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# ADAPTECH ACCELERATOR

## 2026 APPLICATION GUIDE

POWERED BY DEFINITY FINANCIAL CORPORATION





# Introduction

As climate shocks intensify, Canada must harness new tools and processes to better prepare for and respond to a changing world. Offering a comprehensive suite of services, **MaRS Adaptech Accelerator is designed to support the growth of ventures advancing climate change adaptation and resilience solutions.**

This accelerator aims to advance the adoption of innovative adaptation and resilience solutions through three key objectives:

1. Attract and support eight to 10 ventures helping Canadians prepare, prevent, respond to or recover from the impacts of climate change.
2. Increase capital flows being directed to adaptation and resilience solutions.
3. Advance the adoption of adaptech solutions across Canada.

The **Adaptech Accelerator** has been made possible with the gracious support of Definity Financial Corporation.



# Why apply?

## Program details

The **Adaptech Accelerator** is designed to fast-track the commercialization and adoption of Canadian innovations tackling the country's most pressing climate issues.

MaRS will recruit eight to 10 ventures developing solutions that will help Canadians prepare, prevent, respond to or recover from climate shocks. Selected ventures won't just gain access to tools, connections and support — MaRS will actively champion their teams and technologies, helping to unleash the full commercial potential of their innovations at scale.

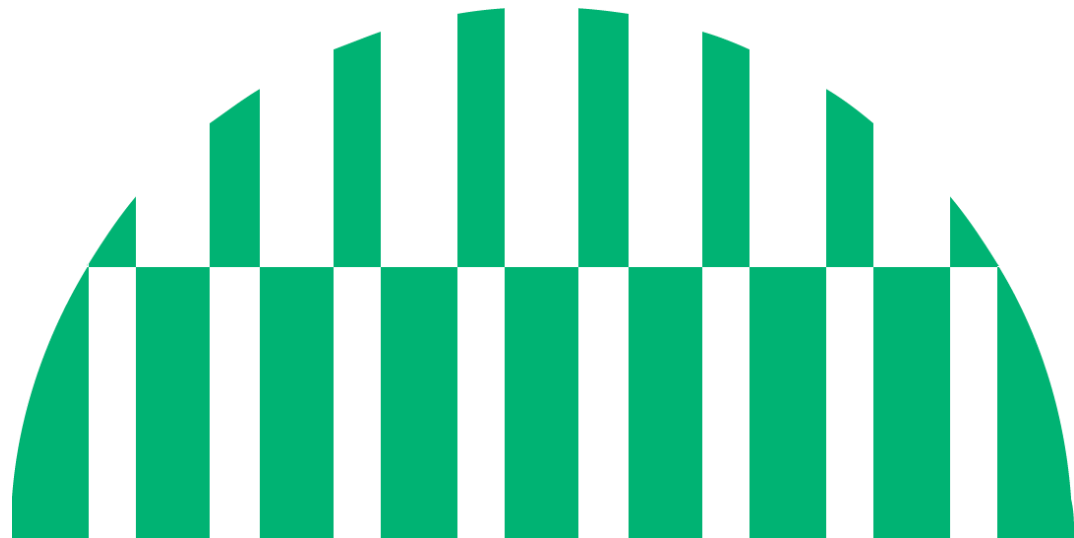
The accelerator provides a platform to move beyond pilots and prototypes into wider adoption, driving both climate impact and lasting market success.

## If selected

Selected companies will be one of eight to 10 participants in this accelerator, each of which will receive access to:

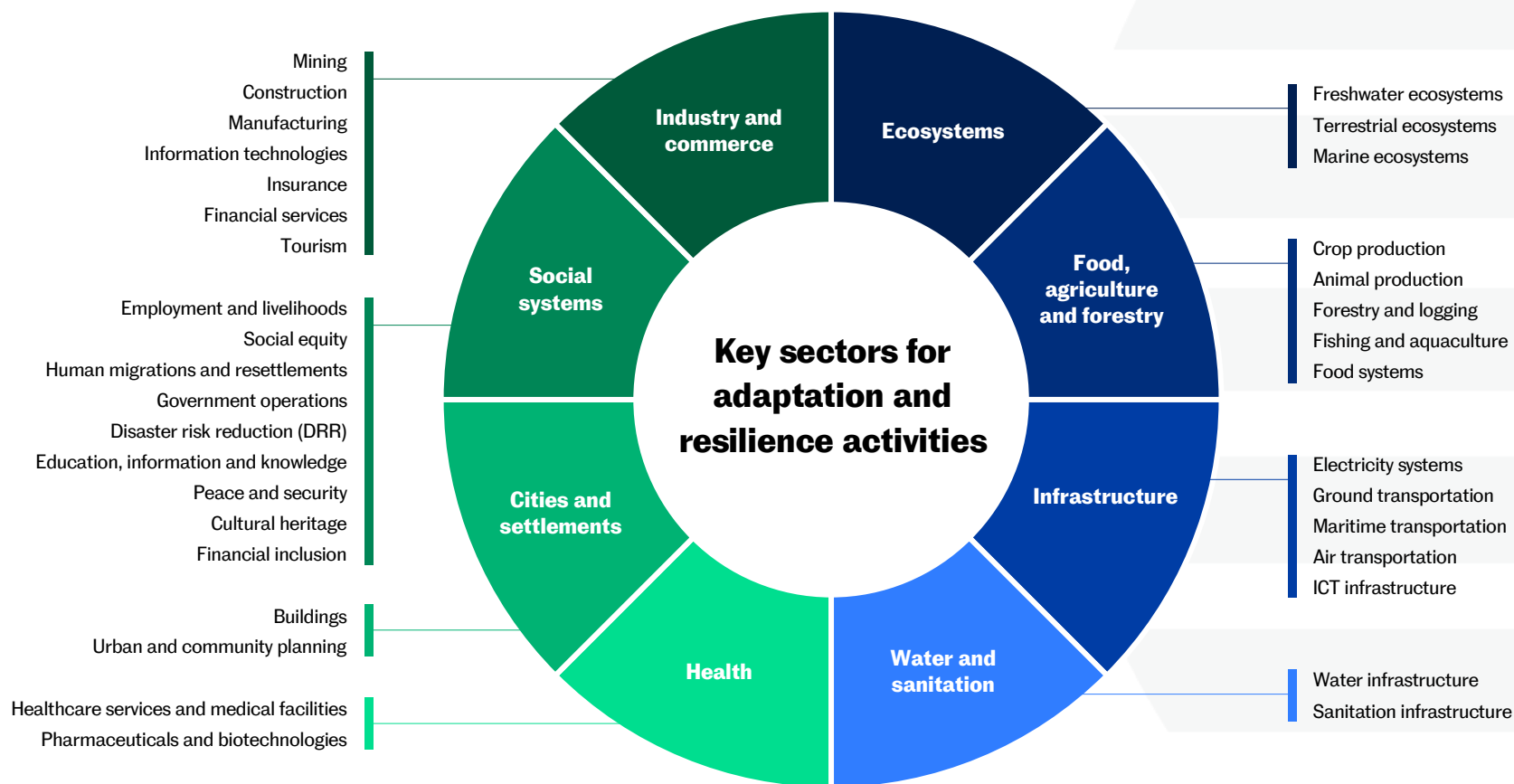
- **Case-by-case adoption support:** including curated introductions with potential private and public sector adopters, capacity support to seek funding for pilot or commercial deployment projects, guidance on project implementation and procurement processes, as well as active relationship management.
- **Targeted workshop curriculum:** designed with input from relevant stakeholders, potential adopters and MaRS subject matter experts to prepare ventures for commercial success.

- **Exclusive events and curated investor connections:** introductions to domestic and international investors through exclusive showcases and high-impact events and startup delegations.
- **Mentorship networks:** 1:1 and small group guidance from seasoned entrepreneurs and industry experts and advisors.
- **Access to MaRS venture services:** including market intelligence, capital advisory, talent support and communications services.
- **Peer and industry engagement:** opportunities to build strong relationships with other selected ventures and with broader industry actors through ongoing workshops and capacity-building activities.
- **Enhanced public profile and exposure:** through MaRS's national platform and partnerships, with features in press releases, case studies, media coverage, and adaptation and resilience focused industry events.



# Technology streams

The eight themes and 35 sectors used in the Adaptech Accelerator are based on Tailwind Futures' Adaptation Taxonomy. This taxonomy is a classification and exploration tool to identify sectors that require adaptation and resilience.



Please refer to [Tailwind's Taxonomy](#) for comprehensive definitions and examples of each sector and theme.





# Eligibility

**The following criteria will be applied to determine if an applicant is eligible for the program.**

The applicant/company must:

- Be a leader (i.e., officer or executive) of a company that is developing technology aligned with MaRS's definition of adaptation and resilience technology (the "company"). The company must be incorporated, headquartered and based in Canada.
- For the purposes of this program, adaptation and resilience technology refers to physical or digital technologies that:
  - Support the prevention, preparation, recovery from and response to the impacts of climate change.
  - Enhance a given sector's ability to adapt to the effects of climate change.
  - Build resilience within a sector's operations or within communities in Canada in response to negative climate impact.
- Have the company's authorization to submit this application on its behalf.
- Be comfortable with, and agree to participate in, the public nature of this accelerator (e.g., media interviews, public events).

- Not be a subsidiary of a larger parent company that would otherwise not be eligible for the program.
- Be classified as a small and mid-sized enterprise (SME) as defined by Innovation, Science and Economic Development (ISED) Canada.
- Have been operational for at least 12 months prior to the application start date, and have generated revenue in the last 12 months or plan to in the next 12 months.
- Own the intellectual property behind such a solution.
- Ensure the solution is, in MaRS's opinion:
  - Focused on building resilience and enhancing adaptation mechanisms in response to climate change.
  - Proprietary and/or patentable, and
  - Scalable and capable of delivering significant impact.



## Technology readiness levels

Solutions should fall within TRL6 and TRL8 on the nine-point technology readiness level spectrum, as defined by [Innovation, Science and Economic Development \(ISED\) Canada](#):

High-potential technologies that fall outside of this range may be considered, subject to MaRS's discretion.

**TRL 6:** System/subsystem model or prototype demonstration in a simulated environment.

**TRL 7:** Prototype ready for demonstration in an appropriate operational environment.

**TRL 8:** Actual technology completed and qualified through tests and demonstrations.

# Application

Apply by completing the [online application form](#) and submitting all required documents and information. All entries must be accurate, and you must accept the terms and conditions outlined in the application process.

By submitting an application, you confirm that:

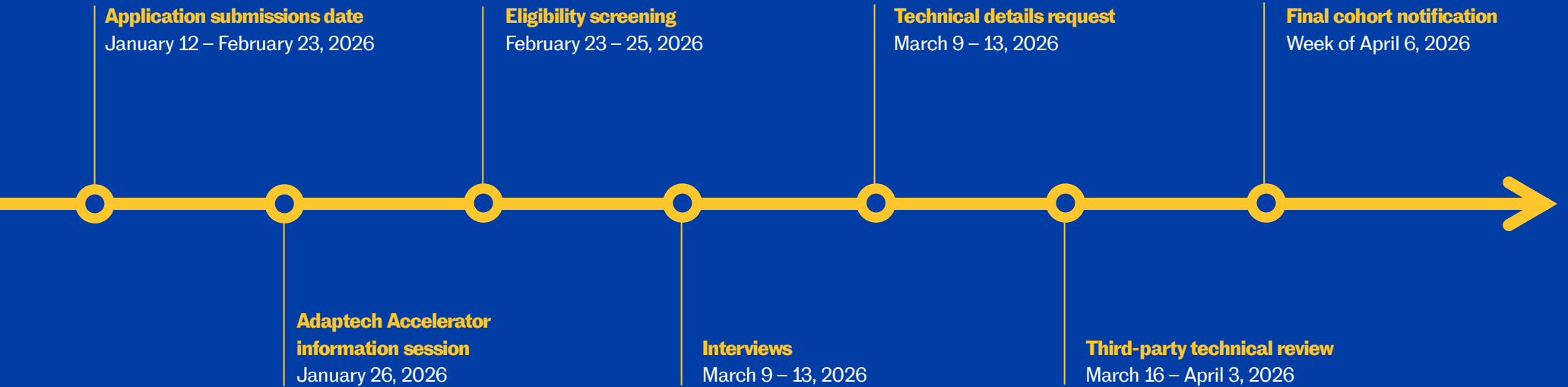
- You have your company's authorization to apply and enter into this agreement on its behalf.
- The information provided is true, accurate, complete and does not infringe on any third-party intellectual property rights.
- MaRS Discovery District ("MaRS") may collect, use and disclose the information in your application for the purposes of evaluating your eligibility and fit for the program.
- MaRS may share your information with its review committee, external reviewers and mentors as needed for this purpose.
- You consent to MaRS collecting, using and disclosing your personal information in connection with this program.

## Accessibility

MaRS is committed to ensuring fair and equal participation in the application process and the accelerator. If you require accommodations protected by human rights legislation (e.g., disability-related needs), please email [mfm@marsdd.com](mailto:mfm@marsdd.com) with details. MaRS may request additional information to understand your needs and make the process accessible.



# Timeline/Key dates



**Program start**

**April 20, 2026**

**Program end**

**January 20, 2027**



# Selection process

There are four main components to the Adaptech Accelerator venture cohort selection process, starting with a national recruitment campaign. Here's how the selection process will unfold:

<b>Application submissions</b> January 12 to February 23, 2026	A Canada-wide recruitment campaign will launch on January 12, 2026. Applications will be with accepted until February 23, 2026, 11:59 p.m. EST.
<b>Adaptech Accelerator information session</b> January 26, 2026	This webinar will cover more information about the accelerator and serve as an opportunity for ventures to ask questions to the MaRS programming team. Registration can be done through <a href="#">this link</a> .
<b>Eligibility screening</b> February 23 to 25, 2026	Once final applications are submitted, a MaRS review committee will screen all submitted applications to confirm eligibility based on company profile, solution stage, Canadian incorporation, IP ownership and alignment with the Accelerator's goals.
<b>Interviews</b> March 9 to 13, 2026	Shortlisted applicants will be contacted for an interview with a MaRS review committee to assess strategic fit, readiness and alignment with the accelerator. <b>Requests will be sent before 5:00 p.m. EST on March 6, 2026. Interviews will span March 9 to 13, 2026.</b>
<b>Technical details request</b> March 9 to 13, 2026	Shortlisted applicants will be notified and asked to provide additional technical and business documentation to support a more detailed assessment on March 9, 2026. <b>These materials must be submitted by March 13, 2026 at 11:59 p.m. EST.</b>
<b>Third-party technical review</b> March 16 to April 3, 2026	MaRS will coordinate a third-party technical review of shortlisted ventures to validate claims to technology, feasibility, application and use-case.
<b>Final cohort notification date</b> Week of April 6, 2026	MaRS will notify the selected ventures of the <b>final cohort no later than April 10, 2026 at 5:00 p.m. EST.</b>

# Evaluation methodology

The following criteria will be applied to all applications submitted by eligible ventures during the quality review stage:

CRITERIA	WEIGHTING & SCALE	SCALE (1-10)*	EVALUATION CONSIDERATIONS
<b>Program fit</b>	<b>30 %</b>	1 – The venture is not relevant to this accelerator's aims. 5 – The venture is relevant to this accelerator's aims, and its inclusion would be helpful. 10 – The venture is extremely relevant to the accelerator's aims, its inclusion will strengthen the cohort composition, and the venture could provide a unique and valuable perspective.	<ul style="list-style-type: none"> <li>To what extent does this technology address the challenges outlined for the selected theme and sector?</li> <li>How directly does this technology enhance climate resilience and adaptation to the impacts of climate change in Canada?</li> <li>To what degree could MaRS and the program offerings support the commercialization of this venture?</li> </ul>
<b>Technology and value proposition</b>	<b>20 %</b>	1 – There is little, if any, evidence of new innovation or market differentiation in the applicant's solution. 5 – The applicant's solution is moderately differentiated from competitors. 10 – The applicant has a unique and highly innovative solution with a compelling customer value proposition.	<ul style="list-style-type: none"> <li>To what degree is the technology innovative, solve a significant problem or offer an important value proposition to industry and/or communities?</li> <li>To what extent is the product differentiated and offering a clear competitive advantage in customers' eyes?</li> <li>How effectively does the solution enhance the adaptive capacity to climate-related hazards within their relevant theme and sector?</li> </ul>
<b>Adoption readiness</b>	<b>20 %</b>	1 – The venture has not provided any evidence that it is prepared to commercially engage with prospective customers. 5 – The venture has demonstrated that it's prepared to commercially engage with prospective customers, and has begun engaging with adopters. 10 – The venture is ready to commercially engage, has an early track record, and is able to scale to meet the demand of customers.	<ul style="list-style-type: none"> <li>To what degree is the company capable of engaging with prospective customers on a commercial scale?</li> <li>Does the company have previous and/or current relevant experience such as demonstration projects, pilots or commercial engagements?</li> <li>Is the company ready to scale to meet the demand of customers?</li> <li>To what extent is industry likely to adopt this solution?</li> <li>Does it present a viable alternative to current practices?</li> </ul>
<b>Revenue model</b>	<b>20 %</b>	1 – The revenue model is weak and doesn't have the potential to gain market traction. 5 – This is a reasonable revenue model for the applicant's business that is likely to resonate with customers and investors. 10 – This is the perfect revenue model for the applicant's business and would be highly appealing to the market.	<ul style="list-style-type: none"> <li>Does this revenue model make sense for this business?</li> <li>Is the revenue model globally scalable?</li> <li>How vulnerable is the model to external risks (e.g., regulatory shifts, market downturns)?</li> <li>What assumptions underpin the revenue projections, and are they realistic?</li> </ul>
<b>Intellectual property</b>	<b>10 %</b>	1 – The applicant is using off-the-shelf technology with no intellectual property or proprietary offering. 5 – The applicant's technology is slightly differentiated from competitors and is protected or protectable. 10 – The applicant has a strong intellectual property strategy that provides it with a distinct advantage over its competitors and is protecting its technology.	<ul style="list-style-type: none"> <li>To what extent is the applicant innovating in one or more technology areas versus simply using off-the-shelf technologies?</li> <li>To what extent does the applicant's intellectual property provide it with an economic 'moat' or a distinct advantage that the applicant has over its competitors which will allow it to protect its market share and profitability?</li> </ul>



# Frequently asked questions (FAQ)

## How do I apply?

Visit the accelerator webpage at [marsdd.com/service/adaptech-accelerator](https://marsdd.com/service/adaptech-accelerator) and click on the Apply now button. You will be guided through the application process. Late or incomplete entries will not be accepted. By accepting our official rules and submitting an application, you also agree to MaRS Discovery District's venture [terms and conditions](#). Applications must be in English only.

## What technologies are eligible for the Adaptech Accelerator?

This call for applications is seeking ventures with commercial or near-commercial climate adaptation and resilience solutions that are ready for pilots or have completed pilots in operational environments. Eligible innovations should have achieved a technology readiness level (TRL) of 6 to 8, as defined by Innovation, Science and Economic Development Canada. Past prototypes, pilots, demonstration projects or commercial deployments are not required but are preferred. High potential ventures outside of the TRL 6 to 8 range will be considered on a case-by-case basis.

Eligible technologies include those listed in the Technology Themes and Sectors (slide 4) section above. However, we know innovation doesn't always fit neatly into categories — MaRS welcomes applications from companies with technologies that can support Canadian industries and community's preparation, prevention, response to and recovery from climate impacts. Please contact [mfm@marsdd.com](mailto:mfm@marsdd.com) with any questions about your venture's eligibility.

## What are your selection criteria?

Please refer to the **Evaluation methodology (slide 10)** section in the application guide.

## What solutions are classified as adaptation and resilience?

Adaptation and resilience solutions strengthen solutions that help prepare, prevent, respond to and recover from climate impacts, that fall under the themes and sectors from Tailwind Futures' taxonomy. We are seeking innovations that help communities and industries anticipate and adjust to our current changing climate, to limit future harm and strengthen responses.

## How will the information I submit be used?

Privacy is very important to us. All information collected through our online application form will only be viewed by our selection committee, the MaRS program team and key partners involved in the program. While we encourage you to be open in your application, please avoid including highly sensitive proprietary details. If you are not selected for the cohort, your application will be permanently deleted unless you request otherwise. MaRS will treat your application as confidential and protect it in accordance with our [Privacy Policy](#).

## If I am selected for the final cohort, will information (intellectual property, financial information, etc.) about my venture be kept confidential?

Yes. If selected, you will be asked to sign an agreement outlining how your information will be handled, in line with our Official Rules. Your information will remain confidential and will not be shared without your permission, except as agreed (for example, with investors or potential partners).

## Do you take any equity in the projects?

No, MaRS does not take equity.



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