WESLEY CLOVER QUARTERLY UPDATE

Twentify Decodes Moments of Experience with the Power of AI

Edge Signal Unleashing the Power of Edge AI to Drive Customer Experience

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Enabling Innovation, Technology and Growth

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EDGE SIGNAL

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MARTELLO

streetwave

HYAS

SOLINK

cliniconex

Teldio

thinkRF

Pisano

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THRIVE

truecontext FORMERLY PRONTOFORMS

WHISPEAK VOICE BIOMETRIC SOLUTION

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From the Chairman

10 minutes! This is the average time a person spends not checking their smartphone. We are living in a 24x7 connected world, with consumers making experience-oriented shopping decisions, not specifically product-oriented ones. And, underlying much of the shift in behavior is artificial intelligence (AI).

The impact of AI on customer decisions or user experiences is profound and multifaceted. AI has transformed the way businesses interact with their customers, delivering more personalized and efficient experiences. AI brings significant improvements by providing personalized interactions and support services, predictive capabilities, enhanced interfaces, and increased overall efficiency.

Welcome to the third issue of Q in 2023.

In this edition we showcase several portfolio companies that are leaders using AI to enhance the experience for their customers and users. You will find an interesting interview with **Twentify**, an early-stage company, that is harnessing data on brands and consumer behaviour to help curate better experiences. CEO Ilker Inanc provides his take on "decoding moments of experience through the power of AI".

Pisano is recognized for AI-powered capabilities in its Voice of the Customer (VoC) and Voice of the Employee (VoE) platforms.

Thrive is transforming how individuals find their dream job, offering AI-powered tools to accelerate skill assessments, personalized learning, job matching, and career advancement.

AI enables real-time data analysis and automation at the edge which is a must-have for applications that require immediate responses, such as object detection, autonomous vehicles, industrial automation, healthcare monitoring, etc. **Edge Signal** is unleashing the power of Edge AI to drive highly personalized, responsive, and secure experiences to its customers.

Look at the annual impact report summary from **Alacrity Canada** which demonstrates significant results, including an incredible lifetime impact of $1.74B of value collectively created by its portfolio companies.

As businesses navigate the hybrid model of work, real estate and property management leader, **KRP Properties** is working hard to capture the right balance for clients by offering attractive spaces with relevant amenities such as access to nature and ensuring their sustainability efforts are making a difference.

Thank you as always for your continued interest and stay well.

Kind Regards,
Terry Matthews
Chairman

NEW MARTELLO REPORT HIGHLIGHTS IMPACTS ON USER EXPERIENCE AND PRODUCTIVITY

MARTELLO — SaaS for enterprise digital experience monitoring
martellotech.com

In today's hybrid workforce, the lines between office and home are increasingly blurred, so seamless communication, no matter the location, is more vital than ever. For many, Microsoft Teams is the go-to platform for calls, meetings, and collaboration — and users have come to expect reliable connectivity and experience.

A recently released report from Martello sheds new light on performance issues that impact the Microsoft Teams user experience in enterprises around the world, revealing unseen productivity leakage that costs businesses more than half a million dollars each year. Martello's Vantage DX software is the Microsoft-recommended platform for Microsoft Teams and Microsoft 365 user experience and performance monitoring.

Hidden Productivity Leakage

For those users who do experience problems with Teams, only 16% of them report the problems to IT. *The Global Microsoft Teams Performance Trends and Business Impact* report brings to light the unseen productivity leakages caused by these under-reported issues, which are caused by problems such as WiFi strength, bandwidth and network switching concerns. In a 5,000-employee business, there are more than 40,000 failed or poor Teams calls annually, costing more than $500,000 in lost employee productivity and IT troubleshooting time.

Using insights collected from Vantage DX monitoring data, the report details the scope and impact of Teams user experience issues, providing information on its causes and pointing to potential remediation paths, helping IT to have a more strategic impact on the business by stemming productivity losses.

Vantage DX Innovation Makes IT More Proactive

The report comes as Martello debuts new user experience correlation capabilities in Vantage DX. For the first time, IT groups can access user-reported experience information. Microsoft Teams users are periodically asked by Microsoft to provide a star rating of their experience following a call or meeting. Martello pulls this data into Vantage DX dashboards and correlates it with information on Microsoft Teams performance gathered by other monitoring capabilities in Vantage DX. This accelerates troubleshooting and proactively identifies the productivity leakages described in the *Global Microsoft Teams Performance Trends and Business Impact report*.

Download the *Global Microsoft Teams Performance Trends and Business Impact report* at **martellotech.com**.

BALANCING ASSET AND TECHNICIAN PRIORITIES IN MODERN FIELD SERVICE

TRUECONTEXT — The global leader in field intelligence
truecontext.com

In the bustling, ever-developing world of field service, organizations find themselves at a crossroads between two distinct areas of focus — a technician-centric approach and an asset-centric one, both crucial aspects of field service.

Choosing Paths: Technician-Centric and Asset-Centric Approaches

A medical device manufacturer installs, maintains, and repairs critical equipment. Understanding the direct impact of equipment downtime on patient care, they focus on skill development and empowerment. They invest in additional training programs for their engineers, ensuring they are both technically proficient and aware of current **regulatory and compliance requirements.**

Conversely, an HVAC company serving large commercial establishments adopts an asset-centric approach. The implications of equipment failures, especially during peak seasons, drive them to focus on asset longevity and performance. They use industrial IoT devices and AI algorithms to minimize asset downtime while maximizing productivity and lifespan.

The Integration Conundrum: Merging Two Worlds

Integrating multiple tools to manage diverging priorities becomes common when businesses operate in these field service domains. The workforce is also becoming more diverse, complicating the field service equation. Despite these factors, minimizing the divergence of these two realities remains essential for field service leaders everywhere.

Intelligent Apps: Building Your Field Service Tech Stack for Your Needs

Whether an organization currently focuses on assets or technicians, intelligent apps offer more than just data management and efficiency. They ensure that each piece of the field service puzzle connects effectively, delivering the right information to the right person at the right time.

One of the most pressing issues in field service today is administrative overhead. Technicians find themselves bogged down with paperwork and data gathering. While many mobile forms apps address this pain point, intelligent apps seamlessly bring data together into an ecosystem that allows for greater possibilities. This streamlined approach enables technicians to confidently focus on their primary responsibilities, improving job satisfaction in an industry where expertise is progressively dwindling.

For leaders, the feedback that intelligent apps provide is also important. Real-time data logging and predictive analytics naturally become a lot more accessible. This data-driven approach facilitates continuous improvement, allowing leaders to pinpoint process and asset inefficiencies, reduce attrition, and ensure optimal performance in every step of the workflow.

Navigating Through the Complexities of Field Service

In the dynamic landscape of field service, balance is critical. Although each approach has its strengths, what determines success is how an organization unifies people, technology, and processes. Intelligent apps are the bridge between assets and technicians, helping to foster an environment where technicians thrive.

TrueContext helps bridge the gap between the field and your back office. Offering the leading mobile forms solutions and customizable forms for the field, the TrueContext's mobile solution makes it easy for remote workers to collect data, access company data in the field that can be used to populate offline or online mobile forms, and automatically share the results with back-office systems, cloud services, and people.

As service demand continues to increase, a cohesive approach to process automation and intelligent apps is now essential for any organization looking to remain agile and competitive. ⭕
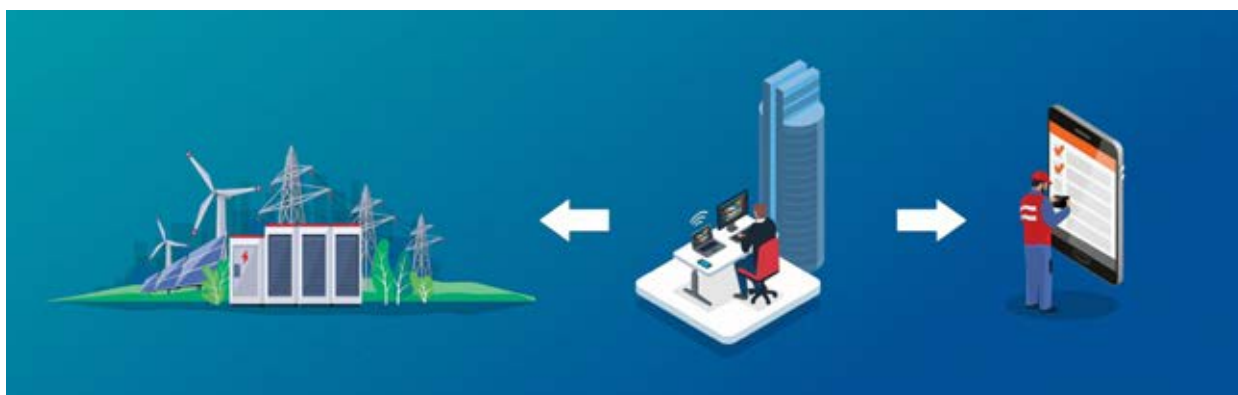
LATEST SOLACE EVENT PORTAL RELEASE HELPS ORGANIZATIONS TREAT THEIR *'KAFKATOSIS'*

SOLACE — Leading enabler of event-driven architecture for real-time enterprises • **solace.com**

The third quarter of calendar year 2023 saw Solace release a major new version of its innovative event portal management solution designed to help organizations with Apache Kafka deployments gain better visibility into, and control over, their Kafka event streams, brokers and associated assets.

Many organizations rely on Apache Kafka as their event streaming platform, and often must use a variety of tools for software development, lifecycle management, governance, and monitoring/observability, resulting in a large gap between the event-driven architecture components that actually exist and what is accurately and visibly known. This makes it difficult for developers and architects to collaborate on the design, deployment, and operation of their Kafka applications, and for administrators to ensure security, governance, and compliance with internal policies and government regulations.

Solace Event Portal for Apache Kafka addresses these challenges, offering application development teams a **complete set of functionalities** to help them better understand, visualize, discover and re-use their Kafka assets.

Got Kafkatosis?

Where better to unveil the latest solution than at *Current 2023*, the pinnacle Apache Kafka and real-time streaming conference!

Held in San Jose, CA on September 26-27, Solace sent a team of "physicians" to help conference delegates diagnose the early warning signs of *Kafkatosis*, a potentially serious systemic condition that causes an enterprise's Kafka estate to become increasingly difficult to control and scale over time. By the end of the conference, hundreds of delegates walked away feeling more relieved knowing **there is a treatment**. ⊙
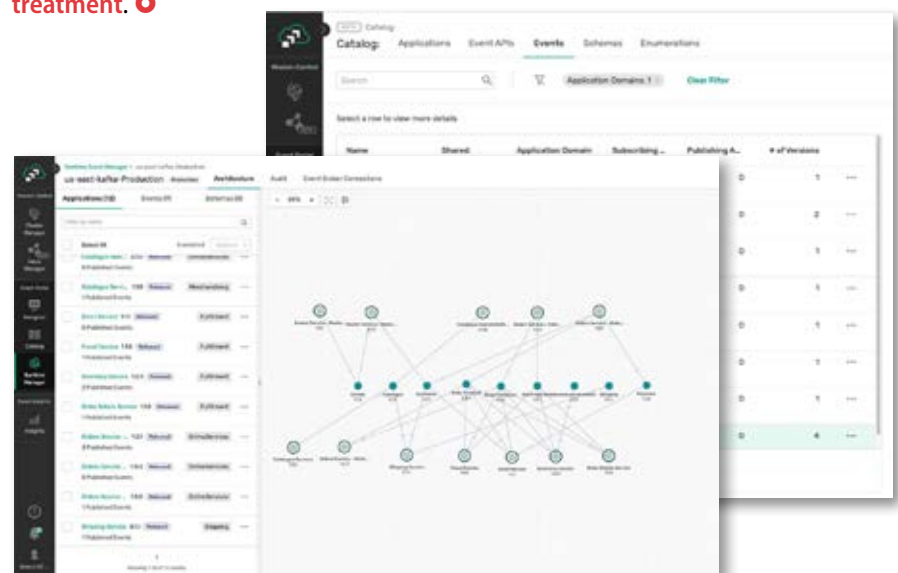
solace.

HYAS Awarded for Innovation

HYAS INFOSEC — Leader in cybersecurity solutions • **hyas.com**

HYAS Insight was awarded the **"Threat Intelligence Innovation Award"** in the 7th annual CyberSecurity Breakthrough Awards 2023 program conducted by **CyberSecurity Breakthrough**, a leading independent market intelligence organization that recognizes the top companies, technologies, and products in the global information security market today.

HYAS Protect protective DNS solution was recognized as the **"Most Innovative in Protective DNS"** in the 7th Annual CyberSecurity Breakthrough Awards Program from Cyber Defense Magazine (CDM), the industry's leading electronic information security magazine.

Earlier this year, HYAS Protect received independent validation from AV-TEST GmbH as the highest level of cyber security protection, outperforming competitors by blocking over 87% of PEs malware, over 84% of non-PE issues, and over 80% of phishing URLs, and with low false positive rates averaging 2%.

HYAS advances proactive cybersecurity and threat prevention best practices with protective DNS and advanced threat intelligence, which identify suspicious infrastructure likely to be used in attacks — sometimes months before such network resources are active. ⭕

"HYAS solutions function as both an early warning system and last line of defense. They assume a breach will happen — that it's just a matter of time — but with this technology in place, businesses can ensure continuity and resiliency regardless of where or how the breach occurred. We're pleased to recognize them with this year's 'Threat Intelligence Innovation Award.'

Threat actors require complex infrastructure to conduct attacks across environments. As good as security defenses are, there will always be something that gets through. By focusing on the infrastructure, HYAS is able to alert organizations that something has infiltrated the environment, has gotten past all the security barriers, and is now beaconing out for instructions. HYAS can then cut off communication to that infrastructure to stop the attack."

— Steve Johansson, Managing Director, CyberSecurity Breakthrough

"HYAS is advancing proactive cybersecurity and threat prevention best practices with its industry-leading protective DNS and advanced threat intelligence, which identify suspicious infrastructure likely to be used in attacks — sometimes months before such network resources are even activated. As such, HYAS embodies three major features we judges look for with the potential to become winners: understanding tomorrow's threats today, providing a cost-effective solution, and innovating in unexpected ways that can help mitigate cyber risk and get one step ahead of the next breach."

— Gary S. Miliefsky, Publisher of Cyber Defense Magazine

Revolutionizing Customer Success

CLINICONEX — Patient engagement platform for medical and care professionals
cliniconex.com

Cliniconex has recently transformed its customer success team, leveraging a more data-centered approach to redefine its customer experience. By embracing a personalized strategy, the team has effectively streamlined customer adoption, fostering a deeper connection with clients. This shift has not only enhanced service delivery but has also established a more effective onboarding process.

Through this data-driven approach, the customer journey better caters to the unique needs of each client. By understanding specific requirements and pain points, Cliniconex has successfully tailored its flagship solution in senior care, **Automated Care Messaging (ACM)**, to provide a seamless and efficient experience from the very start. A similar, personalized approach to onboarding has significantly improved client satisfaction, leading to higher engagement and retention rates.

Furthermore, collaborative efforts with partners like **PointClickCare** have proven to be instrumental in promoting the diverse use cases of ACM. By sharing valuable insights and success stories, they have empowered their partners to effectively communicate the benefits and capabilities of ACM, thereby fostering a broader understanding of the extensive value Cliniconex brings to the table. This collaborative approach has not only expanded their reach but has also strengthened our relationships within the healthcare ecosystem.

Cliniconex's commitment to enhancing customer experience remains unwavering. By embracing a more data-centered and personalized approach, they continue to innovate and evolve, ensuring that clients receive the highest level of support and satisfaction while cementing their position as a leading force in revolutionizing healthcare communication and collaboration landscape. **Learn more.** ◐

thinkRF Offers AI-driven SXM Insights

THINKRF — Leader in software-defined spectrum analysis platforms
thinkrf.com

thinkRF builds state-of-the-art solutions for the telecom industry to manage expensive and scarce spectrum resources. Our game changing SXM (Spectrum eXperience Management) platform leverages a network of autonomous IoT sensors installed throughout a city or roaming in vehicles. Sophisticated AI-driven SXM insights are used by network operators and government spectrum regulators for:

1. **5G and LTE network optimization** – Identifying areas for growth, assessing coverage and utilization rates, and enabling dynamic adjustments to wireless network infrastructure based on subscriber and competitive behavior changes.

2. **Competitive intelligence** – Offering insights into competitors' deployment strategies, technology utilization, shared spectrum, and infrastructure usage, as well as experimental broadcasts and operations.

3. **Drastically reduced drive tests** – Reducing capital expenditures and minimizing the need for personnel and training in a common industry practice.

4. **Detection of non-compliant and unlicensed activity** – Identifying, locating, and monitoring unlicensed or non-compliant transmitters.

This past quarter, thinkRF has attended trade shows like Mobile World Congress North America and leveraged digital marketing to enhance the market visibility of its recently launched network analytics and management capabilities. This attracted increased interest from engagement with some of the leading companies in the telecom industry. For example, thinkRF was selected by the Telecom Council members as one of the most innovative technologies of the year.

Last quarter the company met revenue targets, deployed new SXM nodes around the world, and onboarded potential new customers in trials. The sales funnel is growing, and the company is confident about future revenues. **○**

Segmentify Pioneers Omnichannel Marketing Excellence

SEGMENTIFY — The leading provider of AI-powered segmentation and personalization solutions • **segmentify.com**

On a mission to dismantle data silos and empower brands with the ability to engage in authentic omnichannel marketing, Segmentify remains dedicated to expanding and enhancing its platform and addressing the challenges posed by scattered data. The engagement platform recognizes that this fragmentation obstructs a comprehensive view of customers, complicates report generation and analysis, limits cross-departmental communication, obstructs decision-making, and ultimately results in disjointed customer experiences.

In early 2023, Segmentify unveiled the latest additions to its platform — **Gamification** and **Email Marketing** — as the next steps in realizing this mission.

Whether for an established brand or an emerging enterprise, the importance of seamless and personalized customer experiences cannot be underestimated. The quest for a seamless, personalized customer experience is a challenging one, but it's far from impossible.

Unified data collection made simple

The Segmentify user-friendly platform streamlines the process of data collection and analysis. With its intuitive tools, brands can effortlessly gather and interpret user interactions, gaining a profound understanding of their audience's behaviours and preferences.

Effortless audience segmentation

Creating precise audience segments is a breeze with Segmentify. The platform's segmentation capabilities enable marketers to categorize users based on various criteria, ensuring the messaging is finely tailored to each group's interests and needs.

Personalized campaigns

Once customer segmentation strategies are set in motion, Segmentify empowers brands to craft highly personalized campaigns across multiple channels, including email, website, and more. This approach significantly enhances user engagement and boosts conversion rates by delivering content and offers that resonate with individual users.

In-depth analytics

With Segmentify's robust analytics tool, Trendify, brands can track the performance of their campaigns with precision. Monitoring what's working and what needs improvement enables marketers to optimize their strategies and achieve even better results.

An unbiased platform

Segmentify uses unbiased third-party testing tools to provide brands with transparent insights into how its technology aligns with their marketing goals and KPIs during the PoC process.

Learn more. ⭘

Thrive + AI = Building a Platform with Transformative Career Tools

THRIVE — Human Resources Tech SaaS Solution
thrivemycareer.com

The world of work and AI are often referenced as a cliché — that AI will only take jobs away from people. However, as AI technology adoption continues to grow at every level across industries, individuals and team leaders alike are realizing that there are realistic applications for AI tools that will benefit all parties.

The solution to navigating this world of work is to embrace AI technologies and empower end users to understand and find success in using them.

Thrive continues to enhance its platform of career advancement, job search, and even employer tools. This also means continuing to develop generative AI-integrated features.

Currently, individuals leverage AI and real-time labour market data via the Thrive Career Path Explorer to extract skills from their resume, create a skills profile (SkillsID), then explore recommended career paths, all while receiving local insights, job postings, and learning recommendations.

AI-powered tools at Thrive will enable and accelerate skill assessments, personalized learning, job matching, career advancement, workflow optimization, and more. For example, the resume builder with generative AI enhancements will reduce the amount of time to develop tailored applications for different job postings.

Streamlining the job search process while also empowering individuals already in a role will help advance their careers faster. By reducing mundane tasks and enhancing job-matching precision, AI liberates individuals to focus on skill acquisition and strategic work, ultimately enabling them to pursue career advancement opportunities more effectively than ever before.

The impact of AI is a testament to the evolving nature of work in a technology-driven world, where continuous learning and adaptability are central to transforming and thriving one's career.

EmployNext Launch

As part of the Ontario Government's Employment Service Transformation, Thrive alongside consortium partners Serco and Deloitte have launched the EmployNext program for the Kingston-Pembroke region. Creating this new digital delivery model and making government career support more accessible is a huge milestone and will continue to be Thrive's catalyst for growth. **Read more here**.

AI is fundamentally transforming the landscape of the labour market ecosystem. Thrive is proud to be an emerging leader helping organizations in Canada and across the globe navigate their approach to the changing world of work. ◉

ᵀ THRIVE

ᵀ THRIVE
Launches Innovative Platform to Transform the Job Market in Kingston-Pembroke

EmployNext
powered by serco

REVOLUTIONIZING GLOBAL COMMUNICATION WITH MOTOROLA SOLUTIONS' CAPACITY MAX RADIO NETWORKS AND TELDIO

TELDIO — Solutions enabling operational efficiency, improved customer service and enhanced safety • teldio.com

In a time of rapid technological advancement, the integration of cutting-edge communication systems is imperative, driven by the need to enhance employee visibility and safety, ensure rapid scalability, enhance operational efficiencies, and drive unified communication.

Motorola Solutions' Capacity Max radio networks mark a significant milestone in global connectivity, allowing organizations of any scale to achieve seamless operations and communication. These networks, in many instances, extend across entire cities and are multi-tenant carrier-grade environments that support up to 250 sites and accommodate as many as 3,000 users per site. This capability enables seamless and efficient communication for businesses and public services alike.

Teldio, with its suite of powerful, mature products — Teldio TruFleet and Teldio Edge Gateway, in partnership with AVTEC (a division of Motorola Solutions), is uniquely positioned to capitalize on Motorola Solutions' Capacity Max radio networks to deliver real-time location-based solutions to major enterprises worldwide. This dynamic solution optimizes operations, heightens security, and streamlines logistics.

With 15 years of experience and 1,000+ deployments, Teldio delivers real-time location solutions via Motorola Solutions two-way radios to some of the largest customers across many verticals - including manufacturing, hospitality, education, healthcare, utilities, and more. The integration of real-time location intelligence allows companies to receive invaluable data for making informed, real-time decisions. Whether it's optimizing supply chain routes, ensuring personnel safety, or tracking asset movements, the potential applications and benefits are boundless.

Teldio's real-time location solutions were recently deployed at multiple Tesla Gigafactories, aiming to minimize downtime and efficiently track their assets, particularly their 300+ Motorola Solutions two-way radios. Teldio's implementation of Teldio TruFleet and Teldio Edge Gateway, in collaboration with HP/Aruba allowed Tesla to send immediate alerts to employees' radios when any operational or security issues occur. This was achieved by using the existing Aruba access points, equipped with Bluetooth, to track the location of each radio within the facility. As a result, Tesla experienced improved operational efficiency, reduced downtime, and enhanced monitoring of their assets, leading to cost savings.

In the fast-paced world of technology, the partnership between Motorola Solutions and Teldio represents a huge leap forward in global communication. The real-time location information from TruFleet and the ability to trigger other enterprise systems via Teldio Edge Gateway is becoming a crucial part of efficiency, security, and innovation all around the world. As this partnership keeps growing, the future of communication and staying connected looks very promising. **Learn more.** ⭘

Decoding Moments of Experience with the Power of AI

TWENTIFY — Data / Research platform for consumer behavior, products, communications, brands, and markets • **twentify.com**

Ilker Inanc, CEO, Twentify

10 minutes. This is the average time a person spends without checking their smartphone in the US. We are living in a 24x7 connected world, with consumers making experience-oriented shopping decisions, not specifically product-oriented ones. This shift in behavior significantly impacts the success parameters for brands, forcing them to be agile and consumer-oriented in order to stay relevant. Real-time insights are imperative!

Consumer research company Twentify allows brands to collect growth-focused insights by reaching close to 2 million consumers around the world. Using Twentify's mobile consumer panel, brands can learn their target audience's behavior and thoughts, and receive feedback on their products, marketing, and brand initiatives.

By attaching technology with scientifically proven research models, Twentify brings sophistication and simplicity together to enable brands to conduct consumer-focused research studies, gather insights, and make successful business decisions.

Founded in 2014, Twentify disrupts traditionally slow and clumsy insight generation methods. Every day, Twentify helps hundreds of brands to better understand a community of more than 2,000,000 consumers, allowing them to make well-informed business decisions. Twentify is operating in eight countries with offices in Canada, India, and Turkey.

An interview with Twentify CEO Ilker Inanc

As we begin, could you share more about Twentify's inception and its journey since 2014?

Twentify was conceptualized to address the inefficiencies plaguing traditional market research methods. We were steadfast in our belief that technology could revolutionize this domain. Our journey has been about remaining true to that vision, using innovative digital tools to gather real-time, multidimensional data, thus empowering businesses to make informed decisions rapidly and confidently.

Twentify seems to have an intricate relationship with technology. How does this synergy enhance the value you offer to your clients?

For us, technology is both a tool and an ethos. It infuses every aspect of our operations, ensuring we gather data that's not only current but also contextually relevant. Our Bounty app is a testament to this, enabling real-time insights that form the bedrock of sound business strategies. This approach has cultivated a realm of trust with our clients, who know they're accessing the freshest, most reliable market insights. ▶

Innovation seems to be a central theme at Twentify. Could you elaborate on how emerging technologies like AI have reshaped your service offerings?

Our recently unveiled platform, Quals.ai, is a perfect illustration of our innovative spirit. By integrating AI, we've transcended the limitations of traditional research methods, enabling real-time, insightful dialogues with target audiences. This technology captures the human element, bringing a depth of understanding that was previously unreachable. It's not just about staying current; it's about pioneering pathways that redefine the industry.

Can you provide an overview of Quals.ai and its function in qualitative research?

Absolutely! Quals.ai represents a paradigm shift in qualitative research. Imagine leveraging AI to conduct real-time, genuine dialogues with participants across the globe. Traditional methods have always been hampered by logistical constraints and the slow pace of gathering insights. Quals.ai dismantles these barriers. By enabling instantaneous analysis, we provide brands with the agility to make informed decisions faster than ever. It's not just about the speed but the depth and authenticity of the connections formed, offering insights that are both profound and immediate.

How does Quals.ai manage to facilitate interactions that participants perceive as human-like?

This feature is one of the cornerstones of Quals.ai. The AI is sophisticated enough to facilitate conversations so fluid and natural that participants feel they're interacting with a human. This level of genuineness is achieved through advanced natural language processing that understands and responds to human nuances. The impact is monumental; we're seeing participants open up more, offering uninhibited insights that are pure gold for brands seeking to understand their audience's core sentiments and motivations.
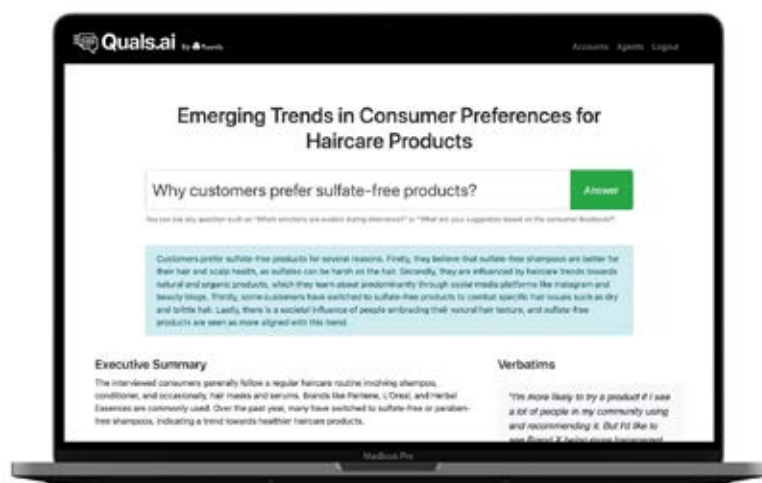
In terms of immediate data analysis provided by Quals.ai, what implications does this have for the decision-making process?

The 'Instantaneous Analysis' feature revolutionizes the decision-making timeline. Research teams will no longer have to wait for extended periods to collate and sift through data. Quals.ai offers immediate access to detailed transcripts, essential excerpts, and succinct summaries, all ready for review. This means teams can swiftly move from gathering insights to implementing action based on real, in-depth feedback, significantly accelerating project timelines and responsiveness to market dynamics.

On your website, you mention Quals.ai helps companies achieve carbon-zero. Could you elaborate on how Quals.ai adheres to eco-conscious business practices?

We're proud to say that Quals.ai is at the forefront of eco-conscious operations. By eliminating the need for physical office spaces and cutting down on the extensive travel traditionally associated with market research, we significantly reduce our carbon footprint. Quals.ai enables global perspectives without the environmental cost, aligning with the growing necessity for businesses to adopt sustainable practices.

How do you envision Quals.ai influencing the broader field of market research in the future?

Quals.ai is more than a tool; it's a transformative force in the market research arena. By offering round-the-clock research capabilities and unparalleled access to global perspectives, we foresee a future where geographical boundaries and time constraints are obsolete. Brands will engage with audiences from Tokyo to Buenos Aires seamlessly, gleaning diverse consumer insights at a pace previously unthinkable. More than revolutionizing qualitative research, Quals.ai is set to redefine it, setting a new standard that others will aspire to reach.

Beyond current innovations like Quals.ai, how does Twentify anticipate incorporating AI and machine learning in its future endeavors?

We envision AI as a collaborator in our journey. Our future is aimed at deeper AI integration, enhancing predictive analysis capabilities to forecast market trends, and continually refining our processes through machine learning. This isn't just about progress; it's about setting new industry benchmarks. ▶

Quals.ai is more than a tool; it's a transformative force in the market research arena. By offering round-the-clock research capabilities and unparalleled access to global perspectives, we foresee a future where geographical boundaries and time constraints are obsolete.

Our strength lies in our local team, who bring invaluable cultural insights, ensuring our research strategies are nuanced and resonate with local sensibilities.

It's fascinating how Twentify has revolutionized traditional research methods. Can you share an example where your innovative approach significantly impacted a client?

One standout instance was with a retail client aiming to overhaul their in-store experience. Traditional methods would have been far too slow. Instead, using Bounty, we swiftly gathered comprehensive insights on various facets of the shopping experience. This rapid, holistic understanding enabled the client to implement immediate enhancements, directly contributing to a noticeable upswing in their customer satisfaction and sales figures.

Let's talk about Twentify's global footprint. Twentify recently launched in India. How did Twentify manage to penetrate the complex market in India?

India is a large, complex, and tough market. Success here hinges significantly on collaborations with trustworthy local entities who bring to the table not just market insights but also established rapport within the business ecosystem. We found those indispensable partners in the WCS India team. Our alliance with them isn't recent; it has been tested and strengthened over time, laying a solid foundation of mutual trust and shared goals. Recently, we've taken our partnership to new heights, amalgamating our efforts more integrally to offer Twentify's innovative solutions within the Indian market. This collaborative approach allows us to navigate the market complexities effectively, ensuring our services are not just available but also resonate well with the local business requirements.

India is known for its vibrant market and cultural diversity. How has Twentify navigated these complexities to conduct effective research in the country?

India, with its rich cultural tapestry, represents both a challenge and an opportunity. Our strength lies in our local team, who bring invaluable cultural insights, ensuring our research strategies are nuanced and resonate with local sensibilities. This blend of global strategy and local wisdom has been pivotal in strengthening our operations, not just in India but in all markets we serve.

Given the multicultural nuances of markets like India, how does Twentify balance global standardization with local customization in its methodologies?

Our strategy hinges on a 'glocal' approach. We maintain global consistency in technology and quality standards, but execution is deeply influenced by local insights. Our local teams are instrumental here, guiding the customization of methodologies. This ensures our data is not just globally relevant but also culturally respectful and accurate.

How does Twentify ensure the Bounty app remains a reliable and engaging platform for authentic data collection?

We've embedded engagement and authenticity within Bounty's design, utilizing gamification to transform data submission from a chore into an intriguing challenge. Furthermore, our algorithms work tirelessly behind the scenes, validating the data's authenticity and flagging any inconsistencies, thus maintaining the high-quality insights our clients depend on.

With rising concerns around data privacy, how does Twentify maintain ethical boundaries while adhering to global regulations?

At Twentify, data privacy isn't just an obligation; it's a creed. We adhere to international standards, employing stringent measures to anonymize and protect personal information. Our platforms are fortified against breaches, and we are transparent with our participants about their data rights, fostering an environment of trust and responsibility.

Looking ahead, what innovative frontiers is Twentify targeting next?

At Twentify, innovation is relentless, and our vision extends beyond the current market landscape. We're venturing into the realm of immersive technologies, considering how augmented reality (AR) and virtual reality (VR) can transform traditional market research methodologies by allowing participants to engage with simulated environments and provide instantaneous, in-depth feedback. Alongside, our exploration continues into advanced AI applications, aiming to refine our analytical processes, personalize interactions, and predict market trends with greater accuracy. This isn't just about leveraging new technologies; it's about creating a future where our solutions set new industry standards and drive revolutionary change in market research. ⬤

Our algorithms work tirelessly behind the scenes, validating the data's authenticity and flagging any inconsistencies, thus maintaining the high-quality insights our clients depend on.

Twentify

Unleashing the Power of Edge AI to Drive Customer Experience
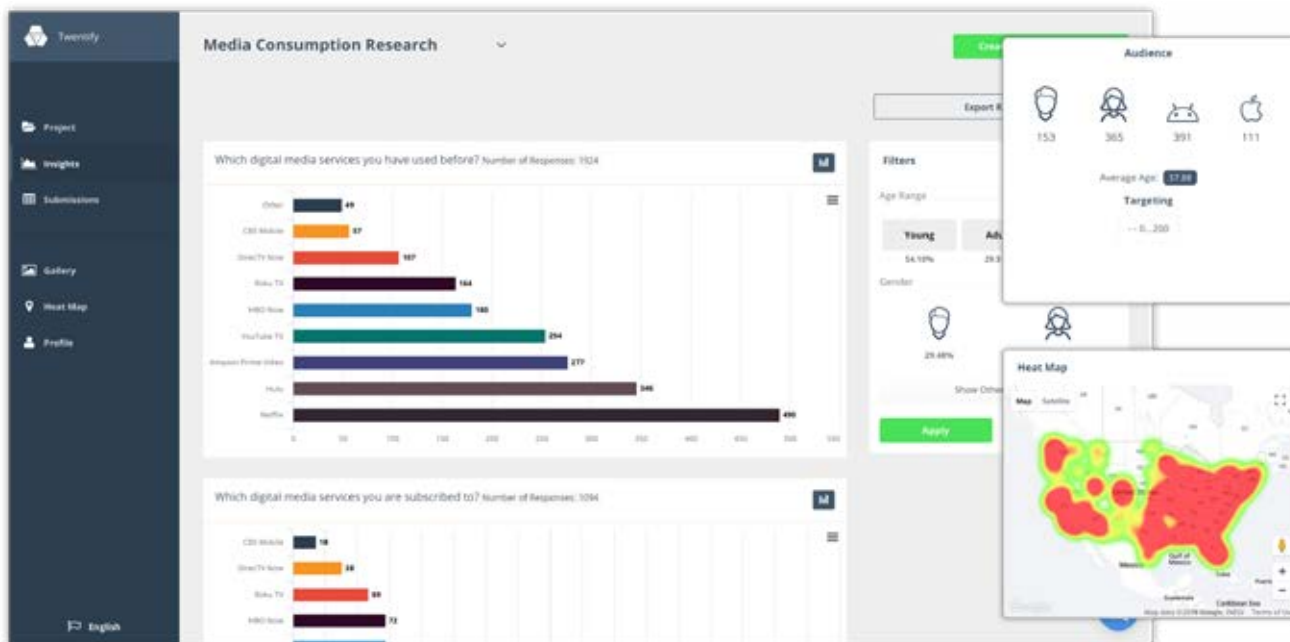
EDGE SIGNAL — Addressing the complexities of edge computing infrastructure • **edgesignal.io**

Artificial intelligence enables real-time data analysis and automation at the edge where the data is generated, empowering edge devices to process and interpret information locally. This is a must-have for applications that require immediate responses, such as object detection, autonomous vehicles, industrial automation, healthcare monitoring, etc.

In today's immensely competitive market, AI can be employed to enhance cost efficiency and boost productivity through automated processes and predictive decision-making. Customer experience also becomes increasingly important to offer differentiated products and services, and edge AI can play an important role in enhancing customer engagement, satisfaction, and loyalty. By leveraging AI at the edge, businesses can offer personalized, real-time, and context-aware services to their customers. However, the implementation of edge computing can seem daunting. That's where **Edge Signal** comes into play!

AI-Powered Edge Signal

Edge Signal makes building and operating edge applications easy. It provides a toolset featuring a low code/no code environment, AI baseline, cloud-agnostic application plane, etc. to connect thousands of remote on-prem systems out of the box and to manage network connectivity whether it is 5G, WiFi, or other.

Recognizing the importance of helping clients optimize AI implementations, Edge Signal supports MLOps (machine learning operations) to help streamline the deployment, monitoring, and management of machine learning models at the edge. Edge Signal enables:

- Easy creation of new AI applications to solve customer problems and answer clients' evolving requirements.

- Faster response times and autonomy at the edge, resulting in increased service quality, which — in turn — positively impacts customer experience.

- Processing of big data at the edge. This ensures that no customer or service quality insights will be lost, enabling businesses to understand client preferences and behaviors and thus allowing them to deliver personalized experiences in real time.

- Discovery of unique insights by combining data from multiple sources, and providing real-time analytics, which can only be realized utilizing edge AI.

Edge Signal's AI-powered features enable organizations to easily roll out new AI use cases and to make operations more robust. By using Edge Signal and connecting everything to their DevOps pipelines, organizations can deploy thousands of devices, integrating them to sensors and cameras, at the click of a button. Edge Signal helps pinpointing anomalies, highlighting logs, drives predictive maintenance queries, and more — leaving businesses to focus on their operations instead of the intricacies of edge computing.

It may appear that AI has a lot of hype now, but it's only going to accelerate further in the next two years, especially in the enterprise. According to a new **7 report**, **80% of enterprises will have incorporated AI by 2026**.

Get started with Edge Signal today to provide highly personalized, responsive, and secure experiences to your customers. Get started for free at **edgesignal.io.** ◘

EDGE SIGNAL

Redefining Customer Engagement with a Comprehensive Platform

PISANO — All-in-one experience management solutions • **pisano.com**

In the dynamic world of customer-centric solutions, Pisano, founded in 2015, has emerged as a true pioneer. Based in London, this leading Voice of Customer (VoC) and Voice of Employee (VoE) software provider has continuously driven innovation to empower businesses worldwide.

Pisano's impressive journey is marked by a series of achievements that underscore its commitment to excellence and innovation. Its growth has been nothing short of remarkable, with a staggering 2X annual recurring revenue (ARR) growth year over year. This growth is a testament to Pisano's ability to consistently deliver tangible value to its clients, exceeding industry benchmarks and expectations.

An Easy to Buy, Easy to Integrate, Easy to Use Platform

However, what truly sets Pisano apart is its advanced, easy-to-use platform that offers an unparalleled suite of business value propositions. With a single platform for real-time engagement, Pisano simplifies the complex process of listening and understanding customers and employees. This all-in-one solution boasts a 100% implementation rate, ensuring there are no more disjointed systems that don't integrate seamlessly.

Pisano shines by having 95% of its platform users live within just 45 days, a crucial advantage where other enterprise platforms often falter due to their complexity. Thanks to a robust partner network, Pisano offers smooth integrations,

and there are no limits when it comes to the number of feedback, surveys, users, roles, and more. The Solution Kit includes industry and role based VoC programs for quick integration and effortless usage.

With an average of 1000 daily active users per customer and an impressive 7-hour average ticket resolution time, Pisano ensures prompt and effective support. Additionally, Pisano is equipped to collect feedback in over 40 of the most spoken languages, making it a global leader in catering to diverse customer needs.

A Global Leader in VoC Solutions

Recognized as a top-rated VoC platform with high customer ratings, Pisano proudly embraces the 'Customer First

Program' on Gartner Peer Insights, solidifying its commitment to customer-centric excellence.

Pisano's recognition as a leader among global VoC vendors, as positioned in the SPARK Matrix for Voice of the Customer (VoC) by Quadrant Knowledge Solutions, speaks volumes about its excellence. The SPARK Matrix™ analysis commends Pisano for its technology excellence and significant customer impact, underscoring its industry leadership.

By seamlessly incorporating generative AI capabilities into its offerings, Pisano is charting the course for the future of customer-centric solutions.

Recognized AI-Powered Capabilities in Experience Management

Pisano's commitment to harnessing the power of AI has earned it recognition as an industry leader in experience management. This distinction stems from Pisano's integration of AI across its platform's core functions.

Pisano's innovative approach combines in-house AI models with external resources like OpenAI, Microsoft, and Google to provide a comprehensive text analysis and categorization system. This dynamic technology ensures that customer and employee feedback is transformed into actionable insights, fueling enhancements in experiences across the board.

As a testament to Pisano's dedication to customer-centric innovation, the platform regularly collects feedback on customer expectations related to AI, directly influencing its product roadmap development. This collaborative approach ensures that Pisano remains at the forefront of AI-driven experience management in the following developing areas which are globally recognized as AI-Powered Capabilities in Experience Management Industry.

AI-Driven Issue Resolution: Text analytics extending beyond analysis to predict potential issues. When a customer expresses dissatisfaction, Pisano's AI

SPARK Matrix™: Voice of the Customer (VoC) Platform, Q3 2023
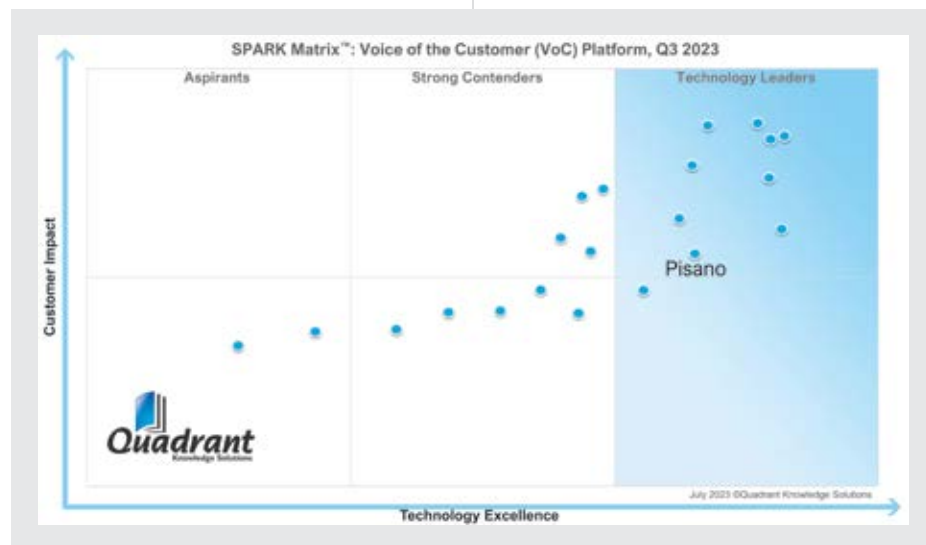
swiftly identifies this sentiment status and content categories of the comment, highlights potential churn risks, and classifies the customer as a detractor. In such cases, automatic intervention, like assigning feedback to specific personnel, is supported to ensure high-priority resolution.

Streamlined Customer Journeys: Through role-based dashboards, the Pisano platform reveals metrics like feedback volume, CSAT scores, NPS rankings, and churn risk predictions. This data equips branch managers with various roles with the insights they need to make informed decisions and proactively engage with customers, preserving valuable relationships.

Generative AI Unleashes Insights: Generative AI excels in creating content and surveys that enhance customer understanding. For instance, when a customer submits negative feedback, the AI tags it as such and generates content categories like "Customer Service Frustration" and "Help Requests". These categories help route feedback to the relevant teams for swift issue resolution. It creates profile-based predictions using advanced

analytics and predictive modeling algorithms, then assigns jobs to people to execute these outputs.

Closing the Loop Seamlessly: A comprehensive approach to closing the feedback loop ensures no concerns go unresolved, whether through manual or automated methods, facilitating prompt and effective responses. With the support of generative AI, content categories can be seamlessly incorporated into responses, ensuring a flexible and multi-layered approach to issue resolution. It can provide quick feedback to customers and create personalized automated responses.

Pisano's Product-Led, Customer-Driven Approach

Through ongoing collaboration with its user base, Pisano not only listens but actively integrates their feedback into the platform's evolving roadmap. This strategic engagement propels Pisano to the forefront of AI-driven experience management in areas that are globally recognized as transformative capabilities in the industry. The future of customer and employee experiences is being reshaped by Pisano's

pioneering advancements, as it remains dedicated to enhancing and personalizing interactions across the globe. ◉

About Pisano

Pisano, founded in 2015, is a leading VoC and VoE software provider headquartered in London, serving businesses worldwide, empowering enterprises with innovative tools and insights to thrive in a customer-centric world, with a strong presence in various sectors, including BFS, telecommunication, eCommerce, retail, transportation & media, healthcare, entertainment, food & beverages, manufacturing, gaming, and government & public sectors.

Pisano VoC and VoE platforms, driven by advanced analytics and machine learning algorithms, transform feedback into actionable information, fostering trust and loyalty with customers and employees.

CELESTRA HEALTH SYSTEMS GAINS MARKET TRACTION

CELESTRA HEALTH SYSTEMS —
Leader in AI-based monitoring of multiple sclerosis
celestrahealth.com

This past quarter, the team at **Celestra Health** took their Multiple Sclerosis Treatment Management Solution on the road, receiving invaluable feedback and market traction.

In October, key personnel from Celestra Health travelled to London to meet with the UK National Health Service (NHS) and UK-based Multiple Sclerosis (MS) patient organizations, as well as conducting a Site Initiation Visit (SIV) at the Royal London Hospital (part of Barts Health NHS Trust),

who are now recruiting patients for our Phase II clinical study being conducted in the US, the UK and Canada. We then headed to Milan to attend ECTRIMS 2023, the world's largest MS Neurology conference, to participate in meetings with targeted customers and investors; the four abstracts prepared by our research team were officially published by ECTRIMS at the conference. We successfully demonstrated our production-grade platform to key stakeholders, including global pharmaceutical companies, research organizations and patient groups. Our AI-based platform generated a significant amount of excitement, as evidenced in our CEO's lively interview with a prominent MS YouTuber: **bit.ly/3sgx3Hg**.

In November, in addition to participating in the SaaS North conference in Ottawa, we plan to complete our

Parkinson's Disease Phase I clinical study that is now underway. We are also collaborating with the largest MS clinic in Germany, with plans to adapt our remote patient monitoring solution for use in MS clinics in Germany and beyond; this initiative will broaden the applicability of our solution and allows us to take advantage of existing reimbursement codes for in-clinic gait assessments. And perhaps most importantly, we are submitting our application to the FDA for Breakthrough Device Designation, along with our FDA Pre-Submission application. All in all, a very busy and successful two months for the Celestra Health team! ◉

What Sparked Ai SPARK?

AI SPARK — AI-driven credit risk analysis solutions • **ai-spark.com**

Offering a robust AI solution for credit risk analysis called Transparent Autonomous Risk Algorithm (TARA™), **Ai SPARK** redefines risk modeling by transforming raw data into actionable intelligence.

Industry professionals use TARA for its unbiased predictions, and to learn which data points influence historical and current performance. A continuous and iterative process allows TARA to produce clear, concise, and objective risk assessments — assessments that empower users to make informed and faster decisions which lead to more stable and better performance.

But how did it all start? We caught up with **Founder and CEO, David Nabwangu, to** get insights into the creation of Ai SPARK.

What was the genesis of you starting Ai SPARK? What opportunity did you identify in the market?

Human bias and moral agency problems broke the financial system during the Great Financial Crisis. From this, I realized three things:

1. Institutional investors' reliance on rating agencies was untenable. Meaning, inherent biases — even my own — had to be removed from the credit risk process.

2. Introducing a product to the market to address the above problem, this new product had to be affordable to even the smallest institutional investor.

3. The new product had to have the capability to quickly adjust to consider ever-changing market conditions.

This didn't exist anywhere, so I set out to build it.

### How does AI differentiate your offering?

AI, or should I say machine-learning, allowed Ai SPARK to achieve our mission. The deep neural network selects the most relevant data, independently learns, and along with producing forward-looking predictions, it shares the reason why. That's more than what I could've hoped for out of our first product, TARA™ (Transparent, Autonomous, Risk, Algorithm).

What's the next frontier for AI in your industry?

Leveraging our alliances with S&P Global Market Intelligence and Intex Solutions, Ai SPARK is expanding into other investment sectors. Our syndicated loan module launches December 3, 2023, at the Opal CLO Summit in Dana Point, California. Please visit our booth or technology session if you're attending. In 2024, we'll release modules to identify risks for residential mortgages and other assets, like credit card receivables, auto loans and student loans. With so much uncertainty in the markets and rising debt, now is our time. To learn more visit **ai-spark.com. ○**

Ai SPARK
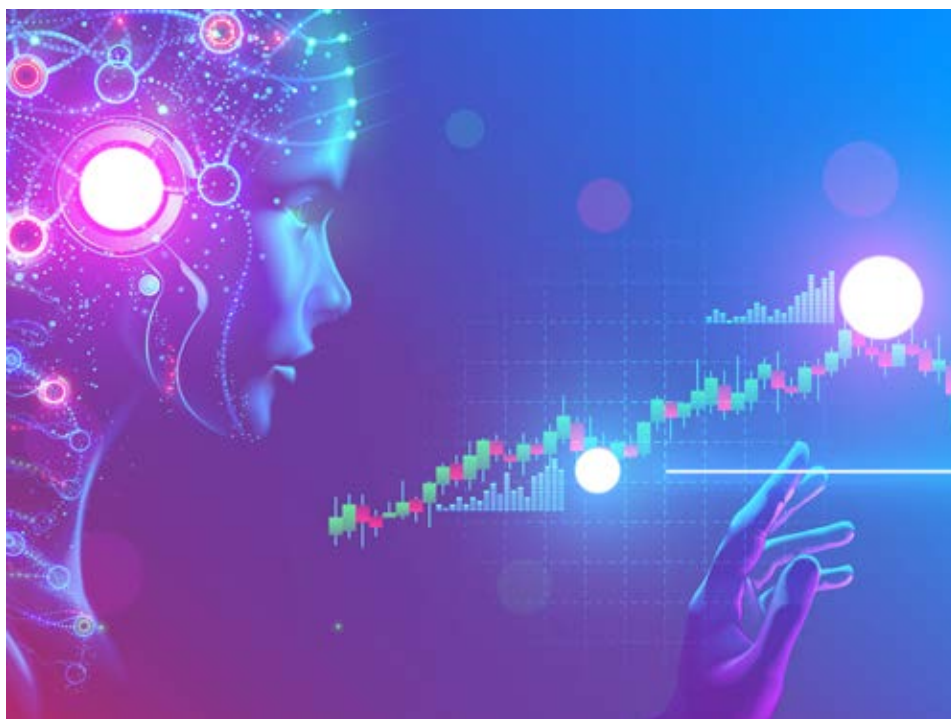
Alacrity Global

alacrity Global

ALACRITY GLOBAL — Funding and scaling technology start-ups around the world
alacrityglobal.com

The **Alacrity Global** team maintains a positive outlook as we approach the final quarter of 2023. We are committed to carrying forward the strategies implemented over the last three quarters and foresee continued growth and refinement among our portfolio companies within the existing business landscape. We are optimistic about the potential for further advancements in our investment exits and fundraising initiatives. Our primary goals include securing additional funding and offering support to the upcoming cohort of Alacrity Global entrepreneurs to grow their businesses. ⭕

157
Active Start-ups*

Assets Under Management
$50,000,000

Start-Ups with Follow-on Investment**
92

15
Alacrity Exits

Total Enterprise Exit Value***

$75,000,000
LP Investment Opportunities Available

$248 Million~

* Number of Active Start-ups includes companies from L-Spark Accelerators.

** All values USD$. Alacrity Canada and Alacrity UK are registered non-profit operations. As such, those investments are not included above.

*** Estimated.

ALACRITY UK — SUPPORTING YOUNG ENTREPRENEURS TO SOLVE REAL WORLD CHALLENGES

For the past 13 years, since its foundation, **Alacrity UK** has changed the landscape of the tech start-up industry in South Wales by developing the next-generation of digital entrepreneurs. Alacrity UK's mission is to create an inclusive environment for graduates and aspiring entrepreneurs to solve industry challenges through technological innovation. By partnering with a variety of established corporations to fully understand their obstacles, Alacrity UK constructs innovative solutions in an agile way that larger organizations can sometimes struggle with. Providing world-class coaching and mentoring for cohorts, ensuring they are equipped to handle anything that the start-up world can throw at them, and helping to make their businesses sustainable.

The vision going forward is to become the hub for entrepreneurship within the UK — not just for the programs provided, but also being a reliable partner within the digital and cyber ecosystem. A new Business Social event, which runs monthly, provides an opportunity for like-minded business owners to collaborate via knowledge sharing, generating new connections, and learning from experienced entrepreneurs who share lessons learned from their journeys. This provides a platform for established and well-renowned business leaders to inspire others to maximize their value as well as grow their ecosystem.

Alacrity UK is passionate about its community and will be at the forefront for businesses to lead the way to 'pay it forward' and its corporate social responsibility will be heavily weighted on local community, participating in the regeneration of Newport, Wales with a number of established partners. ⭕

alacrity foundation

Validient Sponsors Biggest Law Awards Event in Wales

VALIDIENT — Digital client onboarding system for law firms, real estate agents, and other regulated businesses • **validient.com**

The Wales Legal Awards (WLAs) is the biggest law awards event in Wales, that brings together the entire Welsh eco-system for a night of celebration. The WLAs recognizes and celebrates the excellence, innovation, and commitment within the Welsh legal community. This year, Validient, a client onboarding and compliance management system for law firms is at the forefront of this prestigious event as the **headline sponsor**.

Validient's journey towards becoming a prominent player in the Welsh legal industry is a testament to their dedication to innovation. They have consistently pushed the boundaries of what is possible within the legal sector by developing cutting-edge technology solutions that streamline processes and enhance efficiency. Their work encompasses digital identity checks, automated risk assessments, ongoing due diligence, and document management.

Ieuan Leigh, CEO of Validient, shared his thoughts on the sponsorship:

"Following the success of last year's Wales Legal Awards where we sponsored the Innovation in Legal Services category, I was blown away by the quality of legal work that is happening in Wales and the need to celebrate it. As a Welsh legal technology company that is here to help law firms with all their regulatory and compliance processes, this headline sponsorship is critical for showing our support of the industry not just this year, but in the many years to come."

In a rapidly evolving legal landscape, it is important that organizations keep up the pace with the ever-changing demands of the industry. Validient has not only embraced this challenge from the outset of their journey but has worked with multiple firms to help them in their journey through legal technology. As headline sponsors of the Wales Legal Awards 2023, their presence signals a commitment to advancing the legal profession and celebrating its achievements. ⭘

INTEGRATED CARE PLATFORM FOR COMMUNITY SERVICES

HAELU — Software solutions for digital health and social care **haelu.co.uk**

Haelu connects the dots for more sustainable care. Their integrated care platform has been co-developed with a leading National Health Service (NHS) health board, in Great Britain, and promises to revolutionize how care is delivered, helping providers do more with less.

Haelu's technology aligns with international strategies to bring the front door of care closer to individuals (such as in their own homes). More specifically, in the UK healthcare providers are investing in integrated and remote ways of working. The rise of virtual wards (mandated now in NHS strategy) is evidence of this. Haelu's platform aligns with these priorities and has been built and tested in collaboration with the NHS to ensure validity. It is comprised of:

- **Care Visit mobile app**, that guides non-clinical carers through their routine visits, providing guardrails for a personalized and safe visit while also collecting insights and baseline data that can be used in clinical decision making.

- **Clinical Dashboard**, where the information from the app is reviewed by management teams, clinicians, and decision makers, giving them the ability to assess the needs of individuals and entire cohorts at-a-glance, enabling more data-driven decisions around interventions, discharges and resource allocation that can save money and lives.

Essentially, Haelu clinically enables existing resources (carers) that are being underutilized by healthcare, allowing organizations to reach more patients and deliver enhanced, more responsive care that ensures every contact counts. This delivers an immediate and long-lasting impact, paving the way for first-of-their-kind AI insights that will be generated from the untapped data Haelu collects.

Together with their partner health board, Haelu modelled three key metrics that are transferrable across any target service using the platform. For just 50 concurrent patients, it is forecast:

- **Outcome 1** - Identifying patient needs: 8% capacity increase, 1,529 bed days released, £596k returned to secondary care
- **Outcome 2** - Right care first time: 3,632 clinical hours returned, £144k returned to secondary care
- **Outcome 3** - Actionable insights: 5 preventable admissions avoided, 38 bed days released, £14k returned to secondary care

Overall, just these three metrics return an ROI of 690% in the first year of deployment and as such, Haelu has received a Letter of Intent from their first client and are finalizing procurement in preparation to launch next year. **Learn more.** ⭘

Alacrity Canada

ALACRITY CANADA — Funding and scaling technology start-ups in Canada • **alacritycanada.com**

Headquartered in Victoria, British Columbia, Alacrity Canada equips technology entrepreneurs with the skills, knowledge, networks, and capital that they need to launch and grow transformational businesses.

Program highlights from this past quarter include:

Alacrity Canada Entrepreneurship Program

As the leader in online background checks and identity verification, **Certn** was named #16 out of 425 companies in Canada in the Globe and Mail's 2023 Report on Business magazine's Top Growing Companies. To add to this, Certn was ranked #1 in Business in Vancouver's 'Top 100 fastest-growing companies in B.C. in 2023'.

Certn supports the HR hiring process globally. Thousands of companies worldwide rely on Certn's integrated background screening to secure the right people, with an 80% reduced time to hire. **Learn more.**

Alacrity Canada Startup Visa Program

A new Canadian startup thanks to Alacrity's Startup Visa Program, Magnify Capital, launched its Shopify app Magnify Profit this past quarter. The app helps Shopify merchants evaluate, predict, and magnify their profits by providing the following functions:

- Automatically track expenses, such as marketing spend on Google Ads and Facebook Ads.
- Create an income statement automatically by month and year.
- Get insights to understand customers' loyalty through retention analysis.
- Evaluate the lifetime value of your customers to discover future profitability.

Alacrity Canada Cleantech Program

Plugzio, an electric vehicle charging station company, expanded its offerings to India with a contract with Tata Group. As a result of their recent entry into the Indian market, Plugzio has officially started installing its technologies across a range of residential and commercial facilities in New Delhi, and soon across other major cities in India. The technology will be deployed to provide charging capabilities for the many electric mobility devices currently used by India's population of nearly 1.4 billion people. Local power production companies will be the main actors in spearheading and incentivizing the wide adoption of Plugzio's technology and deployment. **Learn more.**

Joni, a startup creating chemical-free and sustainable menstrual products with a mission to make them accessible to all, took home the $10,000 Innovate BC Regional Startup Prize at New Ventures BC 2023. This is the company's latest in a string of milestones. **Learn more.**

B.C. Plastics Action Fund Program

The likes of Fresh Prep, Plascon, Vitacore, and Reusables (to name a few of the participants) each launched their plastic waste reduction programs and collectively mitigated 25.2M kilograms of plastic from going into British Columbian landfills.

To learn more about the incredible B.C. Plastics Action Fund Program head to **www.alacritycanada.com/plasticsactionfund/** and be sure to pass it on, as applications for the next cohort of plastic reduction projects just launched.

alacrity
Canada

Lifetime Impact

$1.74B

Collective Company
Value Created

Serving Small to Medium Sized Businesses, and Tech Startups.

Through Bespoke Growth, Educational and Digitization Programs.

$622.8M

Investment
Attracted

$462.2M

Total Export
Revenue

25.2M

Plastics Saved
in Kg (projected
and actual)

24,562

Companies
Supported

17,391

Students
Supported

14,423

Jobs
Created

Ventures Impact

$763,123,000
Company Value Created

$223,090,000
Investment Attracted

77
Companies Supported

Digitization Impact

12,629
Jobs Created

6,969
Participants Supported

1,151
Women Supported

1,219
BIPOC Supported

$43,771,931
Total Funds Deployed

Green Economy Impact

$362,600,000
Company Value Created

$217,410,000
Investment Attracted

$22,900,000
Revenue Growth

151,721,075.40kg
CO2 Production Prevented

$55M
Total Export Revenue

76
Companies Supported

Educational Impact

17,391
Students supported

9600
Hours of Training

3598
Women Supported

699
Indigenous Scholarships

$6,084,400
Funds Dispersed

Words From Our CEO & COO

Dear friends, partners, and stakeholders,

It is with immense pride that we present to you Alacrity Canada's Lifetime Impact Report. We have had the privilege of witnessing firsthand the transformative power of entrepreneurship, innovation, and collaboration within our ecosystem. This report serves as a testament to the remarkable achievements, tireless efforts, and collective impact that define our organization: the team, the founders, the funders and partners.

At Alacrity, we firmly believe in the potential of entrepreneurs to elevate Canada as a leader on the global stage in regards to Industrial Transformation. We have created a vibrant vehicle of innovation and technology adoption where ground-breaking ideas are nurtured, promising start-ups are funded, and sustainable growth is fostered. We are committed to supporting our thriving business communities and ensuring economic prosperity is achieved through value creation, investment in training and mentorship while addressing global challenges.

In this report, we invite you to journey with us as we explore the stories of resilience, evolution, and transformative change. From the remarkable successes of our portfolio companies to the meaningful partnerships forged along the way, every page showcases the indomitable spirit that propels us forward.

As we reflect on the past decade and the challenges we've faced, we are grateful for the unwavering support of our stakeholders. Whether it be our dedicated mentors, visionary investors, or strategic partners, you are the driving force behind our collective achievements. It is through your guidance, expertise, and alignment with our mission that we continue to make a lasting impact.

Looking ahead, we are filled with optimism and determination. We strive to push the boundaries and lead by deepening our commitment to sustainability and fostering an inclusive entrepreneurial experience that is rooted in equity.

With heartfelt appreciation,
Richard Egli (CEO) and Golriz Fattahi (COO)

Alacrity Canada

Richard Egli
CEO

Golriz Fattahi
COO

Follow Our Journey on Social

in Alacrity Canada

📷 @alacritycanada

𝕏 @alacritycanada

L-SPARK kicks off 10th cohort and celebrates a decade of disruption

L-SPARK — Enterprise SaaS and corporate accelerator
l-spark.com

The **L-SPARK** team has been hard at work recruiting for the 10th cohort of their SaaS Accelerator, and September marked the selection and celebration of these companies. This cohort celebrates the diverse ecosystem of startups in Canada with industries ranging from fintech and medtech to construction and property management.

This cohort is made up of seven companies that demonstrate the innovation, determination, and resilience needed to scale and succeed, and the L-SPARK team is ready to help them get there.

This cohort also represents L-SPARK's milestone moment and the decade of disruption they have driven since 2014. There are so many companies that have been a part of their 10-year journey, and 2024 will see plenty of celebration for this cohort and all those who have come before it.

Say hello to the milestone cohort:

ConstructionClock
A hands-free time-tracking tool built for the construction industry, to save time and money so they can focus on the project at hand.

FLUIDEFI
An AI digital asset management tool to make decentralized finance safer and more accessible.

Mutuo Health Solutions
An AI-powered digital assistant to transcribe clinician-patient dialogues and provide medical notes, automatically, to save clinicians precious time so they can focus on what matters most.

ServiceDeck
A cohesive platform where AI meets property management, streamlining support, FSM, and marketplace into one platform to enhance the property management journey.

Soralink
An AI-IoT solution for real-time predictive maintenance, preventing unplanned downtime and reducing maintenance costs for large manufacturing companies and small businesses alike.

SpatialDNA
An integration platform that streamlines work processes by automating information flow across organizations, boosting productivity with workflows built from decades of experience.

Zendelity
A platform that automates risk management using NFC and smartphones, saving time and money, and ensuring compliance and safety.

Visit **l-spark.com/blog** to learn more about the founders behind this latest cohort and stay tuned as L-SPARK looks toward 2024 and celebrates these companies along with their 10-year milestone at their annual SaaS Showcase, date and location to be announced. ⭕

⑈L-SPARK
A C C E L E R A T O R

SUSTAINABILITY REMAINS TOP PRIORITY FOR KRP PROPERTIES

KRP PROPERTIES — Kanata, Ottawa's most recognized commercial real estate provider **krpproperties.com**

As part of their dedication to providing sustainable spaces for their tenants, the team at KRP Properties developed the KRP Green initiative, following a three-pronged strategy of People, Planet, and Profit. This is the guiding principle of how KRP Properties builds, renovates, maintains, and operates its buildings. Through this, KRP is not only reducing their impact on the environment, but also improving the indoor living environment for their tenants and, as a bonus, reducing costs on heating, cooling and water — savings which are in turn shared with the tenants.

The KRP Green Team is a dedicated set of individuals who are continuously monitoring and recommending innovation within their portfolio, by identifying energy savings and other sustainability opportunities.

Proposed projects must fit within the specific KRP Green framework and demonstrate value to KRP's stakeholders. Performance-based outcomes need to be demonstrated with measurable metrics, either financial or environmental.

More than anything else, what sets KRP Properties apart from the rest is the willingness to go beyond what's necessary and innovate new and actionable plans of savings and sustainability.

Learn more.

KRP offers a range of nearby and on-site amenities such as professional services, massage practitioners, fitness studios, a daycare, and a host of other retail, dining and conference facilities to help you take care of everyday life while you work.

WCS Global provides technology solutions and integration services that combine leading technologies and strategic third-party partnerships to accelerate digital transformation for clients. Through its global network of regional offices, WCS Global teams have been at the forefront of networks and telecommunication, providing industry-leading practices through strategy, product implementation, service management and more.

For details on how WCS Global is helping clients achieve digital innovation through 5G, Customer Experience, Cybersecurity, and Security-First Cloud solutions, please visit **wcs.global**.

SPOTLIGHT: WCS India
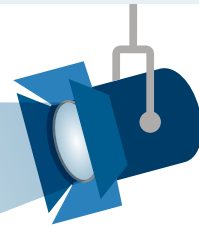
HELPING COMPANIES GAIN MARKET SHARE AND A GLOBAL PRESENCE

WCS INDIA — Your global resource partner • **india.wcs.global**

WCS India, a Wesley Clover International Affiliate, was incorporated in India in 2007 as an "India Market Entry" vehicle for western technology companies. Through the "Unlock India" program, WCS India partnered with companies of different sizes, ranging from just five to 100+ employees, and was instrumental in supporting these technology companies in entering the Indian market to take advantage of the fastest growing economy in the world. Collaborating with WCS India helped these companies gain market share and a global presence.

While partnering with western technology companies as part of the "Unlock India" program, WCS India saw the great potential to build a Software Engineering team in India to take advantage of the large number of highly skilled English-speaking talent. Companies in the west look for reliable partners when it comes to helping with technological solutions. They look for companies that will work with their processes, technologies, tools, and time frames. Companies look for a team onshore or offshore for Software Development, Software Testing, DevOps, etc.

Another case in point is SaaS companies, both locally and globally, with high growth trajectories. As the barriers to adoption are low, they are acquiring customers like never before. This presents its own set of challenges, such as: How to retain these customers? How to lower the customer churn rate? How to convert non-paying into paying customers? Timely delivered and process-driven customer support services are essential to succeed in ensuring retention and an increase of paying customers. But how do you deliver SLA-driven support to each customer? More so, how do you deliver timely support to your faster-than-ever growing global customer base in their time zone?

That's where WCS India comes into play with their "Employee Global" model. It is different from the offshore outsourcing model. The relationship between WCS India and tech companies is more of a

partnership rather than a customer vs vendor relationship. WCS India builds teams in India as an extension of their customers' native teams and reports directly to their clients' functional managers. Clients have a say in choosing a team to ensure that tools, metrics, processes, KPIs, etc. are consistent and WCS India takes care of all offshore complexities like recruiting and onboarding, employee well-being, infrastructure, local laws, etc.

WCS India offers several functions under their "Employee Global" model:

1) Product Software Engineering
2) Software Quality Assurance
3) Mobile QA/Testing Services
4) DevOps Engineering
5) Customer Success
6) Technical Support Services

To learn more, visit **india.wcs.global.** ⭕

Customer Testimonials

"Elentra and WCS India have enjoyed a collaborative partnership for more than two years. Throughout this time, WCS India has played an essential part in facilitating the augmentation of our product development and customer success teams. Even in the face of a volatile job market, WCS India has consistently demonstrated their exceptional capacity to procure and retain the best talent who integrate seamlessly into our teams."

— **Anthony Roggeveen**
Elentra

"We went to India to augment our professional support function, and to leverage the time zones to provide 24X7 support to our customers. WCS India was able to quickly assemble a highly talented team of support professionals. Since the team went live, they have filled an important business need. I appreciate the professionalism with which WCS India conducts business. Their excellent infrastructure and willingness to go the extra mile has impressed me."

— **Stuart Robinson**
Teradici

Goodbye summer, hello fall and winter

WESLEY CLOVER PARKS
Community hub for outdoor events and activities
wesleycloverparks.com

The Campground wrapped up a busy camping season following the Thanksgiving weekend. Being the closest campground to downtown Ottawa, July proved to be the busiest month with tourists flocking to Ottawa to enjoy summer in the Nation's Capital and equestrians gathering at The Parks for the Summer Tournaments. The property also played host to more than 40 group bookings, a highlight being the Breath of Fresh Air Summit, which welcomed over 200 guests to their three-day Outdoor Play Summit where thought leaders, practitioners, researchers, and policymakers connected and shared best practices.

The Ian Millar School of Horsemanship continues to operate a full schedule of recreational horseback riding lessons year-round. The school offered seven weeks of beginner riding camps this summer, which were met with rave reviews from campers and families. The day camp team looks forward to returning in 2024 and growing these offerings.

After a successful first season in Ottawa, the Lost Kingdoms packed up their life-sized dinosaurs to make way for more third-party events. In September, the RBC Race for The Kids welcomed thousands to participate in 2K, 5K and 10K races and raised more than half a million dollars for youth mental health services at CHEO! A new addition to the event calendar, Pumpkins After Dark brought Canada's largest Halloween festival to Wesley Clover Parks. Featuring over 10,000 hand-carved pumpkins, this walk-through event has been met with enthusiasm from Ottawa residents and visitors.

October marked the end of the 2023 horse show season at Wesley Clover Parks. This year, the site hosted 16 equestrian competitions across all three Olympic disciplines, welcomed more than 4,500 competitors, and saw multiple sell-out events. The Spurs & Sparkles charity gala presented by RBC Royal Bank made a grand comeback on August 21st to kick off a week of international show jumping competition at Major League Show Jumping Ottawa. The equestrian-themed soirée welcomed hundreds of guests to enjoy delectable local food and beverages and the wildly entertaining Get Up & Gallop Race while raising more than $60,000 for the Queensway Carleton Hospital Foundation! The event is scheduled to return on August 19, 2024.

This winter, the Magic of Lights dazzling drive-through light show returns to the Wesley Clover Parks Campground. Now in its eighth season, the event supports children, youth, and families at CHEO and will run until January 7th, 2024. Since first coming to Ottawa, Magic of Lights and Wesley Clover Parks have donated more than $250,000 to local charities. ⭕

IN THE COMMUNITY

Wesley Clover Parks is one of the major initiatives undertaken by the Wesley Clover Foundation. We are a local, not-for-profit outdoor recreation and learning hub dedicated to promoting health and education in the immediate and extended communities. Wesley Clover Parks is also committed to giving back to our community. Learn more about some of our initiatives.

People Spotlight

Tiffani Westerman
CEO, WCS North America

Tiffani Westerman is a dynamic CEO with an impressive career spanning over nine years in the technology professional services industry here in Kanata, Ontario, Canada. Her journey began in operations, where she quickly rose through the ranks, showcasing her leadership skills and ability to master new technology business models.

Starting at ground zero, Tiffani displayed a remarkable talent for streamlining processes and optimizing operational efficiencies. Her willingness to wear many hats led her into new territories, and she seamlessly transitioned into product development.

Tiffani's visionary approach to product development led to the successful launch of two SaaS products that were disruptive in both workplace solutions around ESG (Environmental, Social, and Corporate Governance) and fleet management for unmanned aircraft vehicles. Her ability to foresee market trends and create innovative solutions solidified her reputation for building unique product features.

In her most recent role as VP of Strategy and Alliances, Tiffani excelled in building strategic partnerships that were not only transformative but also highly profitable. Her ability to forge connections and drive collaboration across diverse stakeholders further exemplified her expertise in the technology field.

In 2021, Tiffani found herself in the executive team of two companies that were subsequently acquired. Her dedication to her teams and her capacity to lead ensured the continued growth of these enterprises.

Tiffani Westerman's remarkable journey from operations to product development, along with her leadership roles in acquired companies and her strategic partnership-building success, has positioned her as a trailblazing CEO in the professional services industry.

Having joined WCS North America in 2022, and leading the security-first cloud solutions professional services firm, Tiffani Westerman is at the forefront of innovative solutions and is driving the industry towards greater security and success.

"As I embark on this exciting journey with Wesley Clover, I am thrilled to lead our talented team into the forefront of the security-first cloud space. Our commitment to innovation and excellence will drive us to new heights, and I look forward to the incredible possibilities that lie ahead."

— Tiffani Westerman

A roaring success, Lumière raises $120K for community

Brookstreet Hotel and the Wesley Clover Foundation are happy to announce that the 2023 Lumière Charity Gala raised **$120,800**. We are proud to make the donation to our partners at the Queensway Carleton Hospital Foundation, in support of their initiatives and much-needed medical devices supporting Ottawa residents. The event was a great success thanks to the collaboration and support of local businesses and individuals in our community coming together. With this year's theme being the "Roaring 20's", celebrating Brookstreet's 20th Anniversary, it proved to be an evening filled with entertainment, culinary experiences, games, networking, fireworks, and a lively atmosphere. We hope to welcome you on board with all the festivities at our next Lumière Gala, on **Thursday, September 5th, 2024.** ⭕

brookstreet
work · play · getaway

Wesley Clover Ecosystem

Alacrity Global is a global start-up program that brings investors, academic institutions, entrepreneurs and governments together to create technology start-up funds around the globe. **alacrity.co**

Brookstreet is the leading four-diamond hotel and conference destination in Ottawa. In addition to world-class accommodation, dining and meeting facilities, it features outstanding 9- and 18-hole golf at the Marshes Golf Club, where the championship course was designed by Robert Trent Jones II. **brookstreethotel.com**

Celtic Manor Resort is a world-class business, leisure and golf destination in Southern Wales. The 5000-delegate International Convention Centre (ICC) Wales has also been constructed at the site. Among many accolades, the Resort has won the Best UK Hotel, Top Conference Hotel, Golf Course of the Year and other similarly prestigious awards on numerous occasions. **celtic-manor.com**

International Convention Centre Wales is a world-class, 5000-delegate meeting, convention and event center located adjacent to the Celtic Manor Resort in Newport, Wales. The impressive facility features a 4,000-sq meter main hall, 1,500-seat auditorium, flexible meeting rooms, a 2.500-square-meter outdoor plaza and more. It is serving to elevate Wales as a destination for international business events. **iccwales.com**

KRP Properties is the largest technology-centric business park in Canada. With over 30+ buildings currently offering more than 3.0 million square feet of Class A office space, housing more than 250 companies and 13,500+ employees. **krpproperties.com**

L-SPARK Accelerator is Canada's leading technology accelerator. Since 2015, L-SPARK has accelerated over 100 companies across Canada who collectively have raised over $115M in follow-on funding. L-SPARK has partnered with Blackberry, Telus, Calian and others to develop corporate accelerators for Autonomous Vehicles, Cybersecurity, IoT, MedTech, other industries. **l-spark.com**

Through its global network of regional offices, **WCS Global** provides technology solutions and integration services that combine leading technologies and best-in-class third-party partnerships to facilitate digital transformation for clients. **wcs.global**

The Wesley Clover Foundation is the philanthropic arm of Wesley Clover International, operated for the benefit of the local community. Support is focused on the areas of Entrepreneurship, Healthcare, Education and the immediate Community. Inquires can be directed to **info@wesleycloverfoundation.com**

Wesley Clover Parks is one of the major initiatives undertaken by the Wesley Clover Foundation, and is a local, not-for-profit outdoor recreation and learning hub that promotes health and education in the immediate and extended communities. **wesleycloverparks.com**

When you're so close to nature, protecting it becomes a priority.

As a prominent name in Ottawa's commercial real estate, we believe sustainable development is at its core, a set of actions, that meet the needs of the present, without compromising the needs of our future. This is why we place emphasis on actionable changes across all our properties, like some mentioned below:

- Managing energy performance
- Water conservation programs
- An easy-to-use waste diversion programs
- Facilitating e-transportation development
- Green procurement and eco-friendly products
- Elimination of single-use packaging

With one eye on the present, and the other on our future, these efforts are not only great for the environment, but the savings are eventually passed on to our tenants.

To learn more about KRP's sustainability efforts log on to **krpproperties.com**

KRP Properties