

SEPTEMBER 2020



WESLEY CLOVER QUARTERLY UPDATE

**Digital
Transformation
Takes Center
Stage in 2020**

**Community
Becomes Larger
Focus for Many
Companies**

**Acquisitions and
Funding Not Derailed
by Tougher Times**



Wesley Clover

Table of Contents

2	Message from the Chairman
3	Alacrity Global
4	InitLive
5	Thrive
6	Cliniconex
7	Enjovia
8	CreatorDen
9	Martello
10	Alacrity Mexico
11	Teldio
12	Talkative
13	Pisano
14	Wesley Clover Parks
15	L-Spark
16	Company Index

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 for more information.

A Message from the Chairman

Welcome to the next issue of **Q**. It would not be wrong to state that things have changed dramatically since our last Update. The unprecedented global health and economic concerns that were just emerging have had several months now to take hold and create significant impact on the way businesses are operated. Like all, Wesley Clover has shared in these experiences and tough times. I am pleased to report, however, that many of the portfolio companies have found innovative ways not only to survive but to continue and even accelerate their growth. Hard work, great technology, strong partnerships, the ability to seize emerging markets — these things and more have all been the enablers, as you will read in this issue of **Q**.

For example, the increased sense of urgency around Digital Transformation — embracing new technologies for greater company efficiencies, resiliency, competitiveness — has meant increased opportunity for some of the companies we are involved with, including Cliniconex, Martello, Talkative, Teldio and others. Strong partnerships have led to increases in business for L-SPARK.

An appreciation for community and how others were being affected by the challenging times also played a role in some of the company strategies. Several took the opportunity to create free versions of their software to help those in need now and create potential new customers at

the right point in the future. Updates from Thrive, Enjovia, InitLive and others provide highlights.

For companies such as Martello, the chance to make a next acquisition was not delayed during the Quarter, and the ability to expand their product offerings into the very sizable and growing base of Microsoft users is now in hand. For Pisano in Turkey, another round of external funding is also in hand, providing fuel for ongoing growth.

There are several other updates that I am sure you will find of interest as well. Overall, the teams remain hard at it, taking whatever comes next in stride and adapting to new and changing customer needs to continue forward. **There is no other way.**

I trust you will enjoy this latest insight. Take good care.

Kind Regards,
Terry Matthews, Chairman



Digital Transformation in 2020 – Insights from Alacrity Global



It will surprise no one to read yet again that COVID-19 changed the global business and economic landscape dramatically. Some changes have been devastating, as we know, but some have actually been positive. There is one in particular that we want to highlight here.

Digital Transformation — the process of companies introducing new or updated automation to evolve their business operations — and the industry that provides such technologies, has seen dramatic growth so far in 2020. The increased demand is happening across the private and public sectors and is being driven by several factors. Certainly, the need to better support a workforce now operating out of their homes instead of corporate offices is easily recognizable. But the need to support customers who are shopping from the same remote environment is as important. By extension, the need to deliver those products and services efficiently has been felt by virtually every company. And the reality is, almost none of this has been optional — it has become the difference between success and failure for many.

Depending on location, programs by local, regional and federal governments have provided support and incentives to help companies through such a dramatic transformation. For others, the challenges have meant an acceleration of steps already planned for at some point in the future. Regardless, the market for 'digital transformation' products and services was already projected to grow at a rate of more than 20% annually, reaching US\$3.3B by 2025, but it is safe to say those projections are now being revised upwards.

The primary drivers of growth heading into 2020 were identified as intensified global competition and emerging structural and enabling technologies such as cloud computing platforms/applications, new 5G wireless networking capabilities, and the emergence of evermore internet-enabled devices. While the shift to digital has been underway at various rates for many years now, the difference in the current climate is that the core motivators are occurring at the same time, making phased implementations much less palatable. As Microsoft CEO Satya Nadella put it recently, the technology

markets are seeing "two years of digital transformation in less than six months".

These digitization efforts are progressing on several fronts, including cost-oriented process automation, cloud IT migration, workforce optimization, customer experience automation and adoption of digital business models overall. The needs for transformation apply regardless of whether the organization is large or small. Many in the Small Business segment have been hit particularly hard because they were not digitized in any way already, nor did they have an existing digital strategy.

According to the World Economic Forum (WEF), small-to-medium enterprises (SMEs) deliver 40–60% of GDP in most countries, yet many operate apart from the digital economy. Across Europe for example, only 20% of SMEs are estimated to have any significant digital operations. Before COVID-19 hit, companies with an established digitization strategy were already seeing twice the revenue growth of those without, and that trend is only expected to accelerate as a result of the pandemic. Internet usage has risen by 70% ►

and the use of communication apps has doubled. Consumer behaviour has changed out of necessity, but much of that change is likely to be permanent. As a result, digitally enabled organizations are likely to be better placed to compete, now and in the future.

The WEF has also observed the following changes in the Retail, Education and Healthcare sectors:

- North American online retail sales grew 146% year-over-year in April.
- Venture capital investment in Education Technology companies globally grew 22% in the first quarter of this year.
- The demand for telemedicine products and services is expected to grow by more than 20% annually from 2020 through 2024.
- In all these industries, 48% of employees will likely work remotely at least part time post-COVID, up from 30% prior to the pandemic.

Some of these changes were expected over time, however those time horizons were not as short-term as they now are expected to be.

While global health issues can and do occur with some regularity today (e.g., H1N1, SARS), they rarely achieve the scale and severity COVID-19 has. This pandemic exposed significant weaknesses in societal structures, institutional practices, business models, supply chain arrangements, industrial capabilities and more, in countries around the world. Societies, governments and businesses of all sizes have had to endure and learn from some hard lessons, and they are now taking steps to try and insulate themselves from any similar events in the future. As the saying goes, it is probably not a case of if but of when. And better digital capabilities are being embraced as a potential insulator.

So what does this all mean for start-up companies? As in most lessons, there are pains as well as opportunities to be realized from COVID. Here are some factors

that entrepreneurs should realize are more important now:

- Understand where digital transformation is going today and in the mid-term. Ensure your proposed solution fits in the business model and road map your target customers are going to embrace, and that it will help them get there faster.
- Ensure your solution can become part of a digital moat for your customer – a business protection and continuity tool rather than a one-off or nice-to-have solution.
- Strive for a fast yet nimble product creation culture. COVID hit with no warning and immediate impact. Consumers changed, businesses changed, supplier plans had to change overnight. Those able to adapt in the shortest time possible not only survived, but many seized new, previously unrecognized opportunities. Be that sort of company. alacrityglobal.com 🔴

INITLIVE – Event and Volunteer Management SaaS

INITLIVE MAKES TIME TO FOCUS ON LOCAL NEEDS DURING TOUGH TIMES

Recognizing the far-reaching effects COVID-19 was having on local communities at the start of the Quarter, **InitLive** put together a free product offering for any organization needing to manage volunteers in relief and related programs. The company knew that managing perhaps hundreds of inexperienced volunteers with similarly unseasoned managers and limited tools was only going to add to the challenges, and that easy-to-use InitLive software could help bring significant value to these causes through greater team organization, communication and resulting effectiveness.

One of the first organizations to seize on the offer was the local Manor Park Community Association, who were mobilizing to deliver food on behalf of Ottawa food banks. Job losses due to the pandemic were causing demands on these services and the volunteers who provided them to increase quickly and dramatically. InitLive collaborated with the Manor Park team right away. The software lived up to its billing, and the delivery program was up and running quickly, providing relief to individuals and families who were already or newly in need.

At the same time,  The City of Ottawa launched an Innovation Pilot Program to help accelerate economic recovery efforts through technology innovation. The

program offered funding for up to five projects, and InitLive applied, using the Manor Park relationship as a case study for what could be accomplished. The City was quick with its approval and has since partnered with InitLive to offer a streamlined process that connects and supports local community associations, food banks and volunteers.

InitLive offers these groups an “all in one” volunteer management solution that modernizes and improves this aspect of their operations. However, the company is also exploring how key technologies that food banks already use, such as Link2Feed (a specialized CRM to manage food inventory and delivery), could be integrated with their software to share data and better ensure those in need receive their food on time.

Another project is looking at ways to optimize delivery driver routes and present that information through the InitLive mobile app. Enhancements like this could further streamline volunteer operations and in this case, help ensure vulnerable community residents are better taken care of.

Until then, the system is already providing dividends. For example, Josh, an administrator at one of the local food banks has had

his volunteer workload reduced from several hours a day to about 30 minutes each day. This is actually great news, as he also has another full-time career. It has enabled him to provide the community service he is passionate about but also have more time for his other activities. He said the following to add perspective: "InitLive has made my life easier. I would be embarrassed to show the spreadsheet I was previously using to manage the volunteer schedule ..."

InitLive is definitely pleased with this success, and they hope they can help many more community organizations gain similar benefits. As has been said, we are all in this together ... initlive.com 🔴



THRIVE – Career Management and Wellness Platform



THRIVE CREATES FREE PRODUCT TO HELP THOSE LOSING JOBS

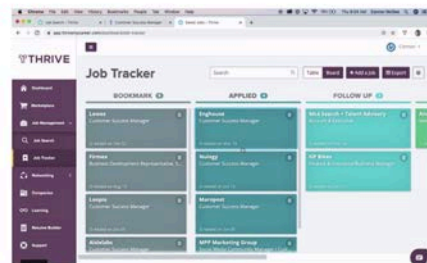
Portfolio company **Thrive** has developed a software platform that enables enterprises to provide a range of career transition and management services to individuals departing from their organization. As COVID set in, the team realized there was about to be a significant upheaval in the workforce. And many of the jobs being eliminated in late March and early April were with companies (e.g., restaurants, hospitality services, etc.) not in a position to offer the sort of career transition services Thrive enables. These companies were preoccupied with trying to manage the overwhelming impacts now hitting their businesses. This motivated the Thrive team to look for new ways to make their software available to support those many individuals who were about to become job seekers. In no time the team was busy creating a new version of their application and launching it free of charge to impacted job seekers.

Thrive is offering our software for free to those impacted by COVID19.

What we are providing to job seekers

Thrive offers bilingual software tools that are valuable to anyone looking for their next job opportunity. These include

- Resume Builder
- Job Search Software
- Job Tracker
- Networking Tools
- Event Search
- Learning Centre With Content To Help Manage Your Job Search
- Proprietary Browser Extension To Analyse & Track Postings Across Job Boards



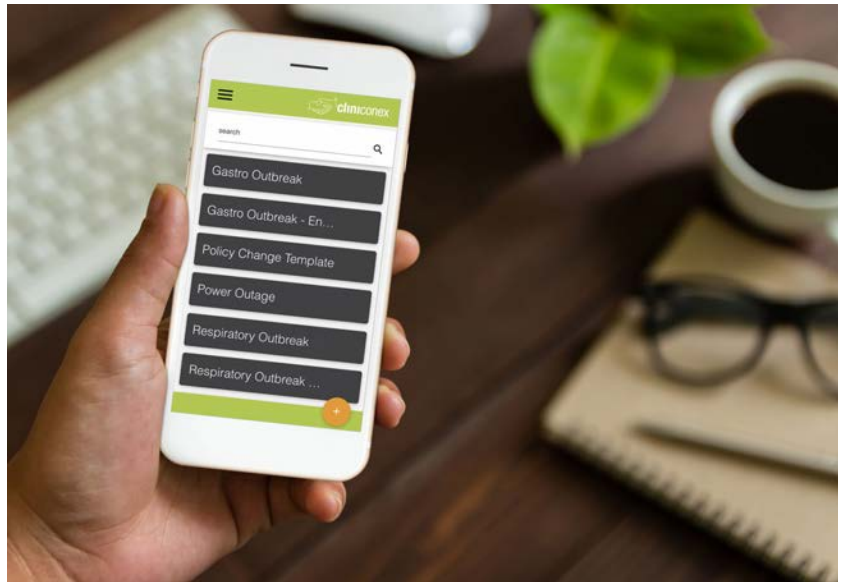
The new 'freemium' offering produced immediate results for the company. Importantly, thousands of job seekers discovered the offer, accessed the platform and used the software to build resumes, access learning content and start planning the next phase of their careers in whatever the 'new normal' was going to look like. In turn, this raised the Thrive corporate profile significantly, both with users of the tool and also among a broader range of corporate employers. Companies across Canada began reaching out to Thrive to state how impressed they were with the effort and speed that was applied to help individuals get career transition assistance in these tough times.

In some cases, the outreach was about partnering to offer their own services at no charge through the platform. In other cases, the contact was a new business lead for Thrive, discovering the platform as a

preferred means of investing in career transition services for their own firm moving forward. It is worth noting as well, some of the new job-seekers using the free services on the platform were formally employed with technology companies which were not in a position to offer these services directly. Several of those former employees liked the platform enough to apply for a job at Thrive, and some of those have now been hired into the company to support its ongoing growth. A win on all fronts.

Q2 2020 was a Quarter to be remembered indeed. The ability for Thrive to respond with new ideas, rapid product releases and a user-focused attitude allowed the company to continue growing, raising its profile and confronting turbulent times head-on. Trademarks of a company with a strong future ... thrivemycareer.com 🔴

Messaging Automation Helps Ensure Compliance, Reduce Family Anxiety During Unprecedented Times




Senior care homes worldwide have been impacted heavily by COVID-19, including an increased demand for consistent and timely resident family engagement. In the U.S., the Centers for Medicare and Medicaid Services (CMMS) introduced a mandate that, in the event of a suspected positive case of the virus within a nursing facility, operators must notify all family contacts by 5 o'clock the following day. Telephone calling is a time-consuming response to such an event and can take important staff away from the provision of care.

The **Cliniconex** Automated Care Messaging platform is an effective, efficient SaaS alternative. During the Quarter, the company added more than 1,000 U.S. care facilities to the customer list. This impressive growth resulted from increased demand, yes, but also from the partnership Cliniconex has established with **PointClickCare**, the leading Electronic Health Record (EHR) software vendor for the senior care market. Over the past six months, Cliniconex has risen from an independent PointClickCare Marketplace Vendor to the level where PointClickCare now resells the Automated Care Messaging platform themselves, to customers in both Canada and the U.S.

Cliniconex is also a company committed to giving back to the industry they serve. In an effort to improve resident-family outreach during the pandemic, the company made the urgent

component of their Automated Care Messaging solution available at no charge for 75 days to any facility in North America. This resulted in more than 380,000 new messages being delivered to resident families in May, and more than 450,000 in June. In aggregate, an estimated 70,000 hours of time was given back to associated care teams, redirected from manual outreach activities and available for more pressing tasks!

Moments For Care is another Cliniconex initiative, created in partnership with managed IT services company **FullyManaged**. This is a free virtual concert series available online to all interested senior care facilities. The pandemic has affected senior care homes disproportionately. Not being able to have family and friends visit. Not being able to socialize with fellow residents. Such limitations have no doubt been isolating and even may have caused adverse health effects for some residents. These monthly concerts are designed to bring moments of happiness into the day for these residents, and for the care teams and support staff as well. They continue to be hosted.

As the senior care industry continues to adapt and change due to COVID-19 and beyond, Cliniconex is working actively to grow in a sustainable way alongside care teams, residents and their families. cliniconex.com 



cliniconex

ENJOVIA ENABLES SALES OF NEW GIFT EXPERIENCE DURING COVID-19

Like most hospitality and leisure businesses, the **Celtic Manor Resort** had to close its main operations to the public in March, in compliance with the coronavirus social distancing measures put in place by the UK government. How long those restrictions would remain in place was not known. Fortunately, management was able to create a new means of continuing some income flow thanks to portfolio company **Enjovia**.

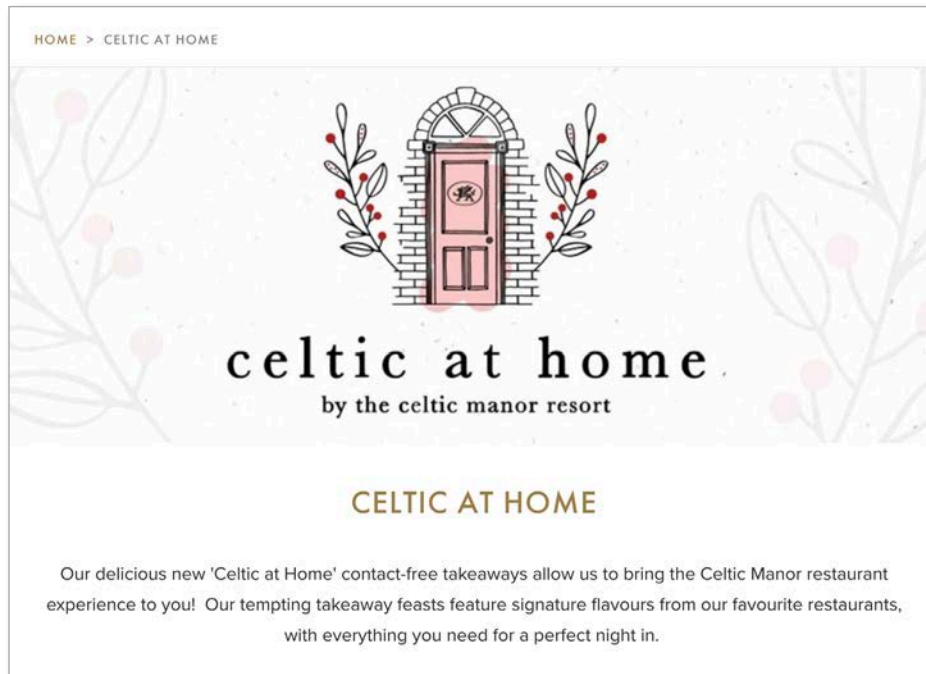
The Enjovia gift voucher and card management platform was already in use by the Resort to manage the many gift

experiences they sold on a regular basis, and it was instrumental in enabling them to adapt their marketing offers to fit within the stay-at-home mandate. The platform became the backbone to a new “Celtic At Home” program, created to sell gift experiences in the form of takeaway meals prepared in the Resort kitchens.

The program proved very popular with local residents. Orders for the gift vouchers were placed online through a dedicated web page. The gift recipient then called the Resort to confirm their voucher number and food order and arrange a one-hour collection window in which to pick up the ready-to-heat meal. Pick-up was managed according to strict social-distancing procedures, with all orders wrapped and placed on tables for

retrieval by patrons when they pulled up in their vehicles. Easy-to-follow instructions provided all the details for preparing and serving the meal once home.

This new gift experience was born out of a need to adapt. It provided restaurant-quality food at reasonable prices, through an automated and simple process. Whether it was the convenience, the ‘treat’, the fear of going to a grocery store all the time, or some other motive, the idea proved attractive to customers. It also enabled the Resort to provide continued employment for kitchen and support staff that might not have been possible otherwise. Enjovia was pleased to see their platform help generate these results. enjovia.com 📍



The Enjovia platform became the backbone to a new “Celtic At Home” program, created to sell gift experiences in the form of takeaway meals prepared in the Resort kitchen.

enjovia



CREATOR DEN DIGITAL CAMPAIGN GENERATES MORE THAN 2.2B VIEWS

While COVID-19 disrupted many things this Quarter, one thing that hasn't changed is the importance of digital marketing. For example, industry reports suggest that with more time on some people's hands, the engagement with mobile applications and digital and social content has increased 20% during the pandemic. This sort of shift has been under way for some time now, but recent events have accelerated it noticeably.

The team at **CreatorDen** in Turkey welcomes these developments. It supports their focus on cultivating strong relationships with 'influencers' (trusted personalities) in the digital domain and leveraging the value these people represent to amplify the brands of CreatorDen corporate clients. The value lies in the ability of such people to influence purchasing decisions today. Research suggests that well designed and executed influencer marketing campaigns:

- Are trusted by 70% more teens than those designed around traditional celebrities.
- Resonate very well with the 86% of women who use social media for purchasing advice.
- Can increase purchaser intent by as much as 500%.
- Can earn up to \$6.50 for every dollar spent.
- Are forecast to represent a US\$9.7B industry in 2020 alone.

With their AI-based platform that helps build campaigns, find appropriate influencers and track resulting performance, CreatorDen have become specialists in this form of digital marketing. The latest company results validate the strategy. Quarterly revenue increased 231% to reach a new record for the period. Another key metric, the conversion rate on new customer proposals, jumped by 270%. Active customer campaigns increased

by 280%, and spending by customers within those campaigns increased by an average of more than 300%.

These outstanding results reflect the fact that the pandemic significantly affected marketing budgets and tactics for brands of all sizes. Creative digital outreach for customer retention and lead generation purposes took absolute priority. And successes achieved are likely to have lasting effects on future budget planning as well. That is not to suggest growth rates for CreatorDen will continue at the levels seen this Quarter, but it does point to an attractive rebalancing of customer investment going forward, from traditional to ever-more digital content production and advertising spend.

Another highlight from the Quarter is the very successful campaign CreatorDen designed and executed for new client Ipana. Ipana is a Turkish Procter & Gamble (P&G) toothpaste brand, with an established customer base among older individuals. The team at Ipana wanted to begin targeting younger customers as well and believed the majority of them could best be engaged with on social media platforms. TikTok is a video-sharing social networking platform with more than 800 million active users currently. It is the fastest growing social media app, particularly among younger generations, so it became the platform of choice for the project.

CreatorDen crafted the #IpanaChallenge, which invited TikTok users to create 'before and after' videos of themselves using Ipana toothpaste. The stars of the five most-viewed videos would receive a popular electric toothbrush and Ipana dental kit as an incentive. Within a month of campaign launch, all videos produced with that



Ipana hashtag had accumulated more than 2.2 billion views! Four popular Turkish TikTok influencers joined the campaign with their videos, and alone generated a total 6.8 million views and 675k audience interactions. Ipana and CreatorDen are now building campaigns to retain as many members of that new audience as possible as regular customers.

While TikTok may not be the first platform thought of for a successful business campaign, this example proved yet again that understanding where your audience is likely to be found, and how they prefer to be engaged with, will make or break the relevance and success of a digital campaign. As far as client satisfaction, P&G awarded CreatorDen a 4.6-out-of-5.0 rating on the campaign and selected the company as the most customer-centric partner in their Quarterly Advertising Partner Evaluation process.

This made CreatorDen the first partner to achieve such levels of recognition. Congratulations all around, and we look forward to more such success in the future.

creatorden.com



LATEST MARTELLO ACQUISITION SEIZES MARKET OPPORTUNITY AMPLIFIED BY WORK-FROM-HOME TREND

The shift to remote work over the past months has meant that ensuring a high-quality, highly reliable user experience from extended corporate infrastructure and applications has become more critical than ever. And for many businesses, these demands are not expected to be temporary — they will continue in a post-pandemic world. As such, **Martello** has been actively solidifying their enterprise digital experience monitoring (DEM) solutions to keep pace with the changes.

One key area is in support of the global growth Microsoft continues to experience in the use of their Office 365 cloud platform and Teams applications. Corporations the world over continue to embrace this set of tools as the means to leverage voice, video and real-time collaboration services in office and remote work environments. Microsoft reports that the use of Teams has already increased 70% this year, and the community of active monthly Office 365 users has grown to approximately 200 million.

Recently, however, research firm Gartner identified that most existing system-performance monitoring tools do not cover the breadth and depth of functionalities available in the Office 365 suite. The visibility and control required by Infrastructure and Operations (I&O) teams to ensure an optimum user experience, particularly for staff working remotely, are limited. This causes Gartner to forecast that by 2024, 50% of enterprises that use Office 365 will also adopt a dedicated third-party solution to monitor and maintain the application availability and performance provided to all their employees.

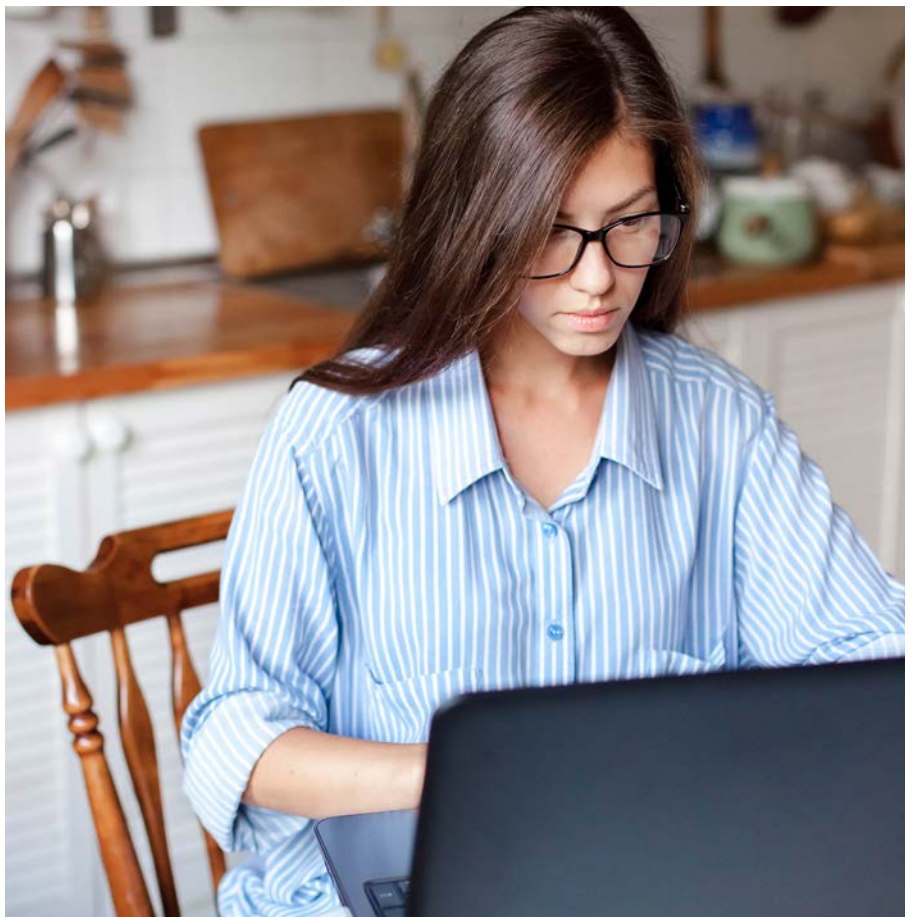
This adoption rate represents a significant increase from the sub-10% figure forecast for 2020. And it represents a significant opportunity for Martello to extend their DEM capabilities into a new and fast-growing

market. As a result, the company recently completed the acquisition of GSX, a leading provider of end-user experience monitoring capabilities for Office 365 environments.

The addition of the GSX team and product suite broadens the DEM value Martello can offer to all its customers. It also provides an immediate increase in monthly recurring revenues and a deeper sales reach for the full portfolio into Europe. Martello and GSX are now working to strengthen their combined engagement under the Microsoft Co-Sell Program, which will enable the full Martello DEM portfolio to be offered through Microsoft to their network of 75 million marketplace buyers.

As companies adjust to compete at their best in whatever the 'new normal' business environment looks like, real-time business communications will continue to be mission-critical. Cloud collaboration and productivity applications and services, from voice calls to video conferencing, are here to stay, and will need to deliver constant, reliable performance. Martello continues to extend the solutions they offer to meet these needs, providing customers with the DEM tools to ensure ongoing service quality across their full network. martellotech.com 

MARTELLO



A PERSPECTIVE FROM THE TEAM AT ALACRITY MÉXICO



COVID-19 brought about unexpected, dramatic, and in some cases complex problems and changes. It also created an environment for reflection. The challenges now faced are not just economic, but social as well. We have been reminded that we are all connected in many ways, and that the things we do or the things we make do have impact. Many of us now have fancy clothes hanging in closets unused, and nice vehicles parked for odd lengths of time. For many, basic access to staples and healthy food took on unprecedented meaning. And undeniably, the digital world became a centerpoint.

Digital applications, social platforms, video services, online shopping and delivery services all helped people keep communicating and interacting and in large part keep going on with their lives. Much of this would simply not have been possible as little as five years ago. Amazing innovations most of us have come to take for granted in our ever-faster world took on new significance, and they performed well. But the altered environment also refocused the way many of us see our worlds, and what we value, and what we need versus what we want. In doing so, it opened up new opportunities for further innovation.

At **Alacrity Mexico**, we are convinced that entrepreneurship and new technology, applied in the right areas and ways, are among the best means to move forward and succeed in a post-COVID-19 era. Today, we have two companies in the portfolio:

- IT Basari, developing a virtual concierge service for hotels.
- **Map Tag**, providing a digital assistant for last-mile logistics services.

Both companies have entrepreneurs who came from cities outside of Mexico City itself. Starting in March, the decision was made to send everyone home to be with their



Map Tag will monitor your units, plan your routes and notify you of the progress of your operation.

families and work remotely. Zoom proved to be a tremendous enabler in this process. The teams have continued since to work hard and effectively with their mentors. Weekly virtual meetings maintain a focus on everything from business strategies and plans to creative sessions to product development programs. Both companies have now also implemented R&D SCRUM sessions as a way to ensure their product development plans remains agile and customer/value focused.

Map Tag was able to complete their Minimum Viable Product (MVP) and begin commercialization activities at the start of the Quarter. With a focus on expedient local delivery services, the pandemic helped raise the profile of the application, and the initial business response has been encouraging. IT Basari is just a few weeks behind these same milestones, expecting to complete their MVP testing and begin broader sales activities in the next Quarter. The hope is that many hotels will be able to open their doors more fully over this period, and the automation the

IT Basari app provides should help address some of the restricted human-contact requirements that likely will remain in effect.

Despite the recent challenges, Alacrity Mexico has also been able to continue the hunt for new entrepreneurs to join the Venture Building and Early Stage company programs. This Quarter, a contest is being launched with a private University in Mexico City, and a webinar program is being run with The Founder Institute Mexico, all designed to attract new applicants to the fund for the remainder of the year. Times have definitely changed. However, the team remains healthy and digitally enabled. The show must and will go on ...

alacritymexico.com 



Teldio Helps Clients Advance Their Digital Transformation Strategies

As COVID-19 began affecting businesses around the world, many responded with new strategies that took them and their products into new industries and markets. Ottawa-based **Teldio** is another such company.


Most Teldio customers are Fortune-1000 corporations, running private radio and data networks at locations that sometimes have no IT staff, no Internet connection and no ability for workers to carry mobile phones. Teldio technology must work locally and across multiple locations, in real-time, with a high degree of reliability and availability. Starting in March, Teldio management saw a shift in expectations of their existing two-way radio and network design applications, as partners and clients began looking at digital transformation strategies in response to the pandemic.

Teldio moved quickly to meet the evolving needs. The company doubled the size of the R&D team, focused on strengths that will

help ensure success during these unique times and beyond, and introduced several enhanced applications as a result. For example, new technologies provide additional tracking of people and items, indoors and out, in an updated GPS Fleet Management application. Remote workers can now join conference calls on two-way radios in an improved Voice application, providing consistent communication and increased safety for lone workers. New rules options, geofencing features and time zone controls help optimize resources in an enhanced Workforce application. The company is also adding contact-tracing features into the app for use in manufacturing facilities, construction sites, healthcare facilities and other environments where maximizing staff safety is paramount to ensuring the continuity of business operations.

More new features are being worked on moving forward, in partnership with Teldio dealers and customers. All part of “*working*

hard, listening to customers and focusing on positive outcomes”, as CEO, Peter Kuciak, puts it. A recently-introduced Teldio Edge Gateway is a cost-effective edge-computing platform that will interface with a variety of physical or digital voice or data system inputs and outputs, including industrial IoT (Internet of Things) devices, wireless technologies on private and public networks, and more. This new platform with enable flexible, reliable, tailored applications for specific and sometimes very complex needs. Customer prospects include airports, factories, global data centers, large office campuses, military installations, mining operations and oil rigs.

As corporations of all types look to move ahead digitally, Teldio continues to advance its product and service offerings to keep pace, now and in the future. Visit their website for more information. teldio.com 

Teldio 

TALKATIVE RESPONDS TO A DRAMATIC SHIFT IN FEATURE DEMAND

This Quarter, UK-based **Talkative** saw an opportunity to adjust some business and marketing strategies as their target market of call centers was disrupted like so many others. From the start, the company has been positioned as a holistic website communications provider, with live chat as a flagship feature. More and more customers have been recognizing the need to modernize their voice-centric contact centers, and Talkative software is now seen as a leading solution. This is due to its full voice, video and web co-browsing capabilities for agents, as well as key system integrations with Mitel voice platforms and Salesforce contact management tools.

In many of those earlier sales engagements, the deciding factor for the customer was the ability to gain the web-chat automation. Agent video calling through their website was a decision driver for a subset of the customers, mostly in the retail sector. But thanks to COVID, that changed.

In a matter of days, the need for virtual face-to-face contact surged for all companies and demand for Talkative video calling features did along with it. The company experienced a 300% increase this Quarter in leads looking to acquire those capabilities. And the prospects had no time to waste — deployment had to be rapid in order to support the large numbers of contact center employees moving out of offices and into their homes.


Talkative seized the opportunity to help these companies and expand their own reach at the same time. Their software is already feature-rich and simple to deploy, including in a stand-alone mode. The ability to scale and address increased demand presented no issues. And importantly, the large increase in demands placed on the healthcare sector over this period meant those organizations could also benefit significantly from the features and services the company provided. The key work became repositioning the marketing emphasis, from web chat to video engagement regardless of agent location, in contact centers and healthcare facilities.

In no time, the company had their messaging updated, website landing pages optimized, and web copy reworked to ensure SEO and organic web search rankings were as high as possible. New digital content was also created for outbound marketing campaigns, including [“The Ultimate Guide to Video Calling”](#), a substantial blog that spoke to many of the questions potential customers were likely to have.

In line with demand for the fastest deployment, a stand-alone install has become preferable. The ability to integrate with Mitel and Salesforce platforms is still as valuable as ever, but for the short term those steps have been deferred in many cases. So, in collaboration with key channel partners,

new webinars were created to highlight not only the sophistication of the product, but also how fast it can be deployed and then evolved when needed.

In terms of supporting the healthcare industry, the key need was to be able to care for more patients and in a remote fashion. Talkative wanted to help, but with the requisite amount of sensitivity to the current realities. The result was a promotional campaign offering full use of the software for a three-month period, without charge. The program remains in effect, and one of the early adopters, a large hospice group, is now looking to expand their relationship with Talkative.

As things continue to evolve, Talkative continues to take stock of current and potential customer needs and ensure their internal strategies remain in alignment. As video agent engagement moved from a niche feature to a core reason to purchase, the lesson was not lost. Business models and plans are only solid until they are not. The trick is in how fast a company can react to changing market conditions, buying patterns, competition and so on. Talkative proved they are nimble and focused and have a solution set with sufficient value and flexibility to handle the latest challenges in a sustainable way. A very good sign for the future of the company ... [gettalkative.com](https://www.gettalkative.com) 

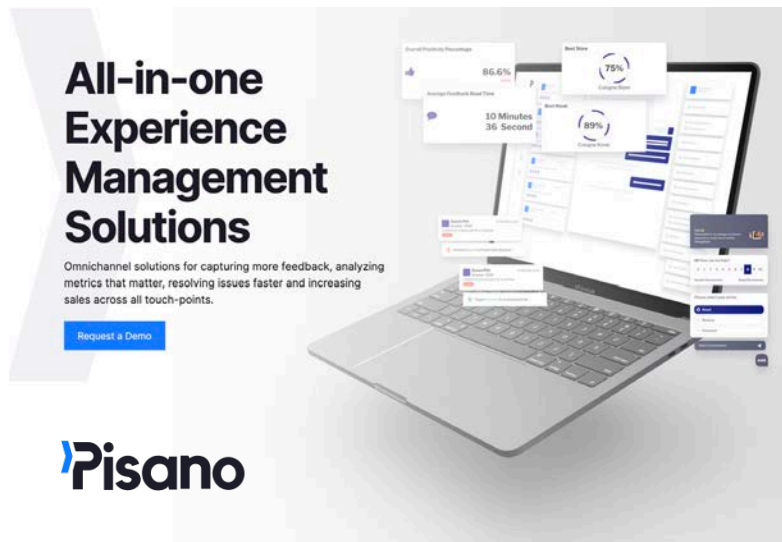
Talkative 

“We love that our agents have the ability to handle web chats and video calls with customers, as well as swapping in and out of phone calls and emails with ease.”

— Ian Murphy, IT Manager



PISANO RAISES US\$2.5M TO FUEL FURTHER GROWTH




This Quarter saw Alacrity Turkey company **Pisano** secure another US\$2.5M in external investment, coming from lead investor **Elevator Ventures** (EV). The partnership with EV goes back to 2018, when Pisano management met a team from Elevator Ventures parent company **RBI**, one of the largest banks in Central and Eastern Europe, at an event in London England. A subsequent product demo was a catalyst for Pisano being accepted into the EV FinTech Partnership Program known as **Elevator Lab**.

Under that program, Pisano successfully completed several Proof-of-Concept (PoC) projects with RBI bank branches in Bulgaria and Kosovo and used the experiences to tailor their customer engagement solutions for the specific needs of the region. This led to discussions with EV about them taking a lead-investor position in an upcoming funding round, and fast-forward to today, the companies enjoy the solid relationship they have.

EV is now both a customer and an investor. This enables them to bring market knowledge and experience to the table as well as funds. Pisano values both, believing strongly that the most successful companies are those who are closest to their customers. This is something they have practiced in the past as well, partnering with Vestel Ventures as investors in 2018 after having the parent company **Vestel** as a customer for several years.

In terms of applying the new funding, Pisano has the following priorities moving forward:

- 1 Expand customer community:** An ambitious digital community program called Pisano Academy has now been launched to encourage current and prospective customers, influencers and partners to share experiences, best practices and other information about the field of customer and employee experience management. This program is designed to foster a collaborative environment that generates a growing set of relevant content.
- 2 Evolve current products:** Pisano software is already relied on by thousands of users in more than 20 countries across Europe, the Middle East and Asia-Pacific. Much of this use is centered on managing the engagements and experiences of customers. As a result of COVID-19, however, several clients are also using the tool to manage the experiences of their employees. This represents a growth opportunity for Pisano, and they are watching closely to determine the best new functionality to serve these unique needs. This will include leveraging AI and machine learning technologies which are already incorporated into the product to detect spam, categorize data, predict or infer customer sentiment, power more effective reports and more.
- 3 Determine added ways for customers to listen, respond, sell:** The company is also working on new ways to empower their customers to listen, respond and sell. Capabilities to leverage emerging social media channels and plug-and-play third-party channels are being developed, as are more advanced capabilities around Chatbots and other technologies.

Pisano realizes the health and stability of the company is as important to their customers as it is to their employees, investors and partners. It is a responsibility management takes seriously, and this new funding makes the company stronger than ever. Particularly in times as challenging as we have all seen recently. The commitment remains to listen to customer needs, innovate, work hard and continue on a path of growth. They are very grateful for the continued investor support. pisano.co/en 

The Challenges of Operating a Social Hub Amid a Pandemic

As one would expect, operations at **Wesley Clover Parks** were impacted significantly over the last Quarter, given the social, event-centric nature of the Park. That said, there were still a number of noteworthy developments that deserve to be shared:



CAMP

With travel restrictions in place, the team set their sights on offering a shortened camping season for those committed to getting out of the house on a 'stay-cation' in the great outdoors. Following all the guidelines provided by the City of Ottawa, the first services to be opened were restricted only to those owning self-sustained Recreational Vehicles (RVs). As the weeks unfolded and the area moved into Stage 3 of the provincial reopening, communal washroom and shower facilities were able to come back on line, which allowed bookings to be accepted from guests with all other RVs, as well as trailers and tents. The last service to come back on line was the very popular onsite cabin rentals for "glamping". With all features now operating with guest safety as a number-1 priority, the team expects to keep things that way until the typical end of season, later in October. Full information can be found online, at wesleycloverparks.com/campground-2/.

GATHER

Providing guests the ability to gather at community events is one of the primary objectives of the Parks. Obviously that goal was impacted over the last months. But the team got creative in their ways to respect the rules but still welcome guests however appropriate. In partnership with [DNA Live](#), one of Canada's leading event creation and management firms, the team introduced what has proven to be a popular new offering. Harkening back to earlier days of entertainment, "**The Drive-In Experience Ottawa**" was launched in June, inviting guests to gather in the safety and comfort of

their own vehicles and enjoy some of their favourite movies on a large outdoor screen. Vehicles were spaced apart as necessary, and audio signals were streamed over a specific FM radio station to be played through the vehicle entertainment systems. The uptake was so encouraging that the program was expanded to include musical acts and other artists, and the plan is to keep the program running as long as the fall weather permits. Upcoming events are posted regularly at www.thedriveinottawa.ca.

RIDE

- As the Park gates were forced closed, the always sold-out Ian Millar School of Horsemanship lessons program had to be suspended until further notice. That was difficult for the students, of course, but also for the more-than-50 horses that call the Parks home. Like other pets or even children (😊), they need routine to stay healthy and well-behaved. Staff at the Parks responded by taking on whatever roles were required to ensure the care and attention provided to the



horses remained at the highest levels. There was also an outpouring of support from students and community members through donations to the “Support a Schoolie” fund that was set up to replace some of the revenues lost over the period. All money raised went directly toward the ongoing food, veterinary services and other costs involved in keeping the horses happy.

- The team also hosted an online auction to raise funds for an urgent program by Ontario Equestrian called “For The Herd”. This fundraising initiative was needed to support other lesson horses and riding school facilities throughout Ontario who were suffering from lost revenues during this unique situation. The program

succeeded in raising more than \$200,000 in much needed assistance.

- The many equestrian tournaments and other events that had been locked into the 2020 calendar also had to be cancelled, including the cornerstone Ottawa Equestrian Tournaments. Fortunately, as restrictions were slowly loosened, riders gradually were able to get back in the saddle, and the team realized a modified competition season was still possible. In short order, a partnership with Assante Wealth Management enabled the launch of the Assante Summer Series, a custom, seven-week series of events suited primarily to the local equestrian community. Again, the team worked closely with

the City of Ottawa, Equestrian Canada and Ontario Equestrian to ensure these competitions were planned and executed in a safe and responsible manner, following all provincial guidelines. As a result, it was not possible for spectators to attend these events in person, however, they could follow along on the Ottawa Equestrian Tournaments Facebook page at www.facebook.com/OttawaEquestrianTournaments/ and find results at www.ottawaequestrian.com/tournaments.com.

Such is life in a pandemic lockdown. But it is not all doom and gloom, and we have enjoyed sharing some of the good news with you here. wesleycloverparks.com 🍓

L-SPARK – Enterprise SaaS and Corporate Accelerator

L-SPARK ADAPTS TO CURRENT REALITIES, PUSHES AHEAD WITH CORPORATE ACCELERATORS

The Quarter brought with it new challenges as well as new opportunities for **L-SPARK**. Many start-ups in the ecosystem struggled over the period, but as you have read, many also were able to adapt and move ahead perhaps in ways not previously planned for. The team at L-SPARK needed to make some adjustments of their own in continuing forward as well.

For example, the recruitment and enrollment process for the core SaaS Accelerator was modified to a ‘floating’ or ‘open any time’ model as opposed to the previous model of an annual fall-scheduled application deadline and selection process. This now allows entrepreneurs to apply and hopefully secure mentorship and other benefits as they need them instead of waiting. And to the point, L-SPARK was pleased to welcome two new companies into the Accelerator during the Quarter. These young companies have

already been involved in virtual meetings with their dedicated mentor one day per week, building and beginning to execute on their customized new business plans.

L-SPARK was also pleased to officially launch the first of their new **Compass North** cohorts. This is a 5-month Accelerator program created in partnership with Queen’s University in Kingston, Ontario, and designed with an exclusive focus on helping women-led technology companies evolve and grow. The inaugural cohort is comprised of the following companies:

- CR Fixture Design
- [The Power Collective](#)
- [Anthony’s Naturals \(Now ARoots\)](#)
- [StayBilletty](#)
- [The Small Social Company](#)
- [QC Integrated Solutions](#)
- [iKare.med](#)
- [Cold Plasma Group](#)

Last year (2019), L-SPARK worked with [TELUS](#), [BlackBerry](#), [Solace](#) and [CIRA](#) — partners and Canadian leaders in information, communication and cybersecurity technologies — to

conduct a Secure Internet-of-Things (IoT) Accelerator program. Part of that program included the development of a technology platform that would enable engineering teams to accelerate the creation, integration and commercialization of connected, secure IoT devices. This Quarter, the pre-commercial version of that platform provided the basis of a new TELUS/L-SPARK MedTech Accelerator. As the name suggests, this new Corporate Accelerator is focused on growth-stage Canadian companies developing innovative new IoT-connected medical devices and supporting services. Use of the platform will help ensure all initiatives are in alignment with emerging global IoT security standards.

As you can see, despite the new realities everyone is facing, the L-SPARK team continues to work hard and support existing and new partners and startups in their ecosystem. We look forward to what the next Quarter will hold. l-spark.com 🍓





Contact Us

PRINCIPAL COMPANY INDEX

* Featured in this issue of Q

Alacrity Canada – alacritycanada.com

Alacrité France – alacrite.fr

Alacrity Global* – alacrityglobal.com

Alacrity India – alacrityindia.com

Alacrity Mexico* – alacritymexico.com

Alacrity Turkey – alacrityturkey.com

Alacrity UK – alacrityfoundation.co.uk

Benbria – benbria.com

Brookstreet Hotel – brookstreethotel.com

Brookstreet Pictures – brookstreetpictures.com

CareerJSM – careerjism.com

Celtic Manor Resort – celtic-manor.com

Certn – certn.co

Cliniconex* – cliniconex.com

Codeherent – codeherent.tech

CounterPath – counterpath.com

CreatorDen* – creatorden.com

CulturVate – culturvate.co.uk

Diskyver – diskyver.com

Echosec – echosec.net

Encepta – encepta.net

Encore Networks – encorenetworks.com

English Ninjas – englishninjas.com

Enjovia* – enjovia.com

Hut Six – hutsix.io

HyAlto – hyalto.com

HYAS Infosec – hyas.com

InitLive* – initlive.com

International Convention Centre Wales – iccwales.com

KRP Properties – krpproperties.com

Learnium – learnium.net

Lota.Cloud – lota.cloud

L-SPARK* – l-spark.com

Marshes Golf Club – marshesgolfclub.com

Martello* – martellotech.com

Mydoma Studio – mydomastudio.com

OverSOC – oversoc.com

Persona – personajobs.com

Pisano* – pisano.co

Pretio Interactive – pretio.in

ProntoForms – prontoforms.com

SaaSquatch – saasquatch.com

Segmentify – segmentify.com

Solace – solace.com

Solink – solinkcorp.com

Talkative* – talkative.uk

TaraSpan – taraspan.com

Teldio* – teldio.com

ThinkRF – thinkrf.com

Thrive* – thrivemycareer.com

TrustEat – trust-eat.com

Twentify – twentify.com

Wesley Clover Parks* – wesleycloverparks.com

Wesley Clover Solutions – wesleycloversolutions.com

Whispeak – whispeak.io/en

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 for more information.

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