



GLOBAL AFFAIRS CANADA

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# SOFTWARE DEALBOOK

SPRING 2021



Government  
of Canada  
Trade Commissioner  
Service

Gouvernement  
du Canada  
Service des  
délégés commerciaux

Canada 

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## VERTICALS

AI	Artificial Intelligence/Machine Learning	IoT	IoT/Connected Devices
AV	Autonomous Vehicles	LT	Legal Tech
BD	Big Data & Analytics	Mp	Marketplace
DH	Digital Health	ME	Media & Entertainment
Ed	Edtech	Pt	Proptech
Et	Enterprise	Bot	Robotics
Ft	Fintech	OT	Other
HR	HR Tech		

# A MESSAGE FROM OUR CHIEF TRADE COMMISSIONER

Dear Reader,

Thank you for your interest and consideration of venture capital investment opportunities in Canada. Largely mirroring the U.S., Canada enjoyed a banner year for venture capital activity in 2020, despite COVID-19 restrictions, with \$4.4B in capital deployed, the second highest year on record. It was a great year for exits as well, highlighted by four IPOs totaling \$9.2B, including Vancouver Life Sciences company Abcellera's \$6.7B listing on the NASDAQ in December. There seem to be no signs of this activity slowing either, with venture capital financing continuing at a torrid pace through the first months of 2021. In fact, in just the past three weeks (April 2021) several mega-rounds of financing were announced, including Montreal travel tech company Hopper (\$170M), Toronto alternative lending platform Clearbanc (\$116M), and Vancouver based Dapper Labs, which raised \$400M to deliver its line of fully-licensed non-fungible tokens (NFTs) to professional sports leagues.

Of course, if you're reading this, you probably already know all about the considerable activity taking place in Canada and the many reasons why.

You probably already know, for example, that Canada offers some of the world's most generous research and development tax credits, which are particularly advantageous for high-tech startups domiciled in Canada and which can reduce eligible expenses by up to two-thirds in some cases, including on labour costs.

You probably already know that Canadian technology companies can avail themselves of world-class talent much more easily and efficiently than startups elsewhere, through a robust Canadian immigration system and in particular the Global Skills Strategy (GSS). Under the GSS, highly skilled foreign national employees can obtain a work permit to join a Canadian startup in as little as two weeks.

You may even be aware that Global Affairs Canada's Trade Commissioner Service, which I lead as Chief Trade Commissioner, is very active to help Canadian high-tech companies attract foreign talent and capital and co-develop innovative new technologies for success on world markets. For instance, under the CanExport program, Canadian companies can receive financial support for activities to help prepare for international markets. This can include support for pursuing international R&D agreements, as well as support for breaking into new markets for business development. The Canadian International

Innovation Program also funds collaborative R&D projects involving Canadian SMEs with foreign partners in priority markets, as well as match-making missions to help Canadian firms identify the most promising collaborators. Our dedicated Trade Commissioners around the world are ready to provide intelligence and a warm introduction to local interlocutors, and we have a team at headquarters that focuses on facilitating introductions for you to Canadian VC funds and exceptional early stage Canadian high-tech companies.

The factors mentioned above have combined with the drive and excellence of innovative Canadian companies to make Canada's tech scene one of the world's finest, with top-quality clusters in Toronto-Waterloo, Montreal, and Vancouver, as well as emerging centres like Edmonton/Calgary, Ottawa, and Halifax. Anchored by a combination of homegrown talent and benefiting from the presence of major international tech giants (Alphabet, Amazon, Facebook, Salesforce, Microsoft, Oracle, Intel, and many more have expanded their Canadian footprint in recent years) Canada's "moment" in tech continues and is well on its way to becoming a permanent fixture.

If there's anything new I hope to offer as a takeaway, it is simply the depth and breadth of the Canadian tech ecosystem, as demonstrated by the promising startups contained in this "dealbook". Curated for content and quality, the 68 startups featured in this book are all looking to raise a VC round in the near future and are open to discussions with investors. What I would also offer to any interested investor is a warm introduction to those founders, either by writing to [scott.giesbrecht@international.gc.ca](mailto:scott.giesbrecht@international.gc.ca), or by contacting your local Trade Commissioner located in more than 160 locations worldwide and who can help connect you to the Canadian tech ecosystem.

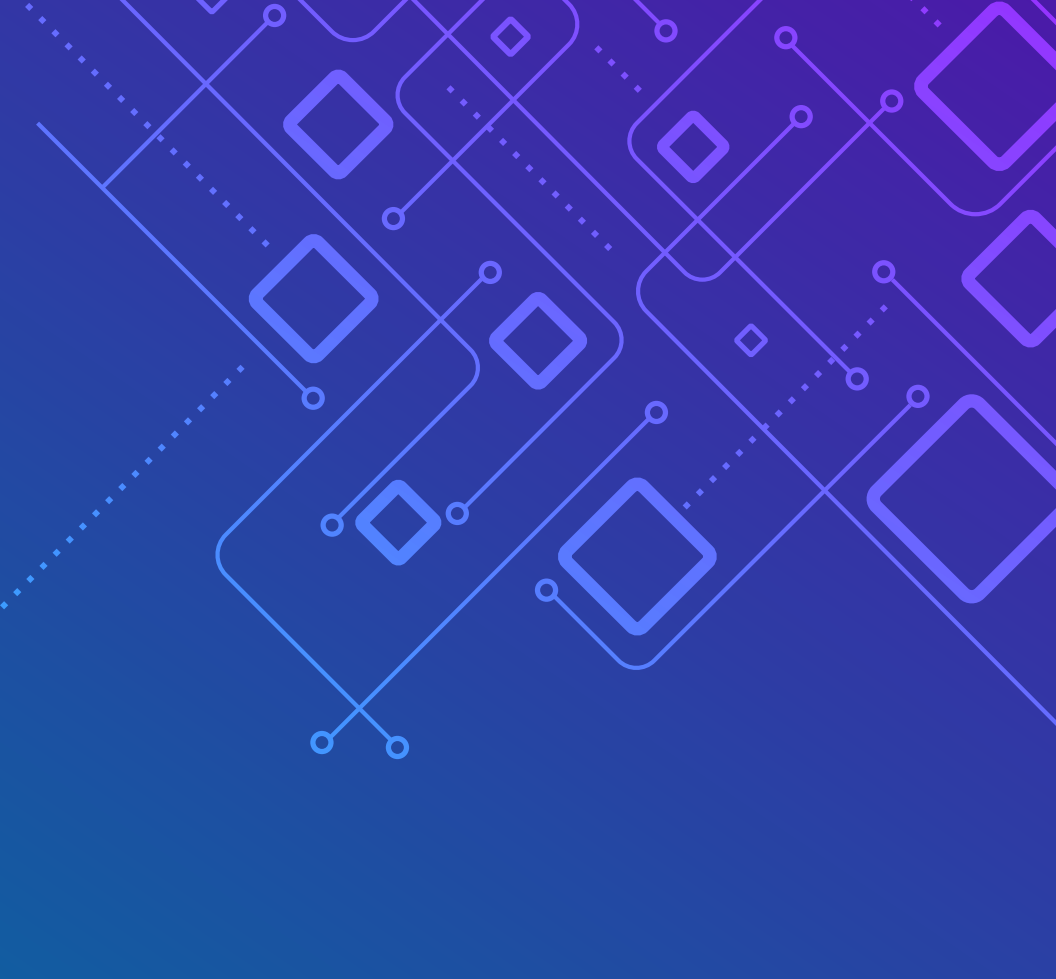
Sincerely,



A stylized, handwritten signature in black ink, consisting of a large loop and a horizontal stroke.

Sara Wilshaw  
Chief Trade Commissioner of Canada





ROUND SIZE  
**UP TO \$3 MILLION**



# AQUAFORT

Helping Finfish Producers Forecast Fish Health and Welfare via a Predictive Data Analytics Platform

[Big Data & Analytics](#)
[AI/Machine Learning](#)

📍 St. John's, NL

## PRODUCT SUMMARY

Aquafort is developing a SaaS-based, AI-powered predictive data analytics platform that fortifies and helps the \$235B USD finfish aquaculture industry increase output yield, increase revenue and lower mortality events through automated and predictive environmental condition control, continuous fish behaviour inspection and predictive parasite/pathogen/algal bloom detection.

## SEEKING

Aquafort is seeking to raise USD \$1.5 million for a 24 month runway. These funds will be used for product technology development, key team hires (ML engineers and software development team), sales team growth and partner development in key strategic areas. Other OKRs/key milestones during that period will include launching MVP, \$10k in MRR, and public beta launch.



## TOP TAKEAWAYS

- 1 We have a fully functional software prototype with visual dashboard, have collected over 100k minutes of data plus over 1 million observations, and two predictive algorithms that function above tolerance for industrial deployment.
- 2 We are completing our early pilot project exercises with plans for a quick conversion of trial/POC to subscription, and building our evidence that our technology is best-in-class
- 3 Collectively, we are a team of 3 FTEs, and 4 PTs and an advisory team that has collectively been involved in exits to AT&T, and Goldman Sachs, including Jon Bond, who founded and sold the largest private marketing firm in US, at the time, with billings over \$1BB.
- 4 The TAM is \$400 billion and losses related to fish health and welfare management amount \$6 billion in annual losses plus 30% cost of production spend annually.
- 5 Also, on the funding side, we have been authorized to share the interest of a strategic technology investor and fund who is very interested in participating subject to a lead investor being secured

## LINKS


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# CONQUER EXPERIENCE INC.

Digital Simulation Platform for Nurse Surgical Training and Assessment

 GO BACK



Digital Health

Edtech

📍 Surrey, BC

## PRODUCT SUMMARY

Our award-winning product PeriopSim ([www.periopsim.com](http://www.periopsim.com)) is a Virtual Reality (VR), desktop and tablet digital experience based training solution for clinical educators and periop staff in the operating room. PeriopSim is an evidence-based solution that is 6x faster than traditional comparable solutions where an hour-long procedure takes ten minutes in simulation. The platform enables surgical staff in cardio, neuro, ortho and general surgery to practice safely before surgery and achieve and maintain competence more quickly.

## SEEKING

We are focused on closing our Seed round not later than July 2021 and targeting a raise of \$1.5M USD. We are looking for investors with serious interest or experience in Digital Health and Education Technology that will invest in Canadian companies. Strategic investors like MedTech and Medical Device companies could be a fit.

## TOP TAKEAWAYS

- 1** TECHNOLOGY and TEAM: The award winning platform is scalable and accelerates content creation, distribution and assessment. It was developed based on the teams experience developing and shipping "Triple-A" simulation video game titles at Electronic Arts as well as over 100 digital enterprise mobile apps.
- 2** MARKET FIT: We have fit in 2 customer segments with sales and ARR. During the pandemic we've seen acceleration. We've been selected as the perioperative training standard for a number of health systems and are growing our content partnerships. Customers include University Hospitals in Cleveland, CHI Health and Boston Children's Hospital.
- 3** PARTNERSHIPS: Substantial global partnerships have been developed with top brands including MedTech company Siemens Healthineers and VR manufacturers HP and HTC.

## LINKS



Website

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# METADIGITAL

Providing Identity Fraud Prevention Solutions to Insurance Claims

Digital Health

Artificial Intelligence/Machine Learning

Toronto, ON

## PRODUCT SUMMARY

MetaDigital provides identity fraud prevention solutions to insurance claims fraud. We use member engagement as the confirmation of service and utilize AI models for detecting fraudulent claims. Our solution gets members directly involved in the claims process by getting them to verify their participation in the service being billed on their insurance account. This provides an additional filter on claims passing through the payer's system which lowers the burden on investigation resources as well as catching fraud that would have otherwise been missed.

## SEEKING

We are seeking \$1.5M USD.



METADIGITAL

## TOP TAKEAWAYS

The big picture is to get consumers more comfortable engaging in their healthcare directly. We believe that getting members to confirm their participation in real time process will lead to members be more interested and educated about their health which in turn will lead to better health outcomes at a lower price.

## LINKS



Website



Promo Video

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# MALLECULE

Mallecule is the fastest ecommerce platform, 100x faster than Shopify and more economical than Amazon.

[Marketplace](#)
[Fintech](#)

📍 Toronto, ON

## PRODUCT SUMMARY

In just a few minutes, we digitize any business and provide them with their own dedicated storefront on our site, without any monthly fees! We then co-market and promote their products to connect them with more customers. Businesses get access to their own dashboard where they can manage inventory, add staff, analyze sales and much more.

Customers who shop on Mallecule get access to powerful features such as our “infinity display” that makes shopping between stores faster and more seamless online. We also provide a “multi-cart” checkout solution to enable customers to shop from multiple stores at the same time (this is something even UberEats doesn’t currently have).

## SEEKING

We are looking to raise a Seed Round of \$2M USD.

With the use of funds we will expand our operations, marketing and sales based on a lean and strategic plan that we have in place. We will run campaigns online and offline to increase revenues and leverage influencer endorsements. We look for partners that can add value in the areas of advertisement, retail, sales, ecommerce and those with access to a large number of business owners or connection with luxury brands.



## TOP TAKEAWAYS

- 1 We offer an instant e-commerce solution out of the box. We are by a fraction of 100 times faster than traditional e-commerce sites.
- 2 Our technology is highly scalable. Our search engine is AI enabled and we can also solve the last mile delivery because our inventory is spread across geographically.
- 3 We have identified our customer profile as professional e-commerce businesses who want to sell on more platforms online and those who don't have the time or budget for lengthy customizations.
- 4 Just under 90 days of launch we have thousands of products available for sale in a variety of categories and growing 100x month over month, and we have spent 0\$ on advertisement.

## LINKS


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# OPTT, INC.

Digital Mental Health Platform Increasing Care Capacity and Outcomes by 4x

Digital Health

Artificial Intelligence/Machine Learning

📍 Toronto, ON

## PRODUCT SUMMARY

OPTT is a B2B virtual mental health platform, targeted at health care organizations, empowering them with clinically validated digital care plans and proprietary A.I. algorithms to assist clinicians with their decision-making and to increase the care capacity by 4x. OPTH drastically increases patient engagement, demonstrating patient retention and completion rates twice as high as the market standards.

## SEEKING

We have raised \$350K USD to date. We are currently raising a \$2M USD Seed Round, with the goal to expand business development in the US market. Our Initial target includes telemedicine companies and value-based payer/providers with capitated and at risk business models.



## TOP TAKEAWAYS

- 1 Our solutions are deeply rooted in clinical research. Our chief medical officer, Dr. Alavi is a psychiatrist at Queen's university and a pioneer in the field of online psychotherapy with 14 years of research experience. Our CEO, Mohsen Omrani, is a medical doctor with a PhD in neuroscience and post doc in computational neuropsychiatry and an expert in combining basic science research with clinical practice.
- 2 We have a multi-year contract with the largest telemedicine company in Canada with enterprise customers like Walmart Canada and three million members under coverage. OPTH had \$150K revenue in 2020, and +\$200K in Q1, 2021.
- 3 Our machine learning algorithms assist clinicians in their communication with their clients and allow effective triage and care outcome prediction. Our natural language processing algorithms and wearable data integration capabilities allow continuous care for mental health problems.

## LINKS



Website



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Profile



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# STEM MINDS CORP.

Marketing Cutting-Edge STEM Education Online Courses to Parents and Schools for Children Aged 8-14



Edtech

📍 Aurora, ON

## PRODUCT SUMMARY

Our platform allows children to complete their STEM education learning at their own pace. Each course includes full-length video lessons, custom-built learning simulators and hands-on projects. The platform provides built-in assessment and evaluation tools, including: quizzes, rubrics, grading and more, making it easy to track progress at a glance. Children are also rewarded with virtual badges to help motivate them to keep learning!

With 25+ courses that offer 1,000+ hours of learning to choose from including coding, robotics, video game design, app and web development, artificial intelligence, plus courses that combine the arts like animation and film, there is truly something for everyone.

## SEEKING

We are looking to raise Seed Round funding of \$1.5M USD in the next six months. We plan to move into Series A round of funding in 18 months.

Our focus with the raise is also access networks for distribution to consumer and school markets as we continue to grow our partnerships through collaboration for next 18 months and build forward looking content.

## TOP TAKEAWAYS

- 1 Our target market is 305M students focused on K-12 in North America and India. Our obtainable market is 100 million students where we will target six million in grades 3-8 who are more ready for self directed learning.
- 2 We plan to grow in this market through a B2B2C (reach parents and schools for subscription sales) partnerships strategy for cross sell and distribution so we can reach our first million subscribers quickly.
- 3 Our product has been validated for the market through 3,900 users since the year 2020.
- 4 We plan to be at an ARR of 1.2M by end of 2020. We can be a \$162M ARR business in five years with investment support to take our idea to a global audience.

## LINKS



Website



Pitch Deck



Promo Video

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# AMPLE LABS

Using AI and Data to Solve Homelessness

Artificial Intelligence/Machine Learning

Big Data & Analytics

📍 Toronto, ON

## PRODUCT SUMMARY

Ample Labs is a social start-up using AI and data to solve homelessness. We built Chalmers Suite, a Homelessness Prevention software designed to serve everyone from at-risk individuals to policymakers. Chalmers Suite is comprised of a free-to-use, public-facing, support service navigation chatbot and a subscription-based data aggregation dashboard for decision-makers. Our solution addresses the gap in efficient support navigation and the lack of real-time, granular data on the demographics, demand and support gaps of the at-risk, hidden homeless and homeless populations.

## SEEKING

We are seeking a Seed Round investment of \$1.5M USD We will begin raising this round in the next three months.

We will be spending our round on: Validate 200K in ARR per customer, validate US market, capture 30+ cities (1% of the market) in North America. Hire 3 engineers, 1 data scientist, 2 sales/BDR.

## TOP TAKEAWAYS

- 1 We have over 250K users to date. We have secured two customers at \$150,000 CAD ARR for Chalmers Suite. In our pipeline, we have about \$1M+ CAD worth of deals for Chalmers Suite.
- 2 We are currently getting inbound requests from major cities in North America that want to adopt our solution. We project to reach \$1M in ARR by year-end. Chalmers Chatbot users have grown by 3000% to 250,000 unique end-users from March 2020 - March 2021.
- 3 Our C-Suite and founding team members come from Toronto's vibrant tech sector. With 20+ years of building software experience, Ample Labs has a diverse team of designers, UX researchers, and architects. We have three co-founders and have been working together for the last five-years.

## LINKS



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# GROWTHGENIUS

Automating Personalized Sales Prospecting for Sales Agencies

SaaS

Artificial Intelligence/Machine Learning

📍 Toronto, ON

## PRODUCT SUMMARY

GrowthGenius is a sales automation platform combining a quarterly refreshed 500 million prospect database, lead generation, email verification, and email sending tools to streamline outreach. It offers individual and bulk prospect search, multi-step email verification, scheduled drip campaign sending with triggers, personalization, and open, click, and reply detection, and integrations through Salesforce, Hubspot, and others.

## SEEKING

GrowthGenius is raising \$1.9M USD in equity in order to accelerate sales into the \$1.5B+ North American financial services and agency markets.



## TOP TAKEAWAYS

- 1** Unique Insight: We've operated a B2B lead gen agency for ~5 years that has enabled us to create a purpose-built, all-in-one sales automation product for lead gen agencies to streamline their operations and save over \$400 per seat on as many as 100 seats per agency.
- 2** Traction: We've grown the software business to \$26k MRR in last 6 months, and expect MRR to be \$43k by end of April and \$100k MRR by the end of the year due to enterprise sales agency deals. Including managed services, total MRR is \$84k. We have a demand waitlist over \$1M ARR as we roll out integrations. The raise will enable us to scale to a \$10M ARR business (~100 agency customers).
- 3** Assets: +500 million profile dataset refreshed quarterly, 98% email deliverability
- 4** Trends: ML / AI improvements will enable us to fully automate sales rep

## LINKS



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# ARIMA

Helping Companies Make their Data Less Siloed to Avoid Targeting the Wrong Customers



Artificial Intelligence/Machine Learning

Big Data & Analytics

📍 Toronto, ON

## PRODUCT SUMMARY

Arima built a privacy-preserving synthetic data generation algorithm to help companies make their data less siloed and more useful. Together with 21 proprietary data partners, Arima's Synthetic Society is a knowledge base that mirrors the real world and helps companies enrich their 1st party intelligence to build complete customer journeys.

We have APIs and front-end tools available to help customers easily leverage our datasets, integrate 1st party data in a privacy preserving way, and run ML models in a few clicks. Working with us, our customers have seen 16% increase in sales, and 51% reduction in marketing spend.

## SEEKING

We are looking to raise a seed round (~\$2M USD), and have about \$300k committed from clients and angel investors. Our ideal close date is Q2 2021.

We plan to use the fund to expand operations to the US, including acquiring US datasets to develop US Synthetic Society, onboard 50-60 clients across North America and reach \$250k MRR. Fifty percent will go towards sales and marketing, 35% towards engineering and product, and the remainder towards operations.

## TOP TAKEAWAYS

- 1 We launched in August 2019, currently have \$24k MRR, and are on track to \$75k MRR in 2021 (40% Q/Q growth).
- 2 We work with lead clients and partners in Canada, including Deloitte, Toshiba, University of Toronto and Rogers.
- 3 Our TAM (consumer data market) is \$87B growing at 27.5% per year. Synthetic data is a very exciting market because data privacy is being more and more important for a lot of enterprises.

## LINKS



Website



Pitch Deck

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# AVCOMMUNICATIONS INC.

Offering Multicultural Marketing, Media and Audience Intelligence to Brands and Marketers across North America

[Marketplace](#)
[Media & Entertainment](#)

📍 Toronto, ON

## PRODUCT SUMMARY

ETHNIHUB is a multicultural network & marketplace connecting diverse audience intelligence, ethnic media publishers, and talent/content creators to enterprise brands, marketers and agencies.

ETHNIHUB is a startup of parent company AVCommunications (AVC), a market leader in Canada in multicultural strategy, marketing and advertising.

## SEEKING

We are seeking a \$2M USD investment to be used for two start up solutions currently in development: 1) ETHNIHUB Insights platform (LIVE); and 2) ETHNIHUB Marketplace

We are live with ETHNIHUB Insights in Canada (less than six months), and already receiving sales orders and contracts with clients who wish to license or utilize the platform.

Our timeline is:

- Q3-Q4 2021 - Expansion of ETHNIHUB Canada + US version Q4 2021
- Q1 2022 - Development of ETHNIHUB Marketplace (with white label DSP provider)
- Q2 2022 - Full marketplace launch



## TOP TAKEAWAYS

- 1 AVC is an established and stable company poised for step change growth with the right investor. While we roots are in traditional advertising and marketing, we have taken significant steps to reframing our focus as a MARTECH company.
- 2 Our revenues are ~\$3M per year. Net margins have changed since the pandemic, but historically, been a healthy 30-40% Currently at ~20%. A strong and tenured leadership team is in place. The company culture is agile, focused on innovation, with very low turnover, excellent employee retention, development and benefits policies, and position as a market leader in Canada.
- 3 The need for data and audience intelligence, around diverse and multicultural communities in the US and Canada, is growing in demand, now more than ever.

## LINKS


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# BITNOBI, INC.

Privacy Protected Data Sharing

Big Data & Analytics

Marketplace

📍 Toronto, ON

## PRODUCT SUMMARY

Bitnobi is a privacy-protected, data sharing platform that allows a data provider to set the rules of engagement for end-user data queries. This enterprise software acts as an interface between a data provider and end users in order to provide a more efficient way of interacting with data sources without giving raw data or making copies of them.

## SEEKING

We are seeking \$2M USD to support product roadmap technology development in areas such as scheduling, machine learning, community knowledge base and data catalogues. Funds will also be used to build operation and customer success teams focused on delivering best-in-class customer service in health and government market segments.



## TOP TAKEAWAYS

- 1 Bitnobi, Inc. is the owner of four patent portfolios in the area of secure sharing of big data.
- 2 The company currently is engaged with clients such as the Canadian Department of National Defence, Diabetes Action Canada, Roche Canada and the Canadian Personalized Health Innovation Network.
- 3 The company has generated over \$1 mill CAD through various PoCs and in 2021, the goal is to convert the PoCs into recurring users and revenues. This is the only startup that can enable mitigate the risk of data breaches by leveraging a web enabled interface for data sharing without having to move copies of raw data.

## LINKS



Website



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# BODIOMETER

Helping Chiropractic Clinic Directors Increase Revenue by  
Improving Patient Retention and Referral

Digital Health

Artificial Intelligence/Machine Learning

Calgary, AB

## PRODUCT SUMMARY

Bodiometer provides clinicians a mobile motion-capture solution to objectively assess joint mobility and keep the patient engaged in their care process through visual progress indicators.

Our AR-enabled real-time postural assessment app enables clinicians to take two pictures of a person in two views (front and side), while an AI algorithm automatically generates biomechanical markers representing where 14 different points are located within the subject. These points are measured against each other, for degree of tilt, or asymmetry within the full scan of the person. We then provide a way for clinicians to better engage with patients at home by connecting our clinical apps to our home app.

## SEEKING

We have recently graduated from the GrowthX accelerator that helped us find our product-market fit. We are now looking forward to find more partners, clinics and test-beds to build our initial traction in the field of chiropractic. In order to grow fast and become a dominant player in the allied health market, we are seeking \$2M USD seed funding from dilutive and non-dilutive sources over the next six-months. This funding will help us to automate our sales and marketing activities, develop new channels for customer acquisition, integrate with more EMRs, launch finished products across all platforms and build secondary revenue streams in the fields of Occupational Health and Safety and Insurance.



## TOP TAKEAWAYS

- 1 We have assembled a strong team of PhDs and MScs with complementary skillsets required to address the most unfilled demand of over 100K chiropractors in North America. After years of R&D, our solution is now coming out of the clinical pilot and is ready for scale.
- 2 The efficacy of our clinical apps have been tested in more than 50 pilots, and over 2,000 patients in North America are currently using Bodiometer Home app. We have been able to see over 30% increase in the engagement of the patients during our most recent pilot.
- 3 We are currently validating the economic return of Bodiometer in a chain of 20 clinics and early evidence shows that our solution can add at least \$150,000 additional revenue per year to a clinic with ~\$40,000 in monthly revenue. We are now forming the foundation of our sales strategy around this use case.

## LINKS



Website



Pitch Deck

## REPRESENTATIVES



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# BUJIBUI INC.

Making Digital Twins More Valuable by Making Them More Consumable

Big Data & Analytics Digital Twins

Vancouver, BC

## PRODUCT SUMMARY

BujiBui provides a cloud-based solution that delivers lossless and detailed representations of very large 3D data to desktops, mobiles, and wearables in conventional mode, VR/AR/MR. The design is browser-based, and 3D data format, device, and cloud agnostic. With it one can interactively access the largest of industrial 3D digital twins inserted with IoT data, unrestrained over 3G, 4G and satellite broadband.

As a platform, BujiBui efficiently integrates technologies commonly used in the creation of 3D digital twins into a customizable solution.

## SEEKING

We are actively raising \$2M USD in our Seed Round. We plan to start the due diligence phase within two months. Our MVP is built, used in two pilots, validated the market and needs to be further developed into a CVP to move ahead with a number of opportunities at hand. A single investor or a consortium welcome; board seat waiting.


## TOP TAKEAWAYS


- 1 The size and complexity of digital twins will soon hit a data wall as software algorithms are outpacing compute power on mobile devices. Where remote access to big 3D digital twins is required, users will have to settle for less than complete models. We solved this problem and have confirmed market interest and need.
- 2 We are in the middle of negotiating with a major satellite owner/operator a strategic partnership where our solution will be come part of its packaged product launch, and participation in another with a wireless network provider and British engineering firm.
- 3 Our first provisional patent is filed and our team is accomplished and qualified from a technical and business perspective.

## LINKS

- Website
- Pitch Deck
- Profile
- Promo Video

## REPRESENTATIVES

- 

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# COSTCERTIFIED

Making Renovating as Easy as Buying on Amazon

Artificial Intelligence/Machine Learning

📍 Calgary, AB

## PRODUCT SUMMARY

A reinvention of how construction is bought, sold and managed. An e-commerce buying experience that allows the consumer to select their finishes, upgrade, downgrade and build their own renovation or new-build with real-time price changes -- with no additional effort from the contractor. Unique software that allows built-in financing and transparent ultra-low fee payments that automate workflow, facilitate trust and reduce cost and risk for general contractors, subcontractors and the consumer.

## SEEKING

We are seeking \$2M USD in a Seed Round with the intention of closing in the next six months. We are looking for a lead investor who understands the frustration of the current buying experience of consumers in residential construction & would like to transform the industry. Our business plan will be made available upon request.



## TOP TAKEAWAYS

- 1 We have over 160 paying contractors and over 7,500 users on the platform. This includes consumers who receive an estimate.
- 2 We generated \$56,000 new revenue last month and \$210k in the last 12 months with \$142k from last three months. The residential market in the US is \$600B.
- 3 Mike Bignold, Founder/CEO started a construction contracting company in 2013 and grew it to 35 employees which he eventually sold. During that time he built an app to scratch his own itch since there was no tool that did estimating really well. Mike has coded the entire platform. Dave Vass, Founder/President started digital marketing agency in 2013 which grew to over 60 employees and exited in 2019 to work CostCertified full-time. Using Dave's skills we've managed to get over 400 marketing qualified leads each month. Team is now over 15 people and growing.

## LINKS

- [Website](#)
- [Pitch Deck](#)
- [Profile](#)
- [Promo Video](#)

## REPRESENTATIVE



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# FACTR LIMITED

Using Smart Contracts to Simplify Enterprise Transaction Management



Enterprise

Fintech

📍 Paris, ON

## PRODUCT SUMMARY

FactR's technology and unique approach transforms traditional order to cash processes, enabling Enterprise digitization and trusted transaction management.

The proven platform provides Enterprise integrations, Blockchain trust, digital identity management, immutability, security, scale and white-labelled purpose-fit solutions. Enterprises can easily manage multi-currency transactions, facilitate business capital finance. This is coupled with trusted and near instant workflows for data processing, auditing, reconciliation. In 2 years. The platform has processed over 300M in transactions and has a growth trend of 5X over the next 24-36 months.

## SEEKING

From investor partners, we are currently looking to raise \$2M USD for equity growth and funding. These funds will be used for sales team growth, marketing, digital assets and channel/platform partner development in an 18-month timeframe.

Factr has no external shareholders and with successful growth funding, will convert \$2M into \$16M in net new revenue.

## TOP TAKEAWAYS

- 1 We are gaining 75 customers with a CAC to CLV of 800%. We have bootstrapped and booked \$1.6M in revenue that has enabled us to execute deals in 13 countries.
- 2 FactR saves enterprises millions of dollars by automating receivables with smart contracts, Enterprises like Boston Scientific trust FactR to manage their inventory, simplify payments, and enable instant auditing and reconciliation.
- 3 We've established banking partnerships to process over 90,000 transactions, and won customers totaling over \$50 billion USD market cap. We have a total addressable market of \$28B with a strong pipeline and growing partner ecosystem including SAP, AWS and VISA. The SaaS sector is to reach \$623B by 2023 at a compound annual growth rate of 18%, FactR is positioned well to grow within the SaaS space with executed deals and YoY growth of 15-25%

## LINKS



Website



Pitch Deck



Profile

## REPRESENTATIVE



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# FORTUNA.AI

VRM Platform Helping Companies Build Relationships Using Async Video as a Digital Sales Collaboration Tool

Enterprise Fintech

 Toronto, ON

## PRODUCT SUMMARY

The biggest problem in sales today is getting a response from prospects and clients. Attention is very difficult to earn. The solution here is to stand out using async video, build relationships virtually by going door to door on the internet increasing meeting booking rates by 300%.

We've figured out a unique way to create one video and stitch it together with prospects' LinkedIn profile and company website in the background. As a result, a tremendous amount of time is saved to ultimately create better remote selling opportunities.

## SEEKING

We aim to invest heavily into our product, expanding on our team. Possible partnership opportunities exist to whitelabel our platform and get digital agencies to sell to their client base.



## TOP TAKEAWAYS

- 1 Unique offering and moat around Financial Services, primarily bootstrapped to 87 paid customers. Founders come from the industry
- 2 Traction: \$500K ARR with strong client roster in the financial services sector. Enterprise deals in the pipeline
- 3 Strong sales process, 21:1 CAC to LTV, 2.5 months payback.

## LINKS

-  Website
-  Pitch Deck
-  Profile

## REPRESENTATIVE



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# GUILD SOFTWARE, INC.

Offering an Oasis of Automation and Simplicity for Registrars of Membership-Based Organizations

[Big Data & Analytics](#)
[Legal Tech](#)

📍 Halifax, NS

## PRODUCT SUMMARY

Guild is a SaaS platform developed specifically for registrars and members of professional associations and professional regulators. These users are frustrated by the poor usability and efficiency of current systems. Guild is a utopia of simplicity, automation and connectivity that changes the game for registrars and their members.

## SEEKING

Guild is looking to raise \$2M USD. The funds will be used for international growth, implementation of Guild marketplace for extension developers to sell Guild plugins and to help develop a Guild 'sub industry' of selling agents and customization agencies. Investors with experience in similar models would be of great value.



## TOP TAKEAWAYS

- Independent market study identified a \$3.6 billion TAM in Canada, USA, UK
- TAM is 53% untapped
- Guild has a 40% proposal win rate
- Guild's contract terms are 3 to 5 years, with most being 5 years
- Guild tripled revenue in 2020
- Currently 30 customers with 30,000 users on platform (\$30k MRR, \$860K revenue)
- Goal is 1300 customers with 13 million users in 8 years (\$10M MRR, \$138M revenue)
- Guild could be a 'sub industry' scale software platform similar to Shopify or Salesforce by implementing a plugin marketplace, and developer API

## LINKS


[Website](#)

[Pitch Deck](#)

[Promo Video](#)

## REPRESENTATIVES



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# LEARNINGBRANCH

Helping Companies Hire Great Frontline Employees.  
Hire Better, Hire Faster and Improve Performance.

Artificial Intelligence/Machine Learning

HR Tech

Vancouver, BC

## PRODUCT SUMMARY

LearningBranch's Artificial Intelligence-powered platform evaluates applicants' spoken and written ability to understand a customer's question and articulate a clear, concise response.

Our scenario-based assessments capture candidates' responses to mock customer calls, emails and chats. The candidates' spoken and written responses are evaluated using LearningBranch's AI. We evaluate metrics such as language proficiency, conversational fluency, and soft skills. Our technology is used to select applicants for their ability to succeed in inbound and outbound customer services roles. It is also used globally for training contact center agents.

## SEEKING

We are seeking investors experienced with HR transformational products who can help us grow the business.

We are looking to raise \$2M USD in the next three to five months.



## TOP TAKEAWAYS

- 1 We're a founder-funded, bootstrapped company that's developed a B2B AI Communication Assessment Technology used for pre-hire screening and training. Our platform and our framework improve customer service metrics (CSAT, FCR), replaces interviews and deliver results.
- 2 Amazon and Infosys have successfully piloted LearningBranch and are now deploying our solution globally to multiple verticals.
- 3 Our current ARR is 400K. We are forecasting \$1.2M ARR in the next nine to twelve months based on our existing pipeline.

## LINKS

- Website
- Pitch Deck
- Profile
- Promo Video

## REPRESENTATIVES



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# MY NORMATIVE INC.

Leveraging Consumer Technologies to Identify Shifts in Physiology  
Enique to Female Persons

[Digital Health](#)
[Artificial Intelligence/Machine Learning](#)

📍 Calgary, AB

## PRODUCT SUMMARY

My Normative leverages a proprietary health and wellness app that empowers female users to track their health in a meaningful way. By using this app for data collection we're able to create a proprietary data set to train our machine learning and artificial intelligence in a way that meets ethical and medical data collection standards. As a result, My Normative is able to provide data sets, filters, and tools for other innovators to more easily incorporate females into clinical and medical trials.

## SEEKING

With Seed Round investment, we are targeting the following outcomes:

- Eight B2B clients in key digital health sectors (platforms and wearables) generating monthly revenues
- Net positive revenue by month 28 based on a combination of B2C and B2B customers
- 300% Increase of paid users on the app totaling 28,000 paid users
- Expansion of data lake to include highly variable populations
- Critical IP for highly variant populations

Strategic partners in this phase include health and wellness companies able to facilitate our ability to meet user growth targets. We have already secured partnerships for R&D.

# MYNORMATIVE

## TOP TAKEAWAYS

- 1 In 2021 femtech remains underdeveloped in healthtech, according to an analysis by pitchbook, which highlights the disparity between how much women spend annually on medical expenses — estimated at ~\$500B — versus how little healthcare R&D is targeted specifically at women's health issues (a mere 4%). New approaches to women's health research, like those of My Normative, will help open the door to new products and services. Expansion of this vertical is being driven by growth of the personalized medical care industry — expected to reach \$3.2T by 2025, registering a CAGR of 10.6% over the forecast period.
- 2 With our two sided market approach, we estimate being able to address \$5B in marketshare by 2026.

## LINKS


[Website](#)

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[Promo Video](#)

## REPRESENTATIVES



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# NMODES

Conversational AI Platform for Customer Service and User Engagement at Scale

Artificial Intelligence/Machine Learning

IoT/Connected Devices

📍 Toronto, ON

## PRODUCT SUMMARY

nmodes is a leading conversational AI platform for sales and customer experience.

We offer a groundbreaking AI that significantly improves customer experience and user engagement at scale. Its a turn-key AI solution easy to use by non-technical teams.

No similar solution/technology currently exists on the market.

We have more than 50 happy customers from all parts of the world. Among our customers are the Government of Canada, QuadReal, LCM Capital Management, Ajax Amsterdam FC.

## SEEKING

Our main current need is scaling up our sales process. For that end we are planning to raise an investment round of \$2M USD and are looking for investors.



## TOP TAKEAWAYS

- 1 nmodes unique offering is based on two key differentiations:
  1. it is a personal AI that earns and knows the details and needs of a business;
  2. it is easy to use. Designed for non-technical teams, does not require any technical knowledge, can be operated entirely in natural language.
- 2 TAM for this type of AI is \$4T.
- 3 We currently have 56 business customers, but our SaaS platform in its current (basic) configuration can support 10x more customers.
- 4 We are working to scale up our sales process.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVE



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# OOMPLE

Our Marketplace Matches Companies and On-Demand Professionals, Making it Easier to Get Important Work Done

[Marketplace](#)
[HR Tech](#)

📍 Ottawa, ON

## PRODUCT SUMMARY

We are a scalable, global marketplace that matches companies and on-demand professionals. We make it easier to find the right skills at the right time by removing barriers, providing access, increasing transparency and organizing supply and demand to enable companies and professionals to connect and get important work done.

We offer companies and professionals a suite of services, including profile management, marketing, sales management, customer engagement, matching, contract management, transaction workflow and integrated communications.

## SEEKING

We are seeking to raise \$2M in this round with a target close of June 2021.

We are looking for investors that will support the business's growth with access to industry, experts, and customers and partner with us for the subsequent funding rounds.

The proceeds of this round will be used to increase our sales and marketing efforts to attract more users, develop new and expand existing features to drive user adoption and support revenue growth and focus on customer experience to ensure retention.

Our goal is to position ourselves for a large funding round in 2023.



## TOP TAKEAWAYS

- 1 The on-demand professionals market is on a steep growth trend - the World Economic Forum estimates that over 50% of the workforce will be on-demand by 2027. The pandemic is accelerating the market transition.
- 2 The on-demand professional market is over \$700B in the US and Canada, with over 40 million professionals.
- 3 The market is fragmented and poorly served by over 50,000 small agencies with limited access to on-demand professionals.
- 4 We have excellent market timing as companies are looking for increased access and convenience.
- 5 We are a revenue-generating marketplace with over 35,000 registered professionals. Our top-line monthly revenue is \$250k with a take rate of 18%.
- 6 Each of our founders has over 20 years of industry experience.

## LINKS


[Website](#)

[Pitch Deck](#)

[Profile](#)

## REPRESENTATIVES



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# SINGLEKEY

Taking the Stress Out of Renting for Residential Landlords

PropTech

Fintech

📍 Toronto, On

## PRODUCT SUMMARY

What keeps landlords up at night, is worrying about delinquent tenants - namely, those who do not pay rent and cause damage to the property. The process of removing a delinquent tenant is lengthy and can cost landlords over \$15,000 in lost rent, legal fees, and possible property repairs.

SingleKey protects landlords by offering (i) a Tenant Credit & Background Check Report to screen prospective tenants, and (ii) a Rent Guarantee program that guarantees rental income to landlords for up to 12 months when tenants don't pay, covers property damages up to \$10,000, and all legal fees required to evict. SingleKey provides landlords peace of mind and financial stability to help them sleep at night.

## SEEKING

SingleKey is raising a \$2M USD Seed Round to (i) acquire a dominant share in the Rent Guarantee market, (ii) achieve our exciting product roadmap, and (iii) further expand in a few strategic US states. We just started fundraising and are looking for a lead investor.

Due to the high interest received to date, we expect to close this round in June. Terms of the raise are negotiable, and we will consider a priced round, convertible note or SAFE. Our ideal partner has demonstrated experience growing proptech, insurtech, or fintech organizations, as well as expertise and relationships in the real estate sector.



## TOP TAKEAWAYS

- 1 The time is now. COVID had a significant impact on the residential rental market in North America. Landlords have seen their rents drop, vacancies rise and rent default spike due to job losses and eviction bans in many jurisdictions. For the first time since 2008, landlords are very aware of their financial risks and are seeking protection. We are seeing significant growth in demand for our Rent Guarantee program, and believe this is the best time to popularize this insurance category in the US and Canada. We have a huge market opportunity (\$270B in annual rent payments) and have the right team in place to grow quickly and capture this opportunity.
- 2 Since our launch 18 months ago, we have acquired 6,000 paying customers and achieved monthly revenues of \$60,000 per month, by growing steadily at 25% MoM.

## LINKS



Website



Pitch Deck



Profile

## REPRESENTATIVES



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# SOULROOMS, INC.

SoulRooms simplifies room renting for professionals in the city



Marketplace

Proptech

📍 Toronto, ON

## PRODUCT SUMMARY

SoulRooms simplifies shared rentals in the city by providing complete tech-driven infrastructure for marketing, leasing and management of new and traditional housing products.

Our solution allows landlords to earn higher returns on their assets. We manage to lease-up units three times faster than traditional alternatives by renting rooms as opposed to entire units. Our tech-first approach to property management ensures quick resolutions of issues and contributes to our ability to scale across geographies with minimal investment.

We work collaboratively, value self-startership, and embrace a “whatever it takes” mentality to ensure our work is done and done well. SoulRooms sits squarely at the intersection between technology and real estate, working every day to build quality residential solutions that bring positive change to the world’s rental housing crisis.

## SEEKING

We are seeking to raise \$2MM CAD and have \$1MM committed from our existing investors/strategic partners who also happen to be among the largest residential property landlords in the city of Toronto.

We plan to use these funds to launch our operations in the U.S while adding to our presence in the Canadian Market. The funds will specifically be utilized to expand our technology and sales teams so that we onboard more customers, further solidify our operations and accelerate our product development.

## TOP TAKEAWAYS

- 1 We have placed over 250 tenants and collected \$1.75MM CAD in topline rents since our inception in July 2019 growing at 21% MOM
- 2 We have partnered with some of the largest landlords in the city of Toronto, in addition to establishing exclusive partnerships as a coliving operator with RentSync and RBC ventures firm Arrive.
- 3 We are a member company at OneEleven Toronto, have graduated from DMZ accelerator and have been invested in by the Ontario Center for Innovation.

## LINKS



Website



Pitch Deck



Promo Video

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# SPRINGDEL TECHNOLOGIES, INC.

Productivity Gains and Competitive Advantage for Enterprise Through Edge Intelligence and Autonomy

Enterprise

IoT/Connected Devices

📍 Waterloo, ON

## PRODUCT SUMMARY

We deliver to enterprise productivity gains and competitive advantage through Springmatic, the world's only device management platform purpose-built for business critical and smart IoT devices at the network's edge. Its modern architecture and edge-first design creates unique value by allowing enterprises to fully leverage real-time edge intelligence and autonomy at scale. Built on AOSP's open standard, Springmatic is also the only service to offer true interoperability and full data control to address the fluid requirements of data sovereignty laws.

## SEEKING

We are seeking a \$2M USD pre-series A from investors with the cash, vision, and connections to get us to our series A and beyond.

The cash will be used for sales and marketing and to advance our features roadmap and other back-end capabilities. Most of this will be in the form of additional hires. Vision is important for us because we're moving fast and thinking big. Connections would be helpful. Springmatic is easy to demonstrate value, so an investor with connections could go a long way towards shortening our sales cycle on specific deals.



## TOP TAKEAWAYS

- 1 Springdel checks all the boxes for an early stage opportunity: unique service offering, highly scalable business model, favourable market trends, large and growing market, experienced management, strategic alliances, growing high-quality revenue stream, high lifetime value, low acquisition costs. Alternative solutions are plagued by legacy technology that prohibits them from providing the business-critical value that Springdel can.
- 2 Company highlights include USD 300K ARR YTD (690K contracted) with 0 spend on marketing; 720K in 2021 and 2.15M in 2022 based on signed contracts and pipeline; USD 1.1M financing round closed with ATI co-founder; Customers include Unilever, 7-Eleven, G4S, Peninsula Hotels; Partners include Google, Samsung, Acer, Honeywell, Zebra; Paying enterprise customers in 18 countries and 10 verticals worldwide including 5 Fortune 500 companies.

## LINKS



Website



Pitch Deck



Profile

## REPRESENTATIVES



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# TALI AI

Enabling Unstructured Medical Content Using AI

Artificial Intelligence/Machine Learning

Digital Health

📍 Toronto, ON

## PRODUCT SUMMARY

Tali takes a library of unstructured content (web-pages, pdfs, video and audio files) and provide a question answering interface where users can ask their questions in natural language and get their answers back.

NLP-based information retrieval is significantly more efficient than classic search engines, as we understand the context of the user's question and the correlation between different concepts in the target language. For example, if the physician asks: "Can I give MMR vaccine to a patient with a history of cancer?", Tali retrieves the answer that says: "patients that are immunocompromised should not be given MMR vaccine".

## SEEKING

We are looking for a specialized investment team in artificial intelligence and digital health that join our team and can help accelerate our growth.

We are raising \$2M USD by the end of Q2, 2021 and we already have a large Canadian EMR provider as a strategic investor/partner.

The core product is built and is ready for integration. This fund will be mostly used for our sales and marketing activities, getting us through our pilots and securing our first paying clients.



## TOP TAKEAWAYS

- 1 We are going after a TAM of more than \$3B in Canada and U.S only.
- 2 In our co-founding team we have technical leaders and business leaders (with a history of launching and scaling businesses in the same market), as well as family physicians with a deep access to the primary care healthcare system and recipients of multiple innovation awards.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVE



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# THYFORLIFE HEALTH INC.

Award-Winning Tech Platform Built to Enable >200M Thyroid Patients Globally to Efficiently Manage & Optimize Their Health

Artificial Intelligence/Machine Learning

Digital Health

Vancouver, BC

## PRODUCT SUMMARY

Founded by thyroid cancer survivor Natalia Lumen, ThyForLife is the only platform globally focused on streamlining all of its user's thyroid patient data into a singular location accessible via a consumer mobile app.

The ThyForLife App enables users to track, store, visualize, and assess their thyroid condition in one intuitive and streamlined location. With key product features such as insights tracking, lab results logging, medication management, and more, ThyForLife addresses the major pain points users encounter when managing their thyroid health, ultimately giving them peace of mind and the ability to lead healthier and happier lives.

## SEEKING

ThyForLife Health Inc. is seeking to raise \$2M USD by Q4 2021 to accelerate product development, enable growth marketing and get to our first \$1M USD in revenue.

Beyond capital, we are looking for a partner and trusted advisor with expertise in B2C platform scaling and B2B2C business models.

We are particularly excited about the opportunity to work with investors who have expertise in healthcare and would contribute to a supportive workplace culture. Any other value-adds and being an enabler (talent, network and toolbox) would be a bonus!



## TOP TAKEAWAYS

- 1 Inspired by her own experience of surviving thyroid cancer and living the pain of tracking her own health data, Natalia is passionate about providing a solution to fellow thyroid patients.
- 2 ThyForLife has phenomenal traction with >8,000+ app downloads. Reaching the #1 position on Google Play Store with our keyword "thyroid" in a matter of months, we have had >24,000 views and >30% conversion rate on the app store thus far.
- 3 With >1,200 daily active users over the past 30 days, we are well on track to start monetizing our product offering with the next app release.
- 4 A 2020 Global Awards Winner of "Women-led Start Up of the Year", Natalia has been featured for her business acumen in a variety of outlets including NASDAQ & Crunchbase, and is a featured guest speaker for Harvard. Prior to founding ThyForLife, Natalia was a 2x entrepreneur and a manager at Bain & Co, a leading strategy consulting firm.

## LINKS

- Website
- Pitch Deck
- Profile
- Promo Video

## REPRESENTATIVE



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# XESTO

Ecommerce Companies Can See Up to a 15% Increase in Net Revenue in Footwear and Accessories Sales with Xesto Fit

[Artificial Intelligence/Machine Learning](#)
[Marketplace](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Xesto launched Xesto Fit, the first & only sizing tool that enables accurate 3D scanning with consumers devices in under 2 minutes, requires no reference information & can be accessed from ecommerce experiences with no requirement to download an app.

Shoppers scan a QR code from a product page & take a few photos with their iPhone FaceID camera - no app needed. Xesto accurately sizes user in the item they are buying, uploads their profile to the website and auto generates sizes on the product page. The website widget then saves the scan for unlimited sizing across the ecosystem, no need to re-link their profile. Xesto Fit started with feet and is expanding into accessories and body sizing.

## SEEKING

Xesto will be raising a \$2M USD seed round in the next four months. The fundraise will go towards the go-to-market and scale of the foot sizing widget, expanding to accessories sizing (which is ready to launch) and completing full body sizing

We are looking for investors with high tech or consumer tech and D2C companies in their portfolio. We are also looking for investors that can support our growth and facilitate warm introductions in the fashion industry.



## TOP TAKEAWAYS

- 1 The Xesto Fit app launched in November 2020 and has since (without any paid marketing) gained over 10,000 users and facilitated over 30,000 recommendations.
- 2 We have over \$100,000 in pre-launch revenue from proof of concepts refining the scanning and sizing algorithms. Why start with footwear? An estimated 1 billion of these shoes are returned from online purchases due to sizing exclusively. The average cost of an ecommerce return is \$10-\$20, equating to ~ \$15B annual loss to the shoe industry. Up to 70% of these items are deemed unsellable and are disposed. Up to 400M shoes may have been disposed in 2020 due to a lack of at home shoe sizing solutions. Fit related returns lead to an industry financial loss of \$80M, over 4.1M KG of landfill waste and contributed to >10 million metric tons of CO2 annually.

## LINKS


[Website](#)

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## REPRESENTATIVES



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# ROBOLUTION TECHNOLOGIES INC.

Fully Autonomous Retrofit Module to Transform Construction Equipment into Self-Operation Robots

Autonomous Vehicles Robotics

Edmonton, AB

## PRODUCT SUMMARY

Robolution is building a universal retrofit module to transform construction equipment (e.g. dozers, loaders, excavators) into autonomous robots to unlock new levels of efficiency and drastically reduce human-error injuries and labour costs in the construction space. Our solution consists of a hardware kit and a software package to upgrade the equipment's automation level from 0 to 5. With AI-powered LiDAR and computer vision technologies, our solution can upgrade these heavy machines to perform their respective construction tasks autonomously without modifying their existing mechanisms and can be deployed or uninstalled within minutes.

## SEEKING

We are looking to raise \$2.34M USD by the end of August 2021. The estimation is based on an 18-month timeframe. Currently, we have developed an MVP. With two separate pilot projects signed with clients, we urgently need capital to expand the R&D team, file the full patent derived from our provisional patent.

By the end of the 18-month timeframe, we will fully commercialize the product, acquire more customers, so mentorship from prospective investors is also priceless. Self-driving and robotics is a fast-evolving and research-intensive space, so we plan to use the capital raised (around 80%) to expand teams, accelerate R&D, apply for patents to stay competitive and defensible.



## TOP TAKEAWAYS

- 1 We are one of the best teams in Canada in the AI and robotics space: We scored #1 in North America in the IEEE-ICRA AI challenge and have more than five years of experience in self-driving development.
- 2 Autonomous operation is gaining explosive growth in agriculture, transportation and mining, and the application of self-operation in construction space will be the next rising star.
- 3 Our pitch at the Canadian Construction Association annual conference has attracted many construction corporations' attention, and we have signed two pilot projects and received two letters of intent to deploy our product to their fleet.
- 4 We forecast an 800% increase in user base in the next three years and are ready to capture this \$85B (TAM in NA, annually) market.

## LINKS

- Website
- Pitch Deck
- Profile
- Promo Video

## REPRESENTATIVES



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# MANAGINGLIFE

Lowering the Human and Financial Cost of Chronic Pain with its Digital Solution, Manage My Pain

Digital Health

Artificial Intelligence/Machine Learning

📍 Toronto, ON

## PRODUCT SUMMARY

ManagingLife provides a clinically-validated digital health solution for people with chronic pain called, "Manage My Pain". Our solution helps people with chronic pain self-manage their condition through an app based on Acceptance and Commitment Therapy principles which allows them to better understand their conditions. Their pain experience can then be shared through summarized reports with clinicians and remotely monitored by care-teams and case-managers. Our solution is licensed on a per employee per month basis to employers, health plans, disability carriers, and workers compensation insurers to lower the cost of pain.

## SEEKING

ManagingLife is building the first digital pain clinic. With over 50,000 users, clinical and business validation, and a reputable customer list, we're at an inflection point for 2021.

To build on our published validation and to pursue our pipeline of opportunities with health plans and disability carriers across North America, we are raising \$2.5M USD.

This funding will allow us to reach our next milestone of \$2.3M ARR within two years to raise our Series A.

# ManagingLife

## TOP TAKEAWAYS

- 1 We have helped more than 50,000 people (~100% year-over-year growth) and have built one of the largest proprietary data assets which includes over 1.8M patient reported pain outcomes. Our solution is licensed by 8 hospitals and 3 insurers who represent over 7M lives under coverage. Customers include RBC Insurance, the Orthopaedic Trauma Institute at UCSF, and Canada's largest academic hospital system, the University Health Network.
- 2 In March, our solution became the world's first and only digital solution for generalized chronic pain with validated clinical impact. A case study published in December shows how we shortened the claim durations for RBC Insurance's disability clients by 7.5 months, representing ~\$20K cost savings per client.
- 3 Most recently, a leading US Medicare Advantage plan selected our solution to pilot.

## LINKS



Website



Pitch Deck



Profile

## REPRESENTATIVE



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# ROCKETPLAN TECHNOLOGIES, INC.

Mobile-First ERP for Property Restoration and Insurance Claims  
Professionals Reducing Admin and Management Labor by Over 50%

 GO BACK

Proptech

Insurtech

📍 Vancouver, BC

## PRODUCT SUMMARY

Through a mobile-first app and software-as-a-service (SaaS) platform, RocketPlan's mission is to digitize the entire claims process enabling all stakeholders to become more operationally efficient.

Core features of RocketPlan's platform include real-time data capture, conversion and distribution to multiple stakeholders; digital estimating, project planning, communication tools, workflow management, scheduling, approvals, photo-documentation, payment processing; employee labour, equipment and inventory tracking, automated data integrity verification, API's to accounting and other platforms.

## SEEKING

We are looking to close \$2.5M USD financing round by July 1 for customer acquisition and further product development from investors with thesis in InsurTech, PropTech, SaaS and early stage startups.



**RocketPlan**

## TOP TAKEAWAYS

- 1 RocketPlan is a business-to-business (B2B) software development company building purpose-built operating systems will provide valuable utility to 73,000+ property restoration companies, 685,000+ employees of restoration companies, 2,500+ property insurance carriers, and 125,000+ independent property adjusters in US & Canada. Property claims amount to \$70 billion annually in US and Canada. After successful launch in US & Canada RocketPlan will expand to UK, AU & NZ.
- 2 Rocket plan will generate revenue by charging monthly access fees, per-seat fees, and transaction fees to its customers. Our objective is to generate \$13,000 annually per customer. By 2027 RocketPlan estimates its recurring revenues to reach \$100+ Million annually.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVE



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# TROJAI INC.

Cybersecurity for AI

Artificial Intelligence/Machine Learning

Cybersecurity

📍 Saint John, NB

## PRODUCT SUMMARY

TrojAI is developing solutions to protect artificial intelligence platforms from adversarial attacks on training data and AI models, such as data poisoning and model evasion attacks. Focused on computer vision platforms, the data transformation and model monitoring techniques developed by TrojAI not only aid in the defence against such attacks, but can provide significant improvements in model accuracy and robustness.

## SEEKING

We are seeking early adopters to provide feedback from using our model robustness and defensive tools to help shape and improve our early commercial offering.

We are also seeking strategic partners to assist us with networking to identify prospective early adopters and potential channel partners, and possibly assisting with raising awareness of issues related to Trustworthy AI deployment and the important role of robustness and security.

We are also interested in constructive conversations as we prepare for our Seed Round in 2021.

# TROJ.AI

## TOP TAKEAWAYS

- 1 TrojAI is a Techstars Montreal AI company.
- 2 Our team is proud to launch its proof-of-concept platform to empirically measure model robustness and provide insights into model vulnerabilities and model failure biases. These insights can be used by data science teams to improve subsequent training sessions that will accelerate development by improving the robustness of computer vision models.
- 3 Robustness and security are a critical component for Responsible AI deployments and TrojAI's toolkit to measure and improve model robustness is leading the market curve in being able to deliver immediate value today.

## LINKS



Website



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Profile



Promo Video

## REPRESENTATIVES



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# TRUSTED DISPATCH, INC.

A Convenient and Affordable Method of Shipping Goods and Creating Additional Revenue for Drivers

[Logistics](#)
[Transportation](#)

📍 Calgary, AB

## PRODUCT SUMMARY

Trusted Dispatch is a SaaS platform creating efficiency in the trucking industry. It streamlines the traditional quoting and shipping process by using algorithms to instantly compute the shipping cost - then connects loads with drivers who are returning to home base or repositioning with no load on their trailer, or room for extra capacity.

## SEEKING

We are seeking \$2.5M USD from a strategic partner who is experienced (or connected) with high impact marketing, and or scaling a company quickly.

Also interested in a partner with connections to larger enterprise clients who have significant daily shipping needs.



## TOP TAKEAWAYS

- 1 The trucking industry is the fifth largest in the world, and we are on a mission to make it more efficient on a global scale.
- 2 We have over 1000 customers, they have used our platform to haul equipment in and out of every state and every province.
- 3 Even though we are self funded we have been growing 9% MOM for the last 18 months, currently ready to aggressively scale.

## LINKS


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## REPRESENTATIVES



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**Alex Gierus**

CTO

# VR VISION

Enterprise Training Applications using Virtual and Augmented Reality

Enterprise Virtual & Augmented Reality

Toronto, ON

## PRODUCT SUMMARY

Worldwide, organizations are increasingly focused on improving training compliance, reducing risk and improving staff performance to meet changing needs. At the same time, they want reduced costs and reduced time to deploy effective immersive training and technology solutions. We solve that dilemma by using VR/AR technology to provide a new way to train and upskill employees in a safe, engaging and unique manner.

VR Vision develops custom virtual reality training applications for enterprise deployments. Optimized and designed for standalone VR and fully integrated with existing infrastructure, the VR Vision platform allows for immersive training that offers increased retention, reduced risk and unprecedented ease of access while integrating with LMS's for detailed tracking and analytics.

## SEEKING

We are seeking \$2.5M USD to drive sales targets, improve marketing presence, service existing pipeline, and stimulate short term cash flow.

We are seeking investors who have an understanding of enterprise training/ learning and would be using the funds in order to drive sales targets, improve marketing presence, service existing pipeline, and stimulate short term cash flow.



## TOP TAKEAWAYS

VR Vision and Avangrid Renewables partnered to develop a fully scalable wind turbine technician training platform. The simulation allows technicians to scale their learning capabilities in a safe and controlled environment while at the same time saving on exorbitant travel costs that would normally be required for upskilling. Avangrid now trains new technicians up to 65% faster compared to traditional real world training and saves millions annually in travel expenses that would have been required for training.

## LINKS

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## REPRESENTATIVES

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# KEPSTRUM INC.

Enabling Digital Transformation Amongst Advanced Engineering Teams to Meet the Rapidly Changing Needs of Industry 4.0

[Big Data & Analytics](#)
[Enterprise](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Kepstrum's Digital Twin Software allows Advanced Engineering teams to generate Physics-Based Stress-Life models for new product developments, verified through test, and validated by field data. Our Software starts with the Digitization of Specification "Digital Spec.", which is the missing piece in Industry 4.0 Realization, and reaches the "Digital DNA" (Stress-Life Models) rapidly, to reveal product weaknesses with design and controls solutions before prototyping.

Our digitalized engineering process is an enabling technology amongst Advanced Engineering teams to design new products and generate new revenue streams, while eliminating the costly trial and error, to reduce time to production.

## SEEKING

We plan to raise \$2M to \$3M USD in the next 2-6 months from strategic VC investors with a focus on enterprise software and/or the automotive industry, and a strong network of potential customers, partners, and system integrators. Our use of funds will be primarily allocated to sales, marketing, and engineering, such as hiring software sales executive/ reps as well as implementation/support engineers.



## TOP TAKEAWAYS

- 1 Targeting \$1M USD in Revenue for 2021.
- 2 TAM for Digital Twin valued at \$3.3B USD in 2018, and is expected to reach \$38.61B USD by 2026 (35% CAGR).
- 3 Our AI lead, has 10+ years of experience developing AI solutions for wearable tech, compliance, and reliability. He developed a patented machine learning algorithm several years ago that was acquired by Facebook.
- 4 Our CTO, has 30+ years of experience in developing high-tech products and reliability solutions for various industries, particularly Automotive. He is the patent holder of Intelligent Reliability Methodology, a unique and cost-efficient method for replicating field failures.
- 5 Our Head of Strategy and Finance, has 5+ years of experience in corporate development, including global sales and partnerships, as well as fundraising.

## LINKS


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## REPRESENTATIVE



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# PALADIN AI INC.

Human expertise, trained by machine intelligence

Artificial Intelligence/Machine Learning

EdTech

📍 Montreal, QC

## PRODUCT SUMMARY

Paladin AI is building the digital infrastructure for personalized learning in the most complex and high-stakes environments. With aviation and air mobility as the primary initial use case, our instructional platform adds AI to any legacy training device via simple software interface and a tablet application. For a monthly subscription per connected device, we provide detailed training analytics, competency insights, adaptive personalizations, and instructor automations. Our technology solves the problem of cost-effectively delivering highly competent personnel to industry in a scaleable, consistent way.

## SEEKING

Paladin AI is seeking to raise a \$3M seed round in mid-2021 from equity investors in the mobility, AI, or edtech spaces with a strong conviction about human-AI collaboration in the future of work. The development and installation of our adaptive learning platform with several airlines in 2020/21 points to strong market traction. We intend to deploy these funds in capitalizing on this recent momentum, delivering on preorders, and the hiring of key personnel in sales and customer success. These funds will also enable the addition of urban air mobility training to our platform.

# PALADIN AI

## TOP TAKEAWAYS

- 1 The market for aerospace training in virtual and simulated environments in \$26B with a CAGR of 14%. Commercial pilot training in flight simulators represents an important first demonstration use case and our digital training tools are a \$150M beachhead.
- 2 Paladin AI has developed a patent-pending competency inference engine with wide applicability. The initial prototype was created by Mikhail Klassen (CTO, Astrophysics PhD & Columbia University graduate) and early go-to-market spearheaded by Adolfo Klassen (CEO, 30+ yr industry executive, former CTO at CAE Inc.)
- 3 Traction: In early trials with 2 airlines (one US Tier 1) and 2 flight schools. 7 partner simulator OEMs. Thales as strategic partner with joint go-to-market.
- 4 Revenues in 2020 were \$200K. Targeting \$1M ARR in 2021, and \$4M ARR in 2022.
- 5 YoY growth in flight data acquisition: 97%

## LINKS



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## REPRESENTATIVES



**Adolfo Klassen**  
FOUNDER AND CEO

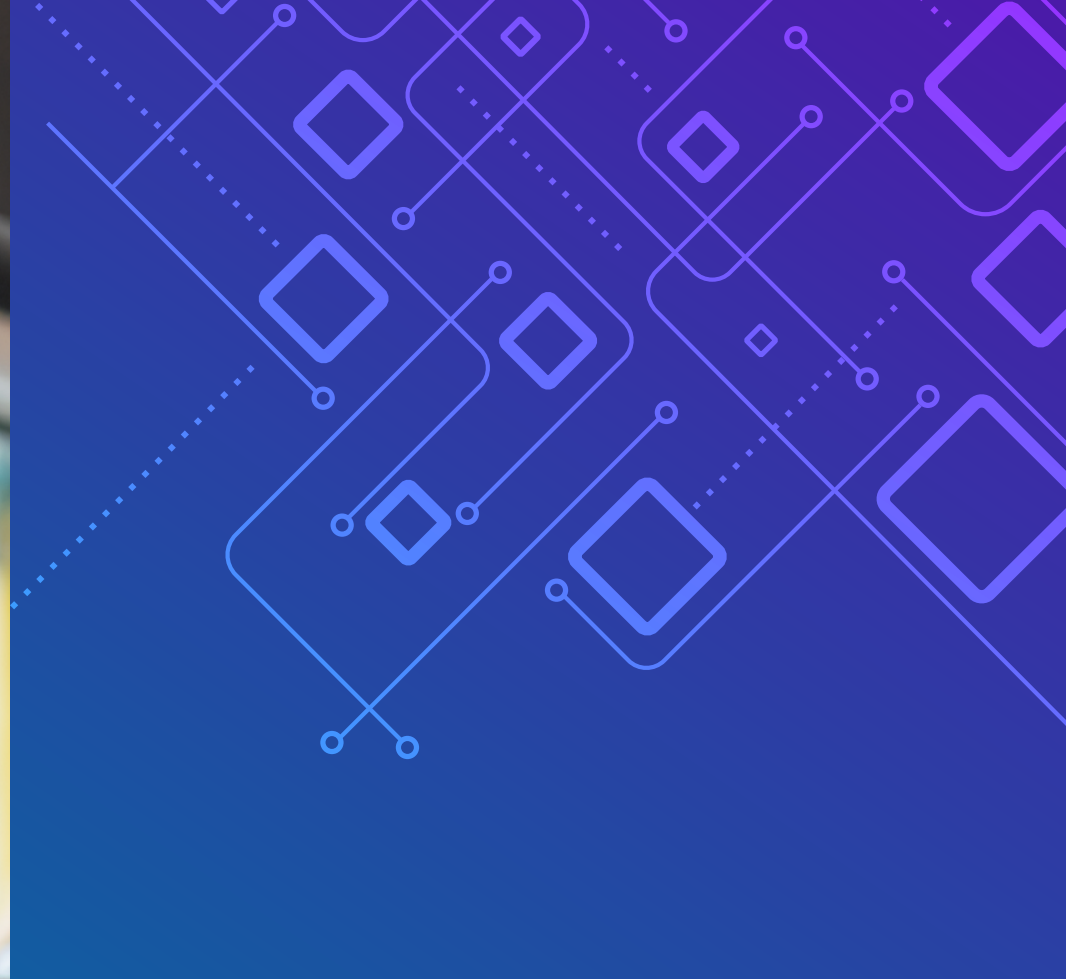
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ROUND SIZE  
**UP TO \$6 MILLION**



# MATIDOR.COM

Intuitive project management on a map with real-time updates that can be shared between multiple users

[Enterprise](#)
[Oil and Energy](#)

📍 Vancouver, BC

## PRODUCT SUMMARY

Matidor eliminates collaboration and visibility challenges in the energy/environmental sector by consolidating all key project information on one intuitive, map-based dashboard, with real-time updates that can be shared between multiple parties. With Matidor, all stakeholders can drill down to a specific location with user-friendly GIS tools and key data such as budgets, tasks, and files, making it easy for non-technical users to update and share geospatial information along with critical projects details. Our intuitive reporting provides them with peace of mind, with regular deadline reminders and notifications of critical events.

## SEEKING

We are expecting to raise \$3 million USD by Q4 of this year where most of the proceeds will go towards ramping up our sales and marketing effort across North America and international expansion.



## TOP TAKEAWAYS

Our users love the intuitiveness of Matidor! Each user spends over an hour daily on the platform, amounting to up to 1,000 activities per day. On top of this, our platform has seen an astounding \$50 million worth of budgets being tracked through it. Since our inception just a year and a half ago, we have accumulated CAD \$950,000 in revenue, signing 7 paying clients on a recurring basis, along with 8 environmental firms as our channel partners. We have received positive feedback from both the consultants who have been using our platform and their clients who have found a 500% increase in project efficiency. For example, producers that normally manage 100 sites have been able to manage 500+ sites when using Matidor.

## LINKS


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## REPRESENTATIVES



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# SKILLSTRADER.COM

A Vertical Labor Marketplace for the Skilled Trades

[HR Tech](#)
[Marketplace](#)

📍 Edmonton, AB

## PRODUCT SUMMARY

Skillstrader eliminates the resumes for the skilled trades. Tradespeople enter which trade-specific qualifications they have, and we rank and visualize candidates with our Skillstrader Score so that employers can take an easy yes/no decision on a candidate cutting down the time to hire dramatically. To make it easy for tradespeople, we have a modern mobile-first platform that allows candidates to enter their qualifications in minutes on iOS or Android

As a marketplace, we've partnered with dozens of trade schools and industry groups (including 10 Fortune 500 companies) who make their training available on our platform. Candidates can browse our digital course catalog to find ways to make themselves more competitive for jobs.

We are live across North America and are focusing primarily on the automotive trade, which represent 300,000 job openings every month across over 240,000 shops.

## SEEKING

Skillstrader.com is looking to raise \$3M USD over the next 90 days to help accelerate our go to market strategy. We need to add sales and marketing expertise and increase our core of software developers. We need to increase our marketing budget to boost awareness of our platform and to support existing project initiatives with key industry partners.



## TOP TAKEAWAYS

- 1 A three-sided marketplace play in the very hot space of vertical HR platforms. Tradespeople prefer Facebook to LinkedIn but do not have their own space online.
- 2 Tradespeople's resumes are formulaic. Employers are typically looking for very specific qualifications and are usually hiring urgently. By providing a better user experience to both candidates and employers, we streamline the hiring process.
- 3 We offer additional value to candidates by allowing them to discover training that will increase their competitiveness. We currently host over 500 courses from 10 different organizations.
- 4 We have over 1500 tradespeople in our platform in automotive alone (our phase one focus), there are over 300K job posts live at any time.

## LINKS


[Website](#)

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## REPRESENTATIVE



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# TRANSITIONHR

We help employees from companies affected by layoffs transition back into the workforce in under 8 weeks.

[HR Tech](#)
[Enterprise](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Personalized dashboards provide employees with a clear, step-by-step path to career transition success. Comprehensive assessments refine job search goals. Programs include all customized documents needed with ongoing access to a professional writer, recruiter and career coach.

Employees receive distribution access to the largest private recruiter network in North America, with 22,000 registered hiring managers across more than 60 industries, and targeted job alerts from 16,000 job-boards.

To mitigate liabilities, company HR teams gain access to measure each employee's engagement in real time, track career transition progress from layoff to landing.

## SEEKING

We are seeking prospective investors who have experience transitioning and growing successful consumer driven business's into enterprise software solutions. In a perfect world we would prefer that our investors are open to advising us as strategic partners. We would like our prospective investors to (potentially) open some doors and joint venture opportunities in the US market only. We are seeking to raise up to 2 million USD in financing.



## TOP TAKEAWAYS

- 1 Our enterprise platform was built off our market leading consumer driven solution which generated \$2.3 million over 2019 and 2020. We currently have an ARR of \$105,000. We average 230 new users per month, 92% are gainfully employed. 53% earn in salaries in excess of \$125K. TAM for outplacement is 9 Billion. TAM for job search is 80+ Billion.
- 2 Talya Lev-mor (CTO) is the pioneer behind our "Outcome Driven" approach that
- 3 simplifies off boarding and workforce reduction initiatives. Developing our in house systems, tools and resources, rooted in her unique perspective on what individual job seekers require to succeed during a job search. Talya is an active and hands on founder.
- 4 Amos Tayts (CEO) A talent acquisition industry veteran, his recruitment career includes many of the world's most progressive companies.

## LINKS



Website

## REPRESENTATIVES



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# JOMBONE INC.

Eliminates 'Agencies' in Blue-Collar Staffing.  
Makes Businesses Self-Sufficient!

[HR Tech](#)
[Marketplace](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Jombone helps businesses connect, hire and manage hourly-wage employees while avoiding high acquisition and staffing costs to agencies.

Finding hourly-wagers on job sites, resume databases and social media fail. There is no effective, trusted way for businesses to hire and manage temporary workers. Jombone eliminates recruitment overheads in industrial staffing and provides businesses with a self-service solution to manage end-to-end temporary assignment operations.

The staffing platform-as-a-service combines the power of networking, marketplace, and enterprise Human Capital Technology to businesses of all sizes.

## SEEKING

Jombone has successfully tested a unique user acquisition model which has set Jombone up for viral adoption. Jombone is actively raising \$3.1M USD in our seed round, out of which \$1.2M is committed. The product is in full commercial use and the raised capital will be used towards US expansion and serving US clients.

Seeking investors with experience in marketplaces, SaaS and Enterprise B2B will help Jombone test its financial model hypothesis and grow fast. In 18-24 months, Jombone plans to achieve an ARR target of \$5M and be ready for Series-A.

# Jombone

## TOP TAKEAWAYS

- 1 Disruptive business model backed by proprietary HR technology (AI, payment blockchain, Web3.0) poised to gain blue-collar industrial staffing agency revenues of \$164 billion.
- 2 Users acquired through a unique hyper-growth Community Recruitment model involving gig workers who specialize by specific industrial segments.
- 3 Staffing Industry Analysts market outlook, early success of 80,000+ users and a \$70K MRR validates need for capturing market share quickly.
- 4 100% product market readiness is achieved. Majority of investments to be used for market expansion.
- 5 Graduates from Harvard, University of Toronto and IIT Delhi forms the co-founder team with experience in blue-collar industry, finance, sales and human capital technology.

## LINKS


[Website](#)

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## REPRESENTATIVES



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# SHOWFLOOR

Helping Recruiting Teams Hire Better and Diverse Candidates in Less Time

[HR Tech](#)
[Event Tech](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Showfloor helps recruiting teams hire the best candidates in less time by hosting virtual job fairs and hiring events.

We make it easy to find diverse candidates without screening resumes, scheduling headaches and no shows.

## SEEKING

We are looking to raise a Seed Round of a minimum \$3M USD over the next two to three months.

# showfloor

## TOP TAKEAWAYS

- 1 Work from anywhere is the new normal and recruiting professionals have moved to screening candidates virtually. The technology has not kept up.
- 2 Showfloor has run 15 virtual events that have generated over \$30K in revenue. Our early customers and 100+ interviews/demos have given us insight into what the market wants.
- 3 Founded by serial entrepreneur Ravin Shah, Showfloor is well positioned to be a category leader for virtual recruiting and hiring events.

## LINKS


[Website](#)

[Profile](#)

## REPRESENTATIVE



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# AIZTECH INC.

Selfie Diagnostics; a de Novo Class of Digital Health Technology for a Life Unlimited by a Pandemic

Artificial Intelligence/Machine Learning

Digital Health

📍 Toronto, ON

## PRODUCT SUMMARY

AiZtech is developing a de novo class of digital health technology called "Selfie Diagnostics™". This novel modality can screen various disease states using a camera in a smartphone or a security checkpoint to scan ocular topography. This AI-powered secure technology will first be deployed as the iSelfie Test to make COVID-19 screening accessible to Everyone, Everyday, Everywhere.

This aims to speed up return to full economic activity in a safe sustainable and scalable way despite the COVID-19 pandemic.

## SEEKING

We are looking to lead a \$4M USD Seed Round to close it before end of May 2021.

We are also seeking strategic advice to help us speed the launch of our novel technology and connections to talent that can scale up commercialization in US, Canada and Europe.

If you are on a mission to impact one billion people, we would love to welcome you with arms wide open



## TOP TAKEAWAYS

- 1 Vaccines alone not enough to return to full economic activity. So, AiZtech is launching a novel class of digital health technology called Selfie Diagnostics. It can screen different disease states using a smartphone camera to scan ocular surfaces.
- 2 The first launch is the iSelfie Test for screening of COVID-19 active infections. It is 100% run online. Results are out in 30 seconds. It detects active infection up to 7 days before pulmonary symptoms.
- 3 This novel technology is built on breakthrough clinical research. AiZtech filed for patent protection in Nov 2020.
- 4 AiZtech is leveraging regulatory fast track into top global markets to unlock a massive growing opportunity where the total addressable market is \$20 Bln USD and growing @ 3.2% CAGR for the next 5 years.
- 5 AiZtech team has 50 years of collective experience in deep tech and digital health.

## LINKS



Website



Pitch Deck

## REPRESENTATIVES



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# FINTEL CONNECT

Driving Scalable Growth in Financial Services

 GO BACK



Fintech

Marketplace

📍 Vancouver, BC

## PRODUCT SUMMARY

Fintel Connect is an award-winning acquisition marketing platform built for financial brands looking to drive cost-effective customer growth in a targeted, compliant way. Our technology powers the performance marketing of financial institutions and fintechs, big and small, with scalable features to reach the right customers and make the most of marketing budgets.

Our AI-driven marketing monitoring tool, Fintel Check, is the latest feature developed to help keep our partner's compliance teams happy. In a highly regulated industry, Fintel Check puts the power back into the hands of marketing teams, with easy-to-use monitoring, reporting and audit tools to help ensure campaigns stay in check.

## SEEKING

Fintel Connect is on a rapid growth trajectory and preparing for a \$4M USD funding round in late Q2 - early Q3 of this year. Having entered the US market at the start of 2020, we have made substantial inroads and now looking to scale our growth through new partnerships and product enhancements to better serve new and existing customers.

More specifically, we are seeking strategic partners and investors that have expertise and networks to accelerate our expansion. We're also exploring opportunities to align with key players in the space seeking value-add solutions for their network of clients, including core technologies, payments issuers and banking-as-a-service providers.

## TOP TAKEAWAYS

- 1 We have 20+ years in the affiliate marketing space, with our founding team having exited their first affiliate SaaS technology company in 2016.
- 2 We are growing the only acquisition-focused technology platform built for financial services.
- 3 We have quadrupled our client base in the past 12 months to 50+ clients across North America, where we drive up to 40% of their acquisition funnels and lower their acquisition costs by up to 70% compared to traditional digital channels.
- 4 We partner with financial brands, big and small, from Scotiabank, Tangerine, and RBC, to challenger banks and fintechs like OnJuno, Borrowell and Moka.

## LINKS



Website

## REPRESENTATIVES



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# FLARE SYSTEMS INC.

Real-time Prioritized Alerts, Security Teams Detect and Remediate Information Disclosures Caused by Human Errors

Cybersecurity

Artificial Intelligence/Machine Learning

📍 Montreal, QC

## PRODUCT SUMMARY

Flare Systems' SaaS platform identifies, enriches, prioritizes and remediates technical data leaks and information disclosures. By collecting data on a wide range of sources on the dark, deep and clear web, it quickly identifies any security issue based on key identifiers related to an organization's critical assets. Using AI and machine learning, the system enriches and prioritizes findings using a 5-point scoring system.

Flare Systems is the only platform on the market that has a high level of precision and coverage for technical information disclosures. Unlike malicious activity, human errors don't have a known pattern that traditional threat intelligence tools can reliably detect.

## SEEKING

We are looking to raise a Seed+ Round in June 2021 for \$4M USD from strategic investors with investment focus in cybersecurity.

We have just validated our product market-fit and currently testing expansion strategies for the US market. We are targeting VCs and Angels with prior experience with supporting companies with commercial operations and growth in the US.



## TOP TAKEAWAYS

- 1 Unlike malicious activity, human errors don't have a known pattern that traditional threat intelligence tools can reliably detect. Application security and DLP tools prevent information disclosures, but don't provide complete coverage. Our proprietary technology is the only one that can collect the vast amount of information available on the internet and quickly prioritize and remediate the key elements that would truly help a malicious actor.
- 2 Our co-founding team brings deep experience in cybersecurity with prior experience in leading offensive cybersecurity team at a large bank, malware reverse engineering at Google and managing big data projects.
- 3 Over the last year, ARR grew by more than 6x, we perfected product-market-fit and are now expanding internationally and have closed contracts with MSSPs in Germany, Switzerland and US.

## LINKS



Website

## REPRESENTATIVES



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# INVISION AI, INC.

Enabling Next Generation Artificial Intelligence



Artificial Intelligence/Machine Learning IoT/Connected Devices

Toronto, ON

## PRODUCT SUMMARY

Invision AI enables edge devices, such as remote cameras in the field, to interpret the world around them without relying on costly hardware or cloud connections. We provide real-world three-dimensional situational awareness - including 3-D detection, geo-localized tracking across sensors and sensor fusion. Invision is designed for applications where speed, cost and privacy are paramount. Our devices continuously self-improve and share anonymous insights across the network, making deployments to hundreds of thousands of devices technologically and financially viable today. We are deploying products targeting smart roads, smart cities and autonomous rail.

## SEEKING

Invision is actively raising a \$4M USD round. Invision has previously secured strategic and institutional investments, has doubled its revenues in 2020 to \$2M and is currently projected to realize \$3.5M in 2021. We deliver our edge device and cloud software as a service, generating a recurring revenue stream. We are also seeking partners and customers looking to AI-enable high value solutions. Our business model is to partner with industry leaders to deliver cutting edge AI-enabled solutions to their customers.

## TOP TAKEAWAYS

- 1 Active partnership with Raytheon, Siemens, Thales and Ciena
- 2 Doubling revenue year over year since inception with a strong, \$20M, pipeline.
- 3 Focused on Intelligent Infrastructure and Transportation, including vehicle occupancy detection, next-generation 3-D video analytics and autonomous rail systems.
- 4 Multiple positional patents.
- 5 World-class AI team from UC Berkeley, Harvard, EPFL, UWaterloo. Headquartered in Toronto with offices in Switzerland

## LINKS

-  Website  Profile

## REPRESENTATIVE



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# SALONSCALE TECHNOLOGY INC.

Creating an Ecosystem of Sustainable Salons Around the World

SaaS

Beauty Tech

📍 Saskatoon, SK

## PRODUCT SUMMARY

Hair salons today have never separated their parts from their labor, contributing to an 80% failure rate. SalonScale Technology Inc. provides a mobile app, paired with Bluetooth technology, to give service providers real-time data of their hair color cost and usage. In turn, salons can enhance their business profitability while simultaneously collecting data trends for future hair-care manufacturing needs and supply chain automation.

## SEEKING

After displaying early traction and product-market fit, SalonScale is seeking strategic partnership and investment for a \$4M USD Series A in 2021.

Funds will be used to rapidly scale marketing efforts and product innovation to increase market share and overall user global user base.

🏠 GO BACK

# SALONSCALE™

## TOP TAKEAWAYS

- 1 In its second full year of operation, SalonScale is quickly approaching 1 million ARR and has grown product sales revenue by 210% from 2019-2020.
- 2 Globally there are over 1.4 million registered hair salons, leaving SalonScale with a 1.2 billion ARR potential with its current subscription pricing and a relatively untapped market. With each user session submitted, SalonScale can gather real-time data to optimize the hair color supply chain and move towards a just-in-time distribution model.
- 3 Lastly, SalonScale is women-owned and led, and 65% of employees are women, and the company seeks to drive greater efficiency and ensure improved profitability of hair salons an industry that is largely owned by and employs women.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVES



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# ADVANCED SYMBOLICS INC.

Using AI to Predict Human Behaviour for Market Researchers and Policy Makers



Artificial Intelligence/Machine Learning

Big Data & Analytics

📍 Ottawa, ON

## PRODUCT SUMMARY

ASI's secret sauce is a patented algorithm that passively measures the entire online history of randomized, controlled, representative samples of any population measuring how they behave currently and how they would likely behave under a given set of hypothetical scenarios set by the customer, all while respecting GDPR privacy rules. This sampling methodology ensures the opinions measured are those of both the online and offline population. This is the foundation for automated tools that do Scenario Testing, Message Testing, Topic Discovery, Ad Tracking, Sales Forecasting and Brand Health Analysis. Our customers are CEOs, VP of marketing and government policy makers.

## SEEKING

ASI has established strong customer demand for its product with customers in over 15 countries. Customer satisfaction, as measured by net dollar retention, is high. All operations are currently funded through customer revenue.

Now that both the market and product features have been validated, the company is seeking \$5M USD in investment for product development that will allow it to scale.

Specifically, the company has an internal tool that works for PhDs but now wants to build a GUI and harden the platform for commercial release to allow customers to self-serve, allowing the company to scale.

## TOP TAKEAWAYS

ASI is a small company with only 13 employees that has already established a strong traction in the marketplace:

- 1 Over 70 customers
- 2 Revenue over \$1 M USD
- 3 75% of customers on MRR
- 4 High net dollar retention
- 5 Two experienced co-founders who have launched successful startups
- 6 The market research and polling industries are ripe for disruption after a number of high profile fails... where ASI was successful.
- 7 Company has been favourably profiled in media worldwide including the Wall Street Journal, Forbes Magazine, the BBC and many others.

## LINKS



Website



Pitch Deck



Profile



Promo Video

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# AKIMBO TECHNOLOGIES

Safeguarding Next Gen Automobiles

 GO BACK



Autonomous Vehicles

Automotive Cybersecurity

📍 Ottawa, ON

## PRODUCT SUMMARY

Our patented Defensa embedded software enables numerous markets to achieve dynamic technical fault tolerance and cybersecurity. Our automotive solution provides local real-time detection and correction of cyber-attacks without false positives or negatives. Our proprietary system goes far beyond any other available market solution by using its self-healing technology to immunize the vehicle and dynamically neutralize attacks locally. Our intrusion-tolerant approach resists malicious hacker attacks while not requiring the presence of, or the delays inherent in, a network connection.

## SEEKING

We are seeking a \$5M USD investment to continue to develop our solution, and to achieve business development and sales engagement in OEMs or automotive suppliers.

We are looking to raise in the next 2-3 months. Ideally, automotive industry knowledge/experience/connections would come with the investment, and be represented at the board level.

## TOP TAKEAWAYS

- 1 Our management team has experience in creating innovative technology with multiple exits. Our CEO/CRO previously worked together (Nimcat Networks), acquired by Avaya. Our team possesses 4 years of development experience creating our Active Protection System (APS) that crosses into the realm of architecture, cybersecurity and safety for the automotive industry. Our fault tolerant technology corrects in real-time all anomalies encountered, be they cyberattacks or unreliable components, safeguarding vehicle performance and safety. Our technology is applicable to all mobility domains.
- 2 Autonomous vehicles need to address all steering safety and reliability concerns. We have just completed a successful demonstration with Transport Canada. Our TAM is expected to be \$8B by 2030. Our technology is years ahead of the automotive industry.

## LINKS



Website



Promo Video

## REPRESENTATIVES



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# BLOCKCERTS BLOCKCHAIN

The Only One-Click SaaS Platform Enabling Companies to Truly Go Digital, Ignite Productivity and Lower Risks and Costs

Fintech

Small and Mid-sized SaaS Solution

📍 Victoria, BC

## PRODUCT SUMMARY

BlockCerts blockchain (BCBC) reimagined the Microsoft model in our SaaS & cloud bundle - demanded today for a cloud connected, privacy and security driven world. The platform is driven by the BCERT token, an ecosystem creating a digital transformation and incredible value for token holders.

WorkCERTin provides an integrated one-click solution of the “Digital Dozen” of SaaS functionalities critical for digital business. LenderKey portfolio company provides a digital mortgage map that revolutionizes lending, eliminating fraud and reducing deal fall-out by 50% or more.

Use Cases are being rapidly deployed with over 450 proprietary applications to fuel unique digital business needs.

## SEEKING

The stage is set for the next growth phase of BlockCerts. BlockCerts is seeking \$5M USD to expand operations at scale as the company goes public with its BCERT token in 2Q, 2021 through Uniswap, the fastest growing DeFi exchange.

The core technology platform is already in place. BlockCerts has spent over \$25M in technology development, creating new portfolio companies and over 2 million developer hours. Accredited investors will benefit from numerous options for exits including the paired token, which can be deployed through Uniswap, conversion to private company stock and portfolio companies prior to planned public offerings.



## TOP TAKEAWAYS

- 1 See the founder background: <https://timvasko.com/> Team: Mark Smedley past FDIC & Oracle Exec; Bob Gerrard, President of a \$2B Mortgage company; Dan Gay, past CMO at billion-dollar companies; Daniele Mensi past president of a European Exchange.
- 2 Patented “Secure Virtual Space Technology”: \$25 million invested in blockchain and SaaS technology creating a new tokenized secure SaaS platform. WorkCERTin replaces siloed SaaS with a TAM of over \$2 Trillion.
- 3 LenderKey processes \$2B in loans. Mortgage Map Solution will generate \$24M in 2021 fee revenues & \$24M per quarter run-rate by 2022. Commitments from 3 of the top 5 CA banks. BlockCerts revenues of \$1M in 1Q, 2021; 2020 revenues were \$1.2M. Use Cases include partnerships with Columbia University's DFSO, global channel partners and the Canadian Trade Accelerators selection.

## LINKS



Website



Pitch Deck



Profile



Promo Video

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# KRUX ANALYTICS INC.

SaaS for Data Analytics and Dashboards to Service the Mining Industry

Big Data & Analytics

Enterprise

📍 Calgary, AB

## PRODUCT SUMMARY

An innovative and agile software development company focused on providing digitization to the mining industry, a sector that continues to have strong industry fundamentals.

Krux's software gives our customers increased visibility, automation, and real-time predictions that accelerate their ability to adapt and evolve.

Krux aims to be the primary digital platform at the drilling site and the only portal that both mining companies and drilling contractors need to access their exploration data.

## SEEKING

Krux's is seeking to raise \$3M to \$5M USD to help fund the expected growth as the mining activity world-wide ramps up our software is added to mining drilling rigs.

Krux estimates that there are approximately 4,100 mining rigs worldwide a potential of 713,000 operating days at a 50% utilization. Krux has a 1% market share currently and we quickly see a path to 30% market share within 12 months time. To fund this growth, Krux will need to double our staff of developers and support staff from 16 to 30 over the next 12 months.



## TOP TAKEAWAYS

- 1 Krux's IP software for data analytics and dashboard is seeing traction and higher demand from customers.
- 2 ARR fiscal year ended March 31 was \$305,000 but in fiscal 2002, Krux is forecasting ARR of approximately \$2.M. The dramatic increase is due to a recent 5-year contract signed with the world's largest drilling operator. From this contract, Krux expects to derive a significant increase in subscription days ties to drilling operating days.
- 3 Krux's estimates there are approximately 4,100 mining drilling rigs world-wide with potentially 713,000 operating days at only 47% utilization. Krux has a market share of about 1% but sees a path to get to 30% market share from the new contract and expected increase in operating days.

## LINKS



Website



Pitch Deck



Profile



Promo Video

## REPRESENTATIVE



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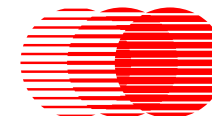
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# MULTIVERSE COMPUTING

The Leading Deep-Tech company applying Quantum  
Computing in Finance

 GO BACK



**MULTIVERSE**  
COMPUTING

Fintech

Quantum Computing

📍 Toronto, ON

## PRODUCT SUMMARY

We develop proprietary Quantum and Quantum-inspired Algorithms to solve complex financial problems. These patented algorithms are deployed in the form of our containerized SDK/Toolbox, Singularity, inside the perimeter of the financial Institution.

We are providing value today to financial institutions with our quantum-inspired solutions and we are the only company in the world that has financial Proof of Concepts with real data.

We license our SDK/Toolbox and provide the appropriate training to maximize its benefits.

## SEEKING

We are seeking institutional investors who can help us scale through introductions to partners and potential clients. The ideal investor would be in it for the long term, who is immersed in deep tech and has strong relationships in financial markets.

We are seeking \$5M USD, and expect to close the round at the end of June. We would like an investor who is aligned with our objectives of being the world leader in quantum computing for finance.

## TOP TAKEAWAYS

- 1 Referenced by Boston Consulting Group, Forbes, The Economist, IBM, and McKinsey. Partnered with D-Wave, IBM, AWS, Xanadu, Microsoft, and Fujitsu.
- 2 We have the world's first production ready quantum computing solutions for commercially valuable problems. Our solutions are used by major financial industry players.
- 3 We are a team of world-leading experts in Quantum Computing and Tensor Networks. We will file 24 patents by the end of 2021 (5 filed, 3 in process).

## LINKS



Website



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# TEKNOBUILT LIMITED

The Drive to Build Better



Proptech

Artificial Intelligence/Machine Learning

📍 Calgary, AB

## PRODUCT SUMMARY

Teknobuilt's flagship SaaS platform, PACE OS 4.0, enables end-to-end digital program management and construction workflow automation. It uniquely brings an AI- command control centre, GIS-Map tagged Intelligence and assembly line techniques to solve the problems at the root causes. It provides visibility to all the stakeholders to reduce interruption and rework in project execution. The flow of the project is monitored and tracked through AI-based control tower which detects the changes and alerts the users for faster decision making. We are the only platform to enable ML based insights from real time execution data, resulting in significant gains in speed, visibility, and worker safety.

## SEEKING

We are looking to scaleup the delivery of our solutions in upcoming years.

Years 1-2:

- \$4-5 Million advanced seed/ pre series A investor funding
- Cloud data costs, sales team, technology team, marketing campaigns
- Commence sales in USA, Europe and Southeast Asia
- \$11.8M-\$22M revenue, \$3.8M-\$8M operating profit
- Headcount: 60-80

Year 3-5+:

- Series B/AIM funding
- Cloud data costs, sales team, technology team, marketing channels, subject matter expert
- Sales commence in South America, the Middle East, Australia and Africa.
- \$200M+ revenue, \$40M+ operating profit
- Headcount: 150

## TOP TAKEAWAYS

- 1 Teknobuilt has achieved over \$1.2M annual revenues and turned cashflow positive in 2020 with a head count of 15 in Canada/UK and 45 in India.
- 2 Beyond successful pilots with companies like Saipem (Europe's leading engineering company), Daewoo (Korean giant), NTPC (India's largest power company) and JWIL- Infrastructure, we have now moved to full-scale deployment in the last 12 months. Teknobuilt is already engaged with clients and pilot projects in Canada, UK, India, S. Korea, USA, Italy, Egypt and Qatar with projects ranging from \$50 Million to \$5Billion. Teknobuilt has strategic partnerships as well with DyCat in Canada, GMC in Egypt, Oncore S&T and Valico in South Korea.
- 3 Teknobuilt has been awarded innovation grants from IRAP Canada and Innovate UK for creating ML based Quality and Health & Safety solutions.

## LINKS



Website



Pitch Deck



Promo Video

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# TRYCYCLE DATA SYSTEMS INC.

We Turn Data into Dialogue

Digital Health

Big Data & Analytics

📍 Ottawa, ON

## PRODUCT SUMMARY

TryCycle is a digital health solution that provides clinicians with intuitive insights and real-time data, enabling early intervention of clients in substance use or mental health treatment programs. TryCycle's cloud-based software facilitates a pathway to collect, process and triage patient data in real-time. Access to early signs and symptoms of relapse and emotional health provides information to elevate decision-making, enabling early detection and intervention before a crisis occurs. The company's "Digital Compassionate Tether" technology bridges gaps in care that occur between clinical visits or during care transitions, when clients are most vulnerable and at risk of relapse.

## SEEKING

As TryCycle enters a hyper-growth phase, we are seeking \$5M USD this spring to build out our professional team with emphasis on business development and customer service functions.

As our product platform has already been successfully constructed, this raise is not a product development raise but is instead focused on the required headcount to fully execute the anticipated revenue in our pipeline. We expect this raise to be sufficient to drive TryCycle to significant revenue growth, profitability and positive annual cash flow.



## TOP TAKEAWAYS

- 1 TryCycle is market ready, scalable and has been in production since January 2019. Our cloud-based digital health solution is HIPAA & PIPEDA compliant, with ongoing enhancements, product improvements and features being added incrementally (driven by clinical, customer and market feedback).
- 2 We have sold over 1,500 licenses since we launched with current ARR of approximately \$300K.
- 3 Capital raised to date of \$985,000 from Angel and private investors. Target customers are B2B Healthcare providers (there are approximately 17,000 specialized treatment facilities in the US) and top private health insurance payers (Anthem, United, Humana, CVS, Cigna, HCSC, BlueCross BlueShield). Additionally, we are targeting organizations and agencies that deliver specialized healthcare services to Veterans and Indigenous communities.

## LINKS



Website



Profile



Promo Video

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# LYTICA INC.

Enabling Unprecedented Cost Reduction and Risk Mitigation for the World's Leading Electronics Companies

Big Data & Analytics

📍 Ottawa, ON

## PRODUCT SUMMARY

Lytica's SupplyLens SaaS platform delivers the world's only real market pricing and risk intelligence for the world's leading electronics companies. Every year 100,000's of Large Electronics Manufacturers spend \$100+ million each on electronics components, and every year billions of dollars are lost. The electronic components supply chain is the least transparent commodity market on earth. Lytica has solved this problem. Trusted globally and having analyzed over \$250B USD in electronic component spend, clients benefit from true market insights driving cost reduction and mitigating risk. Enabled by the world's largest independent database with millions of actual prices paid by real customers.

## SEEKING

Lytica is seeking credible investment partnerships to close off our current seed round. Series A to follow within 12 months. Use of investment proceeds will be primarily focused on scaling Sales and Marketing teams.



## TOP TAKEAWAYS

- 1 Large Addressable Market: A \$20B Analytics market feeding the ~\$600B high growth electronics industry solving issue all electronics companies need – disrupting traditional manual work and point solutions.
- 2 Disruptive Price-intelligence Platform: Measurable value that solves a critical business need by automating processes and reducing risk – with sophisticated IP and millions of parts in the database.
- 3 Rapid Growth: Dozens of blue-chip clients (20% of Fortune 500 Manufacturers) and a tested go-to-market strategy with <3% yearly logo churn and negative revenue churn; 50B\$ in analyzed spend and growing.
- 4 Attractive SaaS Financial Model: We are on track with 100% ARR growth over the next 12 months organically. CLTV to CAC (~8x) 9-month CAC payback with 85%+ gross margin and 95%+ export sale.

## LINKS



Website



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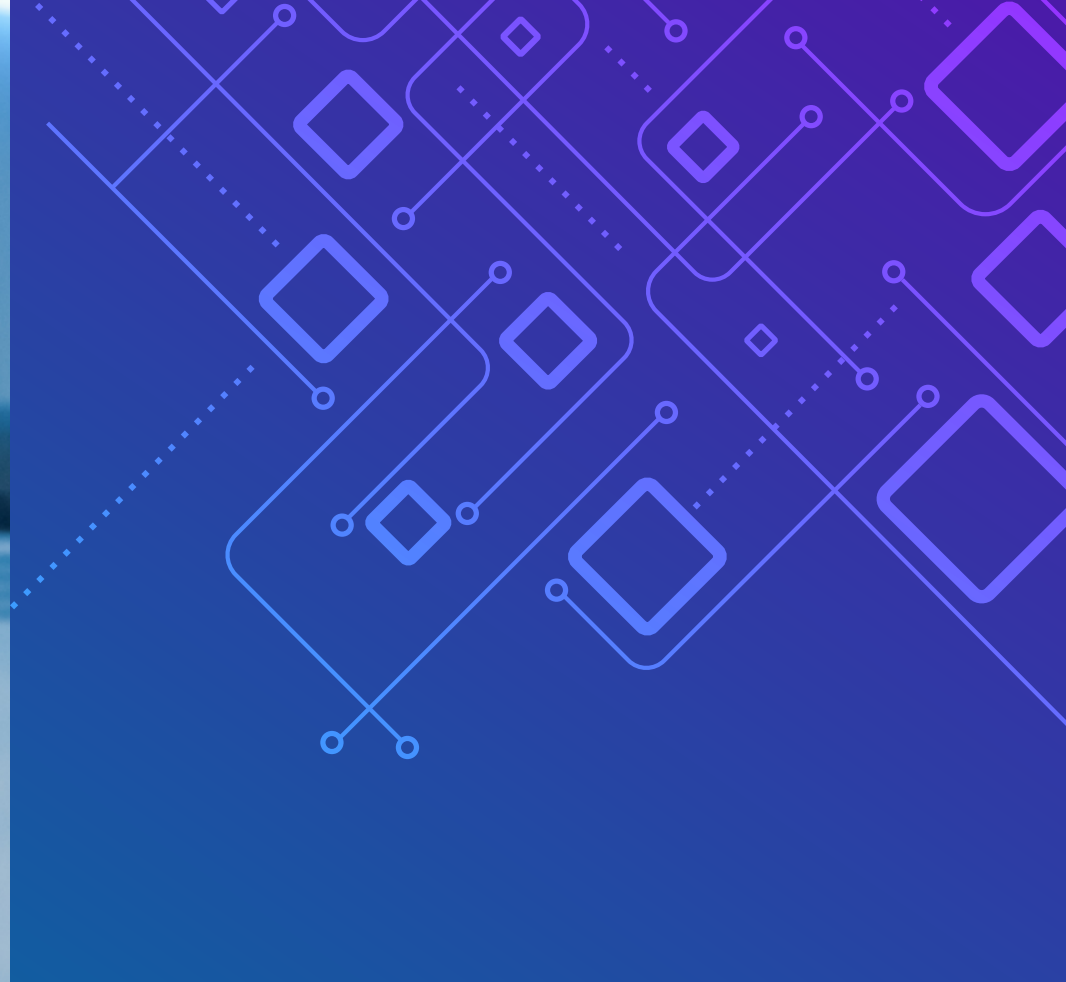
## REPRESENTATIVES



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ROUND SIZE  
**OVER \$6 MILLION**



# ALTUMVIEW SYSTEMS INC.

Benefiting All Stakeholders of Value-Based Healthcare by Monitoring People's Activity While Protecting Their Privacy

Digital Health

Artificial Intelligence

📍 Vancouver, BC

## PRODUCT SUMMARY

AltumView has developed a smart activity sensor for senior care and telehealth. It converts people's activity into stick figure animation, and records the stick figures in the cloud for search, playback, and analytics, while protecting people's privacy. It has much lower cost than video, and provides valuable data about people's behaviors. It can help doctors to design and adjust treatment plans, and identify certain diseases earlier, such as Parkinson's disease, dementia, and depression. It can also detect emergencies such as falls. It has been on the markets of North America and Asia for more than one year. The next-generation low-cost sensor will be launched in summer 2021.

## SEEKING

AltumView has raised \$8.4M USD. We have a runway of 17 months at our current burn rate. However, to accelerate our R&D, manufacturing, marketing, and sales, we are seeking to raise up to \$6M USD for about 10% of shares.

We are looking to identify investors who can also introduce strategic partners to help us get into the senior care and telehealth markets in some key countries, such as US and China.

If the investor chooses to exit in 2023 or 2024, the expected return on investment will be 2.94 and 6.49 respectively, and the annualized return on investment will be 43.2% and 59.6% respectively.



AltumView  
Systems Inc.

## TOP TAKEAWAYS

- 1 AltumView was founded in 2016. The President is Prof. Jie Liang at Simon Fraser University. We have a strong R&D team, and have filed for more than 10 US patents, of which eight have been granted. We have developed a number of software and hardware products.
- 2 Our revenue in 2020 was about US\$800,000. We also have two subsidiaries in China.
- 3 Since 2018, we have developed a smart activity sensor for senior care and telehealth, which has been tested in North America, China, and Japan for over one year. In summer 2021, we will launch the second-generation smart activity sensor for both B2B and B2C markets, with a retail price of US\$199. It won the CES 2021 Innovation Award Honoree. We expect our revenue will grow quickly in the next few years.

## LINKS



Website



Pitch Deck



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# ASSET DIRECT

A World Leader in Connecting People with Best-Matched Financial Products Where and When They Need Them

Fintech Marketplace

London ON

## PRODUCT SUMMARY

New technology and alternative adjudication techniques have created credit options for billions of people who would have been unable to access credit just a few years ago. Asset Direct strives to connect people around the world with alternative lenders that are willing to lend to them, while at the same time creating a financial footprint that they can use to better their lives.

Asset Direct is the world's first partner-powered financial services marketplace. The company's flagship product, its personal loan marketplace, helps any company offer a multi-lender loan platform to their customers. Our partners include merchant acquirers, retailers, payroll processors, financial apps, banks, neo banks, and other financial services providers. Once the consumer takes a loan, and establishes a credit history, the platform recommends other financial products or services throughout their lives.

## SEEKING

We've proven the model in Canada, driving multi million-dollar revenue, and looking to scale our solution globally. Asset Direct is continuing international expansion efforts into India and Brazil with aim to enter the U.S. market in coming months. We are interested in establishing partnerships with any company or individual looking to offer a personal loan marketplace to their customers to drive residual revenues.

Asset Direct is boot-strapped, in revenue, and scaling significantly YOY with little external investment. We are seeking to raise \$6M USD to accelerate international expansion.



## TOP TAKEAWAYS

- 1 Asset Direct has a seasoned leadership team that has built successful businesses around the world. The company raised less than \$500k external investment to scale to multi-million-dollar revenue, achieving 2X-4X YOY growth.
- 2 Asset Direct's accelerated growth is driven through partnerships. The company's goal is to provide solutions "where there are fish," partnering with large companies on a revenue-share basis, growing a massive consumer database through which Asset Direct can market financial products and services ongoing.
- 3 Asset Direct recently signed a deal with AGS India to launch its multi-lender POS financing solution into 160k payment terminals across India. This one-to-many connection provides massive distribution across the country, while helping AGS generate ancillary revenue from customers referred to us for years to come.

## LINKS

Website

## REPRESENTATIVE



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# FUNDSCRAPER CAPITAL

Technology-Enabled Platform for Investing in Real Estate

 GO BACK



Proptech

Marketplace

📍 Toronto, ON

## PRODUCT SUMMARY

Our marketplace empowers individuals with the ability to co-invest alongside institutional partners into secured real estate opportunities. We want to make investing easy and accessible to everyone, allowing our clients the opportunity to create wealth through real estate investing. Our technology uses best-of-practice compliance standards, simplifies the transaction processes, and provides data driven insight for investment and lending.

## SEEKING

We are seeking partners for our Series A financing round so that we can scale the growth of our platform across North America.

Our fundraising goal is \$5M to \$7M USD.

Proceeds will be used to triple the sales team to market our B2B technology offering to issuers with a cost leadership strategy and gain market share; Add engineering capacity to develop a first in Canada mobile app for real estate investing; integrate banking and payments; continue expansion of offerings in the USA; Expand our franchise model for issuers using our mutual fund trust structure.

## TOP TAKEAWAYS

- 1 cash flow positive, achieving financial break even with a team of 11;
- 2 \$350m+ in cumulative transaction volume since 2017, expanded offerings to Texas, Florida, Arizona
- 3 15.7% compounded annual growth in cumulative transaction volume since 2017;
- 4 6700+ users;
- 5 LTV:CAC >3.0

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVES



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# REFUEL MOBILE

Creating a Better Way to Get Fuel Through the Power of Data

Big Data & Analytics

Auto Tech

📍 London, ON

## PRODUCT SUMMARY

ReFuel Mobile has developed a full-service gas station on wheels that is powered by data to provide last mile fuel delivery.

Our data driven application allows consumers to pin the car location and get a full tank, enabling users to refill their vehicles with fuel at any location and reduce road congestion and CO2 emissions.

We are reimagining the car ownership experience and creating a more effective way of managing your vehicle's needs.

## SEEKING

In 2021, we are looking to raise our Series A investment of \$7M USD. We are looking for Investors that see our vision and can help us accelerate Refuel Mobile's expansion in the Canadian and U.S. market while enabling us to create new additional services faster.

To date, we have successfully raised \$2.5M from angel investors.



## TOP TAKEAWAYS

- 1 Top founding and management team with industry and technological experience, past founders and exits.
- 2 First to market in Canada with official certifications, legislative and regulatory approval. ReFuel Mobile has had significant market traction and momentum with a current ARR of \$3M USD with a TAM of \$35B in Canada and \$450B in the US.
- 3 Over 7,000 B2B and B2C customers with a 30% month over month user growth, developing a new last mile delivery strategy with the focus of data and total cost of ownership.

## LINKS



Website



Pitch Deck



Profile



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## REPRESENTATIVES



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# STRATUSCENT INC.

Bringing the Sense of Smell to Devices Everywhere

Artificial Intelligence/Machine Learning

IoT/Connected Devices

📍 Montreal, QC

## PRODUCT SUMMARY

Stratuscent is an AI startup founded in 2016 which has developed the first commercially viable digital nose (i.e. has digitized the sense of smell). Stratuscent's technology can detect, identify and track complex scents (odours) within everyday environments in real-time and with incredible precision. The company's digital nose sensor is low cost and can be easily integrated into a wide range of electronics, appliances and IOT devices.

Stratuscent's journey began with securing exclusive worldwide license for six NASA patents and over the next several years, they enhanced the technology and combined it with a proprietary AI engine ultimately generating 21 additional patents resulting in a significant competitive advantage.

## SEEKING

Stratuscent is currently raising a \$9M USD round to go-to-market and monetize our momentum after having been in stealth for five years and investing \$7.25M in pre-launch development.

We are looking to partner with investors who are familiar with deep tech, who would share our passion in bringing this core disruptive technology to market, and who have the ability to strategically support our upcoming journey. We aim to close this funding round by Q3 2021.



## TOP TAKEAWAYS

- 1 The digitization of the sense of smell has high-impact applications in a broad range of domains including air quality monitoring, healthcare diagnostics, food freshness/spoilage tracking, and security screening, among others.
- 2 The company has adopted a strategy of developing proprietary domain-specific scent libraries to facilitate market entry and integration by OEM partners. Their first such library is for indoor air quality which covers a range of pollutants, malodours (e.g. cigarette smoke) and includes AI-powered risk indices for both the Coronavirus pathogen as well as indoor mold – all enabled from a single sensor.
- 3 The company is now moving towards integrating its technology with global OEMs and is well positioned for rapid growth having been engaged by over two dozen OEMs in 2021 since revealing the technology at CES.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVES



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# DORMS.COM

Marketplace for Young Community Members to Find Great Places to Stay, Study and Cowork

Marketplace

Edtech

Vancouver, BC

## PRODUCT SUMMARY

Dorms.com facilitates transactions for a fee between housing providers and students, backpackers, and digital nomads.

Our target is Gen Z and Millennials. We apply a commission fee between 3% and 30% depending on the transaction. We have direct ongoing contracts with housing providers.

## SEEKING

We are seeking \$10M USD within six months to be the student housing market leader in the US

### Use of funds:

48% Advertising, Marketing, Analytics, Insights  
37% Sales, CSR, Inventory  
17% A.I., Machine learning, Technical innovation  
8% Finance, Administrative, HR

Our yearly revenue target within 24 months is \$61M.



## TOP TAKEAWAYS

- 1 Perfect timing: COVID-19 is giving Dorms.com a great opportunity to grow inventory fast. 325,000 contracted beds in 950 cities worldwide. QOQ growth: 25%.
- 2 Total addressable market: \$186B.
- 3 Fully functional platforms in 13 languages and ready to be booked (students going back to in-person education, pent-up travel).
- 4 Bookings to date: 1M+ bed nights sold.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVE



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# LENDERKEY, INC.

Mortgage Map Smart Contract Platform Leverages Blockchain & AI Technology to Provide Fraud-Free Efficiency

Fintech

Artificial Intelligence/Machine Learning

📍 Toronto, ON

## PRODUCT SUMMARY

LenderKey revolutionizes the lending industry with Mortgage Map, the first containerized Smart Contract. By integrating Blockchain technology, the solution catapults loan officer efficiencies to fund more loans. Multifactor KYC and API integrated data provides incredible cost benefits for banks eliminating the top fraud issues (every \$1 in fraud costs lenders \$3.56) and reduces loan fall-out by 50% or more.

Map connects the lender, loan officer, realtor and borrower in a collaborative command center. Digital documents are blockchain registered, cryptographically signed, tamper-proof & shareable.

## SEEKING

We are seeking \$10M USD for expanding from our current \$2B base to market and expansion in the Canadian market and to introduce and grow in the US where there is a \$16T loan marketplace.

We have increased efficiencies by 7x and are exclusive with two of the five Canadian Banks for the broker market.



## TOP TAKEAWAYS

- 1 LenderKey will process \$2B in loans and will create \$24M in fee and SaaS revenues with 93,000 home applications.
- 2 By 2022 fee revenues will increase to a run rate of \$24M per quarter.
- 3 We will serve over 20,000 realtors and 10,000 loan officers in 2021 through committed agreements.
- 4 We secured three of the top five lending institutions in Canada to integrate as a part of their offering covering 50% of the lending market in Canada.
- 5 We will target the US market in late 2Q and already have interested parties with over 4,000 loan officers.

## LINKS



Website



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## REPRESENTATIVES



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# MIMOSA DIAGNOSTICS INC.

Seeing Beyond What the Eye Can See

 GO BACK



Digital Health

Artificial Intelligence/Machine Learning

📍 Toronto, ON

## PRODUCT SUMMARY

MIMOSA is a portable medical device which uses Artificial Intelligence to risk profile skin health. Patients currently present too late to save their tissue, with conditions such as diabetic foot ulcers and peripheral vascular disease. The current tools are not portable and require in-clinic visits. The MIMOSA provides information about tissue oximetry, perfusion and temperature, and is as easy as taking a selfie, and can be used by the patient, in their own home to connect with their specialist.

## SEEKING

MIMOSA is currently raising a \$10M USD Series A in 2021, and is seeking investors with experience in insurance reimbursement.

## TOP TAKEAWAYS

- 1 With a potential addressable client base of 12M Physicians and 21M patients globally, MIMOSA represents for investors a salable growth model with multiple applications in multiple healthcare settings.
- 2 A global TAM of USD \$28.2 Billion represents market potential across multiple therapeutics. MIMOSA has been able to operate a lean and efficient business model and capitalize on non-dilutive funding awards to grow investor valuations.
- 3 The MIMOSA device + SaaS is ready already FDA cleared and ready for US Market commercialization in 2021. Key KOLs are ready to adopt and integrate the MIMOSA technology into their clinical settings, creating an early-stage strong sales pipeline.
- 4 Financial Projections model upwards of \$85M during year 5, with an 85% gross margin contribution.

## LINKS



Website



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Promo Video

## REPRESENTATIVE



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# SMOOTH COMMERCE

Comprehensive Digital Commerce and Engagement Platform  
Empowering Foodservice Merchants and Consumer Connections

[Marketplace](#)
[Big Data & Analytics](#)

📍 Toronto, ON

## PRODUCT SUMMARY

The Smooth Commerce platform powers white-label mobile app and web ordering solutions that combine ordering, payment, delivery, loyalty, engagement and analytics. The platform lifts transaction volumes, shifts revenue from costly third-party marketplaces, and enables clients to thrive with data driven insights. Key partnerships and integrations in payments, POS and delivery services provide a true one-stop shop for clients. The technology has proved vital in empowering the sector's shift to digital during the COVID-19 pandemic. Smooth Commerce is well positioned to take advantage of the tailwind as evidenced by 56% growth in total revenue (2019 to 2020) and MRR of \$65K USD.

## SEEKING

With expansion into the US foodservice market underway, Smooth Commerce is seeking investors to support both a Series A financing and commercial efforts through key introductions and strategic guidance.

The Series A fundraising target is currently \$10M USD, with the use of proceeds primarily focused on commercial and marketing initiatives in the US foodservice market through 2021 and 2022 and in preparation for additional financing rounds, further supporting expansion into new markets.

Smooth Commerce would seek to confirm culture with investors through introductions and networking opportunities.



## TOP TAKEAWAYS

- 1 Driven by the COVID-19 pandemic, digital ordering moved from being a convenience to an essential part of daily life. Smooth Commerce continues to drive more profitable business to clients through a difficult environment. Monthly transaction volumes grew from US\$232K to US\$1.8M or 13K orders to 78K orders between January 2020 and March 2021.
- 2 Smooth Commerce has invested 6+ years and millions of dollars in developing the current platform technology and its partner integrations. The platform has been proven and continuously enhanced with a roster of premium clients (~750 locations signed to the platform).
- 3 All categories of foodservice businesses have been under increasing pressure to implement digital ordering and delivery. In the North American foodservice industry, digital ordering is set to surpass \$150B USD.

## LINKS


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## REPRESENTATIVES



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# ISARA CORPORATION

Crypto-agile Solutions Allowing Companies to Manage Risks while Maintaining Performance Amidst Emerging Quantum Threats

[Enterprise](#)
[Cybersecurity](#)

📍 Waterloo, Ontario

## PRODUCT SUMMARY

ISARA specializes in creating crypto-agile and quantum-safe security solutions for today's information technology ecosystems. With our partners, we are delivering practical, standardized solutions for a seamless migration to quantum safe security. We help Security Solution Providers and OEMs create quantum-safe products without sacrificing interoperability.

Our products include:

- 1) Cryptographic toolkits for OEMs that need to add quantum safe capabilities to existing products
- 2) Agile technology for certificate vendors to provide comparability with existing standards and quantum safe encryption
- 3) An enterprise SaaS solution for cryptographic discovery, management and remediation

## SEEKING

We are currently raising \$15M USD by July 2021.

Investment will be used to accelerate engineering/roadmap work, expand our technology partner ecosystem, increase the TAM and enhance both direct and channel go to market activities.

There is increasing urgency in a \$4B market segment that is rapidly evolving due to rising quantum threats and aging cryptographic standards.



## TOP TAKEAWAYS

- 1 ISARA's experienced leadership team is rooted in the security capabilities of BlackBerry smartphones. The company is backed by Quantum Valley Investments (Mike Lazaridis) and Shasta Ventures. Existing OEM partners include Thales, Digicert, BlackBerry, and Sectigo. ISARA has multiple government contracts in Canada, US, UK and Japan. We are currently delivering projects focused on cryptographic agility, quantum safe smart cards and health care records management.
- 2 Our new enterprise solution will enable customers to identify existing security concerns (aging and broken encryption) and the emerging quantum threats. We have a strong pipeline of major customers and traction with multiple large consulting firms for channel/distribution.
- 3 Company will generate \$2-3M in revenue this year and will see substantial growth starting next year.

## LINKS


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# ONCOUSTICS

ultraInsight: In Clinic Diagnosis with Ultrasound and AI

Artificial Intelligence/Machine Learning

Digital Health

📍 Toronto, ON

## PRODUCT SUMMARY

Oncoustics creates advanced AI solutions for low cost, non-invasive surveillance, diagnostics, and treatment monitoring of diseases with high unmet clinical need. Oncoustics applies AI to raw ultrasound signals to rapidly differentiate healthy versus diseased tissues. These raw signals reveal novel biomarkers that can be aligned with existing standards and categorization systems. Initially targeting liver disease, a \$30B global diagnostic market, Oncoustics also has clinical data on other organ indications including prostate, kidney, breast and thyroid diseases and cancers.

## SEEKING

Oncoustics is looking for an investor to lead our \$15M Series A.

With this, we'll deliver our first product - the OnX Liver Fibrosis Categorization Solution to market; queue up 3 additional products for the liver including finalization and submission of a product to diagnose NASH; continue development of our pharma and distribution partnerships; as well as continue to build our product pipeline in other organ indications.



## TOP TAKEAWAYS

- 1 Oncoustics is unique: Unlike other players in the space, we are not doing image recognition. Instead, we apply AI to raw ultrasound signals from readily available ultrasound devices to rapidly differentiate healthy versus diseased tissues. There's a wealth of information in these raw signals and our approach reveals novel biomarkers that can be aligned with existing standards and categorization systems.
- 2 We are hardware agnostic and able to leverage the rise of new low cost ultrasound systems - and make them useful today. And as our data - >2M pieces of data and growing is part of our IP - we're hard to copy.
- 3 Our team is a multi-disciplinary groups of experts in digital medicine, med devices, ultrasound, AI/ML, regulatory, startups and business. We have over 20 MDs involved, invested and on our boards.

## LINKS



Website



Pitch Deck



Promo Video

## REPRESENTATIVES



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# PHEMI SYSTEMS CORPORATION

Unlocking the Value Hidden in Private Health Data to Enable Rapid Innovation in Medicine and Patient Care

[Big Data & Analytics](#)
[Digital Health](#)

📍 Vancouver, BC

## PRODUCT SUMMARY

PHEMI has developed a proprietary data privacy and governance platform that enables health organizations to unlock their data for sharing.

Products include:

- 1) Trustworthy Health DataLab - enabler of secure data sharing and revenue creation. Currently on target to sell 2+ new subscriptions in 2021.
- 2) Health Innovation Hub - Two-sided marketplace developed in partnership with health systems. Deployed using the Trustworthy DataLab.
- 3) Health Collaboration Network - Federated health data marketplace linking Health Innovation Hubs. Launching in 2022.

## SEEKING

We seek to raise US\$10M in summer 2021 from digital health and strategic investors.

Our use of funds is primarily for product development, sales and marketing. We plan to: deploy the first three Health Innovation Hubs and implement the Collaboration Network; ramp up the development team for faster product development; ramp up the sales and marketing team to sign up more Innovation Hub customers; grow the services team, including ML/AI/analytics; and grow our partner ecosystem to expand our business development network and add more specialized tools and features.

# PHEMI®

## TOP TAKEAWAYS

- 1 The COVID pandemic has shown the importance of real-time access to healthcare data for insights to facilitate advances in healthcare and medicine. The world produces 2+ trillion terabytes of health data, while only a millionth is available for research use. PHEMI has developed a secure solution to unlock this data for innovation.
- 2 According to Bloomberg and Allied Market Research, the health data market is estimated at \$10-20B, with a CAGR of 20%. The current alternatives are customized 'Lego' solutions which are implemented as unsupported, one-off solutions for individual companies.
- 3 The PHEMI solution, in contrast, is a mature product with full support infrastructure and well-developed roadmap led by a team of industry-leading experts such as the CEO, Dr. Elliston (Merck, Bayer), who closed over \$350M in deals at Gene Logic.

## LINKS


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## REPRESENTATIVES



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# OPTIMITY

Award-Winning Digital Health Rewards Program that Incentivizes Users to Take Healthy Action

[Digital Health](#)
[Insurtech](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Optimity uses evidence-based behavioural science and gamification to improve population health. The company's health and wellness solutions are developed by leading health experts and backed by more than 30 years of behavioural science research. Optimity engages user populations (including: consumers, employees and policyholders) through activities, educational quizzes and challenges. The platform generates actionable data insights that drive improved health outcomes for users, and provides a unique alternative to traditional, online digital marketing for enterprise clients (insurance, financial services, retail) enabling them to improve brand loyalty and acquire quality leads.

## SEEKING

In 2021 we will be raising our Series A in the range of \$7M-\$15M USD. The funds will be used to expand our sales team, invest in R&D and grow our existing clients.

We are looking for investment partners that can help accelerate our expansion in the North American market through additional customer or partnership introductions, and work with us on the hiring of key team members.



Optimity

## TOP TAKEAWAYS

- 1 We work with 12 of the top North American insurance companies (largest American insurance company, second largest Canadian insurance company, largest global Reinsurance company), who combined have 67 million policyholders that we are expanding into.
- 2 Our dynamic consumer data set is one of the largest in North America (2.2T data points), with a 360-degree view of each member to enable digital distribution flows, and segmented marketing.
- 3 Our team is led by industry experts with strong backgrounds in predictive health scoring, behavioral science, gamification and lead generation. Our key advisors have expertise in insurance, loyalty and gaming (retired CEOs of Gen Re Life, Air Miles, Bioware/EA Games).

## LINKS


[Website](#)

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## REPRESENTATIVE



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# BLUE J

Bringing AbsoluteClarity to the Law, Everywhere and On Demand

Artificial Intelligence/Machine Learning

Legal Tech

📍 Toronto, ON

## PRODUCT SUMMARY

Experts know that the best answers cannot simply be looked up in a statute or found in a publisher's online research database. The best answers are novel and ingenious. They are bespoke and draw support from hard-won real-world experience and many authoritative sources. Blue J harnesses the power of machine learning and AI to bolster the capabilities of experts, augmenting their professional experience and knowledge to help them formulate the best answer, every time. Blue J enables experts to build better answers.

## SEEKING

We seek capital for go-to-market efforts in the United States. After our original commercial launch in Canada in 2017, Blue J has good market penetration in Canada.

We are replicating our Canadian go-to-market efforts in the US. Following our established game plan and based on our actual go-to-market experience in Canada, we conservatively estimate that by the end of 2023 we will reach \$23.1M USD in ARR.

We are looking for investors who have experience with B2B SaaS, with a preference for those with operational experience in scaling tax and legal technology companies. With the right investors, we expect our results can be accelerated.

# blue J

## TOP TAKEAWAYS

- 1 Our proprietary machine-learning process is unrivalled in predicting legal outcomes. It has been adopted by the largest professional services firms in Canada across-the-board.
- 2 There are strong network effects associated with Blue J's prediction platform. We have built the US Blue J Tax product that positions us to replicate this success in the United States.
- 3 Expected 2021 ARR: \$4.5M; North American TAM: \$3.4B; 2023 expected ARR: \$23.1M.

## LINKS



Website



Profile

## REPRESENTATIVES



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# ENVOI

Empowering Retailers with Infrastructure to Meet Consumer Demand for Transparent and Affordable Same-Day Delivery

[Supply Chain](#)
[Logistics](#)

📍 Toronto, ON

## PRODUCT SUMMARY

Envoi is a same-day delivery company meant to meet the scale and demand of enterprise retailers. Through a combination of sophisticated algorithms and operational efficiency, we are able to deliver thousands of packages within the same day while giving real time delivery insights to both the retailer and end recipient along the way.

## SEEKING

We are raising \$20M USD in early 2022. While we are currently profitable with positive net margins, growth using those margins alone is not as fast as we'd like it to be.

We have to constantly prioritize on which markets to expand into next. Having an additional \$10M to pour gas on the proven business model will mean we won't need to choose and can expand much faster across North America to meet our customers where they want us to be. These funds will help us establish a robust presence across the continent before we set our sights on the international scale.



## TOP TAKEAWAYS

- 1 Founded in 2017 by first-gen immigrants, Envoi has only taken in \$300,000 in investment to date, and turned that into a profitable company that grew 300% YoY from 2018 to 2021.
- 2 We're on track to do \$10M in ARR by the end of December 2021, with a physical presence across Canada.
- 3 The funds raised will be used to execute upon an already proven business model, not to validate one. Envoi is the company any long term value oriented investor should strive to add in their portfolio.

## LINKS



## REPRESENTATIVE



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