



# CONNECTING LONDON TO THE WORLD



In 1995, two friends at Fanshawe College started writing software for a bulletin board system. As the Internet started to take shape, they transitioned from software development to service provider, connecting people directly to this new network.

Fast forward 23 years and Start.ca is now one of the fastest-growing Internet and phone service providers for homes and businesses in London.

## Strategic growth

Having outgrown multiple offices in recent years, Start.ca has found a new forever home in the city and is currently building their new headquarters at 639 York Street. By adding 40,000 square feet to the existing 40,000 square-foot building, the new office space will give the company even more room to grow while maintaining their collaborative, positive company culture.

The tech company is also making significant investments in the community, including a secondary data centre at their new headquarters. "It's a state-of-the-art data centre to ensure secure access, cooling, fire suppression – everything that we need to house and protect business infrastructure," says Peter Rocca, President and CEO, Start.ca.

Start.ca also invests in facilities beyond Canada, including New York and Chicago, which helps them provide the reliable, high-performing Internet service that connects London to the world.

## Fostering a meaningful experience

Customer service is the core of Start.ca. Their personal, friendly and service-oriented philosophy is reflected throughout all customer interactions – whether that's a phone call, social media message or an in-person visit.

"Our growth has been fuelled by the public's growing awareness of their options and their desire for better customer service," explains Rocca.

## A thriving tech industry

With London's size, skilled talent base, and proximity to larger city centres, there's opportunity for companies in the digital creative sector to grow strategically.

**"London has everything we need to continue to grow."**

– Peter Rocca, President and CEO, Start.ca.

