



# WESLEY CLOVER QUARTERLY UPDATE

AUGUST 2016

## Sharing Summer Successes

Welcome to another issue of **Q**, the **Wesley Clover Quarterly Update**. As the summer months arrived in the Northern Hemisphere, they brought with them a time of both hard work and relaxation. This packed Update provides you with some of the noteworthy developments, from the technology side of the portfolio across to the real estate and philanthropic activities.

To begin, you will read about a number of the new technology companies as they gain their initial market traction, both domestically and internationally. This in no small way is a result of the unique investment model that Wesley Clover wraps around these start-up companies, providing much more than just seed funding. The active management and mentoring

that is applied, as well as the rich network of initial customer and channel partner contacts that the companies are exposed to, provides them with a far greater chance of success than they would have otherwise.

You will also read how some of the larger companies are continuing to lead their industry sectors. This is the objective of all the companies, large and small, regardless of where they are started. And it creates a dynamic ecosystem within which partnering, technology sharing, joint marketing and selling, and other mutually beneficial relationships are enabled. All to help each other continue to grow and go global fast.

On the commercial and leisure real estate side of the business, things continue to move forward and expand as

planned. New properties were added to the portfolio. Outstanding events were hosted and managed. Customers and guests were treated to top-notch services and entertainment.

So please read on. I am happy to share these Quarterly Updates with you, and I hope you continue to enjoy receiving them.

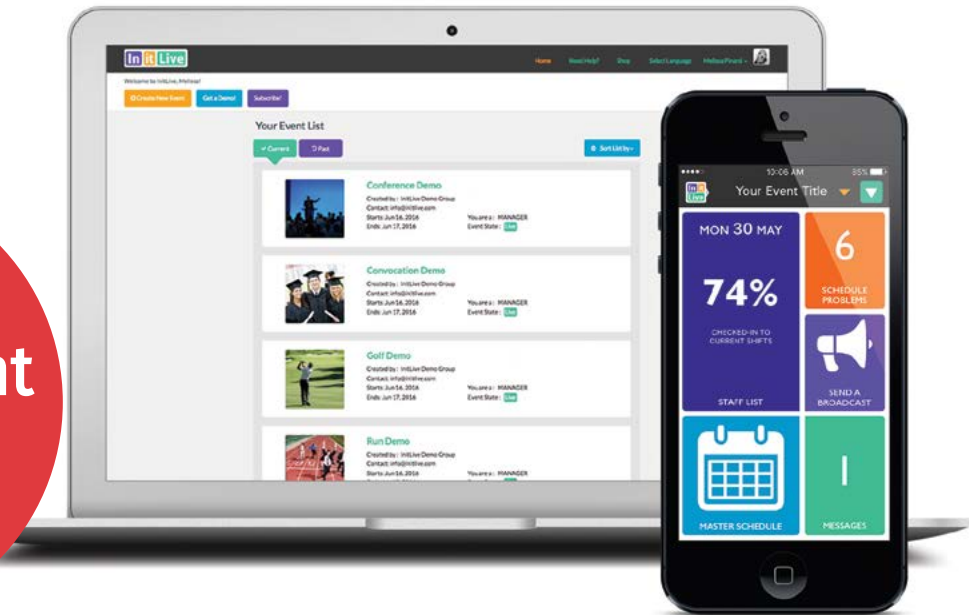
Kind Regards,  
**Terry Matthews, Chairman**



*Q is a quarterly publication of Wesley Clover, highlighting some of the latest accomplishments from the wide range of businesses in our portfolio. Visit [wesleyclover.com](http://wesleyclover.com) for more information.*



# Better Management of the Masses



**OTTAWA-BASED** InitLive is an event management software company that takes a mobile-first approach to managing the most mobile of event resources — the paid and/or volunteer team on the ground. The company has created a cloud-based system that includes a web service and a free mobile device application. Together, these tools equip event planners and managers, event staff and volunteers with superior planning, scheduling and real-time communication capabilities to leverage before, during and after their festival, conference, sporting, campus or other event.

InitLive software reduces the effort and time required to set-up events, increases manager control and effectiveness during events, and improves staff communication throughout. It elevates the coordination and performance of the full team significantly. The result is smoother, safer, more successful events, and by extension, happier attendees and more satisfied sponsors.

Launched in the summer of 2015, InitLive software has already helped some prestigious international clients run very successful events, including:

- The World Economic Forum
- IEEE Globecom
- The Academy of Country Music Awards
- Girls Scouts of America
- Johns Hopkins University
- One Young World
- Ottawa 2017
- Toastmasters International
- Project Lead the Way
- Tufts Medical Center
- Abu Dhabi F1 Grand Prix
- Omega Dubai Desert Classic
- Keller Williams Real Estate

During the most recent Quarter, the team was busy initiating or completing projects to ensure the software can be used internationally — for example, it already offers an English, French or Hebrew interface. Work continues to optimize performance on the web and on the iOS and Android mobile platforms, leading to greater product scalability and support of even larger events.

And going forward, the team continues to work directly with existing and new clients to develop key new features that will be unique in the event management marketplace. We are impressed with the customer response to this new software platform to date, and look forward to sharing more success stories from the company as it continues on its growth path. [initlive.com](http://initlive.com)



## A VERY REWARDING QUARTER

**P**RETIO Interactive is a leader in creating more effective advertising within mobile applications and games. Pretio technology aggregates mobile engagement programs and reward networks and provides product brands with powerful consumer awareness. Not through ads, but through rewards. Research proves that this approach enables brands to reach hard-to-get consumers where and when they most want to be reached.

The increasingly popular technology propelled the company to four significant milestones over this latest Quarter:

- Revenue grew 45% from the same Quarter last year.

- Product and service margins grew 70% from the same Quarter a year ago.
- The team was honoured twice by their local technology community at an annual Awards banquet. Company CTO Rob O'Dwyer and Senior Software Developer Aurora Walker were both recognized as Employees of the Year. Also, CEO Jim Hayhurst was honoured with the Colin Lennox Technology Champion Award
- The company established partnerships with two large mobile advertising networks in China, in each case to deliver campaigns and audiences from North America to China.

in recognition of his lengthy contributions to the Victoria technology community.

A rewarding Quarter indeed. We look forward to sharing more success stories from Pretio Interactive in future issues of this Update. [pretio.in](http://pretio.in)



## Leveraging a Digital Advantage

**VANCOUVER-BASED** Encepta is a digital-first service provider to the telecommunications and infrastructure engineering industries. The company uses proprietary software to conduct mapping and infrastructure assessment projects that serve as inputs for the design of ongoing expansions and upgrades to outside 'plant' (poles, towers, wirelines, etc.).

Encepta brings a 'smart' design process to a traditionally low-automation environment, emphasizing the use of digital

**Encepta brings a 'smart' design process to a traditionally low-automation environment, emphasizing the use of digital photos, videos and mobile software instead of paper forms, drawings and binders.**

photos, videos and mobile software instead of paper forms, drawings and binders.

The new designs, and the digital data that accompanies them, enable customers to increase efficiency, save time, reduce cost and thereby improve the success

of and return on their capital infrastructure investments.

The latest Quarter saw customer traction continue to increase for the company, with the addition of several new Engineering firms to the satisfied client list. The Job Management Software

## Encepta

Suite and Field Data Collection Application for Android were also enhanced with new integrations to enterprise customer Plant Management Systems, increasing the reach of the Encepta software tools.

The upcoming Quarter will see further expansion of the profitable service operations for the company, and an improved feedback loop surrounding in-house use of the software products — a process which already drives ongoing improvements for the benefit of external customers.

[encepta.net](http://encepta.net)

# Encore Networks Honoured for Exceptional Innovation



**ENCORE NETWORKS**, based in Virginia, USA, is a leading developer and manufacturer of commercial-grade and industrially-hardened data routers. At the close of the latest Quarter, the company announced that the EN-1000™ CAT 1 LTE router has received a 2016 IoT Evolution Product of the Year Award from IoT Evolution Magazine and IoT Evolution World, the leading magazine and website covering Internet of Things technologies.

With an industry-leading MSRP of \$199.00, and designed specifically for wireless IoT and M2M (Machine to Machine) applications, the compact EN-1000™ includes a license free protocol suite for IP routing, VPN, Firewall, Ethernet and IP Interworking. The router automatically detects network failures and switches seamlessly to LTE or WAN mode as programmed via multiple VPN tunnels and VLAN support. Reliable communications can be maintained via standard SNMP workstations or the EnCloud™ Enterprise Management System available from Encore.

“We are pleased to win this Product of the Year award. It validates our efforts to stay at the forefront of the fast growing M2M and IoT devices markets, which rely on LTE and CAT 1 technologies,” stated Peter Madsen, President and CEO of Encore Networks. “The EN-1000 is purpose built for applications requiring low-cost and high-performance. It was developed for and certified on Verizon Wireless networks, the most reliable LTE networks in the U.S.”

Carl Ford, CEO of Crossfire Media, a co-publisher of IoT Evolution shared the news, and commented, “The solutions selected for the IoT Evolution Product of Year Award reflect the diverse range of innovation driving the machine-to-machine market today. It is my honor to congratulate Encore Networks for their innovative work and superior contribution to the rapidly evolving industry.” [encorenetworks.com](http://encorenetworks.com)



## Mitel Quarterly Revenues, EPS Outperform Once Again

**T**HE latest Quarterly results are in for Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, and again they are impressive. The company reported total GAAP revenues of \$307M for the period, an increase of 11% year-over-year. EBITDA also rose, to \$46M, a 43% year-over-year increase. Both of these results exceeded the high end of the guidance put forward by the company.

“Strong execution across all segments enabled Mitel to deliver outstanding second quarter results that exceeded analyst consensus and beat the high end of our guidance,” said Richard McBee, Chief Executive Officer. “We are especially pleased with the strong performance of our Enterprise Division, which capitalized on our broad global portfolio to take market share.”

The following are additional highlights from the Quarter:

- Recurring cloud seats grew by 31,000, beating the 18,000 new seats added in the previous Quarter and increasing total deployments to more than 450,000.

- Mitel Mobile secured 15 new technology wins, bringing the total of such wins to 50. With 19 global carrier customers now actively rolling out Mitel Mobile solutions, the company has already exceeded its 2016 full-year target for live deployments, with 6 months still remaining in the fiscal year. And with bookings for the Quarter up 27% year-over-year, continued strong performance can be anticipated from this business segment.

- In terms of Unified Communications and the Enterprise Division overall, third-party research from firms such as Gartner and MZA Ltd. confirms that the

company continues to be a market leader and one that is increasing its dominance in key areas including the Americas and Europe.

Looking forward, the company has set solid guidance for the next Quarter, and is continuing to build momentum. Positive announcements have now been released from Bouygues Telecom, Michael Johnson Performance and Frost & Sullivan. Visit the Newsroom link on the Mitel website for full details. [Q looks forward to tracking these and other key developments from the company in the next issue.](#) [mitel.com](http://mitel.com)



# Martello SaaS Driving Success for Mitel Customers



**M**ANAGING the performance of almost 10,000 devices now, MarWatch Software-as-a-Service from Wesley Clover company Martello Technologies is a value-added fault monitoring and detection application for Mitel Enterprise products, and it is becoming a ‘must have’ for customers. Since the toolset was bundled into the Premium Software Assurance offering last year, clients say Mitel Performance Analytics (the proprietary brand for the solution) is now the reason they purchase the upgraded tier of coverage.

According to Mitel partner Southeastern Telecommunication Services: “Premium Software Assurance is now a standard offering for us, because of Mitel Performance Analytics. It has changed the way we deliver service, from reactive to proactive. We can now stay ahead of problems for our customers”.

And Martello is working hard to add ever more value for the global Mitel partner community. The upcoming release of software will expand support for the popular MiVoice MX-ONE platform and introduce key analytics capabilities. Top channel partners in the UK had a sneak peek at this new feature set at the Mitel Elite Experience channel meetings held in July. Audience response was very positive.

Success for Martello also includes giving back to their local community. The company introduced an Employee-Directed Gift program recently, encouraging employees to direct a donation to community organizations they are passionate about. “We wanted to recognize the causes that are important to our team, and encourage employees to be actively involved in their community. It’s all part of how we define success”, said Martello CEO Bruce Linton.

*Good corporate and community citizens in our opinion – keep up the terrific work.* [martellotech.com](http://martellotech.com)



*Martello Sales Director Pardeep Koonar speaks to Mitel Channel Partners at UK Sales Experience, July 6, 2016.*

## ProntoForms Marks Yet Another Consecutive Quarter of Growth

**P**RONTOFORMS is a mobile workflow platform used by more than 3,500 clients to collect and analyze field data with smartphones and tablets. The company has now enjoyed an impressive 21 consecutive Quarters of revenue growth, and is using that growth to invest across all areas of the business. One very tangible example this past Quarter: an expanding workforce triggered a move to a larger corporate headquarters.

“Our continued investment in additional employees is not only strengthening the solutions we offer,” said CEO Alvaro Pombo, “it is also helping the company establish mature and well-documented processes and policies that are required when serving enterprise customers.”

ProntoForms has continued to experience increased success with clients at the enterprise



level. Clients who demand a robust and scalable mobile solution, delivered by a company with a proven ability to meet the highest standards of service quality and reliability.

The company also benefits from partnerships with top-brand technology players such as Apple, Google and AT&T. This latest quarter saw ProntoForms enter new vertical markets by virtue of adding new partnerships with ikeGPS, a provider of smart laser

measurement solutions, and Fleet Complete, a leading provider of mission critical fleet, asset and mobile workforce management solutions.

On the end-customer side, ProntoForms recently published new success story videos showcasing how the technology has improved business processes at **AAA Carolinas** and **Pesado Energy Services** (a video produced in conjunction with Apple).

*We will keep readers aware of ongoing developments at ProntoForms in future issues of Q.* [prontoforms.com](http://prontoforms.com)





# Teldio Making Significant Inroads into Data Center Market



**T**ELDIO is a two-way radio applications developer whose scalable solutions help enterprise customers integrate radio networks with existing third-party infrastructure and applications to create unified communications networks. Implementation of Teldio solutions continues to

grow across a variety of vertical markets, including manufacturing, hospitality, education and regional government. Strong repeat business speaks to the value customers find in this applications portfolio.

Of particular interest, deployments over the past year in customer data centers have made this one of the fastest growing sectors for the company. One global data center client started a rollout of Teldio technology in its North American operations earlier this year. As of this latest Quarter, 18 sites had been installed. More than one hundred locations remain for backlog, and again, that represents only the North American operations. Naturally, interest in making Teldio the partner of choice for application deployments across the even larger global

footprint is being explored with this customer.

In other developments, adoption of D3M, the unique Teldio web application which simplifies the process of designing, documenting, deploying and managing networks including those using radio technology, continues to grow. Dialogue on use cases with additional manufacturers in the two-way radio space also continues, and all contacts have expressed interest in D3M implementation for internal and reseller use.

Plans for the coming Quarter and beyond reflect top line growth on both sides of the business. *The bar continues to be raised and all hands remain on deck to make it happen.* [teldio.com](http://teldio.com)

# Cliniconex Joins Wesley Clover Portfolio

**C**LINICONEX, a graduate from the latest L-SPARK Accelerator program, is a SaaS company focused on improving the productivity and effectiveness of interactions that medical, dental and other clinics have with their patients. The Cliniconex software enhances communications through electronic reminders, surveys, and recalls for appointments. More productive outreach to patients is one of the best ways to promote long-term health, gather better patient feedback, and make the best use of health provider and patient time at the clinic. As a result, it also helps manage and reduce associated costs, which is a strong value

proposition for all stakeholders. Clients are coming to recognize Cliniconex as the leader in this regard.

Over this last Quarter, the company expanded its user base by 15% and can now count more than 1500 Canadian healthcare providers as customers, including doctors, nurses, dietitians, physiotherapists and others. This customer growth propelled the company to record Quarterly revenues, up a similar 15% from the previous Quarter. Cliniconex also increased its key channel partner relationships during the Quarter, and is working with these and all its partners toward significantly

higher recurring revenues moving forward.

Graduating from L-SPARK in July, the company closed a seed financing round of \$500K and moved into its first dedicated office space in the Kanata Research Park at that time. The L-SPARK program enabled the company to expand its internal team and its customer prospects list, and both helped drive almost a doubling of recurring revenues over the nine-month duration.

*We will keep our eye on this new graduate as it continues to morph into a very viable new business.* [cliniconex.com](http://cliniconex.com)



# 'Mariposa' No Match for HYAS Talent and Technology

**H**YAS, a recent addition to the Wesley Clover portfolio, is a skilled information security firm developing valuable technology — unprecedented data and network protection — for the enterprise, SMB and consumer markets. It's Founder and CTO, Chris Davis, is an example of the impact Wesley Clover entrepreneurs can have on the global stage.

Not long ago, Chris was instrumental in stamping out one of the largest, most nasty botnets ever unleashed. At its peak, this virus was estimated to have infected more than 15 million computers and to be active in practically every country on the globe. It penetrated the networks of most Fortune 500 companies, most Canadian banks, the Canadian and U.S. governments, and even the UN. While Botnets are always a threat, this malware was particularly malicious, stealing login credentials, financial and other data and transmitting this critical information to a global network of cybercriminals.



Chris Davis, Founder and CTO, HYAS  
photography: conceptphoto.ca

Thanks to his growing reputation in the industry, Chris was approached by an international team of law enforcement agencies and asked to help fight the ever-spreading threat. Chris of course agreed. He gave the virus the code name 'Mariposa', launched the Mariposa Working Group, and ultimately was responsible for the forensic investigation that led to one of the FBI's first successful prosecutions of international computer crime.

Chris was later recognized for his leadership in this battle with the Global Hero Award from Microsoft, and equally if not more impressively, with the Director's Award of Excellence from the FBI. To date, Chris is one of only a very few non-FBI employees ever to receive this prestigious honour.

Chris was all too happy to help. And he continues to help drive HYAS forward based on this impressive track record. Now in limited 'beta release' with Fortune 500 companies and the world's largest information security firms, the HYAS security intelligence platform, named 'Comox', is being designed and engineered by Chris and his team to become the new industry standard. Comox is also at the core of the forthcoming DNS defense offering from HYAS, providing predictive blocking of malicious internet domains and industry-leading protection from malware, ransomware, phishing, botnets and other threats.

We feel better already. *Stay tuned for further developments in future issues of Q.* [hyas.com](http://hyas.com)



# Busy Conference Season for Echosec

**E**CHOSEC, the location-based social media search and analysis company in the portfolio, was busy increasing corporate visibility this past Quarter. Users of the technology can access all publicly posted, geo-tagged social media within an area of their choosing on a map. As might be expected, this capability is of particular interest to the Security, Investigation, Geographic Information System (GIS) and Law Enforcement communities.

Of note this Quarter, Echosec exhibited at the 2016 Esri (**Environmental Systems Research Institute**) User Conference, which drew more than 16,000 attendees. Echosec announced at the show the launch of Echosec Pro for ArcGIS Online, an application developed to enable rapid search, retrieval and import of real-time social media posts into ArcGIS, the industry-leading, cloud-based GIS mapping Software-as-a-Service hosted by Esri. The new Echosec application is now available within the Esri Application Marketplace, which is providing the company with excellent exposure to this important community.

In June, members of the Echosec team flew to London where CEO Karl Swannie spoke at the IO Global Countering Violent Extremism summit. In his talk, Karl addressed the importance of social media monitoring as it applies to global security and military operations. As Karl likes to say, "if you have a fence, you need a geo-fence".

Echosec was also fortunate enough to be honoured with a number of awards during the Quarter. In their local tech community, the company was the recipient of the VIATEC award for Innovative Excellence — Software or Service. Further afield, Echosec UK CEO Ben Milsom was honoured as the Young Business Person of the Year at the 2016 Business Awards. Echosec UK was also nominated as the Global Start-up Company of the Year at the Wales Start-up Awards.

People are taking notice of this innovative young company, and we will continue to report on their progress. [echosec.net](http://echosec.net)





GOING MOBILE FOR ADDED CUSTOMER VALUE

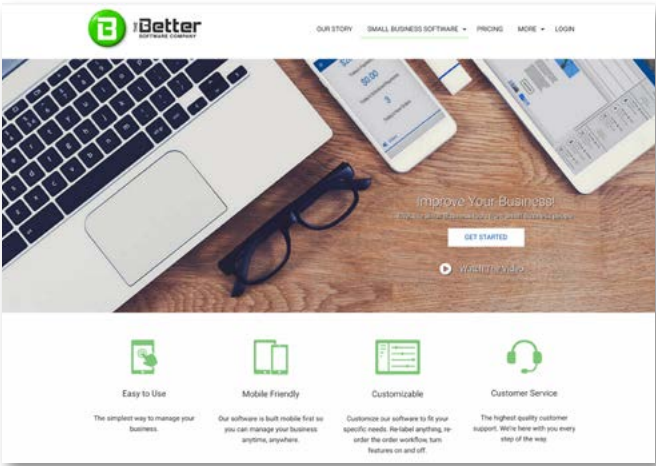
THE Better Software Company, a graduate from the first L-SPARK Accelerator program, provides a revolutionary, all-in-one small business management solution, named BPro. Cloud-based and now available across fixed and mobile devices, BPro helps both established and growing new companies streamline critical aspects of their business and improve their core operational processes.

BPro is unique in that it provides a single, shared tool to connect and integrate key functions across the business. It improves data accuracy and flow, employee communication and productivity, and sales management and growth — details that are all essential for target customers.

After a strong growth Quarter to begin 2016, the past three months have been focused on product enhancement, strengthening the corporate brand and widening the audience reach. The results add significantly to the user value of BPro, and open a new customer segment for the Company starting in the upcoming Quarter.

The new BPro Mobile App, available for free to all BPro clients, allows access to all business details whenever and wherever the user is connected to the internet. The addition of more Business Insight Reports further enable the business owner to make informed, timely, data-driven decisions. Principals can keep track of what’s happening across the operation at any time, without taking the focus off their own daily priorities.

Another key enhancement to the BPro Platform this past Quarter is Advanced Multi-Location Support, which effectively opens the door for the Better Software Company to the extensive and lucrative franchise customer market. More momentum for the company as it continues to pursue its vision of creating a universal Small Business Management Solution. *We will continue to watch and report back in Q ...* [thebettersoftwarecompany.com](http://thebettersoftwarecompany.com)



Three New Teams Set to Graduate at Alacrity UK

THE Alacrity Foundation (Alacrity UK), the charitable technology incubator based in Newport, South Wales, brings start-up teams together to solve real world problems with software solutions. At the close of the Quarter, three teams graduated from the latest Alacrity Graduate Entrepreneurship Programme. Here is a quick introduction to the innovations these bright young minds have been concentrating on:

- HUT 6, appropriately named after the building where World War II codebreakers cracked the German Enigma encryption machines, is an IT security team focused on combatting human behaviours that can leave organizations vulnerable to security breaches. The impetus behind the team was provided by a local technology company that is looking for solutions to safeguard itself against simple human errors that could expose their valuable intellectual property.
- In the face of constrained public funding, local authorities and other government agencies are seeking new ways of maintaining services. One option being pursued is to better engage civic society in their local community activities. As a result, volunteering is finding a rich new vein of opportunities. The secret of a successful volunteering program lies in the ability to create schedules that match the availability of the volunteer with the requirements of the organization. Volunteer Space has created a volunteer management platform that addresses these requirements. The company is now pursuing its first product installations.
- Codeherent responded to a technical challenge from a Financial Times (London) Stock Exchange 100 company which needs to improve the efficiency and effectiveness of its own product development activities. This company has a significant on-line retail presence, and the constant updates and improvements required to maintain that presence are causing issues. Codeherent set out to develop key new software management tools that will enable the retail company to plan and resource its development projects more accurately. These new tools are planned for trial installation early in the coming Quarter.

*We will continue to monitor these latest entrepreneurial ventures and share the news on their progress as it becomes available.* [alacrityfoundation.co.uk](http://alacrityfoundation.co.uk)



CounterPath Now Integrated with Salesforce®

FOR more than a decade, Wesley Clover company CounterPath Corporation (Nasdaq:CPAH) (TSX:CCV) has been revolutionizing the way people communicate. The company was a pioneer in over-the-top (OTT) unified communications (UC) platforms, and it has become a top supplier of these solutions to SMBs, enterprises and service providers globally.

Bria, the carrier-grade and flagship soft-phone from the company, is an industry favourite, enabling users to make secure VoIP audio and video calls, send instant messages, manage presence and screen-sharing across multiple devices and operating systems, all using a hosted or an existing premises-based call server.

Millions of users across various business sectors have benefited from the CounterPath

commitment to create innovative communications experiences. That leadership continued this past Quarter as CounterPath announced the general availability of Bria for Salesforce, an integration of the Bria client with this industry-leading CRM software. The solution is designed to address challenges identified by Salesforce users related to the lack of access to real-time (RT) collaboration from within the CRM, as well as the integration of RT communications data and analytics.

CounterPath seized on the opportunity to change this, enabling Salesforce users to centralize their communications, make their contextual data more accessible, and increase their productivity as a result.

“There are an abundance of customer experience and IT professionals who are looking to implement business and technology solutions to solve today’s most pressing customer engagement challenges,” said

Todd Carothers, EVP of Sales and Marketing at CounterPath, in a July press release. “Bria for Salesforce enables enterprises to increase productivity by integrating communication tools within Salesforce, to reduce the need for internal reporting activities with the automatic collection of customer interactions, and to gain valuable and actionable insight into customer metrics with pre-built dashboards and reports.”

Bria for Salesforce is now available on Salesforce AppExchange, a leading enterprise applications marketplace for cloud, mobile, IoT and data science technologies. In the short time since the full release, CounterPath has seen a high uptake in trial installations, and expects to see continued adoption of the product moving forward. *We will bring you further updates in future issues of Q.* [counterpath.com](http://counterpath.com)



Vietnam Seminar a Precursor to Further Global Expansion?

VIETNAM is not yet on the list of the world’s most innovative countries, but the rapid economic growth and increasing international engagement it has enjoyed is starting to attract investor attention. This was further evidenced in the latest Quarter when guests packed a sold-out seminar on start-up opportunities in Ho Chi Minh City, Vietnam. Wesley Clover was among those in attendance, co-sponsoring the proceedings and getting a first-hand sense of the local potential.

Attendees came from all aspects of the startup community — venture capitalists, angel investors, successful founders, new founders, incubators and accelerators. While it became clear there are still constraints in particular on early-stage fund raising, Vietnam is also learning much from developments in near-by India and China. It is



Ho Chi Minh City, Vietnam

perhaps only a matter of time before large valuations can start to be ascribed to the Vietnam equivalents of Alibaba and Uber. The increasing standard of education and technical capabilities in Vietnam, particularly around the technology core in Hanoi, will definitely help enable such start-up successes.

And so, potentially, could the Alacrity investment model, which has been developed by Wesley Clover to appeal directly to such emerging markets, including the key stakeholders of local governments and academia,

and local entrepreneurs. Greg Vanclief, Managing Director of Global Investments for Wesley Clover, spoke at this event, and met with a number of local start-ups during his time there. *Stay tuned to future issues of Q to learn if Vietnam gets added to the Go Global Fast landscape we promote.*



Panelists discuss opportunities and challenges in the Vietnam start-up environment



## Twentify scores points with NBA

### Twentify Technology Leveraged Extensively at 2016 NBA All-Star Weekend

**T**WENTIFY, one of the Wesley Clover start-up companies based in Istanbul, Turkey, has developed a SaaS platform that enables business clients to mobilize an engaged crowd of smartphone users and have that crowd collect field data and capture user experiences on behalf of the client. Named 'Bounty', the platform couples with the power of crowdsourcing and smartphone technologies to deliver accurate, real-time data, and does it very cost effectively. Bounty provides valuable product or service insights that lead to better business decision-making.

**"With the breadth of information that a mobile ethnography application such as Bounty can provide, the potential for identifying hidden consumer insights is almost limitless"**

— Twentify Customer



The Twentify team began the process of global business expansion late last year. In this case, that meant 'in to' North America, not 'out of' it. Evidence of initial success came early in 2016 when the company secured a partnership to use Bounty in a range of applications at the 2016 National Basketball Association All-Star Weekend, held in February in Toronto, ON. The results of that exercise were only published recently, but they clearly speak to the power of the service.

You can read the full article [HERE](#), but to quote the client:

"Overall, this proved to be an exceptionally effective tool to collect in-the-moment data in order to gain a greater understanding of consumer behaviour and experiences. With the level of detail our clients are often looking for in terms of customer experiences or journeys, real-time responses are needed more and more. With the breadth of information

that a mobile ethnography application such as Bounty can provide, the potential for identifying hidden consumer insights is almost limitless."

The company enjoyed some additional PR exposure this last Quarter in one of the Canadian national newspapers. The Financial Post ran [THIS STORY](#) about the company.

As you will read, the company already has more than 19,000 North Americans in its field 'work force'. There remains plenty of ground to cover to match the 150,000 users they now have in Turkey, but it is only year-1 for things over here, after all!

Suffice it to say that traction seems to be building nicely. *Stay tuned for further updates about this innovative new company in future issues of Q.* [twentify.com](#)

To access the linked articles in this story please go to [wesleyclover.com/Q](#) to download a PDF

**Istanbul, with a population of 14.7 million, is Turkey's largest city. Along with tremendous historic significance, an extensive cultural community and considerable ethnic diversity, Istanbul also boasts a thriving high-tech community.**

### CreatorDen the Latest Start-Up to Launch in Istanbul

**C**REATORDEN is a self-service, online marketplace that connects social media influencers with leading product and service brands, as well as other media, PR and advertising agencies, to create 1:1 campaigns designed to engage targeted audiences. The CreatorDen platform and mobile application enable these parties to more easily connect, collaborate and transact in brand-appropriate projects.

The term 'Influencer Marketing' is being used to identify this new approach to customer attraction and retention. With consumers rejecting traditional digital advertising methods, alternatives like influencer marketing are becoming increasingly important for companies in their quest to reach target audiences in more authentic, less obtrusive, more successful ways.

This past Quarter was significant for the company as it marked the first release of the product to market. The launch was supported with the creation of a first-of-its-kind Quarterly Report analyzing the evolution of the advertising industry and the growth of influencer marketing within it. "Influencer Talks", a blog and digital marketing campaign, was also launched to attract and begin building a community around key industry personalities with large social media followings.

To date, 10 client companies have been engaged and more than 200 micro-influencers have been cultivated. Over the coming Quarters, the aim is to continue validating the ROI of influencer marketing and secure an increasing portion of the digital media spend of the Fortune 500 companies. **We will be watching ... [creatorden.com](#)**





## L-SPARK Continues to Generate Demand and Deliver Value

**F**OCUSED on Enterprise SaaS and cloud start-ups, L-SPARK continues to leverage its hands-on mentoring and nurturing programs and its established relationships with key venture capital firms, angel investors, and the investment community at large to drive a deal flow of fundable young companies. This latest Quarter was a very busy and productive one for the team.

The application process for the next Accelerator session was a key project. To continue increasing the awareness of and demand for the program, the L-SPARK team conducted another of its #SaaSRoadshow tours, visiting innovation hubs across Canada. Meetings to share the L-SPARK story with prospective SaaS start-ups were held in Ottawa (75 attendees), Montreal (300 attendees), Toronto (800 attendees), Waterloo (200 attendees) and Vancouver (200 attendees).

By the time the application process was completed, more than 200 submissions had been reviewed and 12 new companies were selected to compete in the formal Pitch Session at the end of September. The winners of that session will then enter the 9-month intensive program beginning in October.

Also during the Quarter, the L-SPARK community of mentors, advisors, investors and corporate partners gathered to celebrate the graduation of the second 'Best in SaaS' cohort. Each of the start-ups from the latest L-SPARK Incubator and Accelerator programs showcased their progress to a sold out audience in a fun-filled evening of presentations and entertainment. A video of the festivities can be viewed [HERE](#).

On the heels of this celebration, the team conducted the second annual L-SPARK Canadian Cottage Pitchfest, an invitation-only event that this year attracted more than 140 accredited angel investors and venture capital firms from Canada and the U.S. Guests included representatives from BDC, OMERS, Vanedge, Angel One Network and others. Again, each of the current Incubator and Accelerator start-ups presented their refined investment pitches, in this case on a large boat as it sailed through the impressive Thousand

Islands area of Ontario. The seafaring pitches were followed by an afternoon BBQ at the cottage of Wesley Clover Chairman Terry Matthews, conveniently located nearby. A number of follow-on engagements between start-ups and guests continue to take place from this gathering, and the results are looking quite encouraging.

Last but certainly not least this Quarter, L-SPARK also launched ticket sales for [SaaSNorth](#), Canada's first conference designed exclusively for SaaS leaders to learn, network and grow. Being held in Ottawa on November 30th and December 1st, 2016, this inaugural two-day event is expected to draw more than 1000 delegates from across Canada as well as the north-eastern United States. The theme of the event, "From the Ground Up: Building Global SaaS Organizations", will be reinforced by more than 50 relevant presentations and content from SaaS industry leaders that include:

- Tobin Lutke, Founder/CEO, Shopify
- Steve Woods, former CTO, Eloqua (sold to Oracle for \$600M)
- Michael Serbinis, Founder/CEO, LEAGUE Inc.
- Zander Lurie, CEO, SurveyMonkey
- Scott Millar, CEO, Vision Critical
- Mike McDerment, Co-Founder/CEO, Freshbooks
- Michael Silagadze, Founder/CEO, Top Hat
- Mike Currie, Global Director of Sales Engineering, Hubspot
- Kim Walsh, Global Director, HubSpot for Startups
- Diana Chiu, Senior Manager of Corporate Development, Hootsuite
- Bram Sugarman, Head of Corporate Development and Strategic Partnerships, Shopify

Not bad for a single Quarter! The next one will certainly be consumed with selecting and onboarding the next Accelerator cohort, and continuing to drive the logistics, marketing and ticket sales for the SaaSNorth conference. Among other things ...

*We will be sure to share another update in the next issue of Q. [l-spark.com](#)*

*To access the links in this story please go to [wesleyclover.com/Q](#) to download a PDF*



## Entertainment and Star-Spotting Combine at the Celtic Manor

**T**HE five-star Celtic Manor Resort in South Wales had another busy Quarter welcoming guests and hosting some outstanding sporting and social events.



In June, the resort held the annual Polo at the Manor event, where more than 3,000 people enjoyed an afternoon sipping champagne and cocktails in the sun, while watching the Sport of Kings. Guests in the VIP hospitality area were treated to a three-course gourmet lunch with wine. Many more spectators lined the other three sides of the polo arena to enjoy picnics. All were treated to two fast-paced games of polo, organized by the prestigious Cirencester Park Polo Club, where Princes William and Harry are regular players.

A few weeks later, top-class sport and star-spotting were again combined for the Celebrity Cup golf tournament, played on the Roman Road Course at the Resort. This event saw teams of six celebrity golfers, representing England, Ireland, Scotland and Wales, do battle over two days of competition. The day also offered the many spectators the opportunity to get up close to some of their favourite sporting and showbiz stars, and collect some prized souvenir autographs and selfies as well.

Defending champions Wales suffered a reversal of fortunes and finished a disappointing last place this year, but Scotland and Ireland put on a thrilling final match, fighting

all the way down to a Nearest-to-the-Pin play-off. When he fired his 100-yard pitch to just 12 feet from the hole, Irish captain Keith Duffy thought he had made amends for missing an earlier putt that would have won the team the trophy. However, Scottish rival Rory Lawson handled the pressure and landed his shot one inch closer, snatching the victory and the champagne celebrations away!

These events prove tremendously popular each year, and dates have already been set for their return in 2017. They are just two of the events that continue to draw thousands of families to the three hotels and 10 luxury Hunter Lodges at the Resort over the summer months. Other entertainment attractions include the treetop rope courses, adventure golf, archery, laser combat and, new this year following the success of Wales at the Euro 2016 soccer finals, "FootGolf". [Look that one up online to learn more, and keep reading Q for more great stories from the Celtic Manor.](#) [celticmanor.com](#)







## KRP Expands Footprint Once Again



**T**HIS latest Quarter was another strong one for KRP Properties, the Ottawa commercial real estate operation of Wesley Clover. In addition to meeting aggressive expectations around performance metrics such as occupancy rates, revenues and profits, the big news was the addition of nine new office properties to the portfolio, expanding the presence for the company both in Kanata and, for the first time, in other areas of the National Capital Region.

"The agreement included 3 buildings in the Kanata North Technology Park on Innovation Drive and 3 buildings in the Kanata Research Park on March Road," said KRP president Martin Vandewouw. "Beyond Kanata, the other properties — one on Queensview Drive, one on Capella Court and another in Gatineau — enable us to expand our wheelhouse. It's our first foray into owning and managing properties outside of Kanata North."

The deal was valued at \$70M and added more than 425,000 square feet of space to KRP holdings. The company already had 2.8M square feet of prime office space across 26 buildings under ownership and management. These new facilities raise the totals to 35 buildings and almost 3.3M square feet of space.

Mr. Vandewouw added that, "While there may be some further capital investment needed, the buildings for the most part are already leased. On

average, they are more than 90 per cent occupied. They're in good shape."

While KRP is now expanding its reach beyond Kanata, it remains focused on its customer base, which is mainly technology companies. And it also retains a strong commitment to delivering more than just space. "One of the drivers behind this deal was to accommodate smaller tenants and start-ups better than we could before," said Mr. Vandewouw. "We strive to create an environment that allows the technology companies in this area to thrive. A big challenge for tech companies is attracting and retaining top talent, so making sure you're in the right location, making sure you offer attractive amenities, making sure you're providing the right kind of ecosystem, these are all part of the equation."

In that same vein, these new properties allow KRP to offer greater flexibility to tenants. "It's one of the unique things that we as a real estate company are able to offer," said Mr. Vandewouw. "A technology company may have a hard time forecasting business beyond 18 months, yet they have to sign for office space in three-year or five-year increments. Sometimes the space they commit to turns out to be too small or too big over that time. Given the increasing size of our portfolio, and the fact that the buildings for the most part are all in the same area, we have the flexibility to help those tenants out if they find they need to make changes."

*More than just space ...* [krpproperties.com](http://krpproperties.com)

## Wesley Clover Parks Latest Quarter Another Busy One



**Not-for-profit community hub Wesley Clover Parks was very active and successful on a number of fronts during this last Quarter. Highlights include:**

### CAMP

- Major promotion and events at the Parks continued to drive an increase in campers, with sites for Victoria Day, St. Jean Baptiste Day, Canada Day and the Ottawa Equestrian Tournaments all selling out. In fact, nearly all sites are already booked for Canada Day 2017! Combine that major anniversary for Canada with the growth of the Ottawa Equestrian Tournaments and a number of other events, and 2017 is likely to be busier still.
- The addition of shuttle bus service to and from Parliament Hill has proven quite popular with campers. Shuttle service operates Thursday through Sunday and continues for the duration of the season for the daily "Changing of the Guard" ceremony on the Hill.

### FARM

- The hay fields that help feed the 55 horses and 1 donkey that make their home at the Parks were seeded last Quarter, and produced their first harvest in July. The yield was an impressive 7,000 bales, and a second cut will take place later in the season.



- The Parks also received 6 hives housing some 300,000 bees from partner company Gees Bees during the Quarter. In addition to pollinating plants in the local area, the bees quickly set to work producing Wesley Clover Parks honey. The first batch was harvested in late July, and it is delicious!

## LEARN

- The Forest School summer camps were sold out for the full season. Regular fall programming starts up in September, and includes full-day sessions for school-aged kids, half-days for preschooler, as well as Parent & Child programs. This Forest School remains the only one of its kind in the National Capital Region.

## PLAY

- Construction began on four additional grass sports fields to complement the existing (and now-lighted!) FIFA-grade turf field installed at the Parks last fall. In partnership with both the West Ottawa Soccer Club (WOSC) and the Ottawa Sports and Social Club (OSSC), these fields will soon host a variety of sports including soccer, flag football, Ultimate Frisbee and more.

## RIDE

- The Ian Millar School of Horsemanship enjoyed another sold-out series of summer-camps during the Quarter, with continual growth in participation now pushing this program to near capacity at more than 300 riders per week.
- Ottawa Horse Day drew more than 5,000 spectators to the Parks on the first Saturday in June, more than doubling the event attendance from last year. Plans and capabilities are in place to grow things further in the coming years, so stay tuned for more news as it develops.
- The Ottawa Equestrian Tournaments, which over a two week period included both the Ottawa National and the Ottawa International Horse Shows, met with overwhelming demand and success. Despite increasing the stabling for competitor horses to 725 stalls, spaces were oversold in the first week of the show and sold out in the second week. Attendance expectations were also surpassed, with more than 20,000 guests visiting the site over the two weeks. The Parks was honoured to have the newest member of the Canadian Olympic Show Jumping Team, Amy Millar, also stop by during the International show and provide a preview of what was to come at the now-concluded Summer Olympic Games in Rio de Janeiro. 🍅



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