



Proof of Activity Report

ITAC TECH TRADE MISSION TO WEB SUMMIT,
LISBON, PORTUGAL, NOVEMBER 2-9, 2018

Denise Shortt, Interim CEO & Vice President
Information Technology Association of Canada



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OVERVIEW

Proof of Activity Report

Tech Trade Mission to Lisbon, Portugal November 2nd – November 9th, 2018

The Information Technology Association of Canada (ITAC) wishes to acknowledge, with great appreciation, GOA's invaluable support of our recent Tech Trade Mission to Lisbon, Portugal. As this Report indicates, delegate feedback underscores both the usefulness of the trip as well as the extent of the need for future such initiatives in support of companies that have expressed interest in accessing the European market.

As Canada's national ICT business association, the Information Technology Association of Canada (ITAC) champions the development of a robust and sustainable digital economy in Canada, inclusive of all. A vital connection between business and government, ITAC provides its members with the advocacy, networking and professional development services that help them to thrive nationally and compete globally.

A prominent advocate for the expansion of Canada's innovative capacity, ITAC encourages technology adoption to capitalize on productivity and performance opportunities across all sectors. A member-driven not-for-profit, ITAC has served as the authoritative national voice of the \$170 billion ICT industry for over 60 years. More than 36,000 Canadian ICT firms create and supply goods and services that contribute to a more productive, competitive, and innovative society. The ICT sector generates over one million jobs directly and indirectly and invests \$4.9 billion annually in R&D – more than any other private sector performer.

ITAC has conducted missions to the UAE and India encouraging over 30 ICT companies to explore opportunities in these markets. ITAC member companies have expressed interest to grow their businesses and gain access to market, capital and talent. Many have expressed particular interest in accessing the European market and specifically, to attend the Web Summit conference as it is one of the largest most well attended technology conferences worldwide. ITAC intends to take a delegation of companies to Web Summit to promote the spirit of the Canadian technology industry in putting Canada on the map for cutting edge technology around cyber, AI and web management. A strong contingent of Canadian federal, provincial and municipal leaders will also be present.

ITAC supports entrepreneurs as they grow their businesses and helps them gain access to market, capital and talent. Many of these emerging companies are now viable and competitive and are looking to scale and grow their businesses internationally. Many have expressed interest in better understanding the European market.

Attendees gained both an understanding of the regulatory frameworks in the EU and access those markets. The conference is one of the largest tech conferences in the world, boasting over 70,000 attendees, 160 countries represented and 300 speakers. The Canadian pavilion at the Summit provides a way to showcase Canadian technology innovation and to supplement B2B meetings. Attendees were able to leverage Canadian Trade Commissioners from key markets to gain intelligence and advice, meet potential investors (over 2,500 VCs and Angels attend Web Summit), and learn more about the latest trends and opportunities in tech as presented by the industry's thought leaders.

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ITAC has had a long-standing commitment to supporting Canadian entrepreneurs particularly in their quest to conduct business globally as well as to scale and grow their businesses. Portugal offered an excellent learning opportunity and environment to meet influential European companies with the prospect of future collaborations. The list of 2018 speakers included: Young Sohn, President & CSO, Samsung; Gillian Tans, President & CEO, Booking.com; Brad Smith, President, Microsoft Corporation; Emmett Shear, CEO, Twitch and more. For a full list of speakers, [click here](#).

Headed by Denise Shortt, ITAC's Interim CEO & Vice President, the mission included the following eight CEOs/Founders:

- **Joanne Fedeyko, CEO, Connections Silicon Valley**
 - *Email:* jfedeyko@connectionsiliconvalley.com
 - *LinkedIn:* <https://www.linkedin.com/in/joannefedeyko>
 - Connections Silicon Valley holds conferences/workshops/summits that connects like-minded individuals and allows for them to network and grow their business. They connect people and it allows for tapping into they talent, experiences and network. They make the connections to help companies grow; connect start-ups, launch a co-op program, or build an ex-pat community.
- **Mandy Gilbert, CEO, Creative Niche/Red Academy**
 - *Email:* mandy@creativeniche.com
 - *LinkedIn:* <https://ca.linkedin.com/in/mandygilbert>
 - Creative Niche is a recruiting firm that helps businesses build their teams. They focus on shared values, a supportive culture, and collaboration values in their searching process. They also have a give back program, wherein they volunteer in communities and give back in a number of ways; such as serving breakfast, caring for animals, and helping businesses.
- **Mark Patterson, ED, Magnet**
 - *Email:* m2patter@ryerson.ca
 - *LinkedIn:* <https://ca.linkedin.com/in/mark-patterson-a761ab>
 - Magnet is a not-for-profit, digital social innovation platform that focuses on accelerating economic growth in Canada by advancing careers, businesses, and communities. They do this by connecting people, businesses and organizations to opportunity through their intelligent matching technology.
- **Alanna Stone, Co-founder and CMO Flipd**
 - *Email:* alanna@flipdapp.co
 - *LinkedIn:* <https://www.linkedin.com/in/alannastone/>
 - Flipd prides itself in being a digital wellness company; research shows that spending less time on screens is better for your mental wellbeing. Flipd helps you reclaim your time to focus on things that make you happy, productive, and present. It is an app that helps users disconnect from their phones for a set period of time. The app works on a timer; the user sets a time, and the app helps them disconnect and measures their progress each time it is used. There are different features, such as "Full Lock Mode", which disables all apps for that set time.
- **Salar Chagpar, Co-Founder & Chief Visioneer, Prepr**
 - *Email:* salar.chagpar@prepr.org
 - *LinkedIn:* <https://ca.linkedin.com/in/salarchagpar>
 - Prepr is made up of innovators and entrepreneurs who help individuals, teams, and businesses develop the skills and competitive advantages they need to succeed. They offer programs that help people get the expertise they need to build their project and portfolio,

as well as increase their creative problem-solving skills. They strive to create a social learning community that provides the tools and support to make education effective, engaging, and accessible.

- *Sharoon Thomas, Co-founder, Fulfil.io*
 - *Email:* sharoon.thomas@fulfil.io
 - *LinkedIn:* <https://www.linkedin.com/in/sharoonthomas>
 - Fulfil.io assists businesses with managing their operations. They help with factors such as order management, inventory tracking, and shipping processes.
- *Carlos Moreno, Global chief Creative officer, Cossette*
 - *Email:* carlos.moreno@cossette.com
 - *LinkedIn:* <https://www.linkedin.com/in/carlos-moreno-4835977>
 - Cossette is a marketing communications company that provides communications services. They help businesses in a number of areas, such as digital platform development, brand positioning, branding and design, digital production, e-business, market research, and more.
- *Azam Mohabbatian, Co-founder, Nekso*
 - *Email:* azam@nekso.io
 - *LinkedIn:* <https://www.linkedin.com/in/azam-mohabbatian-8883a933/>
 - Nekso provides solutions for taxi lines, passengers, and drivers; including ride hailing, payments, shared trips, delivery, and freight. Nekso provides drivers with a Machine Learning-based navigation and “hot spot” guidance interface, to reduce costs and increase revenue. They currently operate in Venezuela, Ecuador, Panama, and Dominican Republic. Nekso is part of the BlancLink group, a Canadian company based in Toronto with expertise in building digital ventures and services for Mobility and Fintech enterprises.

In this document, ITAC has included the following proof of activity: key highlights from delegate reports on learnings, contacts and leads generated from the mission; the Trade Mission itinerary; various screenshots of tweets and images capturing the event in progress; and a post-mission press release.

DELEGATE LEARNINGS, CONTACTS, AND LEADS

Mission delegates were asked to submit brief reports on their experiences. Below is a selection of key learnings. Participants echoed the need for such a tech trade mission, and delegates were almost unanimously satisfied with the trade mission experience.

As this section further indicates, our Canadian delegates were industrious in meeting various professionals in the Lisbon ICT ecosystem, and in cultivating new relationships that, at the very least, will be educational; in some cases, these relationships are already entering the contractual stage. As well, the intimate nature of trade missions lends itself well to cross fertilization among delegates themselves; consequently, several business collaborations have already evolved despite returning to Canada only a few weeks ago.

In her own words ...

Mandy Gilbert, Creative Niche/Red Academy

Summary of Key Observations:

Thank you for the opportunity to travel to Lisbon to experience the Web Summit. In addition to purposeful networking, the learning sessions were great. Getting a better understanding the global tech scene (through watching pitches) was eye opening, and it was fantastic to learn how leaders of some of the fastest growing companies across the world are scaling along with the tech boom.

Connections that were made:

- *Future collaborations between ITAC and RED Academy.*
- *Meeting Magnet's Executive Director, Mark Patterson, together we're looking at a potential partnership between RED and Magnet.*
- *Being introduced to Henry, head of the fastest growing tech conference, Collision; and as a result, have a pending meeting on potential Creative Niche partnership for the 2019 Collision conference in Toronto.*
- *The opportunity to connect with mayor John Tory was so memorable and unlikely to have happened outside of the Web Summit.*
- *I was able to reinforce a strong relationship with Ian McKay, CEO of Invest in Canada.*
- *Had the pleasure of meeting Sunil Sharma of Techstars Toronto - we will very likely host a joint event with RED Academy*

Alanna Stone, CMO Flipd

Summary of Key Observations:

Attending Web Summit was a very positive relationship-building experience that helped strengthen existing ties with founders, investors, partners, and mentors from Canada. As part of the Canadian delegation, I found that the experience was extremely conducive to building and strengthening existing relationships with individuals I haven't connected with in a while or only briefly met in the past. As a result, I have had a number of follow-up meetings since attending and have future meetings planned. I also had the great pleasure of meeting new people, including founders, investors, and other key people in the ecosystem.

Key Contacts Obtained:

- *Mayor John Tory*
- *Amie Nguyen, Propel*
- *Nicholas Chepesiuk, OnCall Health*
- *Siri Agarell, MD @ OneEleven*
- *JF Gagne, Element AI*
- *Roy Pereira, Zoom.AI*
- *Chris Plunkett, Communitel*
- *Adrian Healy, Unplug HQ*
- *Liz Nucci, CBRE*
- *Huma Talay, Happiness.com*
- *Wingee Sin, Investor @ Next Wave*

Joanne Fedeyko, Connections Silicon Valley

Summary of Key Observations:

Thank you for the recent opportunity to attend Web Summit as part of the ITAC/GOA program.

As a company that works across all provinces and with various stakeholders including government, startup and corporate, I found the experience invaluable.

The value for me is really in being part of all of the activities and hearing first hand from startups what they are learning, who they are meeting and understanding how I can help them further. It allowed for some great in-depth conversations and collisions of people, companies and ideas.

Connections that were made:

Because of my work with the Government of Alberta, it allowed me to meet with global trade representatives and build relationships for future collaboration. I got to meet with many ecosystem partners to hear what they are planning by way of global support for their tech companies. And I got to connect directly with startups in the moment to understand their business needs.

I had a serendipitous meeting with a Toronto-based company and before we left Lisbon, we met again and mapped out a partnership for an upcoming project together, which will build capacity and increase revenue for both of our businesses in strategic and meaningful ways.

I also had the opportunity to present to 25 countries with Startup Genome and we are now

working on a partnership program for their global ecosystem. And lastly, I have some early promising conversations with TechNation about a future partnership that will be targeted toward helping corporates better work with startups.

While the value for my business was less about international clients at this time, the value exchange between me and countless startups, ecosystem partners, government and corporates was priceless. I had over 30 meaningful discussions over the 2.5 days I attended.

Thank you for the opportunity to attend. Without this program, I would have not had Web Summit on my roadmap. Working with Denise on this project also enhanced our working relationship with ITAC and I see the opportunity for our organizations to work together and support each other only increasing.

Salar Chagpar, Prepr

Summary of Key Observations:

Attending the Web Summit 2018 was very insightful for Prepr on multiple accounts:

- *Having the opportunity to evaluate the start-up ecosystem from Europe and abroad*
- *Observing at the growth in AI-related start-ups across all industries*
- *Openness to connect and network as well as provide feedback on our current offerings*

Prior to the conference, the webinar that the delegation organized was extremely helpful in enabling me to zoom in my focus and objectives as well as leverage the experience from previous years attendees. As

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such, my primary tool for connecting was through the Web Summit Mobile App. I was able to send messages and requests for meetings to over 300 prospective channel partners and customers.

Connections that were made:

I was able to schedule face-to-face meetings with over 15 key representatives who manage innovation and talent within organizations including the following:

- *Ted Graham - GM - Canada*
- *Darryl Silva - TD Bank - Canada*
- *Neel Dayal - Rogers - Canada*
- *Benk Marks - CCN - U.K*
- *Bijya Triratpan - Muang Thai Life Insurance - Thailand*
- *Rita Silva - National Innovation Agency - Portugal*
- *Khalil Efendiev - Cesla Group - Spain*
- *Federico Puebla - Desjardins - Canada*
- *Steve Currie - Communitel - Canada*
- *Mark Usher - CIBC - Canada*
- *Dr. Kai Burns - GMI - UAE*

Furthermore, I have another 20+ leads that have since connected through LinkedIn or connected through the Web Summit app to continue discussions although I was not able to meet them including senior executives from Deutsche Telekom, Volve, Procter & Gamble, Bosch to name a few. Additionally, the number of Canadian executives and professionals that I was able to connect with during this week period was astounding and would not be possible over a 6-month period in Canada due to varying schedules, distance and priorities.

I am looking forward to nurturing the relationships from this trade mission and continue to build bridges and alliances within foreign partners and customers.

Azam Mohabbatian, Co-founder, Nekso

Summary of Key Observations:

WebSummit was a great conference with more than 70,000 people participating this year. There was also a side invite-only conference with 200 founders and investors, to which Nekso was invited as well.

By talking and exchanging performance experiences with fellow entrepreneurs during the summit, I understood that we are one of the hyper-growth companies. There are lots of leads that we need to get in touch with during the next couple of weeks and these leads go from investors, to regulators and talents.

Summary of Meetings:

- *Tatiana Burmakina, CCO & Co-Owner, Tavo.tech, Ukraine*
- *Illia Kotov, Business Development Manager, Cleveroad Inc., Ukraine*
- *César Fonseca, Marketing Director, Cleverti, Portugal*

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- *Melanie Cagnon, Event Logistic Coordinator, Embassy of Canada in Portugal, Portugal*
- *Vitalii Tryzna, Software Business Consultant, Intetics, Ukraine*
- *Alex Burlitsky, Founder & CEO, Mobsted.com, Russia*
- *Raya Bidshahri, Founder & CEO, Awecademy, Canada*
- *Xandr Volt, VP of Sales, RexSoft, Ukraine*
- *Maksym Petruk, CEO & Founder, WeSoftYou, Ukraine*
- *Henry O'Brien, Global Partnerships, Web Summit & Collision, Canada*
- *Veronika Iurchenko, CEO, Attractor Software, Kyrgyzstan*
- *Michael Tippett, CEO & Founder, Wantoo, Canada*
- *Ruth Buder, Festival Events Manager, Elevate, Canada*
- *Adrien Griveau, Product Designer, Waldo.io, Portugal*
- *Marko Pavlovic, Head of Business Development, Elight Swiss, Switzerland*
- *Natalia Shashkova, Head of Marketing, Dbrain, Russia*

List of Leads for Follow-Up in Toronto:

The following leads were contacted in Investor and Networking meetings, we followed up for the next actions through email:

- *Tatiana Burmakina, CCO & Co-Owner, Tavo.tech, Ukraine*
- *Illia Kotov, Business Development Manager, Cleveroad Inc., Ukraine*
- *César Foseca, Marketing Director, Cleverti, Portugal*
- *Melanie Cagnon, Event Logistic Coordinator, Embassy of Canada in Portugal, Portugal*
- *Vitalii Tryzna, Software Business Consultant, Intetics, Ukraine*
- *Alex Burlitsky, Founder & CEO, Mobsted.com, Russia*
- *Raya Bidshahri, Founder & CEO, Awecademy, Canada*
- *Xandr Volt, VP of Sales, RexSoft, Ukraine*
- *Maksym Petruk, CEO & Founder, WeSoftYou, Ukraine*
- *Henry O'Brien, Global Partnerships, Web Summit & Collision, Canada*
- *Veronika Iurchenko, CEO, Attractor Software, Kyrgyzstan*
- *Michael Tippett, CEO & Founder, Wantoo, Canada*
- *Ruth Buder, Festival Events Manager, Elevate, Canada*
- *Adrien Griveau, Product Designer, Waldo.io, Portugal*
- *Marko Pavlovic, Head of Business Development, Elight Swiss, Switzerland*
- *Natalia Shashkova, Head of Marketing, Dbrain, Russia*

Denise Shortt, Interim CEO & Vice President, ITAC

Ambassador's Residence contacts:

P R O G R A M

Information Technology Association of Canada (ITAC)

Lisbon, Portugal
 2-9 November 2018

| Time | Purpose |
|--|---|
| Saturday, November 3rd | |
| All Day | Majority of delegates will depart Canada. |
| Sunday, November 4th | |
| All Day | Web Summit Set-Up – Altice Arena Delegation will have meetings with Web Summit production team members. |
| Monday, November 5th | |
| All Day | Ecosystem Summit – Invite Only A one-day event focused on engaging startup ecosystems globally around best practices for growth. Will be leveraged to promote Canada's innovation ecosystem. |
| All Day | Canada Day Summit – Oceanarium A one-day event for Canadian tech companies to learn more about Web Summit, connect with Trade Commissioners, investors and potential partners! |
| 09:00 – 11:00 | Canada Day Summit – Meet the TCs – Oceanarium, VIP Room Trade Commissioners from all around the world will be in Lisbon to meet with Canadian companies and assist them in tapping into new markets, connecting with investors and providing business development services. |
| 14:00 – 15:30 | Canada Day Summit – Spark Talks – Oceanarium, Auditorium Mar de Palha TEDx-style conference with Canadian and international speakers. Join us and learn from the experience of successful startups, investors and Canadian Trade Commissioner Service! |
| 16:00 - 17:00 | Canada Day Summit – Pitching Session– Oceanarium, Auditorium Mar de Palha Canadians startups will have an opportunity to pitch their companies to an audience of investors, established companies and Trade Commissioners. Each pitch will be followed by a short Q&A. |
| Evening | Web Summit, Opening Event – Altice Arena Opening Event for Web Summit |
| Tuesday, November 6th | |
| All Day | Canada @ Web Summit – Altice Arena Come by and visit the Canadian Pavilion, featuring the Collision Lounge, Tap House and private meeting rooms |

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| Time | Purpose |
|---|---|
| 20:00 – 22:00 | Tap Into Canada Reception – Red Cross Palace Don't miss the opportunity to network with the Canadian delegation attending the Web Summit and connect with some of the most innovative Canadian startups, tech entrepreneurs, investors and decision-makers from Europe! |
| Wednesday, November 7th | |
| All Day | Canada @ Web Summit – Altice Arena Come by and visit the Canadian Pavilion, featuring the Collision Lounge, Tap House and private meeting rooms |
| 20:30 – 22:30 | Canada Night – Principe Real A local craft beer bar will be the meeting point for Canadians to invite their contacts and network in a casual setting. Bring your contacts! |
| Thursday, November 8th | |
| All Day | Canada @ Web Summit – Altice Arena Come by and visit the Canadian Pavilion, featuring the Collision Lounge, Tap House and private meeting rooms |
| Friday, November 9th | |
| | Majority of delegates will depart to Canada. |

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A SELECTION OF TRADE MISSION TWEET SCREENSHOTS

 **Joanne Fedeyko** @jfedeyko Follow

Love Lisbon and how my fellow 🇨🇦 show up in a global city and on a global stage. And I love the Port!! Great day with @JFGauthier @LightningRod29 @DeniseShortt @rockster



7:16 PM - 7 Nov 2018 from Lisbon, Portugal

1 Retweet 11 Likes 

carlos moreno @carlosthethird
#WebSummit2018. Watch out future. The summit of tummorow is here!!!

 **Mandy Gilbert** @verynichey · Nov 6
Ian McKay opening up tonight's Canada event promoting our amazing country for business @invest_canada @WebSummit



 **Magnet**
@MagnetToday

This week Magnet joins a contingent of Canada's top tech companies in AI, web mgmt, cyber & Canadian leaders at @WebSummit. It's a chance to make international connections to help accelerate inclusive market and economic growth for Canadian businesses.
ow.ly/wWGK30myfMO

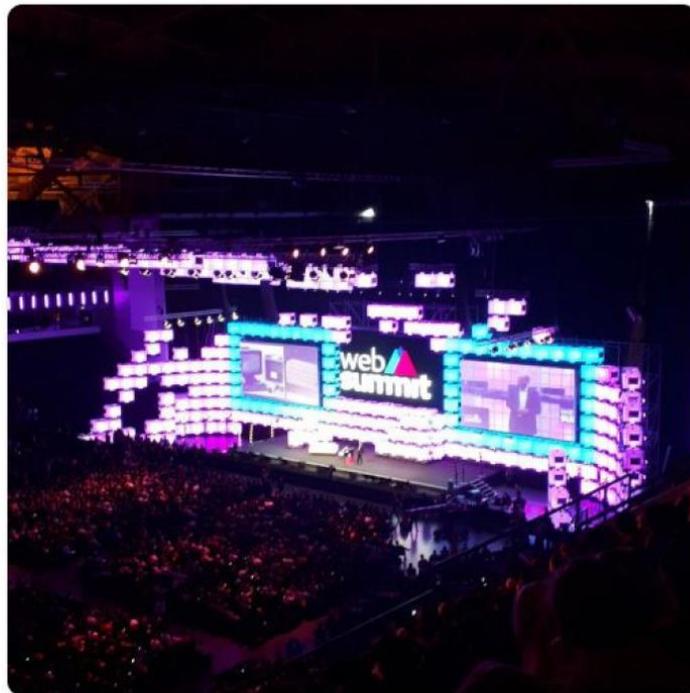
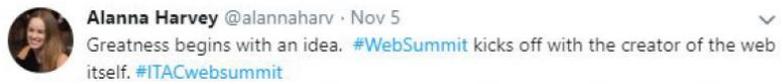
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Courtesy of Alanna Stone, Co-founder and CMO Flipd

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INFORMATION TECHNOLOGY ASSOCIATION OF CANADA
PHOTOS TAKEN AT THE WEB SUMMIT

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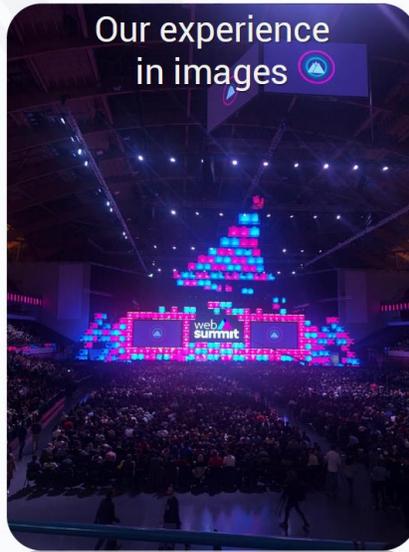


Courtesy of *Alanna Stone, Co-founder and CMO Flipd*
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Courtesy of Azam Mohabbatian, Co-founder, Nekso
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Nov/5 - Meeting Mayor Tory and sharing Nekso's story and model. With his support and the Government's, Nekso will build better infrastructure to operate in Canada and have significant win in our home city, Toronto



Nov/07 - Nekso booth in Growth area under Industry category, Autotech

Courtesy of Azam Mohabbatian, Co-founder, Nekso

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ITAC Industry Insider Newsletter

November 23, 2018

Canadian delegates joint ITAC's Tech Trade Mission to Lisbon for business development, advice and latest trends from world leaders at Web Summit

The 2018 Web Summit was held at the Altice Arena in Lisbon, Portugal, between November 5-8, 2018. Each year, Web Summit welcomes over 70,000 people annually and attracts the best of speakers and industry leaders from across the globe. This year, ITAC was pleased to participate through a trade mission, which invited 10 Canadian companies who had an interest to grow their businesses and gain access to market, capital and talent.

As part of the Summit, Canadian companies joined forces to help put Canada on the map for cutting edge technology around cyber, AI and web management. A strong contingent of Canadian federal, provincial and municipal leaders was also present, including Mayor John Tory.



Participants were led by ITAC Interim CEO, Denise Shortt, and included:

- Joanne Fedeyko, CEO, Connections SiliconValley
- Mandy Gilbert, CEO, CreativeNiche/Red Academy
- Mark Patterson, ED, Magnet
- Alanna Stone, Co-founder and CMO Flipd
- Salar Chagpar, Co-Founder, Chief Visioneer
- Sharoon Thomas, Co-founder, Fulfil.io
- Carlos Moreno, Global chief Creative officer, Cossette
- Azam Mohabbatian, Co-founder, Nekso

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As noted above, participants had the opportunity to connect with Mayor John Tory – who was also joined by Councillor Michael Thompson (Ward 37 Scarborough Centre), Chair of the Economic Development Committee and multiple partners – including ITAC. ITAC is working with the City of Toronto on its efforts to promote the benefits of doing business in



Toronto and to raise awareness that Toronto will host Web Summit's sister conference Collision for three years, starting in May 2019. Five hundred Canadian companies, organizations and individuals attended Web Summit.

Also in Lisbon, Trade Mission participants had the opportunity to: meet with trade commissioners from around the world; view a pitching session where start-ups pitched their current products and ideas; join in on the Canadian Tech Reception; and frequently visit the Canadian Pavilion, where participants from across the country could meet up and connect with their country's peers...and so much more. The Canadian pavilion at the Summit provides a way to showcase Canadian technology innovation and to supplement B2B meetings. Attendees can leverage Canadian Trade Commissioners from key markets to gain intelligence and advice, meet potential investors (over 2,500 VCs and Angels attend Web Summit), and learn more about the latest trends and opportunities in tech as presented by the industry's thought leaders.

ITAC received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program to reduce up to half of the costs participants.

Web Summit enabled attendees to garner both an understanding of the regulatory frameworks in the EU as well as access those markets.

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SCREENSHOT OF WEB SUMMIT 2018 WEBPAGE

websummit  ALTICE ARENA & FIL, LISBON
NOVEMBER 4-7, 2019

"The best technology conference on the planet" - Forbes

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