In 2024, the team reevaluated its market focus in light of evolving local, regional, and national trends.

Technology-based SMEs are a growing underserved market, often moving to larger Canadian metropolitan areas to access the skill-building, ecosystems, and support necessary for scaling their businesses and accessing crucial resources and funding.

SME companies represent Canada’s growth engine, generating two-thirds of new jobs and investing more in their operations than their ideation and mature counterparts. The challenges SMEs seek to overcome align directly with the Innovation Cluster’s core offerings, particularly programs, ecosystems, and advisors that facilitate access and talent retention, competitive and risk management, technological and digital innovation, and funding.

Expanding the Innovation Cluster’s programming to support Peterborough, the Kawarthas, and the broader region’s SMEs will enable these technology ventures to grow, create jobs, and thrive while establishing the region as a centre of innovation and growth in Canada.

New Dynamic Programming

The Innovation Cluster is also announcing the launch of new digital-first programming in three areas – skill & knowledge building, mentoring & advising, and business acceleration. The three programming areas are designed to complement and reinforce each other to maximize client and participant impact and benefits.



- **Educational Programming** – New workshops, bootcamps, and mastering series programs that build the breadth and depth of skills and knowledge entrepreneurs need.
- **Mentoring & Advising** - Expanded Experts-in-Residence and Business Advisor roster, including new serial entrepreneurs, vertical industry experts, and investors.
- **Business Accelerator Programming** – New accelerator programs for specific company growth stages as a complement to current LevelUp and StartUp Visa programs.

New dynamic programming supports entrepreneurs as they progress through their commercialization, scaling, rapid growth, maturity, and innovation stages.

“We are problem solvers, and we push ourselves to be better on behalf of our clients, each other, and our community,” said Christine Crandell, Vice Chair of the Board of Innovation Cluster. **“We’re excited to embark on this new chapter and continue supporting technology SMEs as they change the world.”**

Officially launched today, the [rebranded website](#) offers programming, events, and member resources to enable technology SMEs to accelerate their growth and market success. The new website captures the Innovation Cluster’s core values and rebranding. Visit www.innovationcluster.ca to explore the new website, brand, and more.

About the Innovation Cluster

The Innovation Cluster - Peterborough and the Kawarthas is a non-profit organization that supports small and medium-sized enterprises in Clean Tech, Health/Medical Tech, AgriTech, Nuclear Tech, and Digital IT. The organization aims to propel regional growth and entrepreneurship by establishing Peterborough and the Kawartha Lakes as a Centre of Innovation. Visit www.innovationcluster.ca.

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