



Q3 2024

WESLEY CLOVER QUARTERLY UPDATE

**WCS North America
Addresses Gaps in
Cybersecurity and
Compliance with
End-to-End Offering**



Wesley Clover

Enabling Innovation, Technology and Growth



Wesley Clover



EDGE SIGNAL



MARTELLO



VizioSense



Ai SPARK





Table of Contents

3	Message from the Chairman
4	Feature: WCS North America
EXPANSION STAGE COMPANIES	
7	Martello
8	Solace
9	HYAS
GROWTH STAGE COMPANIES	
10	Cliniconex
11	thinkRF
EARLY STAGE COMPANIES	
12	Edge Signal
13	Celestra Health
14	Benbria
15	Ai Spark
16	Validient
17	Thrive
18	Pisano
WESLEY CLOVER ECOSYSTEM	
19	Alacrity Global
20	Alacrity UK
20	Alacrity Canada
21	L-SPARK
22	WCS Europe
23	Wesley Clover Parks
24	Brookstreet Hotel
25	Celtic Collection
25	ICC Wales
26	People Spotlight

Message from the Chairman



I am pleased with the third quarter of 2024 and encouraged by the positive achievements I am seeing across the Wesley Clover portfolio. Many of our companies and affiliate organizations are doing well and making great strides in driving international business.

WCS North America is addressing gaps in cybersecurity and compliance with end-to-end offerings that empower companies to meet critical standards and protect their data. By integrating Governance, Risk and Compliance (GRC) automation, expert guidance and a rigorous SOC 2 audit, WCS North America is getting clients on track to be compliant with upcoming regulatory requirements.

Martello continues to deliver real-time insights for digital experience monitoring that address client needs in a world where seamless connectivity is non-negotiable. Their recent launch of the latest release of Vantage DX serves to empower customers with faster, more effective troubleshooting of Microsoft Teams issues.

A new cohort of companies was announced by **L-SPARK**, Canada's premier SaaS Accelerator. This 11th cohort offers a robust group of 7 startups poised for a 6-month journey through the accelerator program. I look forward to seeing what these founders can achieve and helping their businesses grow.

A leader in software-defined spectrum analysis platforms, **thinkRF**, continues to secure significant sales and partnerships, including a large European systems integrator and a collaboration with Disney Parks that delivers a crucial capability with their Spectrum eXperience Management (SXM) solution.

Our **Alacrity** programs worldwide also remain central to our mission of developing entrepreneurial talent and innovative solutions for the global marketplace. By fostering the next generation of entrepreneurs, we equip them with the tools and mentorship to lead high-growth tech startups, ensuring that our commitment to innovation extends to future leaders in technology.

As we move into the final quarter of the year and begin to look to 2025, I remain confident in our ecosystem, in our ability to seize new opportunities and take advantage of new global tech waves. Together, we are working to drive strong partnerships and customer connections that will lead to sustainable business growth and long-term success for our portfolio of companies and investors.

Thank you for your continued interest and please stay well.

Kind Regards,
Terry Matthews
Chairman



WCS NORTH AMERICA — Innovative solutions that drive greater security and success • wcs-northamerica.com

WCS North America Addresses Gaps in Cybersecurity and Compliance with End-to-End Offering



Insights shared by
Tiffani Westerman,
CEO at WCS North America

Tiffani, to start, please tell us about WCS North America and what you do.

At **WCS North America**, we are at the forefront of innovative solutions that drive the industry towards greater security and success. To be more specific, we enable our customers to continuously deliver the highest quality software, running on cloud native and hybrid cloud architectures, using modern DevSecOps methods. By providing comprehensive end-to-end support, fixed costs and real results, our customers can focus on their business.

As the CEO I have seen a shift in the market these past couple of years. Cybersecurity and compliance are becoming increasingly important for businesses as digital threats continue to rise and data regulations become more stringent. With the growing reliance on technology, companies face heightened risks of cyberattacks, data breaches, and loss of sensitive information, which can lead to significant financial and reputational damage. At the same time, governments are introducing stricter data privacy laws, requiring businesses to ensure proper handling and protection of customer and internal data. Meeting these standards not only helps avoid penalties but also builds trust with clients and stakeholders.

To address this shift in the market, our WCS team has put together an end-to-end security compliance solution, in collaboration with industry leading partners, in an effort to support our clients from the very beginning of their compliance journey all the way through to audit, in one seamless approach.

Why is compliance essential for businesses today?

Compliance itself is a set of regulatory frameworks that essentially determine the legal requirements for data protection, financial reporting, workplace safety, ethical practices, etc., ensuring that companies meet the applicable standards for a particular framework.

Compliance has always been important, as it helps organizations avoid legal penalties, maintain a positive reputation, and operate responsibly within their industry; however, in the past it was more of a “nice to have” than a mandatory requirement. That has changed. We’re even seeing today that companies with active contracts are being told by their clients to show proof of compliance by a set deadline or risk their contacts being cancelled.

What are the most common challenges businesses face when trying to achieve certification?

Finding the time and making it a business priority. No matter the compliance journey stage you are on as a company, there is typically engineering work that needs to be done. Many regulatory standards involve specific technical requirements related to data security, system integrity, and operational processes. For example, implementing data encryption, setting up secure networks, and creating audit logs are technical tasks that engineers must design, build, and maintain. They’d also ensure that systems are resilient against cyber threats and meet the criteria for privacy, accessibility, and reliability.

As we know, engineering teams often have product roadmaps and backlogs that are years long, plus the added pressure to release new features and functionalities. To effectively put your business on hold to chase a compliance standard is often a disruptor that a lot of businesses can’t afford, not to mention the uncertainties of costs and time required to achieve audit completion.

This is where our team comes in. By purchasing our end-to-end solution, we support our clients on their compliance journey and ensure it’s not just started but finished successfully. Our solution integrates GRC compliance automation, expert guidance from our team, and a rigorous SOC 2 audit by our audit partners. It’s our engineers who roll up their sleeves to complete the required engineering work.

Tell me about the growth in the cybersecurity practice.

Cybersecurity and compliance really go hand in hand. Over the last two years, we’ve seen a major shift in focus, budget allocation, requirements and mandates for not just compliance but for an overall strong cybersecurity posture.

I believe there are many reasons for this, but one of the key factors is what I’d call the underlying influence of AI advancements. We’ve seen a lot of good coming out of artificial intelligence such as the release of tools like ChatGPT and Gemini. However, while people are enjoying increased productivity, these advancements



have also opened the door for more bad actors to exploit systems in more aggressive and innovative ways.

From data breaches to increased phishing attacks, we’re seeing an increase in malicious attacks on our systems that are causing this change in the cybersecurity space. There’s a real demand for verified trust. We trust that you have good security posture, but we still want to see proof and third-party validation.

We’re also seeing a growing demand for end-to-end security. In the past, companies would often say, “We’re not SOC 2 compliant, but our vendor is,” which is no longer acceptable. Now, businesses are expected to demonstrate their own compliance, in addition to ensuring that their vendors and the platforms they use are also compliant. We can no longer play the blame game.

How does WCS North America assist companies in navigating their cybersecurity journey?

We put together a comprehensive end-to-end solution, recognizing our unique position in the market. We noticed gaps where companies were purchasing Governance, Risk, and Compliance (GRC) tools and attempting to create compliance plans but struggling to get the necessary time from their engineering teams. Businesses often embark on this journey, but since it’s not part of their daily responsibilities, they have to invest significant time in research and learning. We identified an opportunity to offer not just a fixed price and predictable budget—enabling executives

“Our solution integrates GRC compliance automation, expert guidance from our team, and a rigorous SOC 2 audit by our audit partners. It’s our engineers who roll up their sleeves to complete the required engineering work.”

— Tiffani Westerman, CEO, WCS North America



to make decisions with fewer uncertainties—but to truly deliver a complete security solution by closely collaborating with our partners. On top of that, most companies offering security and compliance support today don't have the same level of cloud engineering expertise that we have at WCS. This allows us to step in, roll up our sleeves, and take on some of the heavy lifting from the engineering teams, especially when it comes to making changes to their environments, development tools, and production systems.

We identified a clear market need, particularly for customers being told they have six months to meet compliance or risk losing contracts. Compliance is no longer a “nice to have”—it's becoming a serious business challenge. Companies now face the choice of addressing it quickly or suffering a revenue hit, unlike before when it was more optional. Our goal is to provide a complete end-to-end solution. We guide you through the entire process with experts who not only understand the complexities but are hands-on and dedicated to ensuring you pass the audit and achieve full compliance.

How did you choose your partners?

You get what you pay for. That's true in most cases, but when it comes to security, you really want to be working with reputable companies.

We've partnered with the leading GRC tools which our team evaluated from a technical standpoint, considering market fit and the speed at which they release new frameworks and adapt to market changes as it's a rapidly evolving landscape. The same holds true for our audit partners. We looked for reputable firms that operate with the utmost integrity.

Selecting our partners was an important step. We're committed to the success in this journey and ensuring that our customers actually achieve compliance, rather than simply purchasing tools and services in the hopes of finding the time to implement them. With our partners, we have found a shared commitment to

helping our clients succeed and ensuring that their environments are secure.

How is AI transforming the compliance landscape for businesses of all sizes?

AI is integrated into these GRC tools, offering policy templates that assist users in creating their own policies. There are many exciting features available. However, it's important to recognize that while we're leveraging AI for positive purposes, there are also bad actors looking to exploit it for malicious intent. At the same time, we are witnessing the emergence of various AI models. While AI itself isn't new, it is now widely accessible to everyone, leading to significant changes in the landscape.

This is why I think compliance is so important right now. We're seeing these major changes and we're reacting to the new level of threat we're seeing. The general fear of these more sophisticated attacks has put a new lens on the importance of security. We're witnessing numerous significant breaches and an increasing awareness among customers about the vast amounts of data companies hold. There is now a strong demand from businesses and users alike for proof that this data is being stored securely, particularly as massive amounts of data are increasingly sought after for training AI models.

To wrap things up, what's next for WCS North America?

I believe that we'll be dedicating significant time over the next few years to further focus on the cybersecurity and compliance space. Internally, we've developed a strong passion for this area with our end-to-end solution that guides our customers on a journey toward successful compliance. Ultimately, we genuinely care about ensuring that our customers remain secure amid advancing technologies and stay at the forefront of new tools and best practices.

Here in the Kanata North Technology Park, we've launched a quarterly event called Cocktails & Compliance, which serves as a local initiative to foster the cybersecurity landscape and create a knowledge-sharing forum for professionals in the field. Our goal is to help all businesses prioritize security and maintain secure environments, so they can—to be fair—stay in business and succeed.

I always say, we're not just providers, but we're partners in success, and it's true. As I lead our talented team into the forefront of the security-first cloud space, it is our commitment to innovation and excellence that will drive us to new heights, and I look forward to the incredible possibilities that lie ahead.

To learn more WCS North America, visit

wcs-northamerica.com. 📍





A Summer of Innovation and Collaboration

MARTELLO — SaaS for Enterprise Digital Experience Monitoring • martellotech.com

Over the summer months, there were several product and go-to-market initiatives at **Martello**, all aimed at landing new customers and partners and delivering a great experience to existing ones. From our latest Vantage DX release to a vibrant Hackathon event, we're committed to driving innovation and collaboration. Here's a look at what's new.

September saw the launch of our latest release of **Vantage DX**. With a focus on empowering our customers with this faster, more effective troubleshooting of **Microsoft Teams issues**, the release delivered:

- AI anomaly detection to automatically alert on Microsoft 365 and Teams outages and indicate which locations are impacted—it even alerts you when Microsoft 365 and its apps are back up and running.
- Faster troubleshooting of Teams Phone issues with intuitive visualizations of Teams Phone data in the Vantage DX dashboards.
- Faster resolution of Teams problems with insights and contextual information for potential root causes, along with recommendations to resolve these problems.

Hot on the heels of this release, we hosted our 2024 Hackathon at our Kanata headquarters, uniting 22 talented developers from Europe, Australia, and Canada. Over the course of a week, four teams competed for the title of Hackathon champion. This is an annual event that has served as a great collaboration opportunity and spawns innovative ideas that are often added to Vantage DX. Each team was tasked with ideating on a problem to be solved, developing a prototype solution and delivering a compelling pitch to our judges. Ideas ranged from leveraging AI and natural language interfaces to global intelligence gathering for enhanced problem identification. The concepts generated during this event have sparked further discussions about future Vantage DX features.

On the go-to-market front, Martello launched their **refreshed web site** with a new design, SEO and customer journey optimizations and a new message. This redesign is focused on generating more qualified leads, speeding up the buying process, and showcasing our product in action. Early user testing has shown that the new design resonates well with our audience!

With our focus on creating growth via partners, we also introduced the Martello Partner Hub, a self-service portal for Managed Service Providers (MSPs), Value-Added Resellers (VARs), and technology partners. This hub allows partners to register leads, access training resources, and create co-branded Martello materials, all aimed at simplifying operations and enhancing collaboration.

As we move forward, our focus remains on delivering exceptional experiences and innovative solutions for our customers and partners. We're proud of all we've accomplished this summer and excited about the journey ahead! 📍

MARTELLO 📍

Solace Champions an “Architectural Rethink” to Enterprise Integration

SOLACE — The Leading Enabler of event-driven architecture for real-time enterprise • solace.com

Since early 2024, **Solace** has doubled down on influencing the market to ‘re-think’ the way enterprises should approach their application integration strategies.

Traditional synchronous, point-to-point methods such as iPaaS and ESB are delivering limited returns, as they aren’t built to handle the ever-growing volumes of real-time data coursing through modern enterprises. The end result is often a complex web of connectivity that is fragile, can’t deal with bursts and is prone to failures and outages.

The answer lies in a complementary approach dubbed **event-driven integration**. It entails moving integrations to the edge, with decentralized and real-time data flows and events in the middle, underpinned by an on-demand, “data as a service” network of event brokers called an **event mesh**, receiving messages in real-time and reacting accordingly.

This past quarter saw Solace receive a number of key validations from customers and analysts in support of its ‘event-driven integration’ vision. Of note:

- Absolics, a leading manufacturer of advanced packaging technologies and services for high-performance computing, **announced it is deploying Solace** to enable a real-time information flow across all enterprise applications in its U.S. factory. Specifically, Absolics is building a Cloud-based event mesh using Solace event brokers, seamlessly integrating and event-enabling their manufacturing, management and product development applications.
- ISG Research, formerly Ventana Research, ranked Solace as an “Exemplary Provider” in its **2024 Buyers Guide for Application Integration**, joining other industry heavyweights such as AWS, IBM, Microsoft, SAP, Oracle and Informatica. According to Matt Aslett, director of research, analytics and data at ISG Software Research: “Many enterprises are adopting event-driven

architecture as the design pattern for maximizing events to deliver real-time business processes. Solace’s robust product roadmap and its depth and breadth of APIs contributed to its exemplary rating in our Application Integration Buyers Guide.”

Learn more at EDA Summit. 

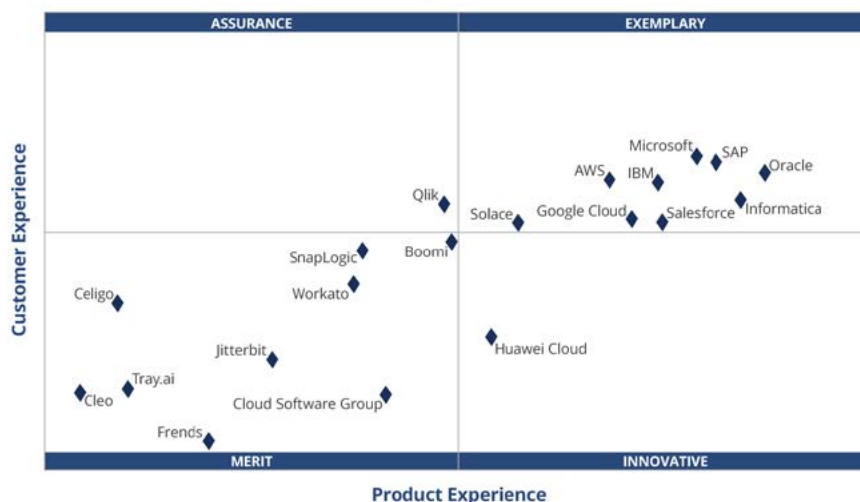
Where better to witness this vision in action than the 2024 EDA Summit!

EDA Summit 2024

Taking place **December 11**, this annual virtual conference is expected to attract more than **6,000 delegates** and will feature **30+ sessions** showcasing how business leaders and IT practitioners can reap the rewards that come with an event-driven approach to application integration.

solace.

Application Integration ISG Buyers Guide



ISG Source: ISG Research
Application Integration Buyers Guide
© 2024 Information Services Group, Inc.



HYAS Expands Global Presence — Industry Recognition, New Products and Partnerships

HYAS INFOSEC — Leader in cybersecurity solutions • hyas.com

As we wrap up another incredible quarter, we are eager to share **HYAS's** latest achievements, product innovations, and milestones.

We recently announced our new integration with ConnectWise through the ConnectWise Invent Program, which allows managed service providers (MSPs) to seamlessly leverage our Protective DNS capabilities. By joining forces with ConnectWise, we have made it easier for MSPs to offer superior security solutions to their customers—proactively preventing threats before they can take root. This is just one of many ways we're expanding our reach and impact.

HYAS is also growing our global presence. In August, we launched a new Point-of-Presence (PoP) in South Africa, significantly strengthening regional cybersecurity infrastructure. This milestone underscores our unwavering commitment to bringing world-class security to every corner of the globe.

Further cementing our dedication to trust and security, HYAS achieved SOC 2 Type II compliance, a key validation of our commitment to maintaining the highest standards of data security

and operational effectiveness. This achievement enhances the confidence of our clients and partners in our ability to safeguard their sensitive information and continue to deliver secure, reliable services.

Adding to these successes, HYAS was honored with the 2024 Visionary Spotlight Award for excellence in innovation and cybersecurity. These accolades not only validate our hard work to provide exceptional solutions to the channel, but also inspire us to continually push the boundaries of innovation.

Additionally, HYAS was awarded the prestigious Best Threat Intelligence Technology at the 2024 SC Awards, one of the industry's top honors. This recognition highlights the exceptional capabilities of our solutions, and we are incredibly proud of the entire HYAS team for this monumental achievement and deeply grateful for the continued trust and support of our clients and partners.

In short, it's an exciting time at HYAS - new product developments, strategic partnerships, industry recognition, and sustained growth are paving the way for an even brighter future. **Thank you for being an integral part of this journey!** 📍

Additionally, HYAS was awarded the prestigious Best Threat Intelligence Technology at the 2024 SC Awards, one of the industry's top honors.



Cliniconex: Expanding Reach and Impact in the US Healthcare Market

CLINICONEX — Patient engagement platform for medical and care professionals • [cliniconex.com](https://www.cliniconex.com)

Cliniconex, a leading provider of patient engagement and communication solutions, is making significant strides in the US healthcare market. This past quarter saw the company actively engaging with industry leaders and innovators, gathering crucial insights to further refine its product offerings and strengthen its strategic partnerships.

Key Industry Events

In Q2, Cliniconex attended two pivotal healthcare events: the American Hospital Association Leadership Summit in San Diego and the Becker's Health IT + Digital Health Conference in Chicago. These events provided invaluable opportunities to connect with key stakeholders, learn about emerging trends, and solidify the company's position as a major player in the healthcare technology space.

1. American Hospital Association Leadership Summit: This summit offered a deep dive into the complexities and challenges facing American health and hospital systems. Cliniconex gained a firsthand understanding of the evolving needs of healthcare providers, which has directly informed both their product roadmap and sales strategy.



2. Becker's Health IT + Digital Health Conference: This conference showcased cutting-edge advancements in healthcare technology. Cliniconex drew inspiration from these innovations, particularly in how technology can be leveraged to optimize care delivery and improve patient outcomes. The event also facilitated crucial connections, leading to productive conversations on potential sales and partnership opportunities.

Looking Ahead to Q4

Armed with these insights and newly forged relationships, Cliniconex is poised for continued growth in Q4. The company is actively driving deeper into the American healthcare market, bringing a range of new products to market designed to enhance its value proposition and competitiveness. Cliniconex is focused on empowering healthcare providers with the tools they need to streamline workflows, enhance patient engagement, and ultimately, deliver better care.

Investment Highlights

- **Strong market position:** Cliniconex is well positioned in the rapidly growing healthcare technology sector, with a proven track record of delivering innovative and effective solutions.

- **Customer-centric approach:** The company is dedicated to understanding and meeting the evolving needs of its customers, ensuring its products remain relevant and impactful.
- **Commitment to innovation:** Cliniconex continues to invest in research and development, bringing new and improved solutions to market that address the challenges faced by healthcare providers.
- **Strategic partnerships:** The company is actively building strategic partnerships to expand its reach and enhance its offerings.

Cliniconex is confident in its ability to capitalize on the opportunities presented by the evolving healthcare landscape. With a focus on innovation, customer satisfaction, and strategic growth, the company is well positioned to deliver strong results in Q4 and beyond. 📍



Commercial Growth and Global Expansion

Highlight thinkRF's Strategic Success

thinkRF — Leader in software-defined spectrum analysis platforms • thinkRF.com

thinkRF is pleased to announce that it has exceeded its revenue targets for the third consecutive quarter, reflecting the relentless commitment to delivering exceptional value to its clients and solidifying its position in the spectrum intelligence industry.

To name a few accomplishments, we secured a significant sale of our Real-Time Spectrum Analysis platform to a European Systems Integrator, marking an initial order for their upcoming Signal Analysis and Classification system. Our global reach continues to grow, with a significantly larger deal secured in India, set for delivery in Q4, along with additional purchases for future quarters.

Our collaboration with Disney Parks has been another highlight, successfully delivering a crucial capability in our Spectrum eXperience Management (SXM) solution to address critical network challenges across various radio services. The positive reception from Disney's teams underscores the tangible impact of our innovations and has paved the way for broader SXM deployment across their venues.

In North America, we have submitted a joint proposal for a Spectrum Monitoring System to one of the largest Spectrum Regulators. We are optimistic about the potential opportunities.

Looking ahead to the next quarter, we are on the verge of finalizing a record deal for our SXM solution in the Middle East. Additionally, our responses to tenders from two spectrum regulators in LATAM have garnered significant interest, showcasing the appeal of our SXM solution's unique differentiators, including its plug-and-play capabilities and autonomous real-time continuous operation.

Further on the global expansion, we are witnessing a significant interest in our SXM platform, particularly following our successful participation in the LATAM Spectrum Management Conference in Mexico. Impressive feedback and prompt outreach from senior executives underscore a growing demand for our solution in key markets, propelling our momentum toward international growth.



thinkRF at the LATAM Spectrum Management Conference in Mexico.



On the product evolution front, this quarter has been marked by substantial advancements. We released major enhancements to our SXM platform, notably the new Channel Occupancy feature, addressing key use cases for regulators and private network operators. Our development team successfully transitioned this application from concept to general availability in just three months, demonstrating our agility in meeting customer expectations.

Additionally, we introduced several performance improvements, including enhanced SXM configuration and improved usability across multiple applications—moving us closer to realizing our vision of the world's only true All-in-One Solution. These updates empower our users to unlock the full potential of our platform.

Moreover, we initiated development of our new small form factor SXM Node, featuring our new Real-Time Spectrum Analyzer (RTSA)—R6000. This compact, high-performance device enables new use cases and flexible deployment scenarios, ideal for vehicle and handheld applications. 📍

Looking Ahead

As we continue to innovate and expand, thinkRF remains dedicated to advancing spectrum management with cutting-edge solutions. Thank you to all our partners and clients for your ongoing support, and a special appreciation to our dedicated thinkRF team—together, we're paving the way for the future of spectrum intelligence!



Unlocking the Future of Hospitality and Retail

How Edge AI is revolutionizing customer experience

EDGE SIGNAL — Addressing the complexities of edge computing infrastructure • edgesignal.ai

Edge computing is rapidly gaining traction as AI advancements reshape the technology landscape worldwide. Traditionally, data has been sent to centralized cloud servers for processing. Edge computing is a decentralized approach that processes data closer to its source, addressing the need for reduced latency, improved response times, and enhanced security and privacy measures. It also enables organizations to digitize the edge, offering opportunities to cut costs and take customer-facing actions to boost revenue.

Recognizing this shift in the market, Edge Signal enables organizations in the retail and hospitality industry to optimize operations with AI to increase revenues, save costs, and improve customer



experience. Edge Signal applications help pinpoint anomalies, analyze visuals, provide insights, monitor customer behavior, drive predictive maintenance, automate local machines, and more—leaving businesses to focus on their operations instead of the intricacies of edge computing or AI.

Edge Signal Shop Suite connects and manages existing retail infrastructure, including cameras, to benchmark and increase average service levels, check compliance with marketing and sales policies and guidelines, drive upsell through targeted advertisements, provide a continuous mystery shopper, and more—benefiting both brands and shop owners.

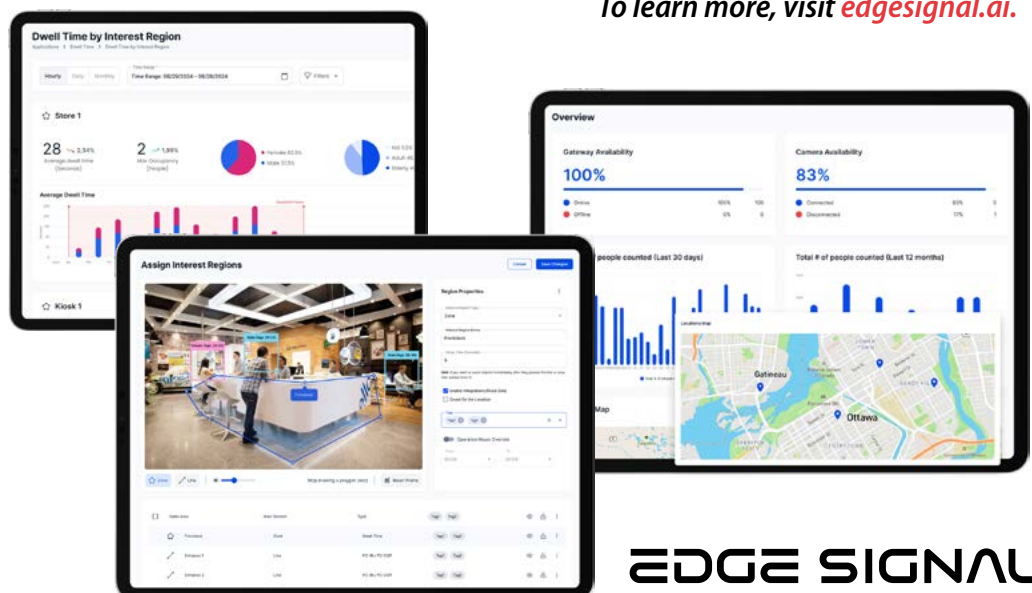
In hospitality, hundreds of lenses capture service moments. Edge Signal enables their clients to use these real-time insights to their advantage to optimize operations,

boost upsell and make informed decisions. For example, **Edge Signal Hospitality Suite** enables organizations to define zones of interest and analyze queue metrics, receive instant notifications about overcrowding during peak times, identify repeat guests/visitors to increase loyalty.

In addition to the Shop Suite and Hospitality Suite applications, Edge Signal provides a full-fledged **edge computing platform**—featuring complete edge infrastructure management and edge AI development capabilities. It is device- and hyperscaler-agnostic, with built-in security. Organizations can seamlessly and securely onboard and manage edge infrastructure and applications from a single dashboard, improving resource efficiency, lowering environmental impact, and supporting ESG goals. 🟡

“As a longstanding partner of Edge Signal, we have successfully worked together on multiple projects across various industries. What stands out most for us is the platform’s flexibility and the speed at which we can roll out new edge projects.”

— Fernando Pérez Suárez,
General Manager,
Temporis Latin America



To learn more, visit edgesignal.ai.

EDGE SIGNAL

CELESTRA HEALTH ANTICIPATES FDA CERTIFICATION AND WELCOMES NEW COLLABORATORS

CELESTRA HEALTH SYSTEMS —
Leader in AI-based monitoring of
multiple sclerosis •

celestrahealth.com

Celestra Health Systems an award-winning healthcare technology company within the Wesley Clover portfolio, has developed a highly sensitive neurological digital biomarker for measuring patient walking quality under real-world conditions, at 1/100 the cost of conventional solutions. The Celestra Health platform combines AI-based cloud infrastructure, smartphone application software and cutting-edge, third-party wearable technology.

Our multi-site Multiple Sclerosis (MS) clinical trial is yielding strong preliminary results, which is translating into high levels of interest from our target customer base. Based on these results, we are now ramping up our business development activities in the US and UK, in anticipation of first revenues in Q4 2024.

We now have 7 clinical trials in 4 countries (US, Canada, UK, Germany) that are either completed, in progress or scheduled to start this Fall, involving both Multiple Sclerosis and Parkinson's patients. To date, we have collected over 2,500 x 15-minute walking samples under free-living conditions from MS patients, with 7,500 samples forecast by mid-2025; this data will be used to train our increasingly sophisticated AI algorithms that we are continuing to protect with patent filings.

In mid-September, we participated in ECTRIMS 2024 in Copenhagen, the largest MS Neurology conference in the world,



Government
of Canada



ECTRIMS
EUROPEAN COMMITTEE FOR TREATMENT
AND RESEARCH IN MULTIPLE SCLEROSIS

NHS



HARVARD
MEDICAL SCHOOL



**TECHNISCHE
UNIVERSITÄT
DRESDEN**



FDA



COLLABORATORS

with 8,000 attendees. Our clinical trial results generated significant interest from leading pharmaceutical companies, MS neurologists and patient-facing MS organizations, paving the way for upcoming beta trials.

We held our 4th meeting with the US FDA in late July, in support of our Software as a Medical Device (SaMD) application. We continue to make excellent progress toward achieving FDA certification by early 2025.

We are preparing for the start of our German clinical trial next month, in collaboration with the Technical University of Dresden (TUD). As part of this activity, Celestra Health will develop and validate an In-Clinic MS assessment tool that is eligible for reimbursement by healthcare

insurance providers in Germany and beyond.

Our objective is to become the standard-of-care in neurology clinics globally, with the US, UK and Germany as our beachhead markets. We have recently hired a UK-based business development executive/former CIO of a London-based hospital, to lay the groundwork for our first beta trials with UK neurology clinics. Similarly, we have now started to engage with leading US neurology clinics.

To learn more, please visit
celestrahealth.com.

 **celestra**
health systems

Loop Experience Platform Update

BENBRIA — Customer Experience and Engagement Solutions •

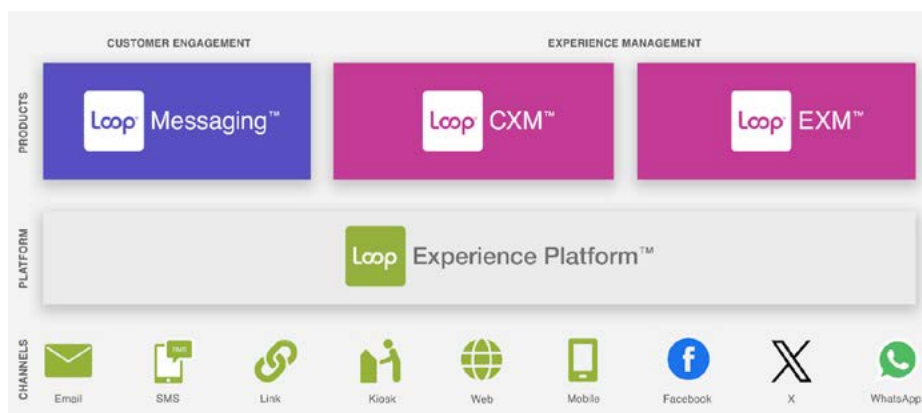
benbria.com

We're excited to announce a significant enhancement to our product line aimed at simplifying the sales process and driving greater demand. Our offerings have been thoughtfully repackaged and consolidated, ensuring that we deliver discrete product solutions tailored for both customer engagement and experience management use cases for location-based organizations.

As part of this initiative, our existing products—Loop Feedback, Loop Tickets, and Loop Insights—have been unified under the new Loop CXM product. This consolidation not only streamlines the sales process and deployment, it also sets the stage for the upcoming release of Loop EXM, which is part of the **Benbria** dedicated Employee Experience (EX) initiative launching in the coming months.

To enhance our Customer Experience (CX) programs further, we are excited to share that Reputation Projects will be added into Loop CXM in future releases. This addition will support location-based operations across major platforms like Google, Facebook, and TripAdvisor, enabling businesses to manage their online reputation seamlessly.

Going forward, our core product offerings will consist of Loop Messaging, Loop CXM, and Loop EXM, complemented by three tailored platform editions: Standard,



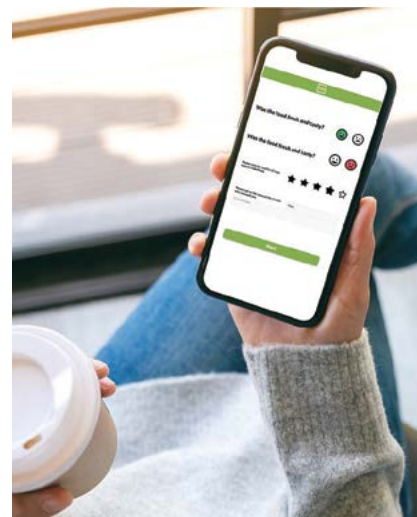
Professional, and Enterprise. Additionally, we will provide industry-specific add-ons, such as Loop Stay for the hospitality industry, to meet the unique demands of our diverse clientele all powered by the Loop Experience Platform.

Edge Signal Partnership

In our continuous efforts to enhance the Loop Experience Platform, we have identified a notable gap in our current offerings, inferred feedback. This presents a valuable opportunity for collaboration with **Edge Signal**, a leader in delivering insightful analytics using AI.

The proposed *Signal Project* aims to capture crucial insights, such as customer counts and wait times, which significantly impact the overall customer experience. By augmenting the direct and indirect feedback collected within the Loop platform, we can provide our clients with a more comprehensive understanding of their operational performance.

We are currently in the early stages of discussions with our existing clients about these inferred feedback capabilities. Notably, clients have expressed a keen interest, referencing previous pilot projects that were unsuccessful. As we continue to explore these opportunities, we will provide further insights and updates, ensuring our clients are well-informed about these exciting future capabilities. 📍



benbria
Engage Everywhere

Introducing the Ai SPARK Comparable Module

Ai SPARK — AI-Driven Credit Risk Analysis Solutions • ai-spark.com

As institutional investors respond to an improving economy boasting lower interest rates, manageable inflation and respectable employment numbers, they have returned their attention to the bond market looking for deals.

Normally this is a task for portfolio managers, their analysts, or outsourced to a network of broker-dealers to scour the market for deals that align with a buyer's criteria. Even with an experienced team, it is a daunting task, if not impossible for them to accurately search through constantly changing deals.

If this were the residential home market, you or I would use the likes of Zillow, MLS or Realtor.ca to define a search and receive a list of properties that match our criteria. However, in the bond market, this type of search is not commercially available — at least not until now.

“Honestly, this evolved out of our client discovery process. It revealed this gaping hole where **Ai SPARK** could apply our service to deliver a comparable service to the bond market,” says Matt Fiordaliso, Head of Product at Ai SPARK. “This expansion fits perfectly within our Mission and delivers immediate value to subscribers looking to optimize their portfolio, are challenged with limited resources or any bond market participant interested in a more efficient workflow, especially around the price challenge process.”

Using Excel and starting with a list of bonds, provided by the user, **Transparent Autonomous Risk Algorithm (TARA™)** searches for select characteristics in current deals, then returns summarized data and analytics for comparable bonds.

Having saved hours of time, a user then takes this targeted list to begin their internal review process (also performed by Ai SPARK's service) and ultimately make final decisions.

Because Ai SPARK's credit research service constantly updates its predictions, each search returns the most current comparable deals. And according to Mr. Fiordaliso, new search criteria are being tested. “It's all about meeting the needs of our subscribers. As their challenges become clear or change, we're here to meet those needs.”

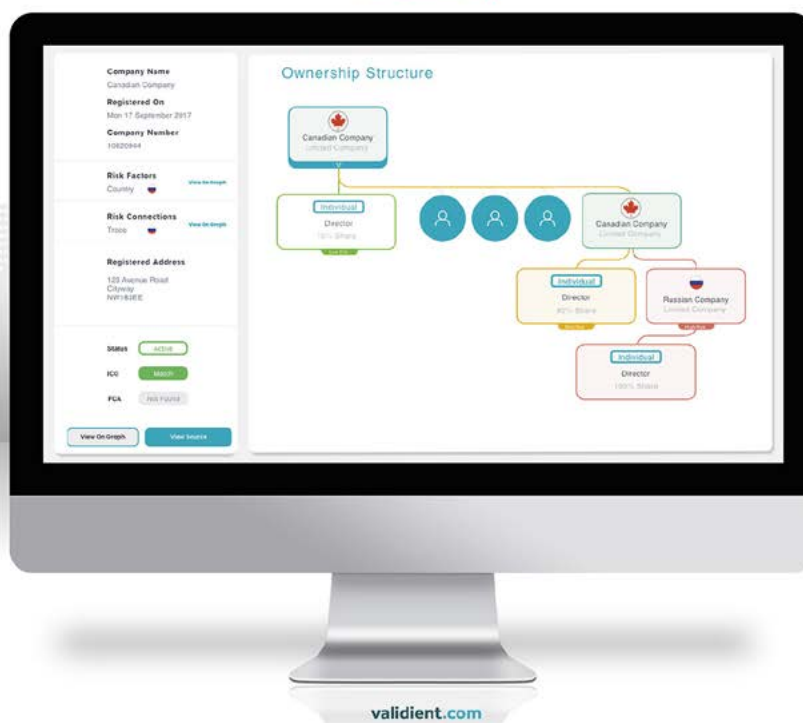
The Ai SPARK Comps module covers corporate loans and commercial real estate bond markets, with plans to expand into residential real estate bonds. The module is an add-on to the Ai SPARK service, delivered through API or an Excel Add-in, and access is granted by a service managing subscriber permissions.

For a demo, please email the Ai SPARK team at info@ai-spark.com. 

“This expansion fits perfectly within our Mission and delivers immediate value to subscribers looking to optimize their portfolio, are challenged with limited resources or any bond market participant interested in a more efficient workflow, especially around the price challenge process.”

— Matt Fiordaliso,
Head of Product at Ai SPARK

Ai SPARK

VALIDIENT RELEASES GLOBAL COMPANY OWNERSHIP FEATURE

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

Throughout the globe, fines for not complying with anti-money laundering (AML) regulations are rapidly increasing. Just this year, **TD Bank were fined \$2.9bn**, **Binance fined \$4bn**, and **Deutsche Bank fined \$186m** – frankly, numbers that the majority of people can't comprehend. These examples are some of the biggest fines ever imposed, but for smaller professional services firms, the threat of fines is equally as damaging.

In Canada and the UK, tens of billions of dollars are laundered through corporates. And it is estimated that we only account for 7% of money laundering that is happening. Yet, the due diligence process for understanding risk around corporate

structures is still weak, with professional service firms relying on single data sets and information given to them from their potential clients. With the increase of fines, and the risks related to high-risk countries like Russia, China, and Iran, it's becoming increasingly imperative for all firms who are regulated under AML to conduct effective and thorough due diligence.

Validient has created a global company ownership tool to guide Canadian professional service firms through the company due diligence process by offering instant data to understand the entire chain of ownership of potential business clients. The platform offers a visual graph of the ownership structure which includes directors, ultimate beneficial owners,

relations to other companies, traces to high-risk areas, sanctions, and high-risk assets. The platform gives compliance teams immediate access to the data so that they can make quick, informed decisions — with the option of diving deeper into understanding the risk profile of a business. With corporate due diligence taking an average two weeks to complete, Validient's instant corporate structures not only reduce the speed to seconds but give businesses the peace of mind when starting a new business relationship.

Validient is now inviting law firms and regulated businesses to sign up for early access to the platform. You can do so by visiting this link: validient.com/kyb-waiting-list/. 



THRIVE LAUNCHES SUITE OF MODERN WORKFORCE SOLUTIONS

THRIVE — Human Resources Tech SaaS Solution
thrivemycareer.com

Thrive Career Wellness Platform supports organizations, and their people navigating workforce transitions. From facilitating layoffs and redeployments to providing skills training and access to coaching, Thrive helps individuals move their careers forward.

The momentum and growth that Thrive experienced in 2024 and Q3 have been incredibly rewarding and a testament to the mission: to help 1 million people move their careers forward. With the launch of its modern workforce solutions, including a suite of AI-powered tools - Thrive is equipped to help organizations and government employment ecosystems of all sizes.

Thrive's mission is more relevant than ever. Featured in **Talent Canada**, Jeffrey Doucet, CEO of Thrive, shares insights about the digital skills gap in Canada, as the digital transformation reshaping almost all industries has revolutionized the way we work, communicate, and live.

"The Future Skills Centre and the Conference Board of Canada estimated that over the next decade, nine out of 10 jobs in Canada will require digital skills, yet a mere 54 percent of workers possess them."

Highlighting Achievements

Thrive was **recognized as an Excellence Awardee** in two categories at the 2024 Canadian HR Awards.

Thrive modern workforce solutions have been recognized for the Most Innovative Use of HR Technology, and for Next Generation Employment Innovation.

Thrive **launches in the ADP Marketplace** in the US and Canada.

Thrive Outplacement for ADP Workforce Now® is available within ADP Marketplace in Canada and the US. Thrive's integration offers two solutions to automatically synchronize employee data:

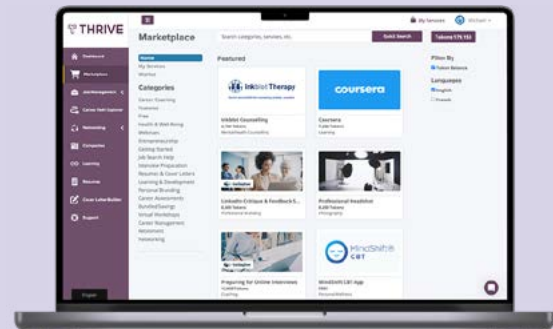
- For organizations that are new to Thrive
- For existing Thrive customers to integrate their data with ADP

The Thrive team is excited about the partnership with ADP, a comprehensive global provider of cloud-based Human Capital Management solutions, to help more organizations support their people with outplacement and career transition services.

Dominic Bortolussi — Entrepreneur, Executive, and Investor joins Thrive as Chief Customer Officer.

With over two decades of experience, including as co-founder of The Working Group, Dominic brings a wealth of experience to elevate our customer-centric approach.

Interested in learning more, please visit thrivemycareer.com. 🍷



THRIVE
Recognized As 2024
Excellence Awardees

- ▶ The Dentsu Canada Award for Most Innovative Use of HR Technology
- ▶ The University of Waterloo Award for Next Generation Employment Innovation

THRIVE

ADP
Marketplace
Partner



THRIVE



Pisano Solves HR Leaders' Engagement and Retention Challenges with a Unified EX Platform



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

Have you realized how vital it has become for HR leaders to attract and retain the best talent when economic uncertainty is the norm? And whenever you read a piece of content or have a conversation with a colleague on any business-related topic, not just HR, you inevitably find yourself in discussions about employee engagement and retention. In a world where **73% of employees say, even if they wouldn't be looking for a job, they would consider leaving their jobs for the right offer** understanding and prioritizing employees has never been more crucial.

The Numbers Tell a Compelling Story

Organizations with highly engaged teams report **23% higher profitability and 66% greater well-being**. Yet, the reality is only 23% of employees globally feel engaged at work. These statistics highlight a gap between what employees want and what many organizations are delivering.

Let's not forget the costs associated with turnover. Employers often spend the equivalent of **six to nine months of an employee's salary to find and train a replacement**. And it isn't just a financial drain; it disrupts team dynamics, productivity, and company culture.

As generational shifts influence workforce expectations, companies must evolve to meet these changing demands.

EX Management — A Notable Trend in HR Investment

These statistics are, of course, alarming for all companies. But there is always a flip side of the coin. Research shows that people who report having a positive employee experience are **8 times more likely to want to stay at a company**.

This is why many organizations have begun investing in EX initiatives, and a noticeable trend has emerged: certain EX platforms are chosen more frequently, with **Pisano** standing out among them.

With an innovative EX platform, natively integrated with its robust Customer Experience platform, Pisano

empowers organizations to gather feedback and analyze experience throughout the entire employee journey.

Managing Employee Experience with a Focus on Data and Innovation

Pisano's CX Platform has a reputation for dancing with data flawlessly and staying on the cutting edge of technology. This gold standard is also evident in Pisano's EX platform, which is closely monitored by leaders.

With advanced analytics and artificial intelligence at its core, the platform helps companies measure key EX metrics like employee Net Promoter Score (eNPS).

However, what's truly exciting is their unique metric, the Employee Lifecycle Score (ELC), which provides deeper insights into employee engagement and satisfaction.

Of course, we all know that measuring metrics alone is not enough. Real-world results are what truly matter. Reviews from HR Leaders using Pisano EX illustrate a significant transformation: organizations are witnessing a notable increase in retention rates, productivity, and overall employee well-being.

These are some of the benefits we can expect from a strong EX platform, but there is one very important advantage, mentioned in almost all reviews, that sets Pisano apart from most of the strong players in the field.

How Pisano Integrates EX with CX for Greater Impact


All studies on the modern business world show that success in enhancing the employee experience is directly reflected in the customer experience outcomes and long-term company growth.

Pisano's advantage lies in its ability to feed customer experience insights with employee experience measurements to turn them into actions that drive growth.

This dual focus allows organizations to understand the relationship between employee satisfaction and customer experience, creating a growth enabling total experience (TX) strategy.

Looking Ahead: Pisano and the Future of EX

Even today, **85% of employees say they take more initiative when they receive feedback at work**. It is inevitable that the need for interaction between the company and the team will increase.

As organizations navigate the complexities of workforce dynamics, the demand for effective EX solutions will continue to grow and Pisano will keep standing out as one of the most powerful and innovative players on the stage. 

Alacrity Global in Numbers

ALACRITY GLOBAL — Funding and scaling technology start-ups around the world • alacrity.co

The **Alacrity Global** team is enthusiastic and confident as we pass the third quarter of 2024. We anticipate not only sustained growth but, also significant enhancement across our portfolio of companies, thriving within the current business ecosystem. Our outlook for the remainder of 2024 looks solid, fueled by the promise of progress in our investment exits and fundraising efforts. We are continuously looking to secure more funding and are fully committed to empowering the next wave of Alacrity Global entrepreneurs, aiding them in expanding their ventures. 🚀



* 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 — COMPANY FUNDRAISING UPDATES

QRLA Revolutionizing the Physical-Digital Experience

QRLA is at the forefront of the phygital technology revolution, closing the gap between physical environments and immersive digital experiences. We specialize in large-scale NFC technology integrated with dynamic software management, enabling personalized and engaging phygital interactions at live events, stadiums, and hospitality venues.

Our solutions are transforming the live event space by offering data-driven, personalized experiences. Whether it's tapping to check the matchday program, ordering food for halftime collection, or even booking a taxi when your team is down 3-0, our secure NFC technology—equipped with visual verification for added security—ensures seamless interactions. With our advanced management platform, we not only drive revenue for venues through digital engagement but also enhance the overall fan experience.

We are on the cusp of closing a £500,000 raise before the end of the year, with additional interest from VCs for our



seed round next year. With an exciting pipeline that includes rolling out our technology across multiple world-class venues, the future is bright as we continue to lead the phygital revolution.

Lumin Solutions Digital Care Management Software

Lumin Solutions has developed a care management system tailored to children's social care. Over the past year, we've worked with UK care providers to ensure the system meets the industry's unique needs, addressing gaps left by paper-based or elderly care solutions.

Recognizing the importance of external funding for growth, we began building investor relationships in January 2024. By



engaging with potential investors early, we improved our chances of securing funding by January 2025. We maintained investor interest through monthly updates, showcasing our progress and plans.

In August 2024, we opened our funding round and leveraged our network to attract interest. By September, we secured our first angel investment and raised our target from £200,000 to £300,000 due to positive momentum. We aim to close the round by year-end, supporting plans to hire a developer and salesperson to scale in 2025. 📍



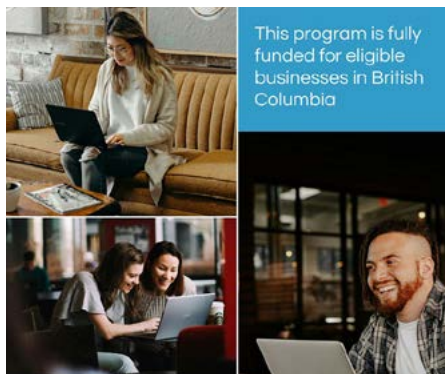
UPDATE FROM ALACRITY CANADA

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

CRM Horizons Bootcamp

We recently launched a new, fully funded online course designed to empower businesses with the tools and knowledge necessary to effectively use Customer Relationship Management (CRM) systems, helping them to expand and better serve their clients.

Applications are now open to eligible businesses in British Columbia: www.alacritycanada.com/crm-horizons-bootcamp/



This program is fully funded for eligible businesses in British Columbia

Startec Dynamics Seeks Investment

One of our Startup Visa portfolio companies, Startec Dynamics, is seeking investment as they enter into a fundraising round. Please contact Lola Camp at lcamp@alacritycanada.com for more information and/or introductions.

Golriz Fattahi Joins Vancouver Board of Trade Committee

Alacrity's COO, Golriz Fattahi has joined the Vancouver Board of Trade's Scale-up Centre (SCS) for SMEs Advisory Committee. SCS aims to support small and medium-sized enterprises in the Greater Vancouver region. It's a space where entrepreneurs can connect with experts, engage in discussion and grow.

Learn more about SCS opportunities:

www.boardoftrade.com/training/business-development/scs

To learn more about Alacrity Canada and their programs, visit alacritycanada.com.



L-SPARK SAAS ACCELERATOR — THE 11TH COHORT BEGINS

L-SPARK — Enterprise SaaS and Corporate Accelerator •

l-spark.com

Over the past three months, **L-SPARK** has been bustling getting ready to select our newest cohort. From hosting Happy Hours in Toronto and Montreal, to running our 3-week bootcamp, it's been an eventful quarter. It all came to a head on September 25 - 26th when we celebrated with our ecosystem and ran our Selection Day for cohort 11. After a long day of pitches and deliberation, we were proud to announce that L-SPARK had finally selected 7 outstanding startups to join our program and begin their 6-month journey through the accelerator.

MEET THE COHORT

Appendo

Appendo is a sales and data platform that enables higher education teams to create new revenue from selling, managing, and delivering their idle assets including guest lecture series, research findings, expertise, and existing course materials.



CyberSSS

CyberSSS is revolutionizing cybersecurity with a cutting-edge platform that consolidates vulnerabilities into a single, unified view. Their solution enhances assessment and prioritization, making vulnerability management more streamlined and effective than ever before.

Glowtify

Glowtify is a unified marketing platform that identifies issues and implements solutions with a single click to help e-commerce brands boost their sales. Glowtify integrates with ecommerce tools, analyzes data, offers smart recommendations, and helps draft and publish marketing materials all from one platform.

Illuxi

Illuxi leverages advanced AI technologies to produce, host, and distribute dynamic training paths, revolutionizing knowledge exchange within organizations. Their SaaS platform, coupled with comprehensive support services, ensures seamless learning management that empowers employee development and commercializes cutting-edge online training solutions.

KnowledgeNow

KnowledgeNow is a full-service eLearning company that offers both service and technological solutions to design the best learning experiences for everyone. KnowledgeNow designs and develops online learning solutions using a flexible system that ensures long-term success.

Lodestone

Lodestone is a product management platform that helps product teams and founders make better product decisions on how to allocate limited resources across unlimited opportunities. Lodestone learns from the usage of Product Managers and Product Leaders and in turn delivers an increasingly sophisticated AI product management function for Startup Founders.

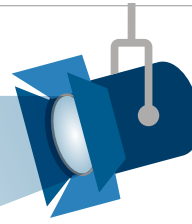
Meerby

Meerby is an intelligent retail roster deployment and management tool that specializes in a customer-first approach. They use modern technology to support staff to grow sales while navigating the challenging business climate in 2024 and beyond.

We're very excited to work alongside the founders this term and watch them in action. 🚀

L-SPARK
ACCELERATOR

SPOTLIGHT: WCS EUROPE



WCS EUROPE DRIVES DIGITAL INNOVATION

Pursuing its business strategy focused on the Salesforce CRM platform and building on its initial successes, **WCS Europe** visited the Salesforce premises in Dublin, Ireland, in September.

This was a great opportunity for the WCS Europe team to showcase their expertise in integrating third-party solutions and business applications to the Salesforce Account Executive (AE) team in the ESMB segment. Showcased integrations included Sofacto (invoicing), Wrike (project management), DocuSign (electronic signature), CFAST (telco billing software) and TrueContext (field workflow platform). These integrations enrich the Salesforce Customer 360 platform and position it as an alternative to ERP platforms to reduce costs and gain agility and flexibility.

All these topics were covered during three workshops and were illustrated by WCS Europe customer case studies and demos. Initial projects have already been identified and the return on investment will undoubtedly be fruitful for all parties.

In recent months, the WCS Europe team has also obtained several certifications. This is an important step that strengthens our partnership with Salesforce and allows us to offer our customers more sophisticated integration and support services.

To learn more, visit eu.wcs.global. 



Ottawa's favourite holiday tradition returns!



MAGIC
of
LIGHTS™

November 22, 2024 - January 4, 2025

Open every night!



2km drive-through experience.



Supporting CHEO.



One ticket, one low price!



CHEO
FOUNDATION

TODAY'S BEST VARIETY
move
100.3

Mark MOTORS GROUP

magicoflights.com



Wesley Clover Parks
411 Corkstown Rd
Ottawa, ON

CELEBRATING A MILESTONE TENTH SEASON OF THE OTTAWA EQUESTRIAN TOURNAMENTS

WESLEY CLOVER PARKS — a premier national and international destination for all three Olympic equestrian disciplines • wesleycloverparks.com

The 2024 horse show season at **Wesley Clover Parks** officially came to a close on October 13th, marking the end of a milestone tenth season of the Ottawa Equestrian Tournaments. Wesley Clover Parks and event partners hosted 16 equestrian competitions from May through October, welcoming over 4,700 exhibitors. The team was also honoured to host seven riders who had competed in the 2024 Paris Olympics at Major League Show Jumping Ottawa in August!

September saw the completion of a new water complex on the cross-country field, one of the most exciting additions to the equestrian infrastructure at Wesley Clover Parks this year. The enhanced course will support grassroots to international level sport, serving as a training ground and competition site for eventing. This development is a big step towards the goal of elevating Wesley Clover Parks to a world-class standard for eventing, and premier destination for all three Olympic equestrian disciplines.

One of the season's most notable events was the third annual Spurs & Sparkles gala presented by RBC Royal Bank. On August 19th, more than 300 guests gathered under Wesley Clover Parks' 10,000 sq ft tent and raised \$103,964 for the Queensway Carleton Hospital and Foundation. The event treated guests to local beverages paired with delectable food from some of the city's best restaurants. It also featured the return of the wildly popular Get Up & Gallop competition where Team Terlin Construction Ltd. took home top honours with a third consecutive win.

Great community support was also demonstrated on October 6th at CHEO's RBC Race for The Kids, raising over \$830,000 in support of "Kids These Days", the largest redevelopment campaign in CHEO's 50-year history. Further expanding the activities on site, Earl of March hosted the first Mountain Biking Invitational in collaboration with Bakker's Trailblazers. The event saw 77 cyclists, 68 of whom raced for the first time!

Camping season at Wesley Clover Parks came to an end after Thanksgiving weekend with site occupancy this season up nearly 10% compared to 2023. Three new sites were added this year, including a 50-amp serviced site and a barrier-free cabin that will help ensure everyone can take advantage of all that Wesley Clover Parks has to offer.

To learn more about our events, visit wesleycloverparks.com/ •





Renovations Blending Tradition and Modernity

The **Brookstreet Hotel** is thrilled to announce the completion of an extensive renovation project. The hotel, a key fixture in Ottawa's west-end tech community, has invested to update its guest rooms and modernize its technology for guests. The renovation involved stripping down the rooms, installing new flooring, wall coverings and upgrading the beds and bathrooms. Technology enhancements included upgrading the guest room Wi-Fi and installing 50-inch high-definition smart TVs in guestrooms.

Originally planned to begin in 2021, the renovation project was delayed due to COVID-19. The Brookstreet Hotel is eager to showcase the refreshed spaces to convention groups and local and international visitors. The renovation aligns with the hotel's commitment to progressing in the fast-evolving tech and hospitality sectors, providing guests with a modern, comfortable experience.

Beyond aesthetics and technology, sustainability played a critical role in the renovation. Under the leadership of General Manager Nyle Kelly, the hotel incorporated eco-friendly materials, energy-efficient systems, and a strong focus on reducing its environmental impact. This approach aligns with Brookstreet's core values of exceptional customer service, sustainability, and community connection.

Kelly emphasized that the renovation is about improving the hotel's appearance and creating a more contemporary, inviting atmosphere that reflects the hotel's dedication to excellence. With 276 updated rooms, Brookstreet Hotel is in a great position to continue supporting the community's technology companies while offering a modern, luxurious experience for both business and leisure travellers.

Owned by Wesley Clover International, Brookstreet Hotel is proud to launch the new product to cement its position at the forefront of hospitality and high service standards. The newly renovated hotel promises a blend of tradition and modernity, designed for today's discerning travellers.

To book one of our renovated rooms, please visit www.brookstreethotel.com/rooms. 





THE PARKGATE HOTEL CROWNED BEST IN WALES

The Parkgate Hotel, the luxurious Cardiff destination that is part of The Celtic Collection, has been awarded Hotel of the Year for Wales at the prestigious AA Hospitality Awards in London.

The latest award follows The Parkgate's success in gaining 4 Silver Stars from its AA Inspection as well as winning two coveted AA Rosettes for culinary excellence at its brasserie restaurant, The Sorting Room.

A stunning redevelopment of the old Head Post Office and County Court in the centre of Cardiff, Wales' capital city, the 169-bedroom hotel's elegant facilities also include a stunning sixth-floor spa with infinity pool views over the city skyline and two exceptional event spaces for meetings and celebrations.

Only opened in 2021, the hotel offers guests all the service excellence associated with The Celtic Collection and its flagship Celtic Manor Resort in the nearby city of Newport.

The Parkgate Hotel's General Manager, Damien Martin, said: "Winning Hotel of the Year for Wales from the AA means a huge amount to our team because these awards are so highly respected within the industry. The whole team is committed to exceeding guest expectations and delivering exceptional hospitality and

being recognised with this award is an amazing endorsement."

Judges praised the hotel's "intrinsic quality and spaciousness" and the "engaging and welcoming attitude from the team" as well as the restaurant's "excellent cuisine, robust flavours and bold presentation".

For more information and reservations, visit theparkgatehotel.wales

Award Wins for ICC Wales and the Celtic Collection

ICC Wales and The Celtic Collection are celebrating more major success after securing three accolades at the M&IT Awards—the 'Oscars' for the meetings industry in the UK.

ICC Wales Sales Director Danielle Bounds secured the prestigious Personality of the Year award in recognition of her inspiring work with Martyn's Law and her positive influence as a passionate champion for the events industry.

ICC Wales also secured the Silver award for Best UK Conference Centre, reaffirming its status as a top-tier destination for large-scale events and conventions.

The Celtic Manor Resort celebrated Silver success in the Best UK Hotel category while The Celtic Collection was a finalist for Best Hotel Group.

Presenting the individual award to Danielle, ICCA President James Rees said: "Danielle's efforts extend beyond her immediate team, contributing to the broader community through educational initiatives and industry-wide collaborations. She is a true ambassador for her venue, her country—and our industry."

To learn more about ICC Wales, please visit iccwales.com



People Spotlight

Hannah Williams

CEO, Alacrity Foundation



Hannah's corporate journey began as an ACCA Chartered Accountant, but her passion for innovation soon led her to be a part of a Welsh start-up brewery. After 13 years as CFO, she now leads the Alacrity Foundation, driven by her passion for empowering women and the next-generation of entrepreneurs. With expertise in financial reporting, strategic planning, and corporate governance, Hannah is also committed to fostering innovation and connecting communities. Her leadership and dedication have been instrumental in both her corporate achievements and her advocacy for entrepreneurship.

"The best way to predict the future is to create it. At Alacrity UK, our mission is to build the next generation of tech-based start-ups here in Wales, with the goal to boost the Welsh tech ecosystem. By empowering entrepreneurs through our 12-month program, we equip them with the skills necessary to successfully build and run high-growth start-ups, actively creating a vibrant future for the Welsh tech landscape."

— Hannah Williams



Kanata North: Your Ideal Home for Global Business Success



KRP Properties owns and manages 31 buildings in Canada's Largest Technology Park located in Kanata North. **We offer more than just space.** Find your new home today!

LEASING INQUIRIES | leasing@krpproperties.com | 613-591-0594



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



The Celtic Manor Resort is one of Europe's finest destinations for luxury escapes, family breaks, golfing getaways and business events. Host venue for the 2010 Ryder Cup and 2014 NATO Summit, the five-star Resort has won many prestigious accolades including Best UK Conference Hotel, Europe's Leading Golf Hotel, and Sports Venue of the Year. celtic-manor.com



The Celtic Collection is a prestigious family of experience-focused business and leisure destinations in the UK. Born from the legacy of the world-renowned Celtic Manor Resort, the group's flagship destination at the gateway to South Wales, the Celtic Collection brings together premium accommodation with exemplary service and world-class facilities. celtic-collection.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. 31 buildings currently offer 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

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.

© 2024. Wesley Clover International Corporation. All rights reserved.



AWARD WINNING VENUES

10 RESORTS & HOTELS

**54 MEETING &
EVENT SPACES**
FOR 8 - 1,200 DELEGATES

**3 CHAMPIONSHIP
GOLF COURSES**

UNIQUE VENUES
FROM CITY CENTRE TO
COUNTRYSIDE CHIC

**GOLD AWARDED
SUSTAINABILITY**
GREEN TOURISM



MULTI AWARD WINNING VENUE

AUDITORIUM
WITH TIERED SEATING FOR 1,500

15 MEETING ROOMS
WITH NATURAL DAYLIGHT
& WOODLAND VIEWS

4,000 SQM
PILLAR FREE MAIN HALL

5,000 DELEGATES
MAXIMUM CAPACITY

BREAKOUT SPACE
& OUTDOOR MEETING AREAS

ISLA VENUE MEMBER
FOR SUSTAINABLE EVENTS

