

EQUITY RESEARCH

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Canada's Emerging Tech In 2023

Technology Markets On The Mend

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Information Technology



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Canada's Emerging Technology In 2023

The 11th year of writing this report occurs as the Canadian technology ecosystem continues to adjust to an uncertain macro environment. The image on the cover reflects the innovation and optimism that we expect will characterize successful companies as investors remain selective and companies face an uncertain macro environment. In this report, we highlight 52 private technology companies along with the opportunities and challenges they face as global economies slow and they adapt to higher rates and inflation containment actions.

In 2022, Canada's tech sector continued to adjust amidst business plan pivots and cost alignment pressures. This was necessary as venture and public market capital slowed and U.S.-based VCs focused on their existing portfolios. Similarly, VC activity in Canada declined for three consecutive quarters before ticking back up in Q4, as per the Canadian Venture Capital Association (CVCA). While encouraging, access to capital has yet to broadly return to the private or public markets, as the overall mindset of investors remains quite selective.

In 2023, the tech sector has started to heal. Public market investors tell us they expect the overall market—including the tech sector—to be higher by year-end. First, select tech segments and related companies have seen their share prices rise on better growth and cash flow prospects. Beyond these business plan pivots, trends in artificial intelligence (AI), cloud, software as a service (SaaS), e-commerce and payments are also contributing to the improvement. Hardware is also selectively doing better. Finally, shareholder activism targeting companies that have underperformed peers over the last three years is expected to garner broader support. Taken together, these factors are positive for an improving technology market in 2023.

Several of the country's leading publicly listed technology companies—a handful of which began as start-ups just like the ones we profile in this report—have begun to recover (e.g., Shopify, Nuvei, Kinaxis) as the market grapples with the trade-offs of returns on investment, and support for growth and profitably. Shopify is a good example of this: following its Q1 report that signaled growth and positive cash flow, its share price rose ~25%, bringing its year-to-date increase to ~80%. As a group, the S&P/TSX Capped Information Technology Index (S&P/TSX ITI) is up 36% year to date. This sector's weight as a percentage of the S&P/TSX Composite is 6.7%, up from 5.4% last year but down from ~10% in 2021.

The S&P/TSX ITI's improvement has yet to help the ~15 members of the 2021 IPO class that are down ~60% from their IPO prices. New investors remain selective. For investor interest to broaden, we believe these companies must reintroduce credible business plans that target growth and a path to profitability. Showing progress against these plans will likely be reflected in improving market values. We believe this will take time. For 2023, we expect investors will remain selective and technology financings will be low.

To offer some colour and perspective on the technology landscape, this report provides a deeper dive into the Canadian technology ecosystem and some notable private companies. We present this report as a lead-in to CIBC's Technology & Innovation Conference 11.0 (TIC 11.0) set to take place at CIBC Square in Toronto on May 24. Our goal for this report and TIC 11.0 is to highlight some companies and leadership that have successfully navigated near-term challenges and demonstrated an ability to execute on their opportunities. In this report, we discuss:

1. Technology Markets: On The Mend
2. Technology Valuations: Growth, Cash Flow, Or Both?
3. Resilient Sector Themes
4. Canada's Technology Centres: How They Adapted
5. 52 Notable Private Companies

Technology Markets: On The Mend

Technology markets are on the mend. The NASDAQ year-to-date return is +16%. The TSX Information Technology Index is +36%. The S&P 500 is up 7.5%. Prices have moved up as visibility improved and business plans pivoted more toward respect for cash flow in how companies are investing for growth. These factors have stabilized valuations at reasonable levels. We expect the technology sector and related indices will end 2023 higher than 2022, supported by improving conditions.

For investors considering returning to technology investing in 2023, we offer the following perspective. The recent spectacular collapse and bankruptcy of crypto currency exchange FTX, or perhaps Silicon Valley Bank, may turn out to be the moment that defines this technology cycle. Time will tell. These failures have caused us to consider where we are in this tech cycle. If the peak was November 2021, and the possible bottom was October 2022 for the NASDAQ and TSX Information Technology indices (both of which had fallen by 30%+, with many individual stocks down more than 50%), what is the time to heal and recover? Before postulating where we are, we looked to the past for context about timing and the magnitude of those recoveries.

The dot-com bubble peaked in March 2000 for the NASDAQ (September 2000 for Canada). While this period saw the popularization of the Internet, its defining moment was the collapse in online shopping, such as with Pets.com and communication companies like WorldCom and Global Crossings. Despite this, Amazon emerged.

The NASDAQ went from a peak of ~5,050 in March 2000 to a bottom of ~1,114 two and a half years later in October of 2002. The TSX Information Technology Index fell from ~2,310 in September 2000 to ~85 in October 2002, with a heavy influence from Nortel. Following the bottom, the NASDAQ increased 72%, 72%, and 88% one, two and three years later, respectively. The TSX Information Technology Index followed a similar, but steeper, pattern (174%, 183, and 149%, respectively). It is worth highlighting that prior to these sustained rallies, the indices attempted to move up no fewer than six times, before pulling back and waiting for improving fundamentals.

Fast forward to the Global Financial Crisis (GFC) in 2008. The NASDAQ peaked in October 2007 and bottomed in March 2009 after falling ~55%. While this crisis was not led by the technology sector, technology suffered along with the complete reset of the overall market. An interesting difference that time was that the NASDAQ took only one year to recover. And within three years, it had doubled and was back to its 2007 levels, after which it carried on much higher. It's well worth highlighting that out of this crisis emerged many of today's leading cloud companies, like Salesforce.com and Service Now. Companies like Uber, Spotify, Airbnb, Square, and Shopify were all founded between 2006 and 2009. In fact, Shopify was founded in 2008, right in the middle of the financial crisis.

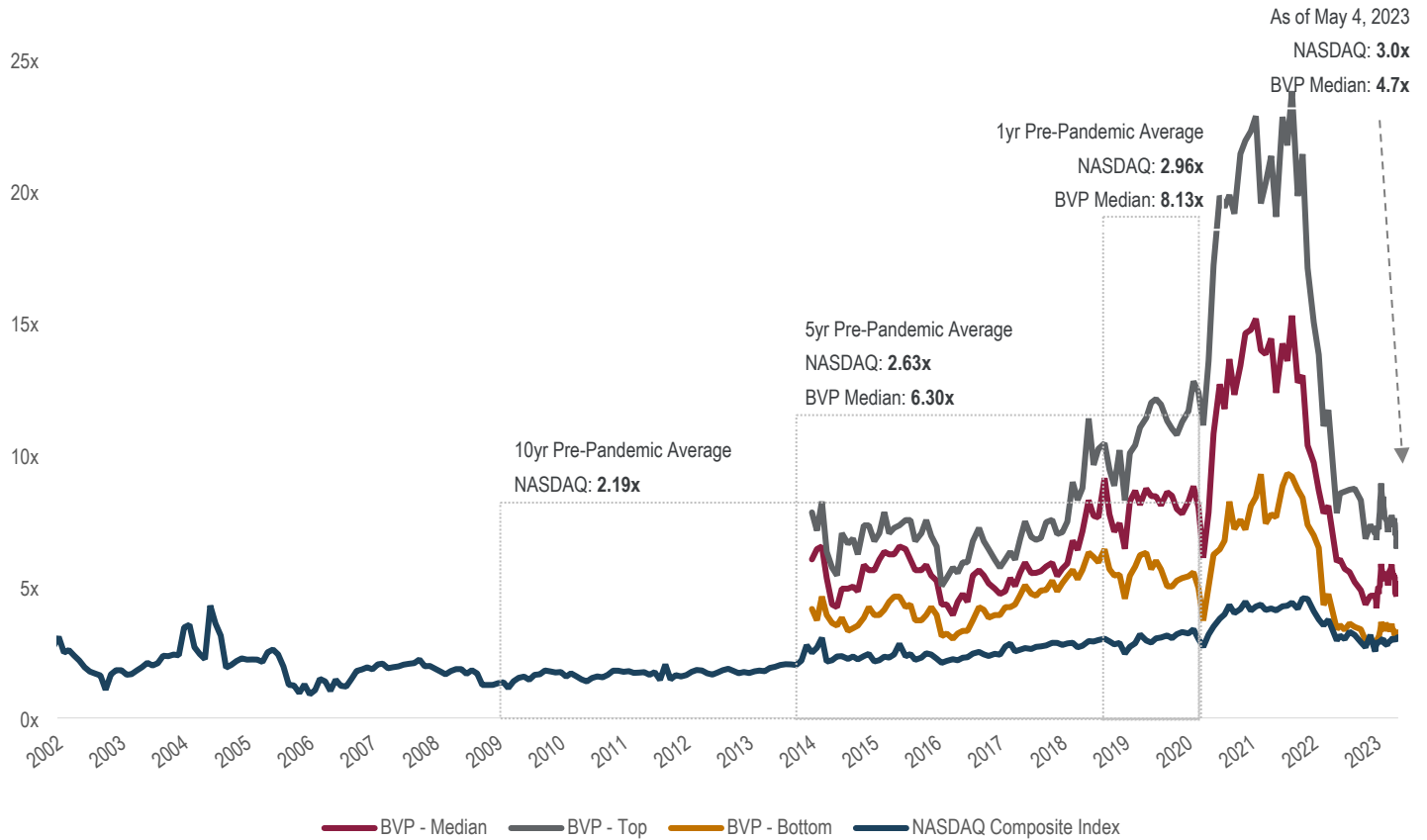
Unlike the NASDAQ, The TSX Information Technology Index took much longer (until the end of 2014) to recover. This is because its underlying constituent pool experienced only minimal growth. In 2009 and 2010, for example, Blackberry represented over 75% of the index, which included other companies like Maxar, Celestica and Open Text. It wasn't until early 2015, when weightings and companies in the index shifted, that a proper recovery was under way. By early 2016—nearly 10 years after the crisis—Constellation, CGI, and Shopify started to represent a larger portion of the index. This highlights the importance of being selective when the overall index is not moving up. The line chart in Exhibit 1 shows the change in valuations for the NASDAQ and BVP Nasdaq Emerging Cloud Index (BVP Index) since the dot-com crisis and up to May 4, 2023.

History indicates a recovery eventually followed a crash, and once a recovery has begun, it has been material and lasted for several years. So far in 2023, this seems to be true once again. It looks to us as though investors are starting to look beyond rising interest rates and inflation toward opportunities with attractive valuations. But this has only just begun in our view, and if history is our guide, there still is a long way to go.

CIBC view: A recession is priced into fundamentals; investors will therefore need to be selective and tactical about which stocks they invest in.

Our view is that the fundamentals, while uncertain, now include the likelihood of a recession. Investors will therefore need to be selective and tactical about which stocks they decide to invest in. That includes looking beyond 2023 and 2024 as updated and credible business pivots and plans are evaluated. This was true in past cycles and, in our view, is the right approach to 2023 investment decision-making in public and private companies.

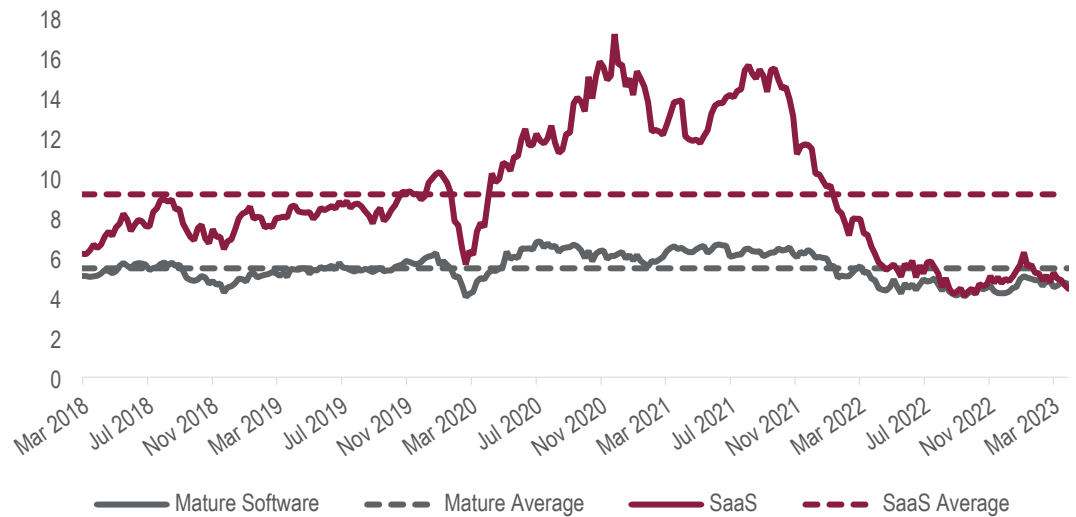
Exhibit 1: NASDAQ And BVP Index – EV/1-year Forward Sales, 2002 To May 2023



Source: Bloomberg, Bessemer Venture Partners, and CIBC World Markets Inc.

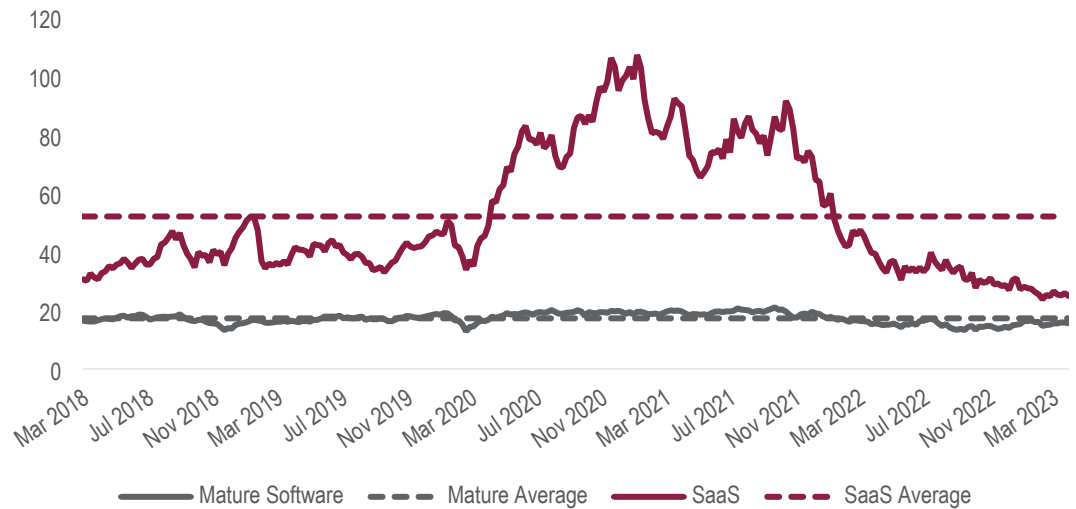
The line graphs in Exhibits 2 and 3 below highlight that the decline in tech valuations appears to have stabilized, and we argue could be close to a trough. Median EV/sales SaaS valuations are roughly 5x below the five-year average. EV/sales multiples for the SaaS and Mature Software names have nearly converged, with Mature Software now trading at a 0.2x gap compared to an average gap of 3.7x over the last five years.

Exhibit 2: Stabilizing Tech Valuations – EV/Sales (FY2) Multiples, Five-year History



Source: Bloomberg and CIBC World Markets Inc.

Exhibit 3: Stabilizing Tech Valuations – EV/EBITDA (FY2), Five-year History



Source: Bloomberg and CIBC World Markets Inc.

Tech Valuations: Growth, Cash Flow, Or Both?

“Credible Growth” Underpins 2023 Technology Valuations

The improved visibility on both interest rates and post-pandemic growth has started to stabilize tech valuations. Last year’s mentality of “cash is king” and 2021’s emphasis on “growth at all costs” have given way to a more balanced approach between growth and cash flow. These dynamics are reflected in valuation multiples that have begun to normalize, but still trade at a ~20% discount to their levels of this time last year.

We expect valuations will continue their recovery this year, but at a constrained pace as market risks remain. One caveat to this trend is for companies that make significant pivots that alter their growth, competition, and profitability outlook in one fell swoop. We believe companies that accomplish this can likely expect their valuations to take a material leap. For

We expect valuations will continue their recovery in 2023, but at a constrained pace as market risks remain.

example, Shopify leapt to an EV/1-year forward sales multiple of ~11x (vs. 8.4x only a week earlier and 7.4x at the start of the year) after it exited the logistics business and, by extension, alleviated investors' concerns about its capex burden and related competition with Amazon.

To gauge current valuation dynamics, we look to the BVP NASDAQ Emerging Cloud Index (BVP Index). With a market cap of \$1.2 trillion across its ~75 constituent companies, the BVP index tracks the performance of emerging companies specialized in cloud software, and serves as an excellent representation of prevailing valuation dynamics in the industry.

Indeed, the index's median valuation of 4.7x one-year forward revenue is ~20% lower than where it stood at this time last year when it hovered close to 5.8x. At the peak of the 2021 bull market, the median valuation was 14.4x (nearly three-fold today's multiple), and higher too than the 9.3x during the comparable period in 2020. The line chart in Exhibit 1 demonstrates the progression of these multiples over time for the NASDAQ and BVP Index. While stabilizing, current values remain ~40% below the BVP Index's one-year, pre-pandemic average and nearly 25% below its average five-year EV/1-year forward sales multiple.

So what drives today's valuations? In 2023, investors are placing a greater emphasis on a company's efficiency score, along with the profile of its two underlying components: revenue growth and free cash flow margins. Furthermore, the most favoured efficiency score in this market environment is one that reflects "credible growth", or in other words, is based on continued investments in growth with a drive towards profitability. Companies able to meet this ideal balance between capital allocation priorities receive a material valuation premium in today's markets (Bessemer).

We find that the market is now cautiously applying a modest premium to growth.

However, this balance is not perfect. The market is now cautiously applying a modest premium to growth. We see this in the valuation premium ascribed to incremental improvements in revenue versus profitability. Currently, and according to Bessemer, a ~1% improvement in revenue growth results in the same impact on valuation as a ~2% increase in profitability (2:1 ratio of growth to profitability). This compares to a ratio of ~6:1 during the height of the 2021 bull market when a ~1% revenue growth improvement was valued equally to a ~6% profitability improvement. Instead, today's ratio of 2:1 is closer to the 1:1 ratio that prevailed in 2022.

In the table in Exhibit 4, we have summarized the valuation and efficiency scores of the companies we cover, as well as the scores of the BVP Index and FAANG (which includes Facebook, Apple, Amazon, Netflix, and Google).

Exhibit 4: Technology – BVP Index Vs. FAANG Vs. Canadian Public Companies, May 2023

Metric	SHOP	DSG	KXS	DCBO	CSU	BVP Index Average	NVEI	FAANG	BB	OTEX	ENGH	LSPD
EV/Sales (2023E)	11.1x	11.7x	8.5x	5.0x	5.2x	4.7x	4.1x	4.9x	4.6x	4.3x	4.0x	1.3x
P/E (2023E)	188.6x	73.4x	131.5x	129.8x	44.7x	39x	15.6x	36.3x	-56.6x	17.2x	35.9x	182.2x
Gross Margin (2022)	49%	64%	59%	79%	37%	74%	68%	52%	49%	61%	59%	46%
Sales growth (2023E)	20%	15%	18%	25%	24%	22%	47%	6%	5%	28%	0%	22%
FCF Margin (2023E) ¹	4%	35%	21%	6%	20%	4%	27%	17%	-2%	13%	25%	-2%
Efficiency Score (2023E) ²	24%	50%	38%	31%	45%	26%	74%	23%	3%	41%	25%	20%

¹ FCF Margin for BVP Index reflects the LTM.

² Efficiency Score = Revenue Growth + FCF Margin.

Source: FactSet, Bloomberg, Bessemer Venture Partners and CIBC World Markets Inc.

Looking at the rest of the year, we expect valuations will continue to normalize towards their pre-pandemic levels. This, in our view, will be underpinned by a recovery in the premium ascribed to revenue growth, and will be particularly pronounced for companies that demonstrate an ability to provide sustained, long-term growth rates (such as Shopify). With a collapse in demand and murky outlooks for some pandemic beneficiaries, companies who

instead show an ability to deliver high levels of compounding growth will, in our view, be more richly valued.

In public markets, however, even though we expect the balance between growth and profitability to continue approaching pre-pandemic levels, we think investors will retain an element of caution. Many risks still remain, including potential for continued interest rate hikes, a recession, and/or additional geopolitical tensions. In response, we expect investors will continue to seek companies that are driving towards, or at least have the ability to reach, profitability in the mid-term.

In the private markets, the full reset and beginnings of a recovery have yet to play out as they have in the public markets. Despite a few notable declines last year (e.g., Stripe, Klarna, and Instacart), private company valuations have yet to follow the broad-based correction we have witnessed in the public markets. We expect private companies will continue to track lower as individual company values are marked with updates or capital raises. According to Bessemer, VCs now consider the ideal start-up profile as one with triple-digit revenue growth and a 1.2x burn multiple. This implies that companies looking to raise capital should continue to invest for growth, but at optimal costs. Growth at all costs is also no longer a prevailing theme within the private space.

In the much longer term, we believe that as companies find themselves trading at a premium or discount, they should consider the best approach to either defending their premium or escaping their discount. Knowing whether to allocate capital to growth or profitability is important in maintaining that premium or closing the discount gap to peers. In our view, it is significantly more challenging to maintain top-quartile growth and sustain one's competitive advantage over the long term, while maintaining profitability is more sustainable. For companies that have reached a multiple premium, it is much safer to defend their premium by maintaining their FCF generation than by delivering high growth over the long term.

We recognize that reinvigorating growth and competitive positioning, while simultaneously driving towards profitability, is by no means an easy feat. Shopify's experience has shown us that the market is willing to richly reward companies, via higher multiples, if they do accomplish these objectives. In Shopify's case, its valuation jumped by 2 points (from 8.4x to ~11x). The table in Exhibit 5 shows the link between valuation and efficiency among BVP Index constituents, and that companies in the top quartile have a valuation that is nearly 3 multiples above the median. Companies in this quartile exhibit average revenue growth of 34% with FCF margins of 17%.

Exhibit 5: BVP Index Constituents – Link Between Valuation And Efficiency, May 2023

Metric	EV/Sales	EV/Sales (1Y forward)	Revenue growth	Gross margin	LTM FCF Margin	Efficiency Score
BVP Index - Top quartile	7.8x	6.4x	34%	79%	17%	42%
BVP Index - Median	5.6x	4.7x	22%	74%	4%	31%
BVP Index - Bottom quartile	3.5x	3.1x	14%	67%	-2%	17%

Source: Bessemer Venture Partners and CIBC World Markets Inc.

Companies that fall below these thresholds can expect a payoff of up to 7x+ (top quartile), depending on their efficiency profile and score. Companies with a less clear path to growth, however, can expect to trade at a significant discount, even if they improve their cost structures and move towards profitability. This is perhaps exemplified by the IPO class of 2021, a number of which currently trade at ~1.0x EV/2023E sales.

As shown in the table in Exhibit 6, the IPO class of 2021 had an average EV/2023 sales multiple of 1.5x and an average EV/2023E gross profit multiple of 2.5x. It also shows the current market value of their resources, including net cash and free cash flow. Both are critical factors in navigating this difficult period.

Public and private companies and their leaders must remember that it is vital for investors to consider their ability to deliver plans for growth and cash flow, and what capital is required to achieve it.

Exhibit 6: Technology IPO Class Of 2021 – Key Metrics, May 2023

Metric	Enterprise Value	Sales (2023E)	EV/Sales (2023E)	Sales growth (2023E)	FCF Margin (2023E)	Efficiency Score (2023E)
<u>IPO Class of 2021</u>						
Copperleaf	251.6	66.3	3.8x	18%	-32%	-14%
Coveo	329.0	131.9	2.5x	18%	-5%	-13%
Dialogue	146.8	80.3	1.8x	20%	-10%	10%
Telus International	6,112.7	3,003.0	2.0x	22%	12%	34%
LifeSpeak	75.8	41.1	1.8x	13%	22%	35%
Kits Eyecare	109.7	83.6	1.3x	19%	4%	22%
VerticalScope	124.0	60.2	2.1x	-25%	21%	-4%
MDA	874.2	578.9	1.5x	18%	-14%	4%
D2L	213.2	181.0	1.2x	7%	2%	10%
Q4	78.1	61.2	1.3x	9%	-13%	-3%
Softchoice	896.1	939.2	1.0x	1%	6%	7%
Thinkific	50.8	58.5	0.9x	14%	-19%	-5%
E Inc.	105.9	128.2	0.8x	17%	-19%	-3%
Farmers Edge	31.1	22.4	1.4x	-11%	-186%	-197%
Payfare	74.0	142.3	0.5x	43%	n/a	n/a
Average			1.5x	15%	-13%	-1%

Efficiency Score = Revenue Growth + FCF Margin

Source: FactSet and CIBC World Markets Inc.

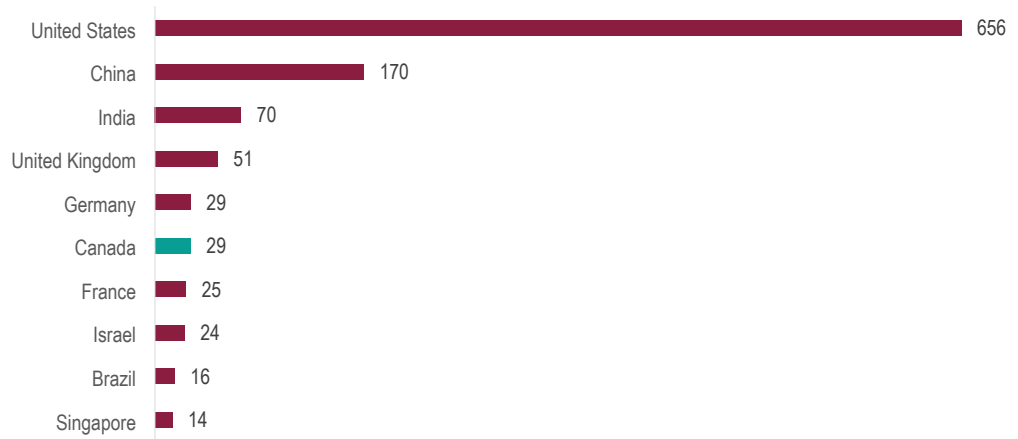
Resilient Sector Themes

Dawn Of Cleantech And AI Unicorns

Canada's entrepreneurs have remained undeterred and focused on innovation despite the adverse market conditions of 2022. History shows us that times of challenge can spur immense innovation and creativity. After all, Uber, Spotify, Airbnb, Square, and Shopify all were founded at the time of the 2008 financial crisis. And, notably, Amazon began to develop its APIs (which would later evolve into its thriving AWS business) just as the dot-com bubble was bursting.

Canada is no exception to these trends, and in 2023 innovation in the country remains robust. This focus on innovation has resulted in several new unicorns being added to the country's roster. (A unicorn refers to a privately held company that has reached the meaningful status of a valuation that exceeds \$1 billion.) Additionally, last year saw record levels of capital raised in two industries: cleantech and agribusiness. Both are expected to see continued growth in 2023 and are areas we recommend investors should pay attention to. Three of the top five funding rounds among narwhals were within cleantech. (A narwhal was a term developed in Canada to refer to private companies that show promise of reaching the aspirational billion-dollar-plus valuation.) Finally, we find growing or renewed investor interest in the areas of AI, blockchain, enterprise software and cybersecurity.

Within a global context, Canada places sixth in terms of countries with the most companies that have reached the unicorn milestone. Now with 29 known unicorns, Canada places above technology powerhouses like France (25) and Israel (24), and is in line with Germany. Globally, CB Insights estimates there are now more than ~1,200 unicorns globally. The bar chart in Exhibit 7 lists the top 10 countries in terms of unicorn count, including Canada, as of April 2023. The U.S. (656) and China (170) continue to lead the pack by a wide margin.

Exhibit 7: Unicorns – Top 10 By Country, April 2023

Note: The unicorn figures are sourced from CB Insights. However, the publication cites only 21 Canadian unicorns, and excludes eight additional companies that are well-known unicorns (Semios, Paper, Neo Financial, Wealthsimple, Benevity, League, LayerZero, and Svante). We have augmented CB Insight's figure with these eight companies to arrive at the unicorn count of 29 for Canada.

Source: CB Insights, BetaKit, Cyber Security Ventures, CVCA, The Globe And Mail, Osler, Calgary Herald, CMBC, Highsnobiety, Business In Vancouver, Techcouver, Forbes, Svante, and CIBC World Markets Inc.

Increased government and public focus on sustainability is driving venture capital activity within the cleantech and agribusiness industries, and we are also aware of many nascent and exciting Canadian companies in these areas that are still at the beginning of their journey. This VC activity is also being driven by corporate-backed initiatives, such as Shopify's Sustainability Fund, and government-backed activities promoting technology innovation, such as investments in new AgTech accelerators in Alberta, and initiatives by Economic Development Canada.

This is reflected by record levels of investment in cleantech companies (\$1 billion across 45 deals) and agribusinesses (\$226MM across 46 deals) in 2022 (CVCA). Additionally, two of the five largest funding rounds since early 2022 and among Canada's narwhals were within the areas of cleantech: Enerken's \$225MM raise, and Amp Solar Group's \$155MM round. Svante's \$318MM raise is also one of the five most recent funding raises among Canadian unicorns.

Finally, the volume and recent deal activity among narwhals and unicorns indicates that blockchain, AI, and enterprise software and cybersecurity are areas experiencing renewed and material interest from investors. Two of the most recent unicorn financing rounds were within the blockchain space, with **LayerZero's** \$120MM raise and **Blockstream's** \$210MM raise. In terms of AI, **Cohere**, a newly minted unicorn, raised ~\$125MM in May 2022, and reports indicate that the company is in discussions to raise up to \$250MM this year, underscoring the growing interest in the space (The Globe And Mail). Finally, many companies within the enterprise software and cybersecurity space either recently raised funds or received some of the largest technology investments over the last year. These included financings such as C\$722MM for 1Password, \$350MM for Assent Inc., and \$225MM for eSentire. Among Canada's narwhals, one of the latest financing rounds was completed by Certn for \$30MM.

The top five raises in 2022 according to CVCA were for **1Password** (\$620MM raised, enterprise password management), **Svante** (\$318MM, carbon capture & removal solutions), **Paper** (\$270MM, edtech and online tutoring solutions), **Hydrostor** (\$250MM, long-duration energy storage solutions), and **KOHO Financial** (\$165MM, fintech with banking solutions for Canada's underbanked).

The table in Exhibit 8 shows Canada's 29 unicorns, along with their sector, most recent publicly disclosed valuation, and the value and date of their most recent financing round, while the table in Exhibit 9 shows the 40 narwhals we reviewed, also with the dollar value and date of their most recent financing round, and the largest financings since the beginning of 2022 circled in gold. This list was adapted from the Narwhal Project's 2022 Narwhal List, with adjustments for narwhals that have, since the list's publishing, become unicorns (e.g., League, Benevity, Previa, Semios, Xanadu, Svante), or had to cease operations (e.g., RenoRun). We also excluded 10 medical technology companies. We discuss many of these companies—along with several other of Canada's most innovative technology companies—in greater detail in the final part of this report.

Exhibit 8: Canada's Unicorns – Most Recent Publicly Available Valuation, May 2023

Count	Company	Industry	Valuation (most recent)	Financing Value (most recent)	Financing Date (most recent)
1	LayerZero	Blockchain / Web3	\$3 billion	\$120MM	April 2023
2	Svante	Cleantech	\$1 billion+	\$318MM	December 2022
3	Xanadu	Hardware / IC	\$1 billion	\$100MM	November 2022
4	Hopper	Online Travel	\$5 billion+	\$96MM	November 2022
5	Blockstream	Blockchain / Web3	\$3.2 billion	\$210MM	August 2022
6	NEXII	Construction	C\$2 billion+	C\$45MM	July 2022
7	Cohere	Artificial intelligence	\$2 billion	~\$125MM	May 2022
8	Neo Financial	Fintech	\$1 billion+	C\$185MM	May 2022
9	PointClickCare	Electronic Health Records	\$5 billion+	between \$200 - \$300MM	April 2022
10	Axelar	Blockchain / Web3	\$1 billion	\$35MM	February 2022
11	PAPER	Edtech And Online Tutoring Solutions	\$1.5 billion	\$270MM	February 2022
12	eSentire	Cybersecurity	\$1 billion+	\$325MM	February 2022
13	Assent Inc.	Supply Chain Sustainability Management	\$1 billion+	\$350MM	January 2022
14	1Password	Enterprise Password Management	\$6.8 billion	C\$744MM	January 2022
15	Figment	Blockchain / Web3	\$1.4 billion	\$110MM	December 2021
16	League	Digital Health And Wellness	C\$1.1 billion	\$95MM	December 2021
17	Semios	Precision Farming	\$1 billion+	C\$100MM	September 2021
18	Dapper Labs	Blockchain / Web3	\$7.6 billion	\$250MM	September 2021
19	FreshBooks	Fintech	\$1 billion	\$130MM	August 2021
20	Visier	B2B Software	\$1 billion	\$125MM	June 2021
21	SSENSE	E-Commerce	\$4.1 billion	Undisclosed	June 2021
22	ApplyBoard	Educational Technology	\$3.2 billion	\$300MM	June 2021
23	Trulioo	Global Identify Verification	\$2 billion	\$394MM	June 2021
24	Ada	Customer Engagement Solutions	\$1.2 billion	\$130MM	May 2021
25	Wealthsimple	Fintech	\$5 billion	\$750MM	May 2021
26	TensTorrent	Hardware / IC	\$1 billion	\$200MM	May 2021
27	Clearco	Fintech	\$2 billion	\$215MM	July 2021
28	Clio	Legal Technology And Payments	\$1.6 billion	\$110MM	April 2021
29	Benevity	Corporate Social Responsibility Software	\$1 billion+	\$200 – 275MM	February 2021

Source: CBInsights, BetaKit, Cyber Security Ventures, CVCA, The Globe And Mail, Osler, Calgary Herald, CMBC, Highsnobiety, Business In Vancouver, Techcover, Forbes, company reports and CIBC World Markets Inc.

Exhibit 9: 2022 Narwhal List With CIBC Adjustments – By Latest Funding Round, May 2023

Count	Company	Industry	Financing Value (most recent)	Financing Date (most recent)	Count	Company	Industry	Financing Value (most recent)	Financing Date (most recent)
1	Certn	Enterprise Software	\$30MM	April 2023	21	GHGSat	Emissions Remote Sensing	C\$20MM	November 2021
2	Eavor	Geothermal Energy	\$67MM	February 2023	22	Resq	SMB Software	\$39MM	October 2021
3	Jobber	Field Service Management	\$100MM	February 2023	23	Conexiom	Enterprise Software	\$130MM	September 2021
4	Smile CDR	Digital Health	\$30MM	January 2023	24	Flinks	Fintech	C\$30MM	September 2021
5	Apollo Insurance	Health Insurance	C\$13.5MM	December 2022	25	Rewind	E-Commerce	\$10MM	September 2021
6	Symend	Behavioural Engagement Platform	\$40MM	November 2022	26	PayFacto	Payments Technology	C\$150MM	August 2021
7	TouchBistro	Restaurant Management Software	C\$150MM	November 2022	27	Alayacare	Home Healthcare Software	C\$225MM	June 2021
8	Amp Solar Group	Clean Energy Infrastructure	\$155MM	August 2022	28	Bench	SMB Software	\$60MM	June 2021
9	Properly	Tech-enabled Real Estate Brokerage	C\$36MM	August 2022	29	eSSENTIAL Accessibility	Enterprise Software	C\$67MM	May 2021
10	Vena Solutions	Corporate Performance Management Software	\$50MM	August 2022	30	PartnerStack	Enterprise Software	\$29MM	May 2021
11	Clutch Canada	Online Vehicle Marketplace	\$60MM	May 2022	31	Vendasta	SMB Software	C\$90MM	May 2021
12	Forma AI	Enterprise Software	\$45MM	May 2022	32	CarbonCure Technologies	Carbon Capture And Storage	\$7.5MM	April 2021
13	Enerkem	Cleantech	\$225MM	April 2022	33	Loopio	Enterprise Software	\$200MM	April 2021
14	KOHO Financial	Fintech	\$210MM	February 2022	34	PocketPills	Online Pharmacy	C\$30MM	March 2021
15	Previan	Diagnostic Technology For Asset Components	\$60MM	January 2022	35	Top Hat	Edtech	\$130MM	February 2021
16	Vosker	Remote Monitoring	C\$60MM	January 2022	36	Prodigy Education	Game-based Edtech	C\$159MM	January 2021
17	Klue	Enterprise Software	\$62MM	December 2021	37	Carbon Engineering	Carbon Capture And Storage	\$120MM	To date
18	TealBook	Enterprise Software	\$50MM	December 2021	38	Geotab	Vehicle Telematics	N/A	N/A
19	Fullscript	HealthTech	\$240MM	November 2021	39	Global Relay	Enterprise Software	N/A	N/A
20	General Fusion	Fusion Power	\$130MM	November 2021	40	Soti Inc	Enterprise Mobility Solutions	N/A	N/A

Source: BetaKit, Crunchbase, TechCrunch, company reports and CIBC World Markets Inc.

Canada's Technology Markets: How They Adapted









Eight Canadian Technology Centres In Top 50 Of North American Markets

Canada is home to several of North America's leading tech markets. This comes from both its robust pool of tech talent, which is sourced from domestic universities with strong tech programs, and its attractive cities offering low operating costs relative to American peer cities. In its *Scoring Tech Talent* report (July 2022), CBRE bases its tech market rankings on the availability of jobs and education in software engineering, as well as on the diversity demographics of the market and the costs associated with operating a technology company there. In 2022, Toronto moved up to third place according to CBRE, after experiencing the most tech employment growth of any major market in North America between 2016 and 2021. Vancouver was ranked eighth, Ottawa was 13th, and Montreal was 15th. These were followed by Waterloo (24th), Calgary (28th), Edmonton (35th), and Quebec City (39th).

Canadian cities rank well in terms of the attractiveness of their tech markets, with Toronto ranked highest in Canada. Ottawa showed a higher concentration of tech talent than San Francisco! (CBRE)

The top five markets in North America were the San Francisco Bay Area, Seattle, Toronto, Washington DC, and New York City. The table in Exhibit 10 demonstrates these rankings, as well as the concentration of tech workers as a percent of a region's overall workforce. It is interesting to note that Ottawa, at a concentration of 11.6%, slightly exceeds the concentration of tech talent in San Francisco (11.4%). Both cities have the largest concentrations of tech talent, at more than double the average of 5.6% across the 50 cities assessed by CBRE.

Exhibit 10: Top Tech Talent Markets – Ranking And Concentration, 2021

Rank	City	Concentration
1	San Francisco Bay Area	11.4%
2	Seattle	9.9%
 3	Toronto	10.3%
4	Washington, DC	8.8%
5	NY Metro	4.0%
6	Austin	7.9%
7	Boston	6.4%
 8	Vancouver	9.1%
9	Dallas/Ft. Worth	5.2%
10	Denver	6.7%
 13	Ottawa	11.6%
 15	Montreal	8.6%
 24	Waterloo Region	9.6%
 28	Calgary	5.9%
 35	Edmonton	5.7%
 39	Quebec City	9.0%

Note: Tech talent concentration is reflected as a percentage of total employment.

Source: CBRE and CIBC World Markets Inc.

According to CBRE, Toronto, Vancouver, and Seattle were ranked as the top cities for creating tech jobs and retaining talent.

Tech talent is often and best measured by high education attainment and concentration of young people. The issue for any region is whether it retains its graduating talent with jobs in an attractive setting with a high quality of life. Toronto, Vancouver and Seattle were ranked by CBRE as the top cities for creating tech jobs and retaining talent. They added a respective ~59,588, 40,059 and 24,587 more jobs than graduates. The contrast is interesting as the top education markets were New York, Boston, Washington DC, LA/Orange Country, and Chicago.

Attractive cities can be measured by numbers. Having leading universities is a start. However, who is being retained is as, or perhaps more, important. Since 2015, 20 tech markets in Canada and the U.S. have experienced 10% or more population growth among the millennial generation. Beyond top schools, these markets are attractive places to live. The top four were Austin, Seattle, Toronto and Tampa.

Canada provides the best value in terms of the costs of operating a technology company, with Edmonton, Toronto, Vancouver, and Waterloo ranked by CBRE as offering the best value.

Cities with the lowest costs are also attractive to companies, who operate there, as well as to tech workers, who live there. This again is where Canada shines. Costs for a tech company are concentrated in wages and real estate. In a North American ranking, Canada is the lowest-cost market by a wide margin (upwards of 50%). Despite the increase in remote work, New York, San Francisco, Austin, Los Angeles, and Seattle are the most expensive places to operate. Meanwhile, Canada provides the best value in large part because of the low Canadian dollar and the country's public health care system, which takes on many costs related to employees' health that would otherwise be borne by employers or workers themselves. In order, Edmonton, Toronto, Vancouver and Waterloo offer the best value, according to CBRE. For context, Jacksonville, Nashville and Indianapolis are the U.S. cities with the lowest costs, but they are still ~15% more expensive than the Canadian cities.

However, one caveat to Canada's attractiveness for technology companies is the high cost of rent in Canadian cities. While wages in the country are comparatively lower than those in American cities, this benefit to companies operating in Canada is somewhat offset by the comparably higher costs of residential rent in the country.

In 2023, tech talent faces some uncertainty as many tech firms retrench, including in Canada. This started in 2022 and has continued. The largest and fastest-growing tech company, Shopify, reduced its employee headcount by 10% in 2022, and by a further 20% in May 2023. The reality of slower growth in the market has shifted tech companies' priorities to growth at a reasonable cost and a focus on positive cash flow, from previous strategies of growth at any cost.

Our view is that priority of growth and cash flow will remain important. Despite that, interest in innovation remains robust and supported. This should create new job opportunities for the tech talent affected by layoffs, and also open up access to capital for companies looking to fund their businesses plans.

Beyond known and important regions, it's worth noting new and emerging locations that are expanding their tech credentials. Over the past five years, Latin America's tech talent workforce has grown at nearly twice that of the U.S. The reason is straightforward: tech wages are one-third of those in the U.S, and about 50% of wages in Canada. The very same trends of available tech talent and attractive costs are causing the largest tech talent markets in Latin America—including Sao Paulo, Mexico City and Santiago—to expand. Smaller markets in the U.S. and Canada are also benefiting and increasingly viewed more favourably as destinations for technology companies as their business and talent fundamentals become increasingly attractive. At 43%, Quebec City had the highest percentage of tech talent growth between 2016 and 2021 across the small- to mid-sized regions assessed by CBRE. Two other good examples are Winnipeg and Halifax. Both cities' populations are growing quickly and seeing sizeable government investment in post-secondary computer science education (Global News, Winnipeg Sun).

52 Notable Private Companies

On the following pages, we discuss a collection of firms that have been among the fastest-growing private companies in Canada. Where possible, we include a profile for each company that includes sales figures (or company-estimated sales), growth estimates, headcount, market sizing, venture capital funding, and company descriptions. We also discuss notable characteristics of the industry, company, products and the company's plans moving forward. We view these companies as highly innovative and attention-worthy.

For ease of browsing, the table in Exhibit 11 lists these companies and their respective sectors.

Note: The company information herein is taken from multiple sources including company websites. CIBC does not cover these companies and offers no opinions on them.

Exhibit 11: Canada's Emerging Tech Companies – Table Of Contents, May 2023

Count	Company	City	Industry
1	1Password	Toronto	Enterprise Password Management
2	Ada	Toronto	Customer Engagement Solutions
3	AlayaCare	Montreal	Home Healthcare Software
4	Alida	Toronto & Vancouver	Cloud-based Customer Experience Management
5	ApplyBoard	Kitchener	Educational technology
6	Article	Vancouver	Global Furniture E-Commerce
7	Assent Inc.	Ottawa	Supply Chain Sustainability Management
8	Benevity	Calgary	Corporate Social Responsibility Software
9	Bold Commerce	Winnipeg	E-Commerce Software And Platform
10	BrainBox AI	Montreal	Building Energy Management Systems
11	Carbon Engineering	Squamish	Carbon Capture And Storage
12	Clearco	Toronto	Fintech
13	Clearpath Robotics	Kitchener	Autonomous Mobile Robots
14	Clio	Burnaby	Legal Technology And Payments
15	Cority	Toronto	Environmental, Health, Safety and Quality Software
16	Dejero Labs	Waterloo	Mission Critical Communications Market For Voice
17	eSentire	Waterloo	Cybersecurity
18	FLO	Quebec City	Electric Vehicle Charging Stations
19	Geotab	Oakville	Vehicle Telematics
20	Hootsuite	Vancouver	Social Media Management
21	Hopper	Montreal	Online Travel
22	Imagia Canexia	Montreal	Genomics-based Cancer Testing
23	Jane	North Vancouver	Healthcare Practice Management
24	Jobber	Edmonton	Field Service Management
25	League	Toronto	Digital Health And Wellness
26	LeddarTech	Quebec City	ADAS/AD Software
27	Maple	Toronto	Telemedicine
28	Miovision	Kitchener	Intelligent Traffic Management Systems
29	Mojio	Vancouver	Connected Car Platform
30	Paper	Montreal	Edtech And Online Tutoring Solutions
31	Paystone	London, ON	Payment Processing Software
32	Plex	Los Gatos, California	Global Media Streaming And Software
33	Plusgrade	Montreal	Ancillary Services Market for Airline, Rail, Cruise, Hospitality & Loyalty
34	PointClickCare	Mississauga	Electronic Health Records
35	Previan	Quebec City	Diagnostic Technology For Asset Components
36	Ritual	Toronto	Third-Party Food Delivery
37	Ross Video	Ottawa	Broadcast And Media Technology
38	Semios	Vancouver	Precision Farming
39	Snyk	Boston	Cybersecurity For Software Development
40	Solace	Ottawa	Messaging Middleware
41	Solink	Ottawa/Kanata	Video Surveillance As A Service
42	Symend	Calgary	Behavioural Engagement Platform
43	Talent.com	Montreal	Recruitment Advertising
44	TELUS Health	Montreal	Healthcare
45	TouchBistro	Toronto	Restaurant Management Software
46	Trulioo	Vancouver	Global Identity Verification
47	Tulip	Toronto	SaaS Retail Technology
48	Valent Low-Carbon Technologies	Dartmouth, Nova Scotia	Clean Energy
49	Vena	Toronto	Corporate Performance Management Software
50	Vendasta	Saskatoon	SMB Software
51	Vention	Montreal	Global Industrial Automation
52	Vidyard	Kitchener	Digital Video Advertising

Source: CVCA and CIBC World Markets Inc.

EQUITY RESEARCH

May 19, 2023

1PASSWORD

Leading The Way To A Passwordless Future

Industry

Data breaches have grown in frequency and cost. As workforces become increasingly distributed and cloud-based services more common, companies must protect themselves from security breaches, which affect ~80% of organizations (IBM). The first line of defense is employees, as 82% of breaches involve a human element (Verizon). Enterprise password management solutions address these issues and help companies maintain productivity and reduce security risks. Key players in this \$2.1T industry include 1Password and LastPass (Fortune Business Insights).

Company

1Password was founded in 2005 by Dave Teare, Sara Teare, Natalia Karimov, and Roustem Karimov. Nearly two decades later, the company helps manage and protect password information for millions of customers and over 100,000 business customers, including IBM, Pixar, and Shopify. Prior to 2019, 1Password had been entirely bootstrapped. Since then, it has raised a total of \$920MM across two funding rounds from notable venture capital and celebrity investors. Its most recent round pegged the company at a \$6.8B valuation. The proceeds of these financings enabled 1Password to make two strategic acquisitions, including its 2021 acquisition of SecretHub, a secrets management service, and Passage, a passwordless authentication company, in 2022. 1Password has posted robust growth levels, doubling its enterprise accounts and growing its employee base by over 200%. Further, the company exited 2021 with more than \$150MM in ARR and 2022 with more than \$200MM in ARR, while the B2B business grew at over 50% Y/Y. The company's key differentiators include its platform-agnostic software, its ability to keep a developer's code secure, and its approach to the potential of a small breach that would render any data obtained useless (which has never happened).

Products

1Password helps businesses, individuals, and developers safeguard their private information online – from login credentials, to payment cards, sensitive documents, and infrastructure secrets. Businesses use 1Password to protect their employees and gain visibility into the company's security posture. Using 1Password, developers can secure their code from line one and keep the entire software development life cycle secure. This summer, 1Password will introduce its passwordless offering, providing users with the option to use passkeys that will be stored locally on a user's device, and thereby reduce their susceptibility to theft. Many pricing plans are available, ranging from \$2.99/month for individuals to custom pricing for enterprises.

Roadmap Ahead

The funds raised will be used to grow 1Password's workforce, accelerate product development – including by building an Events APU functionality that provides visibility into successful and failed sign-in attempts – and for potential strategic acquisitions. Top priorities in 2023 include expanding into new markets, segments, and within its existing enterprise customer base, continued technology investments, and introducing a passwordless future.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Toronto
Employees	900+ (2023), 570 (2022)
Year Founded	2005
CEO	Jeff Shiner
Co-Founders	Sara Teare, Natalia Karimov, Dave Teare, Roustem Karimov
Most Recent Valuation	\$6.8 billion
<i>As of January 2022, according to a TechCrunch article.</i>	

Key Market Statistics

Sub-Sector:	Enterprise Password Management
Est. Global Market Size (2022)	\$2.1 billion
Est. CAGR (2023 - 2030)	17.1%
Source:	Fortune Business Insights

Venture Rounds

Venture Rounds	Funds
Series C (Jan '22) - \$620MM	ICONIQ Growth, Tiger Global, Lightspeed Venture Partners, Backbone Angels, Accel, and numerous celebrity investors
Series B (Jul '21) - C\$100MM	Skip Capital, and numerous celebrity investors
Series A (Nov '19) - \$200MM	Accel

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

1Password's human-centric approach to security keeps people safe, at work and at home.

EQUITY RESEARCH

May 19, 2023

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ADA

AI-powered Customer Service Automation

Industry

As consumers increasingly interact with companies online, a company's customer automation strategy can be a source of competitive advantage and contribute to revenue growth. AI – including the release of ChatGPT – will transform the automation of customer service. Companies are, therefore, increasingly looking for solutions that enhance the customer experience, build trust, deliver value and contribute to growth.

Company

Founded in 2016, Toronto-based Ada is a leading and AI-powered customer service automation platform that helps companies automatically resolve customers inquiries at scale. The company has raised a cumulative \$200MM in funding from prominent investors, including Bessemer Venture Partners, Leaders Fund and Tiger Global.

Ada's solutions have powered over 4B interactions and are used by 320+ clients, including companies like Meta, Verizon, Shopify, Square, Airasia and Yeti (Ada). Ada's platform can automate 90%+ of customer interactions: from basic query responses to troubleshooting issues and many others. Ada's platform solves 80% of the queries it fields and ultimately helps reduce brands' operating costs and increase revenue opportunities by freeing up valuable time for customer service (The Globe And Mail).

Ada's solutions stand out due to their high level of customizability, ease of use, and low barrier to entry for non-technical staff (G2). These client benefits have contributed to a doubling of Ada's average contract value every year since 2018, which currently sits at a six-figure level.

Products

The company's solutions span core, advanced and pro options. They are used by sales, marketing, and support, helping companies automate conversations with each customer, saving costs and growing revenue.

Ada integrates with a company's existing business systems to resolve complex customer inquiries – across more channels and languages – in record time. No developer resources are required. Its resolution engine extracts relevant conversation and customer details from different channels, uses AI to process and accurately understand customer intent, and automatically takes action with prebuilt workflows or generative AI.

Roadmap Ahead

In February, responding to slowing macro conditions, Ada implemented an operational pivot to a new product strategy and a staff reduction of ~20%+ (Betakit). These changes will help guide Ada to its top priority for 2023, which is to increase the number of automated resolutions that its platform provides for customers.



Background

Headquarters	Toronto
Employees	275+ (2023), 450 (2022)
Year founded	2016

CEO	Mike Murchison
Co-Founders	Mike Murchison David Hariri
Most Recent Valuation	\$1.2 Billion
<i>As of the company's May 2021 financing and according to a Bloomberg article.</i>	

Key Market Statistics

Sub-Sector:	Customer Engagement Solutions
Est. Global Market Size (2022)	\$19.3B
Est. CAGR (2022 - 2027)	10.8%
Source:	MarketsandMarkets

Venture Rounds

Venture Rounds	Funds
Series C (May '21) - \$130MM	Spark Capital, Tiger Global
Series B (Mar '20) - \$44MM	Accel, Bessemer Venture Partners, FirstMark Capital, Version One Ventures, Leaders Fund, Burst Capital
Series A (Dec '18) - C\$19MM	FirstMark Capital, Leaders Fund, Bessemer Venture Partners, Version One Ventures,
Seed (Jul '17) - C\$2.5MM	Bessemer Venture Partners, Version One Ventures

Financial Metrics

100%+ Y/Y Revenue Growth for five consecutive years
Source: Ada

Company Description

Ada is a customer service automation software company that helps enterprises automate and offer high quality customer interactions through its AI-powered chatbot

EQUITY RESEARCH

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ALAYACARE

Transforming Home-based Care Agencies For Growth

Industry

A significant demographic shift is expected over the next few decades as the share of people aged 60+ comprise a larger portion of the world's population. By 2050, 22% of the global population is expected to be over the age of 60, up from 12% in 2015 (WHO). This demographic shift and regulatory changes designed to address the challenges of an aging population have created a large market opportunity for companies operating in the home healthcare software industry. Additional growth drivers for the sector include rising adoption of software due to the cost-effective, higher quality, and more effective level of care that it provides; features which will only improve as AI-based models increase in prevalence (McKinsey).

Company

AlayaCare provides an end-to-end software solution for home health care service providers that helps improve outcomes for care recipients, workers, organizations and payors. AlayaCare's cloud-based platform allows customers to manage the lifecycle of patients outside the confines of a hospital, including processes like needs assessments, care plans, scheduling, route optimization, billing, payments, and visit verifications. The company serves more than 700 home care and community care organizations globally (vs. 600 last year), and has seen rapid growth in the US. Customers include organizations like Bayada, Nurse Next Door, and Home Instead. The company's core differentiator is its use of advanced technology, such as machine learning, remote monitoring, and data science. In 2022, AlayaCare was named one of Canada's Top Growing Companies by the Globe And Mail, placing #63 (out of 430 companies) due to several factors, including a three-year revenue growth rate of 740%.

Products

AlayaCare's products serve customers across the spectrum of home health care. Through the company's platform, care organizations and workers can optimize schedules, manage daily scheduling changes, verify visits, and manage accounting and billing. Payors and health systems also use AlayaCare for configurable forms for structured assessments, visit verification and billing reconciliation. Care recipients can use AlayaCare's Family Portal for visibility into schedules, medications, and more. The company released a number of new features last year, including Secure Messaging; a built-in messaging feature meant for secure and real-time communication between back-office staff and care providers.

Roadmap Ahead

AlayaCare's F23 focus is to become the category winner in the Canadian and Australian HomeCare markets, expand functionality to prepare for the next phase of growth, and lead customers and prospects to better outcomes.



Background

Headquarters	Montreal
Employees	500 (2023), 500 (2022)
Year Founded	2014
CEO	Adrian Schauer
Co-Founders	Adrian Schauer Brady Murphy Neil Grunberg
Recent Valuation	"In the high nine-figures"
Source:	As of the company's July 2021 financing and per G&M

Key Market Statistics

Sub-sector:	Home Healthcare Software
Est. Global Market Size (2022)	\$10.3 billion
Est. CAGR (2023 – 2030)	8.9%
Source:	Data Bridge Market Research

Venture Rounds

	Funds
Series D (Jun '21) - C\$225MM	Klass Capital, iNovia Capital, Investissement Quebec, Caisse de Depot, Generation Inv. Mgmt.
Series C (Jan '20) - C\$48MM	Investissement Quebec, iNovia Capital, Fonds Innovexport, Desjardins, Caisse de Depot
Series C (Jul '19) - C\$51MM	iNovia Capital, CDPQ, Investissement Quebec
Series B (Aug '18) - C\$13.8MM	iNovia Capital
Seed Rounds (Jan '16) - C\$6MM	Klass Capital, Hedgewood

Financial Metrics

Est. Sales	2022 C\$50MM - C\$100MM
Source:	AlayaCare

Company Description

AlayaCare delivers home healthcare software, services and data insights that empower care providers to deliver better outcomes.

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ALIDA

Total Experience Management With Community At Its Core

Industry

CMO and marketing leaders must allocate marketing budgets to focus on growth amid financial and geopolitical uncertainty. These were findings in the 2022 CMO Spend Survey that included marketing technology (martech) budgets. In 2022, the survey found that companies' martech budgets represented, on average, 9.5% of their total revenue. This is above 2021 but remains below pre-pandemic spending. In 2023, customers are expected to be more selective. Despite this, corporate funds allocated to marketing, in conjunction with the high cost of poor customer experiences, yield a large long-term TAM estimated at over \$120 billion by Alida in the martech space.

Company

Alida says it believes in a world where customers are respected as the ultimate source of truth; because knowing the whole truth about customers – even the parts that are hard to hear – can help companies make better decisions that drive long-term customer loyalty and growth.

Alida addresses this issue through its Total Experience Management (TXM) platform, a comprehensive customer experience (CX) solution powered by the highly engaged, verified, always-on community of a company's most engaged customers that fuels a sustainable business impact.

With Alida, companies like HBOMax, Adobe, Lululemon and LinkedIn can anticipate their customers' ever-evolving needs to make better decisions, build long-term relationships and grow resilient, long-term businesses.

Over 176MM people globally have used Alida's Total Experience platform to inform over 60,000 customer experience initiatives.

Product

The Alida TXM platform enables businesses to optimize customer, product, brand and employee experiences by capturing and contextualizing customer feedback and insights. The all-in-one platform reveals how interactions influence one another and provides an understanding of where companies should focus for maximum impact. Within the platform, clients have access to a comprehensive product suite ranging across quantitative, qualitative, and analytical applications and more than 100 integrations. Since 2020, the platform has seen over 218 product enhancements. To ensure success, Alida's team of experts works alongside organizations to set goals from the outset, track progress, measure results to ensure objectives are being met, and help organizations get the best out of Alida's products.

Roadmap Ahead

Alida continues to see significant increases in gross revenue and is targeting a 20%+ ARR growth rate. Last quarter, the company saw more than 100 global organizations choose Alida through new partnerships, expansion, or renewals. Companies are investing in Alida's Community solution as the foundation of their CX strategy, which contributed approximately 70% to Alida's annual revenue.



Background

Headquarters	Toronto & Vancouver
Employees	450 (2023)
Year Founded	2000
Recent Valuation	N/A
CEO	Ross Wainwright
Founder	Andrew Reid

Key Market Statistics

Sub-sector:	Cloud-based Customer Experience Management
Total Addressable Market	\$120 billion
Source: Alida	

Venture Rounds

	Funds
Debt Financing (Nov '22) - \$60MM	National Bank, BMO, Comerica, SVB
Equity Investment (Nov '21) - \$23MM	Bank of Montreal Capital Partners
Series D (Oct '21) - \$20MM	Round 13 Growth Fund
Debt Facility (Jul '21) - \$10MM	Comerica Bank
Growth Debt (Jul '20) - \$20MM	Vistara Capital Partners
Private (Feb '17) - \$58MM	Georgian Partners, W Capital Management
Series F (Jul '14) - \$15MM	Georgian Partners, Kensington Capital, Northleaf Capital
Series E (Jan '14) - \$3MM	Difference Capital
Series D (Aug '12) - \$20MM	OMERS Ventures

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Alida's comprehensive Total Experience Management (TXM) platform is powered by a highly engaged, verified, always-on community of a company's most engaged customers that fuels sustainable business impact.

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May 19, 2023

APPLYBOARD

Software For Reducing Barriers To Education Abroad

Industry

More than ever before, students can consider multiple international educational options. In an October 2022 Pulse Survey, 83% of recruitment professionals surveyed by ApplyBoard indicated a rise in the number of students interested in studying abroad over the prior three months, with 53% reporting a significant increase. Despite the wealth of opportunities, barriers to international education persist in the form of processing delays for student visas and differing approval rates by country. Additionally, prospective students cite financial concerns and post-graduation work opportunities as their top considerations for all destination markets. Indeed, last year, over 50% of all students elected to only view programs with tuition fees of \$50,000 or less per year, while more than half of the students in the four major English language destination markets expressed a desire to stay and work post graduation. Helping students solve these issues and connecting them with the right institution represents a large opportunity with a \$433 billion TAM by 2030 (HolonIQ).

Company

The ApplyBoard Platform simplifies the study abroad search, application, and acceptance process by connecting prospective students, partner schools and recruitment partners. Students discover programs on ApplyBoard and apply to study at the educational institutions that best meet their background, criteria and interests. ApplyBoard provides these students with support every step of the way, including reviewing their applications, communicating with the institutions, assisting with the visa process, and helping them start their journey abroad.

The company works with 10,000+ recruitment partners and 1,750+ partner schools to make education accessible to students. The company has helped over 600,000 students apply to educational institutions worldwide and continues to grow rapidly, with a company spokesman stating that it “helped roughly more students start their study-abroad journeys in 2022 than in the previous six years combined” (Betakit). However, it has not been immune to the challenging macroeconomic environment and has laid off 1,500 of its workforce (~6%).

Product

The ApplyBoard Insights Dashboard is a SaaS tool used by more than 10 Canadian colleges and universities. Its recruitment data helps higher education institutions benchmark their recruitment performance to peers.

Roadmap Ahead

The company’s \$300MM financing in June of 2021 has capitalized the company to pursue its top priorities. CEO Meti Basiri took the role in August of 2022. Under his leadership, ApplyBoard’s top priorities for 2023 include continuing to double down on technology to solve the challenges faced by international students, to create access to education for students around the globe, and to make a large impact on future generations.



Background

Headquarters	Kitchener
Employees	1,410 (2023)
Year founded	2015
CEO	Meti Basiri
Co-founders	Martin Basiri Meti Basiri Massi Basiri
Most Recent Valuation	~C\$4 billion
<i>As of the June 2021 funding round and per a BetaKit article.</i>	

Key Market Statistics

Sub-sector:	Educational technology
Est. Global Market Size (2030)	\$433 billion
Est. CAGR (2023 – 2033)	7.4%
<i>Source: HolonIQ</i>	

Venture Rounds

Venture Rounds	Funds
Series D (Jun '21) - \$300MM	OTPP's Teachers' Innovation Platform, Fidelity Management & Research, BDC Venture Capital, Harmonic Growth Partners, Garage Capital, Blue Cloud Ventures
Series C (May '20) - C\$170MM	Drive Capital, Fidelity Investments Canada, Education Testing Services Index Ventures, Blue Cloud Ventures, BDC Venture Capital, Anthos Capital, Artiman Ventures, Plug and Play Tech Center, Harmonic Growth Partners, and undisclosed investors
Series B (May '19) - \$55MM	Anthos Capital, Artiman Ventures, and existing investors
Series A (Jul '18) - C\$17MM	Artiman Ventures, 500 Startups, Candou Ventures, Think+, and prior investors

Financial Metrics

	2022	2023E	2024E
Est. Revenue Growth	138.7%	76.0%	64.6%
<i>Source: ApplyBoard</i>			

Company Description

ApplyBoard offers an artificial intelligence recruitment platform, helping international students apply for post-secondary studies abroad.

EQUITY RESEARCH

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ARTICLE

Brings Style, Ease And Well-priced D2C Furniture

Industry

Direct-to-consumer (D2C) brands saw a surge in popularity during the pandemic, as traditional routes to market failed and a D2C go-to-market channel offered closer control of brand messaging and pricing than online marketplaces. Looking forward, consumers still like the benefits of online shopping, including the ease of purchase, lower prices, free delivery and availability of inventory. Product reviews, pictures and augmented reality also help showcase and improve the shopping experience and ultimately drive greater D2C e-commerce sales. In 2023, global furniture e-commerce was \$22B, and the market is expected to reach \$41B worldwide by 2023, according to Shopify.

Company

Article is a D2C online furniture retailer based in Vancouver. The company's product development team works with manufacturing partners to develop exclusive designs and curate a catalog of beautiful modern furniture. This vertical integration and its online-only model allow Article to pass value onto customers who seek high-quality furniture at attractive price points. The company differentiates itself as a brand that offers a curated selection of quality furniture pieces rather than a long list of choices, as is common among marketplaces like Wayfair and Overstock. Through its in-house delivery team, network of fulfillment centers, and delivery stations across the U.S. and Canada, Article is able to offer last-mile delivery to specific regions, helping the company offset some of the fulfillment challenges posed by supply chain disruptions (Furniture Today, Globe and Mail). As an online-only company, Article leverages social media to promote its brand and is also able to collect direct customer data that offers insight into purchasing habits and popular furniture designs (Forbes). It has a proprietary e-commerce software stack that powers the needs of the business, from sourcing and planning to warehouse management and shipping (Globe and Mail).

Products

Article was founded with the vision to build the easiest way to shop for furniture. The company's internal design team works with manufacturers to create an assortment of modern furniture and home décor pieces sold through its website. The team designs furniture with an aesthetic intended to work across all of its offerings and to appeal directly to its customer base (Canadian Business).

Roadmap Ahead

In 2023, Article plans to focus on expanding its catalog to drive further growth and increase its market share. It also intends to focus on exceeding expectations across customer touch points to increase satisfaction and drive higher conversions on site. Operational efficiency will be a continued area of importance, as Article believes this enables it to provide customers high-valued products at accessible price points.

ARTICLE.

Background

Headquarters	Vancouver
Employees	902 (2023), 1,300 (2022)
Year Founded	2011
CEO	Aamir Baig
Co-Founders	Aamir Baig Fraser Hall Sam Prochazka Andy Prochazka
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Global Furniture E-commerce
Est. Global Market Size (2022)	\$22B
Est. CAGR (2022 - 2030)	~8.0%
Source:	Shopify

Venture Rounds

Seed Funding - ~\$5MM	Rhino Ventures and other investors
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Financial Metrics

	2022	2023E	2024E
Est. Y/Y Sales Growth	N/A	N/A	N/A

Company Description

Article is a direct-to-consumer online furniture retailer that sells modern furniture to customers in Canada and the U.S.

EQUITY RESEARCH

May 19, 2023

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ASSENT INC.

A Fast-growing Supply Chain Sustainability Company

Industry

Complex supply chain networks are increasingly challenging to manage. Global footprints are exposed to evolving regulations, supply chains that must respond swiftly to new developments, and data management complexities related to product compliance, environmental, social and governance (ESG) matters, and trade compliance. The global supply chain data management market is valued at \$5B+ and is expected to continue to grow given the increasing quantity and complexity of sustainability requirements (Market And Markets). The market comprises ~60,000 durable goods manufacturing companies in North America and Europe, of which only a small percentage have moved to cloud-based platforms. Further, the accelerating focus on ESG risks and opportunities adds the need to monitor and manage the entire supply chain feeding into a final product. A recent survey found that 76% of manufacturers are at the planning or foundational stages of supply chain ESG maturity and 69% plan to increase their supply chain ESG and sustainability investments in 2023. The results of the survey are included in The State of ESG in Manufacturing study (Assent). Beyond 2023, businesses are left vulnerable to brand and business risks, which highlights Assent's multi-year adoption opportunity.

Company

Assent is an industry-leading, cloud-based supply chain data management company, serving over 600 companies. The company is a 'unicorn,' following a recent \$350MM funding round led by Vista Equity Partners. In 2022, Assent expanded its workforce by 18% and grew ARR by over 25%. Assent clients operate in diverse industries and include Polaris, Honeywell and Plexus.

Products

The Assent Platform is a world-class supply chain data management solution that collects and organizes supply chain data and provides insights into third-party operations. The cloud-based platform enables companies to scale their programs to meet increasing requirements, reduce overall risk, and make informed business decisions. Assent receives over 20,000 information requests per month from customers, and leverages Amazon's Augmented AI technologies to automate text analytics and serve requests. Assent's experts provide training and advise on supply chain data programs. Pricing ranges between \$40K to \$1MM+ per year for platform access.

Roadmap Ahead

Assent's 2023 priorities include international expansion, building market awareness, and increasing market adoption of ESG offerings and the more recent far-reaching PFAS restrictions from the EPA.



Background

Headquarters	Ottawa
Employees	1,000+ (2023), 850 (2022)
Year Founded	2010
CEO	Andrew Waitman
Co-Founders	Jonathan Hughes Matt Whitteker
Most Recent Valuation	Over \$1B
<i>As per the company's January 2022 financing and according to a Globe And Mail article.</i>	

Key Market Statistics

Sub-sector:	Supply Chain Sustainability Management
Est. Global Market Size (2021)	\$5B+
Source:	Market And Markets

Venture Rounds

	Funds
Unspecified (Jan '22) - \$350MM	Vista Equity Partners
Series C (Oct '18) - C\$130MM	Warburg Pincus
Series B (Jul '17) - \$40MM	StepStone Group and prior investors
Series A (Mar '16) - \$20MM	Volition Capital, Royal Bank, First Ascent Ventures, National Research Council of Canada, BDC Capital Inc.

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Assent is the global leader in supply chain sustainability management. Combining leading-edge technologies with extensive supply chain expertise, Assent provides SaaS solutions that manage third-party data in operational and financial risk.

EQUITY RESEARCH

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BENEVITY

Turning Social Impact Into Business Impact

Industry

As public awareness of corporate responsibility heightens, integrating Corporate Purpose and Corporate Social Responsibility (CSR) into a company's strategy and operations builds a positive business profile, helps attract and retain employees, and impacts a company's bottom line. A Talent Retention Study by Benevity shows that engaging people in purpose is linked to retention. Companies see 52% lower turnover among newer employees when they participate in workplace giving, volunteering or micro-actions. Additionally, 58% of companies with a clearly articulated purpose saw revenue growth of 10%+ relative to peers that lacked a similar level of purpose, according to a Harvard survey. CSR software helps organizations manage these increasingly important aspects of their business and represents a \$10B+ total addressable market (Benevity).

Company

Benevity is the global leader in technology that helps companies become a force for good, and provides an integrated suite of community investment and employee, customer and non-profit engagement solutions. Its software helps companies unify their corporate culture, empower, attract and retain employees, and support their ESG goals. Benevity's revenue model is based on annual subscriptions, professional services fees and a nominal platform support fee. According to Benevity, companies choose it for its visionary approach to corporate purpose, leading user experience, and ability to unify a company's global audience, which contributes to its 98% client retention rate. In 2022, Benevity added 193 new clients to its platform. In December 2022, Benevity appointed Lance Ludman, who brings 20+ years of experience scaling Edtech and social good organizations, as CFO.

Products

Benevity's CSR platform is available in 22 languages and is used by more than 20MM users globally. To date, it has processed over \$12B in donations and 56MM hours of volunteering time to support 418,000 non-profits, and awarded a total of 1.2MM grants worth \$18B. Nearly 1,000 companies, including Visa, Levi's, Starbucks and Microsoft, use its platform.

Roadmap Ahead

Benevity is focusing on the expansion and integration of its product ecosystem and the growth of its international footprint. Benevity recently launched Affinity Groups, which according to the company is the industry's most robust inclusion product. Affinity Groups helps companies scale, manage, track and build community around their employee resource groups (ERGs) and other affinity groups to drive diversity, equity, inclusion and belonging with more cost efficiency.



Background

Headquarters	Calgary
Employees	860 (2023)
Year Founded	2008
CEO	Kelly Schmitt
Founders	Bryan de Lottinville Ryan Courtage Jason Becker Don Grant Devin Connor
Recent Valuation (Dec '20)	\$1.1B
<i>As of the majority investment in the company in December 2020.</i>	

Key Market Statistics

Sub-sector:	Corporate Social Responsibility Software
Total Addressable Market	Over \$10B
Source:	Benevity

Venture Rounds

	Funds
Minority Investment (Feb '21) - between \$200MM - \$275MM	TPG, Generation Investment Management, CPPIB, AimCo, Vestcor
Majority Investment (Dec '20) - Undisclosed amount	HG Capital
Series C (Oct '19) - \$40MM	General Atlantic, JMI Equity
Majority Investment (Jan '18) - Undisclosed amount	General Atlantic
Series A (Jul '15) - \$35MM	JMI Equity

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Benevity is a global leader in ESG, corporate purpose and employee engagement software.

EQUITY RESEARCH

May 19, 2023

BOLD COMMERCE

Modern, Composable E-commerce Checkout Solutions

Industry

As e-commerce's importance was cemented during the pandemic, it became increasingly difficult for online retail websites to differentiate themselves in a sea of websites built with all-in-one platforms. Brands now seek to stand out through the use of curated, modular e-commerce platforms that allow for seamless and unique experiences tailored to their consumer-facing application. With over half of shoppers (53%) abandoning checkout before completing their purchase, retailers have long understood the need to improve checkout, but have previously dismissed it as too costly and complex to change. In order to drive conversion and grow their business, retailers need to offer tailored checkout experiences based on shoppers' profiles and how they're shopping (e.g., device, touchpoint, location). This requires extending the checkout experience beyond conventional e-commerce channels to meet shoppers where they are, with the flexibility to offer payment options that meet their preferences. The e-commerce software and platform market is expected to grow at a 12.5% CAGR by 2032 (Fact.MR).

Company

Bold Commerce caters to the growing demand for headless and composable commerce, allowing customers to build solutions for their specific needs across multiple e-commerce platforms. Bold focuses on the deficiencies of mainstream e-commerce platforms. Its products address shoppers who initiate checkout and abandon their cart through the customization of checkout experiences across multiple platforms. Customers include Harry Rosen, Staples Canada and Pepsi's Game Fuel. In January of 2023, PayPal announced it was working with Bold Commerce to bring payments and commerce together into the growing headless commerce market. In November 2022, Bold appointed Peter Karpas as CEO.

Product

Bold offers three main product lines, including Headless Checkout solutions, Subscription solutions and Price Rules, targeting both B2C and B2B transactions. Bold's Headless Checkout solutions allow for checkout experience customization, improving customer experience and conversion. They offer a single-click check-out solution called Bold Checkout: Buy Now solution. Bold's Subscription offerings allow for retailers to implement sophisticated recurring subscriptions and memberships into their online stores. Bold's Price Rule offerings allow for multi-dimensional pricing rules to be implemented, from account-specific pricing, to stacked discounts to regional pricing. Bold's products are offered through a shared success model and monthly app fees.

Roadmap Ahead

CEO Peter Karpas' background in enterprise e-commerce and payments will allow him to focus on helping Bold scale its composable checkout suite and increase the company's enterprise and mid-market presence. Despite it being 22 months since its last raise, Bold remains "well capitalized" (BetaKit).

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Background

Headquarters	Winnipeg
Employees	~355 (2023), 400+ (2022) <i>Source: BetaKit</i>
Year Founded	2012
CEO	Peter Karpas
Co-founders	Yvan Boisjoli Eric Boisjoli Jason Myers Stegan Maynard
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	E-commerce Software And Platform
Est. Global Market Size (2022)	\$3.8B
Est. CAGR (2022 - 2032)	12.5%
<i>Source: Fact.MR</i>	

Venture Rounds

Series B (Jan '21) - C\$35MM	OMERS Ventures, WhiteCap Venture Partners, Round 13 Capital
Series A (Oct '16) - C\$22MM	WhiteCap Venture Partners, Round 13 Capital

Funds

Financial Metrics	2022	2023E	2024E
Sales Growth	N/A	N/A	N/A

Company Description

Bold Commerce provides a suite of e-commerce tools, including composable checkout offerings that enable clients to convert customers in a variety of different places.

EQUITY RESEARCH

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BRAINBOX AI

Making Buildings Smarter, Greener And More Efficient

Industry

In the U.S., HVAC systems account for around 35% of the energy consumed by retail spaces, office blocks, manufacturing facilities, and other commercial and industrial buildings. Of this energy, ~30% is generally wasted. With effective energy efficiency strategies, this waste could be reduced, saving building owners substantial amounts of money (BrainBox). The traditional market for energy management systems (EMS) was valued at \$7B in 2020, but 47.4% of revenue in 2019 was attributed to building energy management software alone (Emergen Research). BrainBox views the market opportunity to be 10x larger than \$7B due to its revolutionary implementation of AI as it transitions to smarter, greener and more efficient systems.

Company

BrainBox AI integrates with existing legacy equipment, allowing for HVAC systems to be autonomously controlled and optimized by the company's cloud-based AI and deep-learning models. The technology uses existing sensors to deliver up to a 40% carbon footprint reduction with a 20%-25% reduction in HVAC energy costs. BrainBox says it can increase the service life of HVAC equipment by up to 50%, all while increasing occupant comfort up to 60%. Since its launch in 2019, BrainBox AI's autonomous AI technology has impacted over 600 buildings globally. Its clients are in more than 20 countries. Headquartered in Montreal, BrainBox supports various building types, including office buildings, grocery stores, multi-residential buildings, retail, schools and universities, hotels, and more.

Products

The company offers cloud-based, autonomous AI HVAC technology delivered via either a single hardware device or software that can be installed on existing building control hardware. Using data from existing systems, BrainBox AI can write to the HVAC system's controller every five minutes, and can offer monitoring and dashboards with operational data. The technology is offered through a SaaS-based pricing model via Licensed System Integrators, resellers and through a white-label program.

Roadmap Ahead

The company states that its 2023 priorities include continuing its mission of improving the planet with AI, growing its global footprint, and furthering its multi-site real estate offering, which officially launched in January 2023. In early 2022, BrainBox AI announced a global distribution agreement with ABB, a lead investor in its 2021 funding round. In February 2023, the company announced a C\$6.5MM investment from Sustainable Development Technology Canada (SDTC).



Background

Headquarters	Montreal
Employees	150 (2023), 150 (2022)
Year Founded	2017
CEO	Sam Ramadori
Co-Founders	Jean-Simon Venne Sean Neely John Cammett Kenneth Cole Angelos Vlasopoulos
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Building Energy Management Systems
Est. Global Market Size	Significantly above (over 10x) the \$7B expected for the traditional market, which lacks comprehensive deployment of autonomous AI

Source: BrainBox AI

Venture Rounds

Series A (Oct '21 & May '22) - \$30MM	ABB, Esplanade Ventures, Desjardins Venture Capital
Debut Capital Raise (Apr & Dec '20) - C\$20MM	Esplanade Ventures, Desjardins Venture Capital

Funds

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

BrainBox AI is a leader in autonomous HVAC building technology. It uses AI to proactively optimize the energy consumption of buildings.

EQUITY RESEARCH

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CARBON ENGINEERING

Developing Large-scale Direct Air Capture To The World

Industry

Carbon capture is one technology at the heart of many initiatives to reach climate neutrality. The industry continues to see an influx of investment, with 61 new capture and storage projects started in 2022 and 196 in the pipeline.

Company

Carbon Engineering (CE) develops a large-scale Direct Air Capture (DAC) technology. DAC is a form of carbon capture where CO₂ is pulled directly from the atmosphere to be either permanently stored underground or used to produce low carbon intensity transportation fuels. The company aims to help its customers achieve their climate goals by providing a scalable and affordable solution for addressing any carbon emission from anywhere on the planet and at any moment in time. Since demonstrating key elements of the technology in 2015 from its original pilot plant, CE has been building relationships to deploy its technology at scale. In 2022, 1PointFive - a subsidiary of Occidental's Low Carbon Venture business – began construction on the first large-scale commercial plant to utilize CE's technology in Ector County, Texas. In addition to its U.S. partnership, CE is working with 1PointFive through a global deployment approach to deliver operationally ready facilities to local partners across the world. 1PointFive has announced a scenario for deploying 100 Mtpa of DAC capacity by 2035, which is equivalent to 21.5MM standard cars and 4B trees.

Products

DAC technology works by pulling in air, and then, through a number of chemical reactions, extracting the carbon dioxide from it while releasing the remaining air into the atmosphere. Customers can purchase carbon removal units through CE's development partners and partnered carbon removal aggregator platforms. Companies can use these units to offset their current, past, and future emissions. In March 2022, Airbus signed an agreement to purchase 400,000 tonnes of carbon removal credits through 1PointFive. More recently in April 2023, NextGen pre-purchased carbon removal from three projects totalling 200,000 tonnes, including the first commercial facility to use CE's technology. Atmospheric CO₂ captured through CE's DAC technology can also be combined with hydrogen to produce low carbon intensity fuels. This synthetic fuel is fully compatible with existing vehicles, including planes, trucks and shipping vehicles. At the Carbon Engineering Innovation Centre, CE continues to develop and test technology advancements so that improvements can be introduced to commercial facilities worldwide. One improvement in 2022 was testing an improved capture material that could produce an ~20% improvement in capture efficiency.

Roadmap Ahead

In 2023, Carbon Engineering will focus on the continuous improvement of its DAC technology, support difficult-to-decarbonize sectors (e.g., aviation), build DAC into net zero plans to address their toughest unavoidable emissions, and work alongside partners to develop large-scale facilities, including the first under construction in the U.S.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Squamish
Employees	150+ (2023), 100+ (2022)
Year Founded	2009
CEO	Daniel Friedmann
Founder	David Keith
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Carbon Capture And Storage
Est. Global Market Size (2022)	\$2.4B
Est. CAGR (2022 - 2027)	15.1%
Source: MarketsandMarkets	

Venture Rounds

Venture Rounds	Funds
Equity Financing (to date) - ~\$120MM	Company stakeholders, existing and new investors
Convertible Loan Bridge (Jul '18) - \$11MM	Company stakeholders, and new investors
Named Shareholders	Bill Gates, Murray Edwards, BHP, Chevron Technology Ventures, Oxy Low Carbon Ventures LLC, Bethel Lands Corporation Ltd., Lowercase Capital, Rusheen Capital Management LLC, Starlight Ventures, Thomvest Asset Management, the Benjamin Family, the Hodgkinson Family
Seed Funding (2009) - \$3.5MM	Bill Gates and other investors

Financial Metrics

Financial Metrics	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Carbon Engineering is a clean energy company focused on the global deployment of large-scale Direct Air Capture (DAC) technology that captures carbon dioxide out of the atmosphere.

EQUITY RESEARCH

May 19, 2023

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CLEARCO

Growth Capital For Online Businesses

Industry

Global e-commerce is a \$4.9T market with a forecasted CAGR of 14.5% to 2025 (Statista). Within this market are more than ~50MM SMBs that are leveraging e-commerce solutions to reach their customers. Many of these businesses and their founders have limited options but still require growth capital to fund marketing and inventory. The majority of venture capital, or ~77.6%, is deployed across only 10 metros in the U.S. This limited access to capital has created the opportunity for revenue-based financing. Clearco has funded online businesses and founders in all 50 states and seven countries.

Company

Clearco offers what it calls the most founder-friendly capital solutions for e-commerce companies. It has funded 9,000+ businesses across seven countries with over \$3.2B. According to Clearco, this includes 25 times more female-funded firms than by traditional VCs, whose numbers are quite low. Clearco Co-Founder Michele Romanow is very proud of the company's success with female founders. While helping female founders is a personal passion, decisions to provide capital are not gender-based. The Clearco model is automated using AI-based decisions. The platform connects with a business to measure key growth metrics like monthly revenue and ad performance. Within 24 to 48 hours, a business can select from three tailored funding offers, ranging from \$10K-\$20MM. The business has repay options based on a revenue share model that typically ranges from 6%-12.5%. Businesses are able to top up to power and sustain growth. All business data is secure and is not shared without consent. Clearco has raised ~\$700MM to date from investors, including Oak HC/FT, Highland Capital, Emergence, Founders Fund and Inovia.

Products

Clearco offers founders marketing and inventory capital for invoices and bill pay. Customer case studies cite uses from upsizing production to exploring experiential marketing. Outcomes range from material improvements in revenue, to raising average order value, to continuous funding to support business expansion. Clearco cites several advantages for its solution: The discovery and approval process is easy and straightforward. The structure is simple: there is no set repayment date, no impact on credit score and no claim to an entrepreneur's assets. The process is automated and hard to replicate. Pricing is attractive, judging by the market uptake of its solution. Clearco does not fund drop shipping and focuses on companies that have developed their own brand. Customers include Glamnetic, Monos, Blume, Jaxxon, HigherDose, Tushy, and hundreds of others.

Roadmap Ahead

For 2023 and beyond, Clearco is committed to directing its efforts towards achieving profitability and cash flow breakeven, while supporting the growth of founders in the U.S. and Canada. Clearco's new invoice funding product provides even more flexibility to companies as they grow in these turbulent macroeconomic conditions.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Toronto
Employees	140 (2023), 605 (2022)
Year Founded	2015
CEO	Andrew Curtis
Co-Founders	Michele Romanow Andrew D'Souza Ivan Gritsiniak
Recent Valuation	~\$2B
<i>As per the company's April 2021 funding round, according to a TechCrunch article.</i>	

Key Market Statistics

Sub-sector:	Fintech
Est. Global Market Size eCommerce (2021)	\$4.9T
Est. CAGR (2021 - 2025)	14.5%
<i>Source: Statista</i>	

Venture Rounds

	Funds
Series C (Jul '21) - \$215MM	Led by SoftBank Vision Fund
Series C (Apr '21) - \$125MM	Oak HC/FT, Founders Circle, eInvestors, Highland Capital Partners, Inovia, Emergence Capital
Debt Financing (Apr '21) - \$313MM	Credigy
Series B (Jul '19) - \$50MM	Highland Capital Partners
Series A (Nov '18) - \$70MM	Emergence Capital, Social Capital, CoVenture, Founders Fund, 8VC and other investors

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Clearco offers founders marketing and inventory capital for online businesses.

EQUITY RESEARCH

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CLEARPATH ROBOTICS

Accelerating Robotics Research & Development

Industry

The global autonomous vehicle market is expected to grow at a 16.3% CAGR over 2022–2023, when it is forecast to reach a value of \$18 billion (Precedence Research). This growth is supported by the expanding use of robots across numerous industrial sectors and is being further accelerated by growing government telematics regulations. Autonomous mobile robots (AMRs) continue to top the technology investment priorities of manufacturers and warehouse operators due to their applications in warehousing, healthcare, hospitality and agriculture, among many others (Intel). In addition to Clearpath’s OTTO Motors division, other players in the industry include Skydio, Teradyne, Waypoint Robotics, and Fetch Robotics (Analytic Insight).

Company

Clearpath offers mobile robotics platforms for research and development purposes. Its hardware, software tools and services enable its customer base of ~490 companies to develop, deploy and operate self-driving vehicles across numerous industries, including industrial materials handling, the military, agriculture, aerospace, and academia. As global supply chains were forced to reorganize during the pandemic and have increasingly moved to the US Midwest, demand for Clearpath’s automated materials handling technology for new factories has increased. Over 80% of the company’s staff is now focused on its OTTO Motors division. Last year, Clearpath was added to Communitech’s list of Canadian tech firms that are expected to generate a billion dollars in ARR in the near future, and have growth rates that match the top 1% of companies globally (The Record).

Product

Clearpath offers robots for indoor and outdoor land-based applications. Its indoor robots include Dingo, a robot ideal for autonomous navigation, mobile manipulation and mapping applications, as well as its Boxer robot, an industrial-grade mobile robot that is programmable and expandable with additional hardware. The company’s outdoor solutions include its Warthog unmanned ground vehicle (UGV), which has mobility across tough terrain such as soft soils, vegetation, thick muds, and steep grades. The Warthog UGV is also capable of handling brief periods of movement in water. Additional outdoor solutions include its Husky and Jackal UGVs which serve as robotic development platforms for research purposes. Jackal, for example, includes an onboard computer and GPS. Other solutions include the company’s Husky Observer robotic system, and Turtlebot 4, its learning platform.

Roadmap Ahead

Following its expansion into Germany and Japan, Clearpath OTTO aims to expand into Australia and New Zealand over the next year. The company also seeks to aggressively expand its engineering, sales and support teams. In an interview with The Record, CEO Matt Rendall stated that “the next 10 years will be the golden age of automation,” and that Clearpath was “really well positioned for that.”

All figures in US dollars unless otherwise stated.

Background

Headquarters	Kitchener
Employees	350 (2023), 260+ (2022)
Year Founded	2009
CEO	Matt Rendall
Co-Founders	Bryan Webb Ryan Gariepy
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Autonomous Mobile Robots
Est. Global Market Size (2022)	\$5.4 billion
Est. CAGR (2022 - 2030)	16.3%
Source: Precedence Research	

Venture Rounds

Venture Rounds	Funds
Series C (Jun & Sep '20) - C\$34MM	Kensington Private Equity, BMO Capital Markets, EDC and prior investors
Series B (Oct '16) - C\$30MM	Caterpillar, Formation8, GE Ventures, SVB and prior investors
Series A (Mar '15) - \$14MM	iNovia, RRE Advisors

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Clearpath Robotics manufactures unmanned vehicle robots and technology to enable self-driving vehicle development, deployment and fleet operation.

EQUITY RESEARCH

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May 19, 2023

CLIO

The Undisputed Leader In Legal Software

Industry

Clio's 2022 [Legal Trends Report](#) noted that since 2021 law firms have seen a considerable rebound in business while simultaneously navigating macroeconomic challenges, including inflation. The report also revealed higher-than-average resignation rates across the legal industry. Finding balance amidst instability was a cornerstone of the report's conclusions. These factors, coupled with increasingly flexible working arrangements, have rendered cloud-based digitization incredibly important to legal practices. Together, these trends are likely to move legal practice management tech into the cloud.

Company

Founded in 2008, Clio redefined legal practice management software by moving law firms to the cloud. Clio was the first to market a solution that helped lawyers run their practices, and today it offers a platform of solutions used by over 150,000 legal professionals across 100 countries. In 2022, Clio attained Centaur status (a private SaaS company with over \$100MM in ARR), a level of growth that only ~150 companies globally have achieved. Clio continues to prioritize business growth and customer success in the pursuit of its vision to build the legacy of a lasting 100-year-old company. In 2021, it diversified revenue generation from a subscription basis to one that includes revenue streams for online payment transactions. Clio Payments facilitates the payment of lawyers in compliance with strict professional rules. In 2022, the company introduced a no-code website builder to help lawyers establish an online presence, allowing clients to discover legal services and book and pay for consultations online, and allowing lawyers to collect prospective client information. Clio's Grow Website Builder connects to Clio's online scheduler, CRM, payments, client portal, and Google Analytics. Clio also introduced embedded third-party integrations in 2022; they number over 250 and include embedded companies like Proof, a 2022 investment from Clio's direct equity investment arm, Clio Ventures. In 2023, Clio was named one of BC's Top Employers and one of Canada's Top Employers for Young People. CEO and Founder Jack Newton was named CEO of the Year in 2023 by Business in Vancouver.

Product

Clio offers four products which can be purchased individually or as a combined solution. Subscription prices range from \$39/user/month to \$129/user/month, and larger enterprises can negotiate contract pricing. Clio Manage is the company's legal practice management software and offers solutions for time tracking, document management, billing, payment processing and more. Clio Grow is its intake and client relationship management software tool. In 2021 Clio acquired Lawyaw, and invested in product expansion of court form libraries and document automation software.

Roadmap Ahead

In 2023, the company plans to grow through in-house product development, innovation in legal-specific technology solutions, and industry investments through Clio Ventures.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Burnaby
Employees	900+ (2023), 800+ (2022)
Year Founded	2008
CEO	Jack Newton
Co-Founders	Jack Newton Rian Gauvreau
Most Recent Valuation (Apr '21)	\$1.6B
Source: TechCrunch	

Key Market Statistics

Sub-sector:	Legal Technology and Payments
Est. Global Market Size	Not disclosed
Est. CAGR	Not disclosed

Venture Rounds

	Funds
Series E (Apr '21) - \$110MM	T. Rowe Price Associates, OMERS Growth Equity
Series D (Sept '19) - C\$250MM	JMI Equity, TCV
Series C (Jan '14) - \$17.89MM	Bessemer Venture Partners, Acton Capital Partners, Point Nine Management, Version One Ventures
Series B (Jan '12) - \$5.97MM	Acton Capital Partners, Point Nine Management

Financial Metrics

	2021	2022	2023E
Est. Sales	N/A	N/A	N/A

Company Description

Clio is the leader in cloud-based Legal Practice Management (LPM) software and financial services for legal firms. Its mission is to transform the legal experience for all.

EQUITY RESEARCH

May 19, 2023

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CORITY

Improved Decision-making Through Integrated EHSQ Solutions

Industry

Environmental, Health, Safety and Quality (EHSQ) software helps large, industrial businesses capture and analyze information related to occupational health and safety, compliance with EHSQ regulatory requirements, and supporting customers' ESG and sustainability programs. According to Verdantix, key drivers for the industry include growing demand for ESG software, the consolidation of point solutions into a single management platform, and an increase in private equity activity in the space. In fact, over 50 transactions within the EHS software market have occurred in the last two years (Tech Crunch). Key players in the industry include Cority, ComplianceQuest and QUMAS.

Company

Cority was founded in 1985 with a project to develop an Occupational Health Software solution for 3M. Now with 30 years of experience, the company provides organizations with scalable and configurable EHSQ software solutions that help reduce risks, create a safer working environment and help them meet their sustainability goals. Its flagship product, the CorityOne platform is configurable and also provides advanced analytics through its CorAnalytics function. CorityOne is ISO-certified, highly secure and hosted in facilities around the world. Its team of 500+ experts serve 1,400+ clients (vs. 1,300 last year) across 120 countries (vs. 100) who support over two million end users. Customers include Blackrock, L'Oreal, The Lactalis Group, UBS and more. In September 2022, the company acquired Reporting21, a Paris-based sustainability-focused SaaS platform and consultancy business which added 150 clients. The company has been widely recognized as a leader, including being named as the Top Product of the Year for the fourth consecutive year by the Environment + Energy Leader Awards. It was also named as part of Communitel's Team True North. The company is majority-owned by Thoma Bravo after its investment in May 2019.

Products

Cority's cloud-based CorityOne is an EHSQ SaaS platform that offers Environmental, Health, Safety, Quality, Analytics and Sustainability management solutions. Its unified SaaS platform is configurable to a company's requirements, from a tightly integrated enterprise-wide application, to a scaled down deployment for small- and medium-sized businesses. The 2022 acquisition of Reporting21 expands Cority's sustainability and ESG solutions and will help its customers better manage, report, and action their sustainability and ESG initiatives.

Roadmap Ahead

Looking ahead, Cority will continue to pursue its commitment to invest in innovative, scalable solutions that enable improved decisions throughout an organization across the critical areas of sustainability, employee health and safety, and environmental compliance.

Background

Headquarters	Toronto
Employees	400+ (2022)
Year founded	1985
CEO	Mark Wallace
Co-Founders (Imagia)	Mark Wallace Murray Balcom
Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Environmental, Health, Safety and Quality Software
Est. Global Market Size (2022)	\$1.6 billion
Est. CAGR (2022 - 2027)	11.9%
Source:	Verdantix

Venture Rounds

	Funds
Majority Stake Strategic Investment (May '19)	Thoma Bravo, Norwest Venture Partners
Later Stage Strategic Investment (Mar '16)	Georgian Partners, Norwest Venture Partners, Bank of Montreal

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Cority is a cloud-based occupational health and safety management software solution.

EQUITY RESEARCH

May 19, 2023

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DEJERO LABS

Providing Resilient Connectivity For Critical Communications

Industry

The mission critical communications market is evolving rapidly as supporting technologies increasingly meet the demands for improved voice, data and machine communications. Beyond the public safety sector, enterprises in the critical infrastructure space (e.g., utilities, ports, transportation), as well as government agencies also require reliable, low-latency and high-bandwidth critical communication capabilities. According to Research And Markets, the demand driven by these organizations positions the critical communications market to grow to \$32.6 billion by 2028.

Company

Dejero is a telecommunication technology company specializing in real-time video and networking solutions for critical communications in the defense, public safety, broadcast, and media production industries. Its products enable reliable and fast internet connectivity for critical applications by aggregating multiple networks including 5G and LTE cellular, satellite and fixed broadband into a single service. The resulting cloud-managed Software Defined Network allows for increased bandwidth, expanded coverage and overall reliability. Customers of Dejero's products include the Brazilian Federal Road Police, the 2023 Rugby European Championship and more. In 2022, the company obtained a loan of \$13MM from Runway Growth Capital. Last year also saw the company announce a partnership with Taoglas, a provider of antenna and FR technologies. This partnership will help increase the signal strength from cellular connections and help Dejero improve the performance and reliability of its solutions.

Products

Dejero offers a suite of hardware, software and connectivity services to public and private customers for cloud-managed live video and data transmission. Its mobile video transmitters are used in news media, film/TV/commercial production and live event streaming from remote locations as well as for real-time video from drones for situational awareness and faster decision-making by public safety organizations. In 2022, Dejero released its new EnGo 3x and EnGo 3x 5G mobile transmitters, which are now able to leverage the 5G connections by increasing the number of antennas per modem fourfold. This provides field crews with wider support of cellular bands for better connection performance and reliability so that they can transmit high-quality video, quickly transfer large files and set up high-bandwidth access points. The company also released its WayPoint 3 receiver, which can now receive video in resolutions up to 4K UHD and is able to output up to four feeds from the same receiver.

Roadmap Ahead

The company plans to continue pursuing its mission of solving the live video transport, and real-time data transfer challenges of organizations.

Background

Headquarters	Waterloo
Employees	144 (2022)
Year founded	2008
CEO	Bruce Anderson
Co-Founders	Bogdan Frusina
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Mission Critical Communications Market For Voice
Est. Global Market Size (2028)	\$32.6 billion
Est. CAGR (2021 - 2028)	9.8%
<i>Source: Research And Markets</i>	

Venture Rounds

Venture Rounds	Funds
Debt Financing (Feb '22) - \$13MM	Runway Growth Capital
Minority Recapitalization (Apr '21) - C\$60MM	Vertu Capital, UbiCom Ventures
Series B (Nov '17) - C\$32MM	Kayne Anderson, InterSat SA
Growth Funding (Feb '17) - C\$14MM	Wellington Financial
Series A (Sep '14) - C\$4.5MM	BEST Investment Council

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Dejero delivers real-time video and networking solutions that provide resilient, uninterrupted internet connectivity for critical communications.

EQUITY RESEARCH

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May 19, 2023

ESENTIRE

The Authority In Managed Detection And Response

Industry

With most workforces partially dispersed and working outside the secure confines of a corporate network, cyberattacks continue to increase in frequency and damage costs. The average cost of a data breach was \$4.4MM last year, the highest in the history of IBM's *The Cost of a Data Breach Report*. These costs will only continue to increase; Cybersecurity Ventures estimates that cybercrime costs will grow 15% each year to a total annual cost of \$10.5T in 2025. Companies and governments are keen to reduce their exposure and plan to increase their cybersecurity spend to \$188 billion in 2023 (vs. \$158B in 2021, Gartner). The growing risks and costs of cyber attacks provide a large market opportunity for cybersecurity firms.

Company

eSentire is the authority in Managed Detection and Response (MDR) and keeps organizations safe from constantly evolving cyberattacks by disrupting threats before they impact businesses. Its 24/7 Security Operations Centers are staffed with Elite Threat Hunters who respond to and contain threats in customers' environments in rapid time. Additionally, its XDR Cloud Platform provides automated threat detection and blocking capabilities. Protecting more than \$7T in AUM, eSentire absorbs the complexity of cybersecurity, delivering enterprise-grade protection and the ability to comply with growing regulatory requirements. The company exceeded \$130MM in annual recurring revenue in 2022 and now, at 2,000 customers across 80 countries, has nearly doubled the number of organizations it helps protect in just a year. Following its \$325MM raise in February 2022, the company added two new members to its Board of Directors, including Amit Mital, former Director in the National Security Council within the Biden Administration, and John Becker, a renowned technology executive, advisor, and investor.

Product

The company's MDR service keeps organizations safe from constantly evolving cyberattacks that bypass traditional security defenses. It delivers 24/7 monitoring, real-time threat detection, disruption, containment and response with human threat analysts, and automated orchestration through the eSentire's XDR Platform. The company received multiple industry recognitions last year, including the top MDR provider ranked on MSSP Alert's Top 250 MSSPs, CrowdStrike's 2022 Global MSSP Partner of the Year, and by G2 as the MDR Leader & named Best Support in MDR.

Roadmap Ahead

In 2023, eSentire will further its channel acceleration and international sales performance with 60% of bookings derived from its e3 ecosystem. Of the organization's international sales, 90% have been driven through rapid channel adoption. eSentire has prioritized its Cyber Resilience services portfolio to demonstrate how the business supports in anticipating, withstanding and recovering from cyberattacks. The firm will deepen its integration of Exposure Management and Recovery offerings, supporting its net retention rate in excess of 110%, and will introduce its own investigative endpoint agent, furthering its robust IP stack.

All figures in US dollars unless otherwise stated.

eSENTIRE

Background

Headquarters	Waterloo
Employees	650 (2023), 600 (2022)
Year Founded	2001
CEO	Kerry Bailey
Founder	Eldon Sprickerhoff
Recent Valuation (Feb '22)	Over \$1B
Source:	The Globe And Mail

Key Market Statistics

Sub-Sector:	Cybersecurity
Est. Global Market Size (2021)	\$150B
Est. CAGR (annual)	12.4%
Source:	McKinsey

Venture Rounds

	Funds
Private Equity (Feb '22) - \$325MM	Georgian Partners, CDPQ
Private Equity (Mar '19) - \$47MM	Warburg Pincus, Georgian Partners, Edison
Recap (Aug '17) - Undisclosed	Warburg Pincus
Series D (Feb '16) - \$19.5MM	Information Venture Partners and prior investors
Series C (Sept '14) - C\$14MM - Undisclosed amount	Georgian Partners, Cisco Investments, Northleaf Capital and prior investors
Venture (Jul '13) - \$7MM	Edison, Venture Link

Financial Metrics

	2022	2023E	2024E
Est. Sales	~\$100MM	~\$130MM	N/A

Source: eSentire.

Company Description

eSentire is a leading provider of Managed Detection and Response cybersecurity services with a focus on protecting companies from business disruption within a Mean Time To Contain of less than 15 minutes.

EQUITY RESEARCH

May 19, 2023

FLO

EV Charging Done Right

Industry

There are now over 3MM EVs on the road and over 130,000 public chargers across the U.S. (White House). To accelerate the buildout of a convenient, reliable charging network, companies including Tesla, GM, EVgo, Pilot, Hertz and BP have announced new commitments to expand their networks by thousands of public charging ports over the next two years. Federal dollars will complement these private funds, including through a U.S. bipartisan infrastructure package which has earmarked \$7.5B to build out a national network of 500,000 EV charging stations by 2030. The U.S. Department of Transportation also announced a separate \$5B initiative to create a coast-to-coast network of EV chargers. These investments will support the U.S. goal of at least 50% of vehicle sales being EVs by 2030.

Company

FLO is a North American leader in EV charging solutions and a charging network operator. The company designs and manufactures EV charging stations for public, commercial and residential use and also develops EV network management software that runs alongside its stations. It has deployed 80,000 charging stations across the U.S. and Canada. The company operates the FLO network, its own charging network which provides interoperability with other charging networks, including ChargePoint and Shell Recharge. Its EV charging network is one of the largest in North America. FLO also provides hardware and software solutions to other charging networks. In 2022, FLO saw significant growth as the company expanded its operations, and saw increases in employment numbers and charging station deployments. FLO also announced collaborations with GM, Hydro-Québec and Imperial Oil. FLO's Auburn Hills facility will allow it to sell Buy America-compliant stations, a key requirement for accessing the major federal funding available under NEVI and the Discretionary Grant Program.

Product

FLO offers charging stations under separate product lines: the FLO Home™ series for residential application, and the Core+™ series, SmartTWO™ series and SmartDC™ series for public and commercial applications. Public and commercial applications include public parking lots, fleets, curbside parking, multi-residential buildings, and more. Public and commercial Level 2 chargers offer power ranges of up to 19.2kW whereas SmartDC™ fast chargers have power ranges of 50kW and 100kW. In 2023, FLO introduced the FLO Ultra™ model as its next-generation fast charger. FLO Ultra™ chargers will be capable of delivering up to 320kW and up to 500 kW for one car – enough power to charge most EVs up to 80% in 15 minutes.

Roadmap Ahead

Over the next year, FLO will ramp up production at its U.S. and Canadian facilities to meet accelerating demand for the company's charging solutions. FLO will also work on maintaining its market-leading position in Canada and focus on the successful launch of its new DC fast charger, the FLO Ultra™. Finally, FLO is contemplating a significant expansion of its Own & Operate model and will be seeking site hosts and financial partners.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Quebec City
Employees	535 (2023), 300 (2022)
Founded	2009
CEO	Louis Tremblay
Founder	Louis Tremblay
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Electric Vehicle Charging Stations
Est. Global Market Size (2022)	\$19.7B
Est. CAGR (2023 - 2030)	25.5%
Source: Grand View Research	

Venture Rounds

Venture Rounds	Funds
Series C+ (Apr '21) - C\$40MM	Energy Impact Partners, MacKinnon, Bennett & Co.
Series C (Oct '20) - C\$43MM	Energy Impact Partners, MacKinnon, Bennett & Co., BDC Venture Capital, EDC, CDPQ, Fonds de Solidarité FTQ, Investissement Quebec
Series B (2018) - C\$13.5MM	CDPQ, Investissement Quebec
Series A (2016) - C\$11MM	CDPQ, Investissement Quebec

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

FLO is a vertically integrated EV charging network operator, designing and manufacturing EV charging stations and developing network management software for residential, commercial, and public applications.

EQUITY RESEARCH

May 19, 2023

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GEOTAB

A Leader In Connected Transportation Solutions

Industry

GPS technology experienced a significant milestone in the 1990s when the accuracy range for a GPS location narrowed from 100 meters to 10. This leap allowed GPS to be an impactful data source for firms, including those in the fleet management market. Commercial telematics now enables commercial vehicles and assets to share their location and detailed operating data in real time, allowing dispatch offices to optimize fleet activity, decrease fuel consumption, and enhance driver safety. The global commercial telematics market was valued at \$72.8 billion in 2022 and is expected to grow to \$213.7 billion by 2029. In addition to Geotab, players in the industry include Airbiquity, Microlise, and Fleet Complete (Fortune Business Insights).

Company

Geotab is a global leader in the connected transportation industry and helps companies across numerous sectors improve their fleet productivity and costs, achieve sustainability goals, and enhance driver safety. With over 3.5MM, Geotab subscribers across 163 countries, it processes 55+ billion data points per day (vs. 40 billion last year) and counts over 50,000 customers (vs. 42,000 last year), including over 2,000 government agencies and numerous Fortune 500 companies. It supports double the number of vehicle makes than any other fleet telematics company, including more than 300 EV makes and models and adds additional models daily. In 2022, the company was recognized by the Globe and Mail's Canada's Top Growing Companies list for the fourth year in a row due to its three-year revenue growth rate of 79% and was named the #1 commercial telematics provider by ABI Research for a third time in 2022.

Product

Geotab solutions encompass both hardware and SaaS-based offerings that deliver data intelligence to support actionable insights to make critical business decisions for safer, efficient and more sustainable fleets. MyGeotab is the company's AI-driven open platform for connected and sustainable fleet and asset performance. It provides customers with real-time and proactive data insights from connected vehicles and assets via the Geotab GO telematics device, OEM connected vehicles, or any third-party device, sensor, or data stream. It is offered in four software packages depending on customer needs that start at \$79 annually (TheSMBGuide). As an open platform, Geotab goes beyond traditional fleet telematics offerings with its Marketplace of over 200 fleet-focused solutions including in-vehicle cameras, insuretech, real-time temperature tracking, and much more. The company has also launched the Geotab Intelligent Transportation Systems (ITS) line of business and introduced Altitude, a transportation analytics platform capable of providing governments with actionable, real-world insights that can be used to improve their transportation networks. Geotab has an ecosystem of over 700 global partners selling its solutions.

Roadmap Ahead

In 2023, the company will continue to focus on product innovation to meet the connected transportation needs of its customers.

All figures in US dollars unless otherwise stated.



Background

Headquarter	Oakville
Employees	2,200 (2023), 1,400 (2022)
Year Founded	2000
CEO	Neil Cawse
Founder	Neil Cawse
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Vehicle Telematics
Est. Global Market Size (2022)	\$72.8 billion
Est. CAGR (2023 – 2009)	16.6%
Source:	Fortune Business Insights

Financial Metrics

	2022	2023E	2024E
Est. Sales	\$500MM	N/A	N/A
Source:			Geotab

Company Description

Geotab offers GPS fleet management SaaS that enables businesses to automate operations by integrating vehicle data with other data sets.

EQUITY RESEARCH

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May 19, 2023

HOOTSUITE

The Original Social Media Management Platform

Industry

At 4.6B global users in 2022, social media has become a powerful tool leveraged by businesses to better interact, understand and reach their customers. In fact, social media is such a powerful commercial tool that by 2026, the global value of social commerce – defined as the use of social media to market and sell products and services to consumers – is expected to reach ~\$2.9T, a 290x increase from the \$992MM recorded in 2022 (Statista).

Companies that wish to participate in this growing market find Social Media Management platforms to be an integral component of their business strategy, extending from sales, to customer experience, competitive insight and more. At a value of \$51.8B expected by 2027 (vs. \$17.5B last year), this market contains numerous key players, including Hootsuite, Sprout Social, Sprinklr, and Salesforce (MarketsandMarkets).

Company

Hootsuite is a SaaS company that offers social media management tools for companies of all sizes – from SMBs to enterprises – to monitor, manage and view analytics across all major social media channels through its single, integrated platform. Hootsuite users manage their online marketing and ad campaigns, and customer communications across multiple social networks, all from its unified and cloud-based platform. Hootsuite is one of the largest open social relationship platforms in the market with over 200 tech partners, 150+ application integrations, and many network integrations, including Instagram, Facebook, TikTok, and YouTube, among others. While customer count has decreased from the 200,000 reported last year, the reduction has had an overall net positive impact on annual recurring revenue. In January, and six months after its July rebrand, the company appointed Irina Novoselsky as its new CEO. Recently, Hootsuite has received recognition from numerous industry organizations, including recently by G2's Best of Software Awards for which it ranked highest among main competitors in the categories of Best Software Product and Best Marketing Products.

Product

The Hootsuite platform offers three monthly subscription tiers, ranging from \$99/month to \$739/month, with custom pricing also available for enterprise customers. Its three main products comprise Social Marketing, which enables the management of ad content across numerous social networks; Social Customer Care for managing customer conversations in one dashboard; and, Social Commerce, which leverages conversational AI to automate, simplify and reduce the costs of customer acquisitions while improving retention. Companies that use Social Commerce can connect customers with products faster, address concerns in real-time, and gain insight into customers. Customers include IKEA, WWF, Volvo, and more.

Roadmap Ahead

In 2023, Hootsuite is committed to delivering a 2023 fiscal plan focused on profitable growth at scale. It also plans to continue to be “customer obsessed” and optimize its pricing structure, which includes the recent discontinuation of its free plan offering.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Vancouver
Employees	860 (2023), 1,400 (2022)
Year Founded	2008
CEO	Irina Novoselsky
Founder	Ryan Holmes
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Social Media Management
Est. Global Market Size (2022)	\$17.5B
Est. CAGR (2022 – 2027)	24.2%
<i>Source: MarketsandMarkets</i>	

Venture Rounds

Venture Rounds	Funds
Over \$250MM	CIBC Innovation Banking, OMERS Ventures, Accel Partners, Insight Venture Management, Difference Capital, SVB Financial, Fidelity Investments, Blumberg Capital, Churchill Downs Inc

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Hootsuite is a social media management system for brand management used by over 200,000 paying customers.

EQUITY RESEARCH

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May 19, 2023

HOPPER

Innovating Towards The First Travel Super App

Industry

Most industries have become fully digitized over the last decade. According to Research and Markets, the travel industry has gone to great lengths to cultivate its online presence. As a result, many travelers have shifted away from traditional brick-and-mortar travel agencies favoring online options to book their trips. New fintech products that fill this need have the potential to increase consumer spend in the sector by \$200B a year (Hopper).

Company

Hopper is the #1 most downloaded travel app in North America. The company aspires to be the world's best — and most fun — place to book travel. Hopper is the 3rd largest online travel agency in the U.S., offering flights, hotels, car rentals and short-term rental homes. Since the beginning of the pandemic, Hopper has “hopped” from being a fare finder to an industry innovator with its unique fintech solutions for travel. Hopper sells over \$6 billion of travel each year. As of March 2023, Hopper had over 100MM installs of its app (TechCrunch).

Currently, around 40% of the company's revenue is derived from ancillary services and financial products. Its fintech products utilize machine-learning models to offer customers price protection, flexible bookings, and other risk products. As of June 2022, ~60% of app customers purchase at least one fintech product when making a booking. These customers are satisfied and likely to return. In fact, Hopper finds them 2.5x–4x more likely to purchase that product again.

Product

Hopper's travel platform offers a lowest-fare finder (Price Prediction) that uses proprietary machine-learning models to notify users of the optimal time to purchase a flight or hotel. Hopper also offers other fintech products, such as Price Freeze, Cancel for Any Reason and Flight Disruption Guarantee. Partners of Hopper Cloud include Capital One Travel, Marriott and Agoda. The company also introduced Hopper Homes in early 2022, its answer to Airbnb, which allows app users to book vacation rentals where they are already booking their flights and other travel, unlike Airbnb and other short-term rental websites.

Roadmap Ahead

Hopper is drawing inspiration from some of the Super Apps in Asia and has ambitions to become the first travel Super App in North America. It plans to remain focused on expanding its margins, progressing through its product roadmap and pursuing international growth, and plans to hire 500 new people to support these initiatives. LinkedIn shows 325 Hopper openings. The company is focused on building a social commerce experience with gaming, incentives, rewards, and promotions.



Background

Headquarters	Montreal
Employees	1,500 (2023), 1,200 (2022)
Year Founded	2007
CEO	Frederic Lalonde
Founders	Frederic Lalonde Joost Ouwerkerk
Recent Valuation (Nov '22)	\$5 billion+
Source:	Skiff

Key Market Statistics

Sub-sector:	Online Travel
Est. Global Mrkt. Size ('22)	\$800 billion
Est. CAGR (2022 - 2027)	10.6%
Source:	Research And Markets

Venture Rounds

Venture Round	Funds
Venture Round (Nov '22) - \$96MM	Capital One
Secondary Market (Feb '22) - \$35MM	Stack Capital, OMERS Ventures, iNovia Capital, Goldman Sachs, Drive Capital, Citi Ventures, Brookfield Asset Management
Series G (Aug '21) - \$175MM	WestCap Group, GS Growth, GPI Capital, Glade Brook Capital
Series F (Mar '21) - \$170MM	Capital One, GS Growth, iNovia Capital, WestCap Group, Citi Ventures
Series E (Mar '20) - \$70MM	iNovia Capital, WestCap Group, CDPQ, BDC Capital, OMERS, Investissement Quebec
Series D (Oct '18) - \$100MM	OMERS Ventures, CDPQ, Accomplix, Brightspark Ventures, Investissement Québec, BDC Capital, IT Venture Fund, Citi Ventures
Series C (Jun '15) - \$62MM	BDC Venture Capital, Accomplix, OMERS Ventures, CDPQ, Brightspark Ventures

Financial Metrics	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Hopper is a mobile app that leverages AI to make precise and personalized travel recommendations. The company allows its app users to book flights, hotels, cars and short-term vacation rentals.

EQUITY RESEARCH

May 19, 2023

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IMAGIA CANEXIA HEALTH

Improved Precision Oncology Accessibility Via Local Testing

Industry

The global cost of cancer is expected to reach ~25 trillion international dollars over the next 30 years. To mitigate these costs, researchers from JAMA Oncology recommended an increase in cancer research and the development of cost-effective cancer screening programs. Genomic-based cancer testing is a field of cancer research in which a patient's full genetic code is checked for gene mutations to help guide treatment modalities. The process can improve patient outcomes and is cost-effective, particularly as AI-based algorithms are increasingly used to analyze and identify patterns across vast sets of patient data. This innovative area of cancer research is a sub-segment of the \$9.7 billion global cancer profiling market, which is expected to grow at a 10.6% CAGR over 2022-2027 (MarketsandMarkets).

Company

Imagia Canexia Health (ICH) is a genomics focused cancer treatment testing company that combines AI with molecular diagnostics. ICH's mission is to increase access to precision oncology through cost-effective, local testing supported by an AI-driven bioinformatics platform. The company's technology is used by oncologists across a global network of 20+ reference labs and hospitals to deliver cost-effective cancer testing to patients regardless of treatment location. ICH was formed after the merger of Imagia Cybernetics and Canexia Health, two Canadian oncology innovators with a shared vision of optimizing the use and application of health care data. In 2022, the company achieved Health Canada marking for its Imagia Canexia Health Insights Platform (ICHIP), to be manufactured and deployed across Canada, and the European CE-IVD marking, which is required by all in vitro diagnostic (IVD) devices sold in Europe. This has enabled the company's expansion of ICHIP across the European continent.

Product

ICH offers a full range of tests and solutions to oncologists. Its flagship product, the Imagia Canexia Insights Platform (ICHIP), is a scalable and fully automated end-to-end software platform which seamlessly integrates with a hospital or lab's existing internal systems. ICHIP provides oncologists with access to a proprietary suite of tools for molecular and computational genome analysis, quality assurance, interpretation, and report generation from next-generation sequencing data at the individual level. The company also offers a suite of actionable molecular tests including a blood-based treatment selection test (Follow It ®) and treatment response (monitoring) as well as tissue-based treatment selection (Find It ® and Fusions). These tests detect mutations in cancer and utilize the company's AI-driven bioinformatics platform to derive insights in the genomic data to improve diagnosis.

Roadmap Ahead

In 2023, the company is focused on expanding its global customer base, and continued product development and R&D investments to develop next-generation products. Finally, the company also plans to leverage its expertise in AI to derive further insights from its global pool of patient data to further improve cancer diagnosis and personalize treatment recommendations.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Montreal
Employees	75 (2023)
Year founded	2014
CEO	James Lumsdaine
Co-Founders (Imagia)	Alexandre Le Bouthillier Nicolas Chapados
Co-Founders (Canexia)	David Hunstman Samuel Aparicio
Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Genomics-based cancer testing
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Venture Rounds

Financing	Funds
Financing (Feb '22) - \$22MM	BDC Capital, Desjardins Capital, Pacbridge Capital Partners

Financing (Mar '21) - \$7MM	Investissement Quebec
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Prior Cumulative Amount raised - \$39MM	Canadian investors include: BDC Venture Capital, Desjardins Capital, Fidelity Investments Canada ULC
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Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Imagia Canexia Health is a genomics-based cancer treatment testing company that accelerates access to precision care by combining AI expertise with advanced molecular biopsy solutions.

EQUITY RESEARCH

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JANE APP

Increasing Efficiency In Healthcare Practise Management

Industry

The adoption of clinic management software for allied health businesses continues to grow. According to Grand View Research, the U.S. practice management systems market alone was estimated to be worth \$12.9B in 2021 and expected to grow at an 8.8% CAGR between 2022 and 2030. Given the opportunity to improve operational efficiency and enhance documentation, the penetration of tech-enabled scheduling systems is on the rise. There is solid growth potential and opportunity for Jane and other key players in the space, which include Allscripts Healthcare, CoreCloud, and more.

Company

Co-founded by Alison Taylor and Trevor Johnston in 2012, Jane is focused on addressing the needs and workflows of private health practices, from physiotherapists to psychologists and more. The company's online platform provides its customers with the tools needed to run a practise, including real-time online scheduling, patient messaging, billing, insurance submissions, and hosting video appointments. Today, Jane supports over 113,000 practitioner clients (vs. 21,000 last year) and adds 1,000 new clients each month. Of its organic growth, 80% (vs. 85% last year) is due to referrals or word of mouth, precluding the company from needing to hire a salesforce or increasing the minimal amount it currently spends on marketing. Jane's rapid growth is also reflected in its annual revenue; which nearly doubled what it was in mid-2021 to its current level of \$60MM. Given its low operating expenses and strong revenue growth, the company enjoys an efficiency score of 60% (measured as the sum of revenue growth and profit margin). In 2022, the company added 100 people to its team, made its first acquisition and invested for its pending U.S. expansion (The Globe And Mail). The company was recognized as No. 28 within the 2022 Fast 500 Winner by Deloitte.

Products

Jane is an all-in-one health and wellness practice management platform designed to help its healthcare customers. Built as a web app and available online and on any device, Jane offers branded online booking, scheduling, insurance management, customizable charting, online intake forms, patient reminders, integrated payment processing, online appointments (telehealth) and more. Jane is SaaS delivered on a month-to-month basis, with no contract, no aggressive cancellation rules, and no free trial. Existing customers currently pay \$74/mo, while newcomers pay \$79/mo for use of the platform. Customers' data is kept secure and compliant with applicable legal and regulatory requirements, such as PIPEDA, GDPR, HIPAA, and standard codes of practice across multiple health professions.

Roadmap Ahead

In 2023, Jane is focused on extending its offerings to U.S.-based healthcare practises.

Background

Headquarters	North Vancouver
Employees	~350 (2023), 240+ (2022)
Year founded	2012
Co-CEO	Ali Taylor
Co-CEO	Trevor Johnston
Co-Founders	Ali Taylor Trevor Johnston
Most Recent Valuation	\$600MM (or 10x projected 12 month revenue)

As of 2021, according to a Globe And Mail article.

Key Market Statistics

Sub-Sector:	Healthcare Practice Management
Est. U.S. Market Size (2021)	\$12.9B
Est. CAGR (2022 – 2030)	8.8%
<i>Source: Grand View Research</i>	

Venture Rounds

	Funds
Conventional Debt (Jan '19) - \$2MM	CIBC

Financial Metrics

	2022
Est. Sales	\$60MM (12 month revenue run-rate)
<i>Source: Globe And Mail</i>	

Company Description

Jane is a practice management software for healthcare practitioners, with a focus on booking, charting, scheduling, billing and payment.

EQUITY RESEARCH

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JOBBER

Helping Small Business Be Successful

Industry

According to market research firm MarketsandMarkets, the global field service management market was worth \$3.2B in 2021 and is expected to reach \$5.7B by 2026, an 11.9% CAGR. Field service management software helps firms keep watch over their assets and technicians as they are dispatched to a job location and enables field service executives to manage operations in an optimal manner. The COVID-19 pandemic is said to have boosted field service solution adoption across industry verticals as users sought to leverage the advantages provided by these solutions, such as expansion and reduced costs (MarketsandMarkets). Competitors in this space include ServiceMax, IBM Maximo, Breezeworks, Kickserv, Microsoft Dynamics 365 for Field Service, Oracle, and Jobber who is focused on serving small home-service businesses.

Company

Jobber provides cloud-based software for small home-service businesses to help them modernize their operations, increase their revenue potential, and meet the expectations of an increasingly digitally-savvy consumer base. The company offers job management, customer service, and operations management solutions that include task and calendar management, job tracking, crew scheduling, automated quoting, invoicing, and credit card processing. Its customers include home-service oriented business owners in the industries of lawn care, snow removal, landscaping, contracting, residential cleaning, HVAC and more. Since its inception in 2011, \$40B+ has been invoiced using Jobber across 200,000 service professionals who currently use its platform in over 60 countries. Jobber's gross invoiced value (GIV) has grown rapidly. In 2022, \$13B GIV was billed and collected on the Jobber platform from over 27 million households (TechCrunch). Jobber was ranked the 5th best workplace in Canada in 2022 (The Globe and Mail) and was ranked as one of Canada's fastest growing companies for the second consecutive year (Deloitte).

Product

Jobber is accessible via desktop or through the company's mobile app. The platform's functionalities span from job tracking (e.g., scheduling, time and expense tracking) to customer management (e.g., online booking for customers, lead management), and allow users to add app and software integrations through the Jobber app marketplace. Its software is offered in four different plans: Lite (new) (\$9 /month), Core (\$49/month), Connect (\$129/month) or Grow (\$249/month). The pricing has been modestly adjusted over the past year. Jobber continues to build out its fintech offering by leveraging the success of Jobber Payments.

Roadmap Ahead

Looking ahead, Jobber plans to continue offering innovative solutions that help small businesses optimize their operations and succeed.



Background

Headquarters	Edmonton
Employees	~650 (2023), 521 (2022)
Year Founded	2010
CEO	Sam Pillar
Co-founders	Sam Pillar Forrest Zeisler
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Field Service Management Market
Est. Global Market Size (2021)	\$3.2 billion
Est. CAGR (2021 - 2026)	11.9%
Source: MarketsandMarkets	

Venture Rounds

Venture Rounds	Funds
Series D (Feb. 23) - \$100M	Led by General Atlantic with Summit Partners, Version One Ventures & Tech Pioneers Fund
Series C (Jan '21) - \$60MM	Summit Partners, OMERS Ventures, Version One Ventures, Tech Pioneers Fund
Series B (Dec '18) - \$9MM	OMERS Ventures
Series A (Nov '15) - \$6MM	OMERS Ventures, Point Nine Capital, Version One Ventures
Series Seed (Feb '13) - \$0.5MM	Point Nine Capital, Version One Ventures

Financial Metrics

	2022	2023E	2024E
Est. Sales	\$100MM	N/A	N/A
Est. Sales growth	3x	N/A	N/A
Source: TechCrunch			

Company Description

Jobber is an award-winning business management platform for small home-service businesses.

EQUITY RESEARCH

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LEAGUE

The Leading Healthcare CX Platform

Industry

The healthcare ecosystem’s net promoter score (NPS) – a measure of the consumer experience – has long lagged that of other industries. According to League, this is reflective of the challenge of balance quality of services and care with the economic pressures that healthcare providers and payors are facing in the wake of COVID. Legacy solutions have frequently been stitched together on an ad-hoc basis, making the healthcare experience increasingly difficult for consumers to navigate. Employers, providers, payors and pharmacy retailers are increasingly placing value on customizable solutions that are specifically designed to meet their unique needs. Improving overall health, wellness and engagement, and improved economics are all outcomes that can result from a well-designed, digital-first approach to healthcare.

Company

Founded in 2014 by entrepreneur Michael Serbinis, League is a platform technology company powering next-generation healthcare consumer experiences. Payers, providers and pharmacy retailers build on League’s healthcare CX platform to digitize each consumer’s healthcare journey and deliver the highest quality of personalized, omnichannel care and support at the individual level. League recently announced a \$95 million funding round led by TDM Growth Partners, backer of breakthrough platforms Square, Twilio and Slack, bringing the total funding to \$220 million. Customers include Shoppers Drug Mart, Highmark Health, and Humana, among many others. This year, the company was also ranked as No. 154 in Deloitte’s 2022 Technology Fast 500, and No. 26 on Deloitte Canada’s Technology Fast 50 due to its 2022 revenue growth rate of 98%.

Products

League has invested more than \$200MM in R&D in developing their healthcare CX platform. It is differentiated by its modular capabilities, powerful data engine, seamless integrations, and the highest level of personalization. For their customers League offers a compelling solution to the classic “build vs. buy” dilemma. League also offers five market solutions to accelerate time to value, including Digital Navigation, Member Portal for payers, Wellness and Rewards, Care Journeys, and Care Management. Each market solution is designed to include best practice engagement strategies, personalization, CX expertise, value, and speed to market.

Roadmap Ahead

Looking ahead, League’s top priorities for the year include continued U.S. expansion, platform enhancement and building a world-class team.



Background

Headquarters	Toronto
Employees	600+ (2023) 600+ (2022)
Year Founded	2014
CEO	Michael Serbinis
	Michael Serbinis
Co-founders	Dan Galperin
	Dan Leibiu
Recent Valuation	\$1.1B Pre-money Valuation
Source: As of 12/31/21 and from a BetaKit report.	

Key Market Statistics

Sub-sector:	Digital Health & Wellness
Est. Global Market Size (2022)	\$129.8B
Est. CAGR (2022 - 2028)	22.0%
Source: ReportLinker	

Venture Rounds

Funds

Series C (Dec '21) - \$95MM	TDM Growth Partners, Workday Ventures, and existing investors
Strategic Investment (Oct '19) - Undisclosed amount	Workday Ventures
Series B (Jul '18) - \$47MM	Telus Ventures, Wittington Ventures, OMERS Ventures, Infinite Potential Group, RBC Ventures, BDC IT Venture Fund
Series A Round (Jun '16) - \$25MM	Infinite Potential Group, Real Ventures, RBC Ventures, BDC IT Venture Fund

Financial Metrics

2022

Est. Sales	98%
Source: League	

Company Description

Employers, pharmacies, retailers and healthcare providers leverage League’s award-winning platform to help people make better choices for their health.

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LEDDARTECH

Innovating At The Forefront Of Auto Software for ADAS and AD

Industry

High-performing sensor technology is crucial for developing safe and optimal advanced driving assistance systems (ADAS) and autonomous driving (AD). This market is growing rapidly, as increased demand for road safety and strong government support have prompted OEMs to invest in developing ADAS systems. Within this market lies sensor fusion and perception technology, which helps measure distances and detect obstacles, and is essential to enable the use of sensors at all levels of autonomy. The ADAS market is expected to reach a value of \$65.1 billion by 2030 (MarketsandMarkets).

Company

LeddarTech is a global software company founded in 2007 which develops and provides comprehensive perception software solutions that enable the deployment of on-road and off-road ADAS and autonomous driving applications. LeddarTech's automotive-grade software applies advanced AI and computer vision algorithms to generate highly accurate 3D models of the environment, allowing for better decision-making and safer navigation. Its high-performance, scalable, cost-effective technology is available to OEMs and Tier 1-2 suppliers. LeddarTech is responsible for several remote-sensing innovations, with over 150 patents that enhance ADAS and AD capabilities granted or applied for. In 2022, LeddarTech announced it had adopted an automotive software business model focusing on sensor fusion and perception to support ADAS and AD applications. This was a result of the company anticipating a shift in the market leading to projected delays in AV and LiDAR adoption, as well as a recognition of an immediate need for a high-performance sensor fusion and perception solution. This transition meant the company would cease LiDAR development projects such as LeddarEngine™ and LeddarSteer™ and transition away from its non-automotive LiDAR module offering. In 2022, LeddarTech was recognized as one of Canada's Top Growing Companies by the Globe And Mail and won other awards, such as a 2023 Innovation Award at CES Las Vegas.

Product

LeddarVision™ is an open, flexible, and software-based sensor fusion and perception software platform that fuses raw data from radar and camera to provide environmental models for all autonomy levels. LeddarVision differentiates itself by employing raw data fusion which, unlike traditional object fusion technology, collects data from each sensor prior to the perception process and enables better detection and fewer false alarms. Following its transition to a software-only business model, LeddarTech released numerous software products in 2022, including the LeddarVision Front-Entry Level and High Level (LVF-E and H) for highway and the LeddarVision Surround (LVS-2+) in 2023 for L2-2+ ADAS applications.

Roadmap Ahead

In 2023, LeddarTech plans to raise capital, launch three embedded software products for L2 and L2+, and announce strategic customer agreements.

LeddarTech®

Background

Headquarters	Quebec City
Employees	200 (2023), 228 (2022)
Year Founded	2007
CEO	Charles Boulanger

Key Market Statistics

Sub-sector:	ADAS/AD Software
Est. Global Market Size (2022)	\$30.9 billion
Est. CAGR (2022-2030)	9.7%
<i>Source: MarketsandMarkets</i>	

Venture Rounds

	Funds
Series D & Debt (Feb '22) - \$140MM	UI Investissement, Go Capital, Investissement Quebec, FS Investors, FTQ, Fidelity, EDC, Desjardins, Cowen, BDC Venture Capital, IQ, Desjardins
Convertible Loan (Feb '21) - \$32MM	IQ and Desjardins
Debenture & Loan (Jan '20) - \$50MM	IQ and Desjardins
Bridge Loan (Dec '18) - \$23.7MM	Desjardins and prior investors
Debenture (Nov '18) - \$11.5MM	Shareholders

Series A to C (2012 - 2017) – Cumulative \$117.9MM	Acces Capital Québec, BDC Venture Capital, Delphi, Integrated Device Technology, Fonds de Solidarité, FTQ, Magneti Marelli, OSRAM Licht AG, Sofimac Innovation SAS
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Note: The Series A to C investors participated in at least one round of financing but not necessarily in all three rounds. They have been listed alphabetically.

Company Description

LeddarTech is an automotive software company that enables ADAS and AD applications with low-level sensor fusion and perception solutions that provide high performance while being cost-effective, scalable and sensor-agnostic.

All figures in US dollars unless otherwise stated.

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MAPLE

Improving Healthcare Accessibility From Coast To Coast

Industry

Access to healthcare remains one of Canada's most pressing issues. More than 6MM adults in Canada lack access to primary care, while only one-third can book an appointment within a week (Angus Reid). After virtual healthcare proved indispensable during the COVID-19 pandemic its clear benefits and the quality of care it extended to patients and practitioners alike have ensured telehealth retains its place in the post-pandemic world. Employers also benefit from providing their employees with access to 24/7 virtual care, as it has the potential to reduce absenteeism and attract and retain talent. In 2021, 73% of polled Canadians had at least one virtual healthcare interaction, with 90% of those who had a virtual visit stating they were satisfied with the experience, according to the Canadian Medical Association, suggesting room for further growth for the telemedicine market.

Company

Maple provides employers, strategic partners/payers and healthcare delivery organizations with an easy-to-use, 24/7/365 virtual care solution. The company has a 95% corporate client retention rate and has experienced 719% sales growth over the last three years. The company claims it is unique in the number of end-markets it serves, with no other virtual care platform reaching as many potential users. Maple's was built in-house specifically for healthcare and the Canadian healthcare environment, and includes a network of specialists, allied health professionals and care navigators. Its network of doctors has grown organically, with doctors recognizing the value that virtual care provides to their patients as well as the flexibility it offers to physicians. Maple's direct-to-consumer solution also provides consumers with access to the company's healthcare network, which they can access through a pay-per-visit or subscription-based pricing structure. Of visits to Maple's platform, 20% are DTC and 70% are B2B.

Products

Maple's virtual care app doesn't just add video capabilities to existing medical appointments. The app has a full range of features from digital diagnoses to digital prescriptions and allows doctors to do everything they would be able to do without physical contact. The app connects users to a doctor in less than five minutes on average, with a 91% resolution rate for first-time issues. Users fill out a questionnaire to provide their symptoms or needs and are paired with a doctor who is prepared to provide virtual treatment. Maple also licenses its software to public and private enterprises such as provincial governments, hospitals and long-term care homes. Users of Maple's app have the option to pay \$69/visit with a Canadian-licensed GP on the app, or pay a \$30/month membership fee for access.

Roadmap Ahead

In January 2022, Maple acquired Calgary-based Wello, a virtual healthcare brand managed by INLIV Inc. Going into 2023 Maple's top three priorities are driving organic growth, expanding existing profitability and further M&A.



Background

Headquarters	Toronto
Employees	150 (2023), 150 (2022)
Year Founded	2015
CEO	Brett Belchetz
Co-Founders	Brett Belchetz Stuart Starr Roxana Zaman
Recent Valuation	\$300MM
As of 9/15/20.	
Source: Bloomberg	

Key Market Statistics

Sub-sector:	Telemedicine
Est. Global Market Size (2022)	\$83.5B
Est. CAGR (2023 - 2030)	24.0%
Source: Grand View Research	

Venture Rounds

Series B (Jul '19) - C\$75MM	Loblaw Companies Ltd.
Series A (Sept '19) - C\$14.5MM	Acton Capital, SE Health
Venture Round (Jan '19) - N/A	RBC, OnWave Ventures
Seed Round (Mar '18) - C\$4MM	MARS Investment Accelerator Fund, Jeff Fetes

Funds

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A
3-Year Revenue Growth			719%
Source: Maple			

Company Description

Canada's leading 24/7/365 virtual care platform.

EQUITY RESEARCH

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May 19, 2023

MIOVISION

A Leading North American Smart City Equipment Vendor

Industry

As urban populations grow, so too does the need for technologies that improve the efficiency, safety, and environmental impact of city traffic. By 2050, ~87% of the population in developed regions is expected to live in urban areas (Statista). To enable safe and efficient mobility, governments are leveraging traffic management solutions that track and co-ordinate traffic flow, reduce emissions and manage costs. These initiatives provide ample growth opportunities for firms like Miovision that operate in this space.

Company

Miovision provides scalable intelligent transportation solutions for cities to help them reduce traffic congestion and vehicle emissions and improve public safety for all types of road users – vehicles, bicycles, and pedestrians. Through optimizing traffic signal timing, Miovision's AI-powered platform can reduce GHG emissions by up to 200 tonnes per intersection per year. Since 2005, and prior to its recent acquisition of GTT, the company's systems had detected over 30B vehicles and 1.5B pedestrians, and assisted nearly 2,000 customers across 63 countries. Miovision is part of Team True North – Canadian companies shown by verified data to have the highest probability of reaching \$1B in revenue. Last year, Miovision resolved its supply chain issues and shipped a record number of products, which nearly doubled its revenues. In early 2023, the company acquired two companies: MicroTraffic (road safety video analytics) and Global Traffic Technologies (GTT). The \$107MM GTT acquisition provides Miovision with technology that enables emergency and transit vehicles to trigger signal changes as they approach intersections, giving them priority to reach their destinations faster. Miovision now counts 100,000 intersections across North America that employ its technology. The acquisition was funded by a C\$260MM investment in mid-April, led by TELUS Ventures, Maverix Private Equity, and EDC.

Products

Miovision offers connected, portable and permanent hardware platforms that deliver a range of software-powered solutions for measuring, managing and optimizing urban transportation. In 2022, Miovision announced a new generation of its portable platform – Miovision Scout Explore – offering built-in cellular connectivity and onboard video processing. Solutions available on this platform include a range of traffic studies and new safety analytics. Miovision also offers a permanent connected hardware platform – Miovision Core – which modernizes signalized intersections and delivers a range of software solutions to enable detection, continuous traffic data, safety analytics and improved maintenance. Miovision Core can be expanded to include adaptive signal control and emergency vehicle and transit pre-emption. The company also recently launched its new software platform, Miovision One, which will integrate its software solutions onto a single platform and make it easier to bring new solutions to market.

Roadmap Ahead

Miovision will complete the integration of its recent acquisitions over the coming quarters, and work towards bringing all its solutions to Miovision One.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Kitchener
Employees	400 full-time equivalent (2023) 252 full-time equivalent (2022)
Year Founded	2005
CEO	Kurtis McBride
Co-Founders	Kurtis McBride Tony Brijpaul Kevin Madill
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Intelligent Traffic Management Systems
Est. Global Market Size (2022)	\$10.4B
Est. CAGR (2023 - 2030)	13.8%
Source:	Grandview Research

Venture Rounds

Venture Rounds	Funds
Secondary & Growth Capital (Apr '23) - C\$260MM	Telus Ventures, Maverix Private Equity, EDC
Minority Funding (Jan '20) - C\$120MM	Telus Ventures, McRock Capital, EDC
Convertible Notes (May '18) - C\$15MM	MKB, McRock Capital, Harbourvest Partners, BDC Venture Capital
Series B (Feb '15) - C\$30MM	MKB, Investeco Capital, Renewal Funds, Plaza Ventures, Comerica
Series A (Prior to '09) - \$1.8MM	Unnamed

Financial Metrics

Financial Metrics	2022	2023E	2024E
Est. Sales	~2x Y/Y growth	N/A	N/A

Source: Miovision

Company Description

Miovision provides municipalities with technology to better manage the flow of people and vehicles through cities, reduce congestion and emissions, while also increasing safety.

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May 19, 2023

MOJIO

Modernizing The Auto Industry Through Innovative Telematics

Industry

The global connected car market is expected to reach \$153 billion by 2032, fuelled by rapid advancements in sensing technology, rising demand for predictive maintenance in fleet management, and a surge in the use of telematics systems in vehicles (MarketsandMarkets). ITSDigest estimates there will be over 367MM connected vehicles on the road by 2027.

Furthermore, the ubiquity of reliable 4G LTE networks and the growing deployment of 5G indicates that the wireless network coverage needed for vehicle telematics has been laid. These trends have prompted automakers to partner with technology providers to develop connected vehicle solutions.

Company

Mojio is a cloud-based platform and SaaS provider for automakers, mobile network operators and mobility service providers looking to deploy connected vehicle services. Enterprise customers include Audi of America, T-Mobile, TELUS, and Vivint, among others. The company's complete solution is hardware and vehicle agnostic, and is powered by its modular cloud-based connected mobility platform, which includes real-time telematics data processing, mobile and web-based apps, integrated ecosystem services and AI-powered big data analytics. Through Mojio's technology, customers are able to securely access live and historical vehicle data that enables decision-making around safety, driving behaviour and vehicle maintenance. Mojio's platform has collected more than 20B miles of real-world driving data from 1.5MM+ vehicles and maintains ISO27001 certification for data security.

Products

Mojio has four product lines. The Mojio Platform is globally scalable, providing high reliability and low latency, with round trip processing at <500 milliseconds, user privacy, and multiple layers of security. Mojio Mobility provides two mobility services: Motion by Mojio for consumers, and Force by Mojio for small business fleets. Fourth, Mojio's suite of AI-powered mobility modules (Mojio Engage) are integrated into customer's existing apps or services. The four modules include a patented TireCheck service, which provides an instant assessment of tire tread health by analyzing smartphone images; AutoCare+, a predictive vehicle maintenance service; RoadScore, which quantifies driver behaviour; and FuelSmart, for personalized re-fuelling recommendations. Finally, Mojio Flow currently offers three data streaming pipelines: Repair Stream (for vehicle health insights), Insurance Stream (for behavioral data and usage insights) and Traffic Stream (for anonymized, real-time driving patterns). Mojio offers its solutions via recurring service fees (per vehicle/mo), but is expanding into usage-based subscriptions for its Mojio Engage and Mojio Flow product lines.

Roadmap Ahead

In 2023, Mojio will look to grow its fleet business by pursuing partnerships in the Field Service Management, Commercial Auto Insurance, and Automotive Service/Repair segments. The company will also expand its platform in late 2023 to support video telematics, including the introduction of an LTE connected dual-facing dashcam for its consumer and fleet services.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Vancouver
Employees	55 (2023), 72 (2022)
Year Founded	2012
CEO	Kenny Hawk
Co-Founders	David Shore Jay Giraud Narayan Sainaney Richard Woodruff

Recent Valuation

Key Market Statistics

Sub-sector:	Connected Car Platform
Est. Global Market Size (2022)	\$28.5 billion
Source:	Emergen Research

Venture Rounds

	Funds
Series B1 (Nov '21) - \$7M	Kensington Capital Partners, Relay Ventures, Trend Forward Capital, Generation Capital
Series B1 (May '20) - \$11.7M	Relay Ventures, BDC Venture Capital, American Ventures Insurance Group, Generation Capital, Innogy Ventures, Kensington Capital Partners, Trend Forward Capital
Series B (Feb '19) - \$16.7MM	Bosch, Kensington Capital Partners, Innogy Ventures, Iris Capital, T-Mobile, Telus Ventures, Trend Forward Capital, all prior investors
Series B (Nov '17) - \$23.3MM	Kensington Capital Partners, Amazon Alexa Fund, BDC Venture Capital, Deutsche Telekom Strategic Investments, Innogy Venture Capital Relay Ventures, Trend Forward Capital
Series A (Dec '16) - \$7MM	Amazon Alexa Fund, BDC Venture Capital, Deutsche Telekom Strategic Investments, Plus & Play Venture Group, Relay Ventures
Series A (Mar '15) - \$6.4MM	Deutsche Telekom Strategic Investments, Relay Ventures, BDC Venture Capital

Company Description

Scalable, secure and hardware-agnostic, Mojio provides cloud platform and SaaS solutions for connected mobility services.

EQUITY RESEARCH

May 19, 2023

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PAPER

Educational Support System With EdTech

Industry

Online tutoring had already been growing rapidly prior to the pandemic. This growth is being fueled by the increasing use of e-learning solutions over traditional methods due to their perceived benefits, including improved focus, convenience, and cost effectiveness (Grand View Research). In a 2023 Priority Report, three California school districts told Paper they are already seeing how educational services such as mental health support, tutoring, and data analysis tools will remain staples of their processes years from now. These trends should stimulate demand for Edtech solutions like Paper.

Company

Paper was founded in 2014 to tackle major challenges in education, including ever-increasing costs to deliver quality service, a rise in demand for tutors (which places a strain on limited resources), and the equitable distribution of scarce resources. Paper's platform provides customers with a large team of qualified tutors, an algorithmic matching of tutors to students, and intelligent capacity planning on a fixed, cost-per-student pricing model. Today, Paper serves more than three million students from over 350+ unique school districts across 40+ U.S. states and Canada, reflecting noteworthy growth from the two million students it supported this time last year. Two recent statewide partnerships added about 200 additional districts to this total.

Products

Paper began as a 24/7 remote tutoring solution for school districts, with key features including unlimited, one-on-one, chat-based tutoring sessions and essay reviews – all with the ability to connect at any time from any device. It also includes an advanced data analytics tool which tracks the progress of students to help improve learning outcomes. Further to the student interface, Paper allows teachers to monitor students' progress and personalise lessons to each student. School administrators, meanwhile, use Paper as a key resource to fill the shortfall in qualified teachers and provide an equitable distribution of educational resources. Paper employs 2,000+ tutors who are highly trained with content expertise and many with at least one year of teaching experience. One of Paper's key selling points is its focus on equity and accessibility to ensure its product can be used by the students who truly need it, when they need it. In 2022, Paper furthered that mission by acquiring three industry-leading solutions in Figure Math, Readlee, and MajorClarity. These should help Paper close math and literacy gaps exacerbated by the pandemic and provide career and college readiness support.

Roadmap Ahead

By expanding into math skills, literacy, and career and college readiness, Paper has built a comprehensive Educational Support System (ESS) aimed at creating better opportunities for all students. Alongside its other offerings, its ESS can support students from their earliest days in the classroom to graduation, college and the workforce. Paper aims to expand its new ESS to new and existing partners in 2023. The company expects acquisitions and internal development will help it continue to adapt to students' needs, provide tools to maximise their success, and drive educational equity across NATAM.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Montreal
Employees	500+ (2023), 400+ (2022)
Year Founded	2014
CEO	Philip Cutler
Co-Founders	Philip Cutler Roberto Cipriani

Recent Valuation (2021) \$1.5B
As of the company's February 2022 financing and according to a Globe and Mail article.

Key Market Statistics

Sub-sector:	Edtech and Online Tutoring Solutions
Est. Global Market Size (2022)	\$7.7B
Est. CAGR (2023 - 2030)	14.9%
Source:	Grand View Research

Venture Rounds

Venture Rounds	Funds
Series D (Feb '22) - \$270MM	Sapphire Ventures & Softbank Vision Fund, Lead and Consortium of Investors
Series C (Jun '21) - \$100MM	Institutional Venture Partners, Lead and Consortium of Investors
Series B (Dec '20) - \$11MM	Framework Venture Partners, Lead and Consortium of Investors
Series A (Mar '20) - \$7.5MM	Reach Capital Lead and Consortium of Investors
VC Investment (Dec '16) - Undisclosed	iRestify, Inc.
Seed 2 (Aug '16) - \$1.6MM	Birchmere Ventures
Seed 1 (Mar '15) - Undisclosed	Real Investment Management, Inc.

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Paper provides online tutoring services that overcome the traditional barriers to academic support by selling directly to districts and at no charge to students or parents.

EQUITY RESEARCH

May 19, 2023

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PAYSTONE

Optimizing Customer Lifetime Value For Businesses

Industry

As online sources increasingly inform consumer behaviour, service-oriented merchants need marketing solutions that increase their digital presence and enhance customer loyalty. Among these strategies are referrals, which provide a 16% increase in customer lifetime value (Wharton). Gift Cards and personalized and/or exclusive offers also help attract new customers and increase visit frequency by 82% (Paystone).

Company

Paystone is an integrated software and payments company that provides solutions to over 35,000 services-oriented merchants across North America and numerous verticals. The company processes \$10B in annual gross payments volume and differentiates itself by focusing on service-oriented merchants. The majority of Paystone's customers seek help building a strong online presence as well as customer engagement and marketing tools that optimize customer acquisition and retention rates. Its solutions allow merchants to reward consumers for providing referrals and review writing, which ultimately help boost a merchant's online profile. Users of the company's engagement tools report a 66% increase in consumer spending through its Loyalty module.

The company's go-to-market strategy includes an internal salesforce and network of 50+ sales partners which have helped Paystone generate ~\$56MM in 2021 revenues, and more recently, annual revenues in the "three-digit million mark" according to CEO Al-Ansari (TechCrunch, London Free Press). In 2022, Paystone was named as one of Canada's top growing companies by the Globe and Mail for its 3-year revenue growth rate of 276%.

Product

Paystone's payments solutions include stand-alone, mobile and e-commerce payment terminals as well as a POS system with inventory and customer management software. Numerous pricing options allows merchants to purchase modules on a stand-alone basis or as a package. Access to its payments solutions costs \$20/mo plus transaction fees, a one-time set-up fee (\$99) and terminal rental fees (\$25-\$45/mo). Its Gift Card Program costs \$30/mo plus the \$99 set-up fee. Merchants can also purchase its entire Engagement Software stack, which includes its Loyalty Rewards Program, Marketing Automation tools and Gift Card Program, for \$99/mo plus set-up.

Roadmap Ahead

Paystone's top priority in 2023 is to launch a payment-integrated loyalty program. This solution aims to help Paystone's clients grow their business through customer-driven growth, by rewarding loyal customers and encouraging repeat purchases. The program will be designed to incentivize customer retention, strengthen customer relationships, and ultimately drive growth for its clients.



Background

Headquarters	London, ON
Employees	211 (2023) 150 (2022)
Year founded	2008
CEO	Tarique Al-Ansari
CFO	Abdullah Saab
Co-Founders	Tarique Al-Ansari Abdullah Saab
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Payment processing software
Est. Global Market Size (2021)	\$39.6B
Est. CAGR (2021 - 2026)	13.7%
Source:	Allied Market Research

Venture Rounds

Venture Rounds	Funds
Investment (Jul '21) - \$30MM	Credit Mutuel Equity
Investment (Jan '21) - \$69MM	Canadian Business Growth Fund, National Bank of Canada

Financial Metrics

Financial Metrics	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Paystone is an integrated software and payment processing company that helps service-oriented businesses optimize customer acquisition and retention through its numerous engagement solutions that are underpinned by its payment stack.

EQUITY RESEARCH

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May 19, 2023

PLEX

Stream Better Together

Industry

Streaming fatigue is an increasingly common issue among TV viewers. According to Forbes, Americans spend an average of 13 hours and 11 minutes a day using digital media, while 78% of U.S. households were subscribed to at least one video streaming service. The record number of available streaming services (200+ as of 2022) has resulted in overwhelming choice (Gazette). The way people access video streaming, such as through video streaming apps rose with revenue surpassing \$72 billion in 2021. It's projected to rise to \$115 billion by 2026 (Forbes).

Company

Plex is a free, ad-supported streaming platform that allows users to organize and consume movies and TV shows in a simple, user-friendly, and personalized environment. The company was founded in 2010 as a global media company following the initial release of its software, which has evolved into the Plex Media Server and Plex App. In the last few years, Plex has introduced new services including ad-supported Video On Demand (AVOD), Free Ad-Supported Live TV (FAST), Watch Together, 3rd-party Streaming Service Integration, Discovery and Universal Watchlists. Plex received significant funding from Toronto-based Intercap, from which it raised \$50MM in 2021. In 2022, Plex raised an additional \$20MM from an undisclosed source (SEC filings). The company has innovated materially over the last year. Its Discover feature, which is comprised of its Universal Search and Universal Watchlist functionalities, is one such innovation and allow users to search for, watch, and build a Watchlist with any movie or show within Plex right away; regardless of whether that content is streaming on Plex or other platforms. One's Universal Watchlist can also be shared with friends, allowing users to see the content being watched by trusted sources.

Products

In addition to its rapidly growing AVOD and FAST offerings, which are free and ad-supported, Plex also markets a series of Plex Pro apps aimed at all media consumers. The Plex App is a freemium product available for smart TVs, smartphones, tablets, gaming consoles and computers. It serves as a hub for user content, integrating with numerous video and audio streaming services, offering free TV and movies, and allowing users to access their own media servers. Its Plex Media Server is a freemium server application for DIY enthusiasts to store, organize and host user-owned content, including music, TV shows, movies and other media for personal consumption, allowing users to create their own streaming service. Premium features are offered through its Plex Pass, which costs ~\$5 per month, ~\$40 per year, or ~\$120 for a perpetual license. The company has 25MM global users (up from 15MM in 2019), and as of January 2023, Plex counted 16MM monthly average users compared to 13MM last year. Plex expects to grow revenue 50%+ per year.

Roadmap Ahead

Looking ahead, Plex is focused on growing its revenue, efficiently acquiring new users, and to end streaming struggles by positioning the company as the go-to platform for finding and discovering content that users will enjoy.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Los Gatos, California
Employees	160 (2023), 130 (2022)
Year Founded	2010
CEO	Keith Valory
Co-Founders	Elan Feingold, Scott Olechowski

Key Market Statistics

Sub-sector:	Global Media Streaming and Software
Est. Global Market Size (2021)	\$376.06B
Est. CAGR (2021 - 2028)	12.1%
Source:	Fortune Business Insights

Venture Rounds

	Funds
Venture Round (Feb '22) - \$20MM	Undisclosed
Secondary Market (Apr '21) - \$35MM	Intercap
Series C (Apr '21) - \$15MM	Intercap
Series B (Mar '14) - \$10MM	Kleiner Perkins
Series A (Jun '10) - Undisclosed	Patrick Peterson
Series A (Jan '10) - \$1MM	Klass Capital, Scott Banister

Financial Metrics

Est. Sales Growth	The company expects to grow revenue 50%+ per year
Source:	Plex

Company Description

Plex offers a global streaming media service as well as enthusiast software products, giving users a centralized hub to find and access media, including personal content, movies, TV, music and more.

EQUITY RESEARCH

May 19, 2023

PLUSGRADE

Global Ancillary Revenue Powerhouse

Industry

From 2013 to 2022, ancillary revenue for the airline industry grew from \$40 billion to over \$100 billion, or from 6% of total revenue to over 15% (Idea Works Company). Today, ancillary revenue sources are becoming even more important for the travel and leisure industry and beyond. This includes end-customers purchasing extra amenities, priority boarding rights, seating upgrades, hotel room upgrades, loyalty currency retailing, and plenty more, which generates highly profitable incremental revenue for the industry. Such sources of revenue also increase end-customer engagement, and potentially deliver a better experience. By 2028, this industry is expected to reach a market value of \$500 billion (Market Research Guru).

Company

Founded in 2009, Plusgrade's SaaS platform provides ancillary revenue streams to its global base of over 200 airline, hospitality, rail, cruise line, and financial services partners. These include companies like Air Canada, WestJet, Southwest Airlines, United Airlines, Lufthansa, Royal Caribbean Cruises, Spirit Airlines, Amtrak, Marriott, IHG, Hilton, Citi, Chase, and more. In July, 2022, the company undertook the transformational acquisition of Points.com for \$385 million, a loyalty currency retailing and exchange platform. In January, 2023, the company also acquired UpStay, a hospitality ancillary revenue solutions provider. Combined, Plusgrade provides multiple product offerings across five verticals, and is now the global leader within the ancillary revenue space. The company expects the platform will generate over \$5 billion in new revenue streams for its customers in 2023 while helping them build brand loyalty and improve customer experience.

Product

Plusgrade's portfolio of ancillary revenue products delivers incremental high margin revenue through enhanced customer experiences. Its signature products include: a bid-based seating upgrade solution that enables a traveller to make an offer, either with cash or loyalty points, to move to a premium cabin often with significant savings versus purchasing a premium cabin seat directly, while driving significant incremental revenue from otherwise unsold seats for Plusgrade's partners; a loyalty currency retailing platform that allows a partner to retail its loyalty program points to customers to drive incremental revenue. Delivered as white-label SaaS products, the platform is highly scalable, offering a robust and flexible platform that supports the global travel and leisure industries and beyond. Plusgrade has continued to deepen penetration of existing verticals, expand into new verticals, and develop new products such as Dynamic Seat Blocker, Speed Pass and more.

Roadmap Ahead

Plusgrade is focused on becoming a global ancillary revenue powerhouse by delivering a leading portfolio of products that drive ancillary revenue for its partners, through incredible end-customer experiences. The company has exceeded the Rule-of-40 since 2012 and plans to continue to drive profitable growth via high organic growth complimented by strategic inorganic growth.

All figures in US dollars unless otherwise stated.

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Background

Headquarter	Montreal
Employees	~600 (2023), 125+ (2022)
Year Founded	2009
Recent Valuation	N/A
CEO	Ken Harris
Founder	Ken Harris

Key Market Statistics

Sub-sector:	Airline Ancillary Services Market, Rail Ancillary Services Market, Cruise Ancillary Services Market, Hospitality Ancillary Services Mkt, Loyalty Management Market
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Funding Rounds

Funding Rounds	Funds
Private Equity Round (Sep '21) - Undisclosed Amount	Novacap
Private Equity Round (Nov '18) - C\$200MM	CDPQ
Private Equity Round (Aug '15) - Undisclosed Amount	TA Associates

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Plusgrade powers the global travel industry with its portfolio of leading ancillary revenue solutions.

EQUITY RESEARCH

May 19, 2023

POINTCLICKCARE

Software Platform Enhances The Quality Of Long-term Care

Industry

The global electronic health records market is expanding and expected to reach ~\$31B by 2020 (Precedence Research). The government's efforts to promote healthcare IT usage significantly contribute to global market growth. In line with this, introducing technologically advanced services creates a positive outlook for the market. Furthermore, the spread of COVID-19 has put pressure on hospitals across the globe and negatively impacted the market. Factors such as the emergence of new players, expansion activities, product launches, mergers, and acquisitions positively influence market growth. The rising demand for electronic health records also catalyzes market growth. The growing trend of digitalization creates a positive outlook for the market. A number of innovative companies have developed solutions that help close these gaps and provide access to insights on the full spectrum of a patient's medical history. In addition to PointClickCare, they include Cerner (Oracle), McKesson and MatrixCare, among many others (Grandview Research).

Company

PointClickCare is a leading healthcare technology platform, enabling meaningful collaboration and access to real-time insights at any stage of a patient's healthcare journey. PointClickCare's single platform spans the care continuum, fostering proactive, holistic decision-making and improved outcomes for all. Over 27,000 (up from 22,000 LY) long-term post-acute care providers, 2,800 (up from 1,600) hospitals and 2,000 ambulatory clinics use PointClickCare today. This allows for care collaboration across disparate health care groups and the delivery of values-based care to millions of people across North America. As part of its efforts to continue expanding its senior-focused portfolio, the company recently acquired Patient Pattern, a value-based care electronic health record and integrated care management platform. PointClickCare continues to receive numerous recognitions, including being named: one of Canada's best-managed companies by Deloitte (nine consecutive years); a top-growing company by The Globe and Mail due to its three-year growth rate of 79% (third consecutive year); and the No. 1 long-term care software provider by KLAS Research (four years in a row).

Product

PointClickCare is North America's most comprehensive care collaboration network. Its solutions for mastering transitions, revenue-cycle performance, analytics and insights, and better clinical outcomes allow meaningful collaboration and access to real-time insights at any stage of the patient's journey.

Roadmap Ahead

PointClickCare will focus on its mission of continuing to advance healthcare technology and make a meaningful impact on the lives of millions.

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Background

Headquarters	Mississauga
Employees	1,900 (2022)
Year Founded	1999
CEO	Dave Wessinger
Co-founders	Dave Wessinger Mike Wessinger
Recent Valuation	\$5 billion
<i>As per the company's July 2022 investment and a Globe and Mail article</i>	

Key Market Statistics

Sub-sector:	Electronic Health Records
Est. Global Market Size (2022)	\$23.74B
Est. CAGR (2022 - 2030)	3.30%
Source:	Precedence Research

Venture Rounds

	Funds
Secondary Investment (Apr '22) - between \$200MM and \$300MM	Hellman & Friedman, JMI Equity
Minority Investment (Jan '21) - Undisclosed Amount	Hellman & Friedman, Dragoneer Investment Group
Private Placement (Mar '18) - \$186MM	Dragoneer Investment Group
Strategic Investment (Feb '11) - Undisclosed Amount	JMI Equity

Financial Metrics

	2022	2023E	2024E
Est. Annual revenue	\$500MM	N/A	N/A
Est. Revenue growth	20%		
<i>Source: The Globe and Mail</i>			

Company Description

PointClickCare is a leading healthcare technology platform, enabling meaningful collaboration and access to real-time insights at any stage of a patient's healthcare journey. Over 22,000 long-term post-acute care providers and 1,600 hospitals use PointClickCare today, enabling care collaboration and value-based care delivery for millions of lives across North America.

EQUITY RESEARCH

May 19, 2023

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PREVIAN

Pushing The Limits Of Infrastructure Diagnostic Technologies

Industry

Governments are investing heavily to modernize their ageing infrastructure. According to McKinsey, an important component of infrastructure resilience is building a foundation of data with numerous asset metrics which owners can monitor and help them address problems in real-time. This requires proper asset maintenance and testing, particularly through Non-Destructive Testing (NDT) and remote monitoring methods. The market for diagnostic technologies for infrastructure and critical assets is expected to reach \$30 billion by 2024 and to grow at twice the rate of global GDP (Previaan).

Company

Previaan (formerly Eddyfi/NDT) is a fast-growing, private industrial technology group focused on advanced diagnostic technologies to monitor the health of the world's infrastructure. The company has grown to over 1,600 employees across 34 offices globally, and serves asset owners, large engineering firms, and service companies across more than 110 countries. Its customers operate within the markets of power generation, energy, civil, transportation and aerospace. Previaan's success began with its Eddy Current-based surface inspection technology, and through internal innovation and acquisitions has since expanded into a broad line-up of inspection and monitoring technologies used for fault detection, advanced diagnostics, and data analytics. Since 2016, it has acquired 12 companies that have launched the company's growth into new markets and geographies. In 2022, Previaan completed the acquisition of Zetec, a leading player in NDT instrumentation, and also acquired Pavemetrics, a provider of digital vision systems for transportation infrastructure inspection. Previaan has grown its revenues 18-fold since it began its acquisition journey in 2016, and its profitability is well above peers, with gross margins of 65% and EBITDA at over 35%.

Product

Previaan operates in two segments. Its Diagnostic and Remote Monitoring Technologies (DRMT) segment offers products to test and monitor critical assets using sensors, hardware, robotics, IoT, and software-based solutions under the Eddyfi Technologies, Senceive, and Pavemetrics brands. The segment derives revenues from equipment sales, but also generates significant recurring revenues for software, accessories, and consumables. Second, its Technology as a Service (TaaS) segment deploys proprietary advanced technologies in a service revenue model for mission-critical situations under the NDT Global, TSC Subsea, and Dynamic Risk brands. Since these inspections are generally regulatory-driven and need to be repeated from time to time, customers' needs to have comparability of results has created a sticky reoccurring revenue model for the company.

Roadmap Ahead

Previaan expects to raise up to \$500MM through private equity backers or an IPO, and to position the company for further inorganic growth and debt repayment (Globe And Mail). Previaan's investment priorities are focused on providing diagnostic technologies for long-life critical infrastructure such as pipelines, power generation plants, railways and civil infrastructure.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Quebec City
Employees	1,600 (2023), 1,500 (2022)
Year Founded	2010
CEO	Martin Theriault
Founder	Martin Theriault
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Diagnostic technology for asset components
Est. Global Market Size (2024)	\$30 billion
Est. Growth Rate <i>Source: Previaan</i>	Twice the rate of global GDP

Venture Rounds

	Funds
Debt Financing (Jan '22) - \$60MM	IQ
Debt & Equity Financing (Feb '20) - C\$600MM	Novacap, CDPQ, National Bank, Investissement Quebec
Equity Financing (Mar '17) - \$36.5MM	CDPQ

Financial Metrics

	2019	2020	2021
Sales	C\$100MM	C\$300MM	C\$450MM
	2022		
	C\$475MM		

Source: Previaan

Company Description

Previaan focuses on leveraging advanced diagnostic technologies to enhance the monitoring of our world's infrastructure health.

EQUITY RESEARCH

May 19, 2023

RITUAL

Reimagined Food Solutions For The New Workplace

Industry

The pandemic revolutionized the restaurant industry and accelerated the adoption of digital food ordering apps almost overnight. Post-pandemic, these apps are expected to continue seeing usage, with 71% of millennials and 60% of U.S. adults indicating they're more likely to get delivery now than before the pandemic (National Restaurant Association). Restaurants and consumers alike are keen to find alternatives to delivery apps like DoorDash and Uber Eats, which take large commissions (sometimes up to 30% per transaction), especially as the prices of food inputs rise (Forbes). In 2023, hybrid work environments will cause delivery and restaurant tech to be creative and flexible.

Company

Ritual is an online ordering system and food ordering app that allows restaurants to receive orders directly through their own website or social media platforms, free of the commissions charged by traditional food delivery apps. The platform gained traction during COVID-19, through partnerships with large cities (including Toronto, Chicago and New York) for its Ritual for Restaurants platform, allowing for the integration of Ritual's digital ordering services into restaurants' websites (The Spoon). To support hybrid work, Ritual has been rolling out new features that cater to post-pandemic life, including Ritual for Teams, which allows corporate food perks to be offered. The company operates in over 50 cities and seven countries, including Australia, the U.K., the U.S. and Hong Kong. It works with more than 15,000 restaurants and 2,000+ top office buildings and is used by over 250,000 teams globally.

Products

In addition to its core app, Ritual's product stack offers solutions for restaurants, teams and buildings. The Ritual for Restaurants solution includes online ordering, loyalty programs, contactless QR code ordering, and more. Ritual is commission-free and offered to businesses starting at \$69/month. The Ritual App is offered for free through a low-commission (under 10%) fee structure. Ritual also offers team-focused features through Ritual for Teams, including corporate meal programs, location-based meal credits and Piggyback for Team delivery. Further, Ritual offers Ritual for Buildings, aimed toward office buildings, malls and food halls that connect tenants and guests with restaurants and cafes. Ritual for Teams and Ritual for Buildings are offered with custom pricing.

Roadmap Ahead

In 2023, the company plans to continue offering value to its customers. To do so, it will focus on fewer, more impactful products while keeping its prices and operating costs low (BetaKit).

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Background

Headquarters	Toronto
Employees	~125 (2023) 2022 148 (2022) Source: BetaKit
Year Founded	2014
CEO	Ray Reddy Ray Reddy
Co-Founders	Larry Stinson Robert Kim
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Third-party Food Delivery
Est. Global Market Size (2022)	\$130.2B
Est. CAGR (2022 - 2027)	11.4%
Source: Statista	

Venture Rounds

Venture Rounds	Funds
Financing (Mar - May '20) - \$20MM	Existing backers
Series C (Jun '18) - \$90MM	Georgian Partners, Greylock Partners, Insight Ventures, Mistral Venture Partners
Series B (Sept '17) - \$53MM	Insight Venture Partners, Golden Ventures, Greylock Partners, Mantella Venture Partners, Mistral Venture Partners
Seed (Jul '16) - \$3.5MM	Forerunner Ventures, memBrain LLC, Upfront Ventures, Rivet Ventures, New Enterprise Associates

Financial Metrics

Financial Metrics	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Ritual offers software and services to allow restaurants and other ordering businesses to accept and process orders, and an App that allows for food order collaboration with corporate-focused features.

EQUITY RESEARCH

May 19, 2023

ROSS VIDEO

A Global Leader In Delivering Exceptional Video Experiences

Industry

The world of video has evolved from a specialized field for traditional broadcasters to a source of advantage for countless organizations in the race to engage consumers, citizens, fans and employees. Growth in the market for live video production equipment and services is being driven by organizations looking to efficiently deliver more immersive and engaging viewing experiences. The rise of smart phones, tablets and TVs with high-quality streaming and display capability, along with large-scale LED displays in stadium and corporate venues, has created opportunities to drive more video content to consumers. Technology advances like UHD, data-driven graphics, real-time rendering, automation and AI have enabled new real-time video production capabilities.

Company

Ross Video provides the technology and services that power video experiences on television news, sports and entertainment shows, in stadiums, corporate studios and event centers, houses of worship, and government legislatures, among others. Ross Video is self-funded and has enjoyed 31 consecutive years of revenue growth with a CAGR of 17% since 1991. HQ is in Ottawa with 1,600 employees, including 450 staff engaged in R&D and a 300+ person sales & marketing team. The company has a global presence with offices in strategic locations like London, Singapore and Beijing and has customers in 163 countries. The company has completed 19 successful acquisitions since 2009. The latest was Spidercam in September 2022 which brings cable cameras into the company's robotic camera solutions, widely used for outdoor shots in sport events, concerts, e-sports and on TV shows. Over the last year, the company was named one of Canada's top 100 employers and won the awards for Best Business and Best Performance in HR from the Best Ottawa Business Awards.

Product

Ross Video views itself as a market leader with an unmatched portfolio breadth for live video production delivery in the manner customers demand – the Cloud, Hyperconverged on-premises or as a service. Products, software and services include: real-time motion graphics, video servers, video/audio processing and routers, robotic and cable camera systems, production switchers, high resolution LED panels, extended/augmented and virtual reality studio systems, newsroom systems, live event production services, cloud-based solutions and more. Ross products and services are relied on to produce marquee events like the Superbowl, Academy Awards, World Cup and Olympic Games. They are used by broadcasters like ABC, NBC, CBS, CBC, BBC, Aljazeera, CCTV and many more and by stadiums like SoFi and Mercedes Benz to drive LED screens and their fan experience. Ross Mobile's fleet of production trucks produce over 1,000 events annually.

Roadmap Ahead

CEO David Ross is set to look for a potential IPO opportunity within the next few years. In 2023/2024 Ross will continue to focus on geographic growth, product line extension, and expansion of and entry into new vertical markets.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Ottawa
Employees	1,600 (2023), 1,200 (2022)
Year Founded	1974
Most Recent Valuation	N/A
CEO	David Ross
Founder	John Ross

Key Market Statistics

Sub-sector:	Broadcast and Media Technology
Est. Global Market Size (2022)	\$48.5B
Est. CAGR (2023-2026)	17%
Source:	Research and Markets

Venture Rounds

Self-funded

Funds

Financial Metrics

	1991-2022
Revenue CAGR	15%
Annual Revenue	C\$400MM+
Source:	Ross Video

Company Description

Ross powers live video productions for billions of global viewers daily with the industry's widest range of production products and services.

EQUITY RESEARCH

May 19, 2023

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SEMIOS

On-farm Tech To Produce More Food, More Sustainably

Industry

As the global population grows, food demand is expected to increase by up to 98% by 2050 (HBR). However, the agricultural industry is also a large source of pollution, representing 11% of total U.S. GHG emissions in 2020 (EPA). Meeting rising food demand in a sustainable manner is the challenge agriculture technology (AgTech) companies seek to solve. Drivers of the precision farming industry include a growing desire among growers to reduce labour and operating costs, to meet rising food demand in a sustainable manner, and growing adoption of IoT devices within the agricultural sector. By 2030, the market is expected to reach a value of \$15.6 billion (MarketsandMarkets).

Company

Semios states it is the leader in precision crop management for growers of high-value crops. The company's platform leverages a wireless network of in-crop sensors that take daily measurements of climate, soil moisture, plant health, and insect and disease activity and then applies machine learning and big data analytics to help growers assess and respond to crop conditions in real-time. By the end of 2022, Semios' network of sensors and digital solutions was deployed across over 135MM acres of farmland across North America, Oceania, Europe and South Africa. In 2022, the company achieved ~\$65MM in annual recurring revenue (ARR).

Products

The company's system, which includes over 1MM in-canopy sensors, real-time pest monitoring, and weather, water and nutrition management tools allows growers to monitor and manage micro-climates, pest activity and plant diseases from a single and powerful interface to better determine how to protect and increase crop value. The company blankets each field with its wireless mesh network that contains remote-controlled pheromone dispensers, camera traps for pests, water management sensors and controls, plant health and other climatic sensors and controls. The pricing of its hardware and related software ranges from C\$75 to C\$300 per acre, depending on its configurations. Following Semios' 2022 acquisition of Agworld, the company has introduced Semios' weather and pest data into AgWorld's Farm management platform, which simplifies the processes of applying pesticides in compliance with label application rates and safety instructions.

Roadmap Ahead

In between water scarcity, record low almond prices combined with inflated input costs and inclement weather, Semios' core markets are going through a perfect storm. While the company expects the market to bounce back, this once-in-a-cycle event is putting pressure on Semios' core mating disruption product in 2023. In spite of this, the company has had good traction with its software and water solutions and is very focused on growing these offerings while driving adoption of its digital solutions in the row crops market.



Background

Headquarters	Vancouver
Employees	320 (2023), 300 (2022)
Year Founded	2009
CEO (Interim)	Ed Quiltyt
Founder	Dr. Michael Gilbert
Recent Valuation (Sep '21)	Over \$1B

As of the company's September 2021 financing.

Key Market Statistics

Sub-sector:	Precision Farming
Est. Global Market Size (2022)	\$8.5B
Est. CAGR (2022 - 2030)	7.9%

Source: MarketsandMarkets

Venture Rounds

	Funds
Private Equity (Sep '21) - C\$100MM	Morningside Group
Debt Facility (Mar '20) - \$25MM	CIBC Innovation Banking
Private Equity (Feb '20) - \$75MM	Morningside Group
Grant (Oct '18) - \$9.9MM	Sustainable Development Technology Canada
Private Equity (Apr '16) - \$8MM	Undisclosed

Financial Metrics

	2021	2022E	2023E
Est. Sales Growth (approx.)	50%	32%	
Est. ARR (approx.)	\$49MM	\$65M	N/A
	2015	2020	2021
Acres Of Farmland Covered (approx.)	4,000	200,000	100MM
	2022	2023E	
	105M	N/A	

Source: Semios

Company Description

Semios delivers precision data to growers through its proprietary system of in-crop wireless networks to help increase crop value.

EQUITY RESEARCH

May 19, 2023

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SNYK

Developer Security From Code To Cloud

Industry

Developing code that is secure is an important and pressing challenge for companies and developers. Indeed, over 65% of developers are estimated to have shipped code with known vulnerabilities (Contrary Capital). A shortage of cybersecurity talent amidst a growing software development population, and the vast and opaque nature of software supply chains contribute to the need for development security operations (DevSecOps) solutions. The DevSecOps market aims to keep proprietary code secure across many digital environments; from static applications, to container images, open source dependencies, the cloud and cloud infrastructure, all in-real time and embedded within a developer’s existing systems. Based on the developer universe and bottom-down analyses, Snyk estimates a ~\$40B TAM which expands as companies undergo digital transformations and as it develops new products. Key players include Checkmarx, Sonatype, Mend, and others.

Company

Snyk was founded in 2015 by three graduates of the Israeli Defense Forces to help software developers deliver more secure code. The company’s developer security platform automatically detects and suggests fixes for security vulnerabilities identified across a developer’s open source code, proprietary code, container images and infrastructure as code or on the cloud. The platform ensures security is applied throughout the entire software development process, rather than offloading this to a separate team. Snyk counts 2,600+ companies as customers, including Google, Comcast, Citrix, and ABInBev. Since early 2021, Snyk has acquired five companies that have expanded its product suite and TAM. Its most recent acquisition, Fugue, added cloud security and compliance technology to its solution set.

Products

Snyk’s developer security platform encompasses five modules, each of which helps developers ensure the code they build is secure. Each module is targeted at a specific environment or source; from static- or cloud-based apps, to containers, open-source dependencies, and cloud infrastructure. These modules identify code issues in real-time, allow developers to see sources for that issue, and how other developers have fixed a particular problem. All these modules are underpinned by Snyk’s proprietary AI engine and its Vulnerability Database (VD) which is a competitive advantage for the company and comprised of data collected by its global team of security researchers. According to Snyk, its VD covers 3x more vulnerabilities and can detect and remediate issues 47 days faster (on average) than the next largest public database. Snyk’s solutions are offered on a monthly subscription basis which ranges in price from a free tier with limited access, to \$57/developer/mo for broader access, and custom enterprise pricing.

Roadmap Ahead

In 2023, Snyk is focused on efficient growth, product innovation that is aligned with winning in the enterprise space, and penetrating large, legacy enterprises that comprise a substantial and concentrated part of its TAM. Snyk also plans to expand its partner ecosystem to extend its go-to-market.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Boston
Employees	~1,050 (2023), 1,400 (2022)
Year founded	2015
CEO	Peter McKay
Co-Founders	Guy Podjarny Assaf Hefetz Danny Grander
Most Recent Valuation (Dec '22)	\$7.4 Billion

Source: TechCrunch as of December 2022 financing round

Key Market Statistics

Sub-Sector:	Cybersecurity for software development
Est. TAM	~\$40B

Source: Snyk

Venture Rounds

Venture Rounds	Funds
Series G (Dec '22) - \$196.5MM	Led by Qatar Investment Authority with participation from new and existing investors
Series F (Sept '21) - \$530MM	Led by Sands Capital, Tiger Global, with participation from new and existing investors
Series E (Mar '21) - \$300MM	Led by Accel, Tiger Global, with participation from existing investors
Series D (Sep '20) - \$200MM	Led by Addition
Series C (Jan '20) - \$150MM	Led by Stripes, with participation from existing investors
Seed, Series A & B (2016, 2018, 2019) - \$102MM	Accel, GV, Boldstart Ventures, Heavybit, Canaan Partners,

Financial Metrics

	2022	2023E	2024E
Est. Sales	100%+	N/A	N/A
Net Revenue Retention	130%+		

Source: Snyk

Company Description

Snyk is a cybersecurity company that provides developers with a software security platform which detects and fixes code vulnerabilities in real-time.

EQUITY RESEARCH

May 19, 2023

SOLACE

Powering Real-time, Event-driven Enterprises

Industry

Modern business processes are increasingly interconnected, automated and underpinned by a network of disparate systems and applications. These modern architectures require software to integrate them and enable real-time operations where business events are immediately pushed to relevant applications across private and public cloud services, data centers, and geographies. Legacy enterprise message buses (ESBs) and on-premise integration software are being phased out in favour of event-driven architectures (EDA) that integrate with computing systems for a faster, less error-prone and more cost-effective solution. A survey by Solace found that while 85% of businesses seek to adopt EDA, so far only 13% have achieved full EDA maturity, which highlights the vast opportunity for companies in this space. Key competitors include Confluent, TIBCO, IBM, Software AG and hyperscalers (Azure, AWS, GCP). Solace estimates its addressable market at \$10B today, growing at a 32% CAGR.

Company

Solace's event management platform enables event-driven communications between applications regardless of where applications are run – whether in the cloud or on-premise. This is important in business processes across all industries where real-time action is critical: such as in the areas of finance, payment processing, digital factories, supply chains and more. Solace's customer base spans multiple sectors – from capital markets to manufacturing, retail, transportation, and beyond. The company counts over 250 global firms as customers, including 60% of the world's largest investment banks, and others such as the Toronto Stock Exchange, SAP, Renault and Heineken. In 2022, the company joined Amazon Web Services' Independent Software Vendor Accelerate Program. Cloud and self-managed software products (Solace "Platform") represent the majority of the company's product revenues. Subscription revenue on the Solace Platform grew 70% last fiscal year. The large majority of Solace's revenue is recurring.

Product

Solace products help companies create, document, discover and stream events by using Solace's industry-leading event management platform, PubSub+ Platform. Clients see benefits that include revenue enhancement through monetization of real-time data, customer service improvements, and real-time supply chain visibility. The platform includes event brokers that efficiently move events and information across cloud, on-premise and IoT environments. It is available as an appliance, software, or as a service. In 2022, Solace released Event Portal 2.0 that includes lifecycle management capabilities which enable application teams to more efficiently manage applications, events and other objects through the use of a single tool.

Roadmap Ahead

Solace states that as demand for EDA is increasing dramatically with more businesses moving to real-time, the company is optimally positioned to capture this burgeoning market. Additionally, Solace is shaping the Event Management space with new and enhanced product offerings.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Ottawa
Employees	500+ (2023)
Year Founded	2001
CEO	Denis King
Founders	Craig Betts
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Messaging Middleware
Est. Global Market Size	\$10 billion
Est. CAGR	32%
Source: Solace	

Venture Rounds

Debt Financing (Jul '20)	FedDev
- \$7MM	

Venture Funds (various dates)	Bridge Growth Partners, Wesley Clover, Genuity Capital Partners, Tandem Expansion
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Financial Metrics

	2022	2023E	202E
Est. Revenue Growth	N/A	N/A	N/A

Company Description

Solace enables open data movement that improves the speed and efficiency with which information flows between applications, devices, and people.

EQUITY RESEARCH

May 19, 2023

SOLINK

Leading In Cloud Video Surveillance Systems

Industry

A transformation in the surveillance market is under way. This is fueled by an increase in the hardware capabilities of surveillance cameras and growing integration of software analytics and AI in video monitoring. These innovations enable capabilities like facial recognition, vehicle plate identification, and the tracking of human behaviour, among a number of other applications. Over the next decade, there will be a rapid shift from on-premise to cloud infrastructure in the video security market spurred by Video Security as a Service (VSaaS) offerings. The VSaaS market is projected to reach US\$7.6B by 2023 growing at a CAGR 18% driven by demand for real time surveillance data and flexible scalability offered by VSaaS (MarketsandMarkets).

Company

Solink is the leader in cloud-based video security for businesses of all sizes. Over 17,000 customers (vs. 12,000 last year) use Solink across 20+ countries and the company also leverages partnerships with some of the largest brands. Solink rethinks how video cameras can help business owners operate more effectively in several verticals, including in e-commerce, restaurants, retail, financial institutions and other settings. The company's technology connects video and business data from over 200 different business integrations such as POS, inventory management systems, and customer experience solutions. This allows Solink to detect anomalies between the reported business data and what it views on the surveillance video. The company's hardware and software is purpose-built for business owners, IT and security teams.

Product

Solink offers its products on a subscription service that starts at \$150/month/location on average – including hardware, installation, and the ongoing service. Solink also offers additional add-ons that can be used to extend security cameras to solve specific applications, such as drive-through optimization, monitored alarm service, and third-party delivery chargebacks. In 2022, the company introduced threshold notifications for key metrics, camera linking and video alarms monitoring service released in Canada to name three important developments. Last year, the company became SOC2 Type II Certified, which confirms that its platform meets or exceeds stringent security measures that align with global industry standards and best practices.

Roadmap Ahead

Over the coming year, Solink will continue to focus on disciplined, top-line growth, expanding into new markets and verticals, and continued innovation.

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Background

Headquarters	Ottawa/Kanata
Employees	220 (2023), 180 (2022)
Year founded	2009

CEO	Michael Matta
Founder	Michael Matta
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Video Surveillance as a Service
Est. Global Market Size (2022)	\$3.3B
Est. CAGR (2022 - 2027)	18.0%
Source:	MarketsandMarkets

Venture Rounds

Series B (Jun '20) - C\$23MM	OMERS Ventures, Valor Equity Partners, ScaleUP Ventures, BDC IT Ventures
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Series A (Jun '19) - C\$16.3MM	Valor Equity Partners
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Late Seed (Nov '17) - \$5.0MM	Generation Ventures, ScaleUP Ventures, BDC IT Ventures
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Financial Metrics

	2021	2022	2023E
Est. Sales	N/A	N/A	N/A

Company Description

Solink is a cloud-based video security offering for business-to-business environments.

EQUITY RESEARCH

May 19, 2023

SYMEND

Puts Past Due Customers First For Improved Business Results

Industry

Against a backdrop of growing economic uncertainty, half of North American consumers are ignoring emails from their service providers because they aren't sufficiently personalized or relevant, according to Symend's 2022 Consumer Report. Symend's serviceable addressable marketing (SAM), based on the portion of the market that is acquirable by the company's business model, was estimated to be \$16B in 2022 (Symend). The SAM captures Tier 1 and mid-market enterprises, including communications service providers, financial services companies and energy companies across North America and Latin America.

Company

Founded in 2016, Symend is a leading SaaS company that turns difficult conversations and everyday moments into positive experiences. The company's empathetic, behavioral science-based solution has a proven track record of improving financial performance and delivering positive customer experiences for some of the world's largest financial institutions, communications services companies and utility providers. In 2022, the company doubled the number of customers served for the third consecutive year and will serve over 40MM consumers on behalf of North America's largest companies this year. Symend was one of the Deloitte Technology Fast 50 2022 program winners for its rapid revenue growth, entrepreneurial spirit, and bold innovation. Since its founding, the company has raised a cumulative \$150.8MM in financing from some of Canada's leading venture capital firms and technology investors, with iNovia Capital as its lead investor. Symend is headquartered in Calgary, with operations across Canada and the U.S.

Products

Symend's Behavioural Engagement Platform™ delivers digital experiences that are hyper-personalized based on the science behind consumer behaviour. With Symend's Platform, enterprises can achieve better results and build stronger relationships with fewer outreaches, achieving open rates up to 2.5x and click rates up to 5x the industry average. Metrics may vary by industry. Symend Cure is the flagship solution that is focused on engaging customers who are behind on their bills, from the initial past due phase to service cancellation. Symend Cure consists of a series of behavioural engagement strategies that are proven to empower customers to stay caught up on their bills, while positively shaping their behaviour over time. Symend's offering also extends into customer retention, using behavioural strategies to hyper-personalize customer engagement to improve retention and brand experience.

Roadmap Ahead

In 2023, the Symend team is focused on uncovering opportunities to provide insight, value and experiences that best serve its enterprise clients and their end customers. The business has optimized for efficiency with lean, agile operations that are focused on delivering better outcomes for clients and putting Symend on a faster path to profitability.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Calgary
Employees	186+ (2023)
Year Founded	2016
CEO	Hanif Joshanghani
Chief Impact Officer	Tiffany Kaminsky
Co-Founders	Hanif Joshanghani Tiffany Kaminsky
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Behavioural Engagement Platform
Est. Global Market Size (2022)	\$16B
Source:	Symend

Venture Rounds

Venture Rounds	Funds
Funding (Nov '22) - \$40MM	Inovia Capital, and consortium of investors
Venture (Jun '22) - N/A	Plug and Play
Series B Extension (Feb '21) - \$43.3MM	Inovia Capital and consortium of investors
Series B (Apr '20) - C\$47.1MM	Inovia Capital and consortium of investors
Series A (May '19) - C\$14MM	Inovia Capital and consortium of investors
Seed Funding (Nov '17) - C\$2.8MM	Impression Ventures and consortium of investors
Pre-Seed Funding (Nov '16) - C\$1MM	Founders and angel investors

Financial Metrics

Financial Metrics	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Symend is a digital engagement platform that leverages data analytics and behavioural science to optimize customer engagement and the debt collection process.

EQUITY RESEARCH

May 19, 2023

TALENT.COM

Global Job Search Connecting Jobseekers & Employers

Industry

Online job search platforms are emerging as a preferred tool of recruiters and job candidates in today's competitive labor market. Employment websites like Indeed.com and Talent.com are marketplaces that seek to efficiently connect both groups. According to Insight Partners, the global online recruitment market size is expected to grow from \$30B to over \$40B in the next five years and, according to Forbes, the wider entire recruitment market is estimated at over \$200 billion worldwide (Fortune Business Insights).

Company

Founded in 2011, Talent.com is a fast-growing employment website that seeks to centralize all jobs on the web on its sites available in more than 50 countries. The platform uses machine learning and job matching algorithms to present relevant jobs to job seekers from the millions of postings aggregated. Attracting more than 30MM active users per month, the company works with a network of publishing partners to expose their clients' jobs to quality applicants. Talent.com offers adaptable services that allow employers and recruitment agencies to list their jobs and pay only for performance using a pay-per-click model. With headquarters based in Montreal, Talent.com has offices in Lausanne, Barcelona, and Medellin to support its business with a particular focus on its top five markets (US, UK, FR, DE, CA), which represent most of the job activity and revenue.

Product

Talent.com provides job seekers with a suite of tools for every step of their job search. In addition to its job search engine, Talent.com provides estimated salary data for a target position or company. It also offers a tax calculator that allows users to compare net pay compensation between regions, states, provinces, and countries. For employers, Talent.com automates the job-posting process and publicizes sponsored jobs on its global set of sites, as well as its network of job and content sites, generating over 70 million clicks on jobs for advertisers each month. Following its debt and equity raise of a combined US\$150MM+ in March 2022, Talent.com has been investing heavily in product development— particularly how the company finds, indexes, and matches jobs to candidates— and has just launched a mobile app.

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Background

Headquarters	Montreal
Employees	~400 (2023)
Year Founded	2011
Co-Founders	Benjamin Phillon Maxime Droux Lucas Martinez
CEO	Lucas Martinez
Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Recruitment Advertising
Est. Global Market Size	\$30 Billion
Source:	Fortune Business Insights

Venture Rounds

	Funds
Series B (Mar '22) US \$120MM	iNovia Capital, CDPQ, Investissement Quebec, BDC Capital, Fondation, HarbourVest Partners, Climb Ventures
Debt (Mar '22) – CA\$45MM	BMO
Series A (Sep '19) - CA\$53MM	CDPQ

Financial Metrics

	2022	2023E	2024E
Annual Revenue	Over US\$ 100MM	N/A	N/A

Source: Talent.com

Company Description

Talent.com is a next-generation job search platform that matches job seekers with relevant job opportunities and helps recruiters find candidates through a pay-for-performance model.

EQUITY RESEARCH

May 19, 2023

TELUS HEALTH

Improving Healthcare Access Through Digital Solutions

Industry

The COVID-19 pandemic accelerated the adoption of virtual healthcare and health technology solutions by patients, practitioners and health agencies across the world. Fuelling this growth are the benefits provided by these solutions, including improvement in access to healthcare, costs, quality, and safety. These solutions and improvements come at a time when challenges such as a rise in chronic diseases and shortages of health practitioners are expected to be exacerbated by an aging population. These factors contribute to the large and growing market opportunity available to key operators in the Canadian and global healthcare market.

Company

A subsidiary of TELUS Communications, TELUS Health is a global health and wellbeing provider. The company's digital and clinical solutions serve ~68MM people across 160 countries through its corporate clients and are focused on improving total physical, mental, and financial health and wellness across the spectrum of primary and preventative care. The company's transformative acquisition of LifeWorks for C\$2.3 billion last year added a comprehensive employer and employee-focused wellbeing provider. It has also positioned Telus HEALTH as one of the largest HealthTech organizations globally, and builds on the subsidiary's prior acquisitions which include EQ Care (2020), Akira Health (2019), Nightingale (2016), and ZRX Prescriber (2014). In 2022, revenues for the subsidiary experienced Y/Y growth of 75% (vs. 16% in 2021) with inorganic and organic contributions.

Products

TELUS Health's broad portfolio of solutions and services are spread across the continuum of care, and include physical health care clinics, and digital health solutions for employers, payors, providers and consumers. TELUS Health offers a variety of integrated health and well-being products, solutions and services, including virtual care (comprehensive primary care, mental health support, wellness offerings for employees and individuals, pet care), remote patient monitoring and personal emergency response services, medication management (virtual pharmacy, pharmacy management systems), health records management (personal health records, electronic medical records (EMR)), claims management solutions, and the curation of health content.

Roadmap Ahead

TELUS Health continues to invest in both organic and inorganic growth opportunities with the intent of being the most trusted wellbeing company in the world by building the healthiest communities and workplaces on the planet.

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Background

Headquarters	Montreal
Employees	~10,000 (2023), 2,000 (2022)
Year founded	2008
President, TELUS Health	Sudhakar (Sid) Kosaraju
CFO	Kelly Martin
Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Healthcare
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Financial Metrics

	2020	2021	2022
Est. Sales (in C\$MM's)	C\$448	C\$521	C\$913
	2023E	2024E	
	N/A	N/A	

Source: Telus

Company Description

TELUS Health is a global health and wellbeing provider of digital and clinical solutions across the spectrum of primary and preventative care for corporate clients.

EQUITY RESEARCH

May 19, 2023

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TOUCHBISTRO

Helping Restaurants Embrace Omni-channel Dining

Industry

The restaurant industry is at a technological and economic inflection point. After the challenges of the pandemic, owners and operators are now contending with inflation, labour shortages, and supply chain disruptions. In an industry publication, 39% of restaurants surveyed stated that they have started to track the price of key ingredients, while 62% report facing “slight” to “moderate” hiring challenges (Toast). Many are, therefore, increasingly adopting digital solutions to help streamline operations and reduce costs, trends which underpin the \$4.6B restaurant management software market (Grand View Research).

Company

TouchBistro is an all-in-one POS and restaurant management system used by over 16,000 active restaurants, across 100 countries, and processes ~\$14B in payments annually. In 2021, after Mr. Zabaneh became CEO, the company shifted focus to target larger and multi-location restaurants, which are more stable than their smaller and single-location peers. The company has also since expanded its presence in the U.S., which now represents ~75% of revenues. TouchBistro’s net revenues exceeded \$60MM in 2022, representing 31% Y/Y growth. The company has tripled its annual contract value since pre-pandemic. In November 2022, the company raised C\$150MM in order to accelerate its growth across the restaurant and hospitality sectors throughout North America and beyond. According to the Globe And Mail, the company received numerous offers during the fundraising process, before concluding the financing with Francisco Partners. The article quotes industry sources as stating that the funding raised was a form of convertible debt.

Products

In addition to POS, TouchBistro offers add-on solutions such as reservations, online ordering, menu management, inventory management, accounting, and staff scheduling, among others. Its online ordering solution for takeout and delivery allows restaurants to keep 100% of the profits ordered through the platform, unlike a direct integration with third-party delivery services, which can take a commission on orders of up to 30%. Over the last two years, the company has integrated automated marketing and customer relationship management functionality into its platform. Other customer engagement tools it now offers include delivery management and contactless payments.

Roadmap Ahead

TouchBistro plans to use the C\$150MM in funding to accelerate its growth initiatives. These include acquisitions and investing in the expansion of its product offerings and core services, including adding new value-added and other integrated tools (TechCrunch). In 2023, the company’s top priorities are to continue building its presence in the large, North American SMB and mid-market segments, while continuing to optimize its business model and increasing gross profit margins, as well as turning EBITDA positive by the end of this year.



Background

Headquarters	Toronto
Employees	600 (2023) , 600 (2022)
Year Founded	2011
CEO	Samir Zabaneh
CFO	Mike Koen
CTO	Aris Zakinthinos
Most Recent Valuation	Over \$650MM
<i>As per a 2022 Globe And Mail article following the company's September 2022 financing.</i>	

Key Market Statistics

Sub-sector:	Restaurant Management Software
Est. Global Market Size (2022)	\$25B
<i>Source: TouchBistro</i>	

Venture Rounds

	Funds
Growth Funding (Nov '22) - C\$150MM	Francisco Partners
Series E (Sep '19) - C\$150MM	OMERS Growth Equity, Barclays Bank, RBC Ventures, BMO Capital Partners, and prior investors
Series D (Jun '18) - C\$72MM	OMERS Ventures, J.P. Morgan, Napier Park, Recruit Holdings, BDC IT Ventures, Relay Ventures, Kensington Capital
Series C (May '17) - C\$16.3MM	Napier Park Financial Partners, Recruit Holdings, BDC IT Ventures, Relay Ventures, Kensington Capital
Prior Rounds (Apr '15 & Oct '16) - C\$23MM	BDC Venture Capital, Relay Ventures, Kensington Capital, Round 13 Capital, Huff Capital, Difference Capital

Financial Metrics

	2022	2023E	2024E
Est. Sales Growth	31%	30%	30%
<i>Source: TouchBistro</i>			

Company Description

TouchBistro is an all-in-one POS and restaurant management system.

EQUITY RESEARCH

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May 19, 2023

TRULIOO

Verifying Businesses As The World's Identify Platform

Industry

Identity-verification technology helps companies prevent fraud, increase trust, ensure compliance with anti-money-laundering (AML) and know-your-client (KYC) regulations, as well as avoid the costly fines associated with non-compliance. As the world becomes increasingly digital, the need for identity verification tools has grown in urgency. A Trulioo report found that 73% of consumers consider online security a bigger consideration than it was three years ago, while 87% of online marketplace leaders view identify verification as critical to protecting consumers. These drivers contribute to the \$18.6 billion global identity-verification market that is expected by 2027 (MarketsandMarkets).

Company

Trulioo is a leading identity and business-verification platform with a focus on anti-money-laundering (AML) and know-your-client (KYC) compliance. The company provides solutions for companies to verify the identity of online users and businesses and can check their data against third-party sources, like government databases, mobile carriers and credit bureaus. The company has the ability to verify five billion people and 300MM companies across the world, all through its end-to-end identity verification platform. By verifying online identities, Trulioo helps businesses meet compliance requirements, mitigate fraud and risk, and securely onboard verified customers. Its customers operate in numerous industries, including payments, online marketplaces and communities, banking, and e-commerce. In 2022, the company ranked No. 249 in Deloitte's North America Technology Fast 500, and No. 3 in Deloitte's Enterprise Fast 15, programs in Canada for its four-year revenue growth rate of 590%. Over the last twelve months, the company has expanded its global footprint to Singapore and appointed Eric Morse as its new Chief Revenue Officer.

Product

In January 2023, the company launched its new global identity-verification platform. Through one platform and one contract, customers can access Trulioo's suite of solutions, which provide customers with access to verify personally identifiable information matching, identity document verification, utility data for proof of address, business information, watchlist screening and ongoing monitoring, and anti-fraud capabilities. The platform allows for the creation of customizable identity-verification workflows, connecting to third-party applications and external data sources.

Roadmap Ahead

Trulioo's objectives in 2023 are to launch new products and services into the market, increase its large enterprise sales velocity, and improve internal cost efficiencies. Trulioo will continue to invest in its identity platform and continue to expand person and business-verification services around the world.



Background

Headquarters	Vancouver
Employees	430+ (2023)
Year Founded	2011
CEO	Steve Munford
Co-founders	Stephen Ufford Tanis Jorge
Most Recent Valuation (Jun '21)	\$1.75 billion
<i>As of the company's June 2021 financing.</i>	

Key Market Statistics

Sub-sector:	Global Identity Verification
Est. Global Market Size (2022)	\$9.5 billion
Est. CAGR (2023 - 2027)	14.4%
Source:	MarketsandMarkets

Venture Rounds

	Funds
Series D (Jun '21) - \$394MM	TCV, Citi Ventures, Blumberg Capital, Muoro Capital, American Express Ventures
Series C (Sept '19) - C\$70MM	Goldman Sachs Growth Equity, Citi Ventures, Santander Innoventures, American Express Ventures, Blumberg Capital, BDC Venture Capital
Series B (Dec '15) - C\$15MM	American Express Ventures, BDC Venture Capital, Blumberg Capital, Tenfore Holdings
Series A (Mar '14) - C\$6MM	Tenfore Holdings, BDC Venture Capital, Blumberg Capital
Seed Financing (2012) - C\$2MM	Blumberg Capital

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Trulioo is a regulation technology company that offers identity-verification services for businesses and organizations.

EQUITY RESEARCH

May 19, 2023

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TULIP RETAIL

Extending Physical Retail Into Omnichannel Commerce

Industry

Post-pandemic, consumers hold new expectations of what constitutes a convenient and accessible in-person retail experience. Omnichannel retail – which provides consumers with easy product discoverability, search and curbside pick-up among numerous other conveniences – is here to stay and is expected to play an outsized role in consumer behaviour going forward. According to McKinsey, 60%-70% of consumers now leverage omnichannel retail to research and make purchases either in-store and online. A study by Google also found that 88% of consumers make a call or in-store visit only 24 hours after making a search on their phone. The benefits of a digital approach to in-person retail have proved so popular that many retailers are inclined to continue offering omnichannel solutions (Nielsen IQ).

Company

Tulip is a cloud-based software provider focused on omnichannel solutions for store associates and managers of retail locations. The company's solutions enable retailers to strengthen the customer experience, fulfill orders, make checkout purchases and optimize their operations. Certain clients of Tulip report a 47% increase in average order value, a two-fold increase in e-commerce conversion rates, or a 50% decrease in time spent scheduling associates each week, among other benefits. Enterprises spanning from high-end luxury brands like Tiffany & Co., Kate Spade, Coach to retailers in other verticals with complex businesses, such as auto parts retailers, benefit from using the company's software solutions. Over the last year, Tulip has added a number of new customers to its roster, including furniture brand Jenni Kayne, and clothing brands Lilly Pulitzer and John Elliott. Last year, Tulip was certified as a Great Place To Work for the third time by the Great Place To Work Institute of Canada.

Products

The Tulip Retail platform is an SaaS product that runs in a fully managed private cloud. The company offers four products that help retailers provide an omnichannel shopping experience to customers. These include its check-out/mobile POS (mPOS) that allows associates to check out customers from an iPad, iPhone or with existing POS systems. Its Connect solution allows stores to create and manage customer profiles that tracks their preferences and enables scheduling for in-store or live-video appointments. Tulip's Fulfillment solution enables curb-side or in-store pick up, and ship-from-store, while its Operations solutions offers staff scheduling and AI-powered diagnostics.

Roadmap Ahead

Looking ahead, Tulip's top priority is to drive growth for its newly launched Enterprise Point of Sale product, which competes directly with Oracle and Aptos.



Background

Headquarters	Toronto
Employees	206 (2023), 167 (2022)
Year founded	2013
CEO	Ali Asaria
Founder	Ali Asaria
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	SaaS Retail Technology
Est. Global Market Size (2022)	\$28.5B
Est. CAGR (2022 – 2032)	25%
<i>Source: Future Market Insights</i>	

Venture Rounds

Venture Rounds	Funds
Series C (Jun '21) - \$28MM	Arrowroot Capital, BDC Capital, and existing investors
Series B (Aug '17) - \$40MM	Kleiner Perkins, Jump Capital
Series A (Mar '14) - Undisclosed Amount	Plug & Play Ventures
Seed (Oct '13) - \$2.4MM	BoxGroup, iNovia, Kima Ventures, Founder Collective, Lerer Ventures, Promus Ventures, SoftTech VC

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Tulip is a cloud-based software provider of omnichannel mobile solutions for retail stores.

EQUITY RESEARCH

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VALENT LOW-CARBON TECHNOLOGIES

Decarbonizing Fuel Production For Air, Land And Sea

Industry

The push to limit CO₂ emissions has caused a shift in energy mix towards low-carbon-intensive fuels and away from carbon-intensive ones. Global investment in the transition to low-carbon energy reached a record \$1.1 trillion in 2022, up from \$755 billion in 2021, representing Y/Y growth of 31% (BloombergNEF).

Despite breaking spending records in 2022, it is still not enough to put the world on track to reach net zero carbon dioxide emissions by 2050.

According to BloombergNEF, annual investment needs to more than triple, and to average \$4.55 trillion between 2023 and 2030 in order to make net zero possible.

Company

Valent Low-Carbon Technologies is a Canadian portfolio of low-carbon fuel technologies that seeks to consolidate and build out the value chain of renewable, low-carbon fuels in the aviation, marine, and heavy land transport industries. Its end-markets include sustainable aviation fuel, low-sulphur marine fuel, green hydrogen, and renewable diesel.

The company is comprised of numerous stakeholders in the energy industry, institutional investors, and clean energy entrepreneurs (Newswire). Cumulative funding has surpassed \$250 million across Valent's six companies, including BIOX (World Energy), Mara Renewables, GreenMantra Technologies, and others.

Product

Valent's portfolio companies each produce a different type of clean fuel or have developed technologies that reduce the carbon intensity of fungible fuels.

In October 2020, the company acquired Calgary-based Katal Energy, which develops a nano-emulsion drop-in fuel called Katal Green Fuel. This fuel emits significantly less emissions than traditional diesel fuels.

In 2021, Valent was listed as one of the most investable cleantech companies in the country by Canada's Foresight 50 (Foresight Canada).

Roadmap Ahead

Valent will continue to actively seek and develop further technologies to add to its portfolio and pursue its mission of deploying new, low-carbon fuels.

Background

Headquarters	Dartmouth, Nova Scotia Seven direct employees, 50 full-time employees across its five technologies (2022)
Employees	
Year Founded	2019
CEO	Tim Haig
Founders	Tim Haig Karlis Vasarais
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Clean Energy Market
Est. Global Market Size (2021)	\$860.37B
Est. CAGR (2021-2029)	8.5%
Source:	Polaris Market Research

Venture Rounds

Cumulative Portfolio Funding - \$150MM	Includes equity (Kensington Capital, CFFI Ventures, World Energy, Jon Love, and Hartley Richardson), co-investments (Shell Ventures, SABIC Ventures), and non-dilutive funding
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Financial Metrics

	2021	2022E	2023E
Est. Sales	C\$1MM	C\$22M	C\$231MM

Source: Figures provided by Valent Low-Carbon Technologies in 2021.

Company Description

Valent Low-Carbon Technologies is a diversified energy technology company which seeks to aggregate and build out the value chain of renewable, low carbon fuels.

EQUITY RESEARCH

May 19, 2023

VENA SOLUTIONS INC.

Enhancing Business Planning On The Cloud

Industry

The ever-growing volume of business data coupled with rising economic volatility has prompted companies to improve how they operate and support their strategic development. According to McKinsey, one key attribute of top-tier FP&A teams is their ability to take more agency and manage their data more efficiently through the use of digital tools and technologies. Ultimately, these enable them to identify, share and act on insights more expeditiously which can often translate into a competitive advantage relative to peers. Supporting this trend is the \$8.9 billion corporate performance management software market (CPM), which is expected to grow at a 16.8% CAGR until 2028 (Absolute Reports).

Company

Vena enables businesses to plan for anything with the only native Excel Complete Planning platform built for Microsoft 365 with Power BI Embedded. The company streamlines budgeting, forecasting and reporting processes, and provides advanced analytics and modeling capabilities to help business, finance and operations leaders make informed business decisions. Vena's customers can leverage Excel and AI-powered insights from within a unified, cloud-based platform that enhances collaboration, scalability and security. Vena has over 1,500 global customers across numerous industries, including professional sports, financial services, healthcare, real estate, higher education and logistics, among many others. It has consistently maintained better than 100% net revenue retention, with expansion originating from existing users who add more business processes and user licenses. The company recognized significant Y/Y increases in revenue and customers added through FY23 (ending Jan. 31, 2023) and had record growth in expansion sales as customers leveraged its corporate performance management (CPM) software.

Product

Vena's Complete Planning platform is an integrated planning ecosystem for workflows in the areas of finance, accounting, operations and regulatory reporting. Used predominantly by finance and operations professionals, the platform enhances a user's ability to make strategic business decisions by providing them with data-driven insights, while eliminating errors and automating processes. The platform's main differentiator is its integration of Excel as a business user interface, which it combines with the Vena Growth Engine. Its software solutions are offered on an annual subscription basis. In 2022, the company launched the Vena Marketplace which allows users to seamlessly integrate applications into the Vena Growth Engine. The company also recently integrated Microsoft Power BI Embedded into Vena Complete Planning which provides users with more advanced data analytics and AI-powered business insights.

Roadmap Ahead

In 2023, Vena remains focused on its next phase of growth, driving operational scale and agility in service of Vena's ecosystem of customers, partners, employees and community.

All figures in US dollars unless otherwise stated.

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Background

Headquarters	Toronto
Employees	700 (2023), 650 (2022)
Year founded	2011
CEO	Hunter Madeley
Co-Founders	Don Mal Rishi Grover George Papayiannis
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Corporate performance management software
Est. Global Market Size (2022)	\$8.94B
Est. CAGR (2023 - 2028)	16.8%

Source: Absolute Reports

Venture Rounds

Venture Rounds	Funds
Growth Capital (Aug '22) - \$50MM	CIBC Innovation Banking
Series C3 (Apr '21) - C\$300MM	Vista Equity Partners and consortium of investors
Growth Capital (Sep '20) and Series C (Jul '16) - C\$25MM	CIBC Innovation Banking
Series B (Jan '19) - C\$115MM	JMI Equity, Centana Growth Partners
Series A (Jul '16) - C\$30MM	Centana Growth Partners

Financial Metrics

Est. Sales	N/A
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Company Description

Vena is the only native Excel Complete Planning Platform built for Microsoft 365 with Power BI Embedded. Vena transforms how business, finance and operations leaders Plan To Grow™ with the Vena Growth Engine.

EQUITY RESEARCH

May 19, 2023

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VENDASTA

Democratizing Technology For Local Businesses

Industry

With a vast number of SaaS solutions to choose from, SMBs can be overwhelmed by a fragmented experience of multiple platform log-ins, invoices and vendors. Over 75% of SMB SaaS spending flows through channel partners who serve as a single trusted expert providing simple access to the right solutions (Analysys Mason). Companies like Vendasta seek to further simplify the growing \$250B SMB software market (Technavio).

Company

Vendasta is an end-to-end e-commerce platform and curated marketplace of products and services that channel partners sell to their SMB clients. These tools are tightly integrated into an operating system delivered to the SMBs, which provides them with a single sign-on to their digital products and analytics. Tools sold on the platform include marketing automation, CRM and customer success, e-commerce and inventory, digital advertising and foundational SEO products, among many others.

Vendasta serves 65,000 channel partners who in turn work with more than 6MM SMBs worldwide. Headquartered in Saskatoon, the company employs over 820 people worldwide. Vendasta has made a series of acquisitions since its ~C\$120MM Series D financing in May 2021 led by New York City-based Lugard Road. Those acquisitions include CalendarHero (2021), MatchCraft(2022), Yesware(2022), and Broadly (2023). These acquisitions have allowed Vendasta to expand its marketplace and add new technologies for its customers.

The company's CEO, Brendan King, was recently named Canada's Most Admired™ CEO by Waterstone Human Capital. Vendasta has also been listed among The Globe and Mail's Top Growing Companies for the past four years and has received numerous other awards.

Products

Faced with the growing need to be digitally enabled, in addition to a proliferation of solution providers, it has become increasingly complex for SMBs and channel partners to manage operations without a fully integrated digital operating system. Vendasta's platform and marketplace were built with ease-of-use in mind for SMBs.

The company recently introduced a new AI-powered product feature which enables customers to interact more easily with their audiences and perform routine engagement tasks more efficiently.

Roadmap Ahead

The company is focused on simplifying complex technology and making it user-friendly, to enable businesses to achieve their growth goals. Integrating AI into the platform moves the company further toward its vision of democratizing technology for local businesses.



Background

Headquarters	Saskatoon
Employees	(820+) 2023, 600+ (2022)
Year founded	2008
CEO	Brendan King
	Brendan King
Co-Founders	Jeff Tomlin
	Allan Wolinski
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	SMB Software
Est. Global Market Size (2021)	\$250.4B
Est. CAGR (2021 - 2025)	7.2%
Source: Technavio	

Venture Rounds

	Funds
Series D (May '21) - C\$90MM	Lugard Road Capital, Nicola Wealth, Canadian Business Growth Fund, and other existing investors
Series C (Jul '19) - C\$40MM	Canadian Business Growth Fund
Series B (May '16) - C\$4MM	Vanedge Capital
Series A (Mar '13) - C\$8.3MM	BDC Venture Capital, Vanedge Capital
Seed (Aug '08) - C\$3MM	Victoria Park Capital

Financial Metrics

	2020	2021	2022
Est. Sales (in \$MM's)	\$31.5	\$40.9	\$63.2
Source: Vendasta			

Company Description

Vendasta provides an end-to-end platform and marketplace for 60,000+ channel partners to sell digital products and analytics solutions to SMBs.

EQUITY RESEARCH

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VENTION

Manufacturing Automation Simplified

Industry

The industrial automation market was valued at ~\$196.8B in 2021 (Precedence Research). Manufacturing is fragmented with little to no automation. Vention Co-founder and CEO Etienne Lacroix observed that most manufactured products are unique to the manufacturer and often require production equipment that is itself unique. This has resulted in the vast majority of the industrial automation market to be non-productized, and in need of custom solutions. If access to automation technology is limited only to those who can afford premium engineering services or customized integrations, incumbent component manufacturers aren't under any pressure to democratize technology. The result? A status quo that benefits current industry participants, but leaves most manufacturers – the ones who would benefit most from technology democratization – behind. This represents the large opportunity in front of industry innovators. As the only start-up simplifying the end-to-end process in industrial automation, Vention aims to disrupt this massive industry.

Company

Vention was founded in 2016 by Etienne Lacroix and Max Windisch with a mission to democratize industrial automation by empowering manufacturing professionals to design, automate, order and deploy automated equipment through its easy-to-use, cloud-based Manufacturing Automation Platform (MAP). The company's branded hardware solutions are shipped as fast as next day and are easily assembled by the customer. Its customer base has grown to ~3,500, and includes companies like Apple, Amazon, BMW, Toro, Lockheed Martin, Boeing, and many others. They cover 25 targeted industry segments including aerospace, automotive, robotics and medical. These clients span five continents, which the company services from its offices in Montreal, Boston and Berlin. Vention has increased sales rapidly over its short life, including by 5.7x in 2018 to 1.8x in 2022.

Product

Vention's MAP takes customers through four stages including design, automate, order and deploy. With these four automation stages contained within a single, easy-to-use platform, manufacturing professionals are empowered to drive industrial automation projects forward. In 2022, there were more than eight significant product releases. Vention's MAP allows manufacturers to reduce labor costs and shorten project timelines so that they can automate 3x faster with up to 40% less cost. Customers can drag and drop to design their own automated equipment and robot cells using Vention's library of 1,000+ modular components or use one of Vention's 2,000 ready-to-order designs. Users can access a freemium version online and pay for the selected modular hardware and operating software upon purchasing their design. Order sizes range from \$1,000 to \$1.0MM+ based on the complexity of the automated equipment and robot cell designed.

Roadmap Ahead

Mr. Lacroix believes Vention has a path to \$1B in sales within the next 10 years due to the sheer market size and Vention's rapid growth.

All figures in US dollars unless otherwise stated.



Background

Headquarters	Montreal
Employees	340 (2023), ~280 (2022)
Year Founded	2016
CEO	Etienne Lacroix
Co-founders	Etienne Lacroix Max Windisch
Most Recent Valuation	N/A

Key Market Statistics

Sub-sector:	Global Industrial Automation
Est. Market Size (2021)	\$196.6B
Est. CAGR (2022 - 2030)	8.6%
Source:	Precedence Research

Venture Rounds

	Funds
Series C (May '22) - \$95MM	Georgian Partners, Fidelity Investments Canada, White Star Capital, Bain Capital Ventures, Bolt Ventures
Series B (Jun '20) - \$30MM	Georgian Partners, Bain Capital Ventures, White Star Capital
Series A (Jan '18) - \$13MM	Bain Capital Ventures, Bolt Ventures, White Star Capital, Real Ventures
Seed (Oct '18) - C\$3.5MM	Real Ventures, Bolt Ventures

Financial Metrics

	2019	2020	2021	2022
Est. Revenue Growth	3.5x	1.7x	2.4x	1.8x
Est. Revenue Run Rate	\$35MM - \$45MM (May 2022)			
Source:	Vention, The Globe And Mail			

Company Description

Vention enables industrial manufacturing professionals to design, automate, order and deploy automated industrial equipment through its simple, free, online and cloud-based software platform. Customers receive their hardware within 24 hours and can assemble it "IKEA-style."

EQUITY RESEARCH

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May 19, 2023

VIDYARD

The Video Hosting And Video Messaging Solution For Business

Industry

According to Demand Metric's 2022 State of Video Report, 82% of go-to-market teams report that video is becoming more important to how they connect with buyers, while 70% of sales reps report that video converts better than any other form of content. The digital video advertising market was valued at \$53B in 2021 and is expected to see significant growth at a CAGR of ~30% between 2022 and 2031 (Allied Market Research).

Company

Vidyard is a video platform that helps businesses transform communications and drive more revenue through the strategic use of online video content and user-generated videos. Customers can expand their use of video content to personalize their marketing and sales efforts, while tracking rich analytics that help them optimize performance and generate better results. As of March 2023, 160,000 companies and 12MM+ people use Vidyard to create, share, and host videos. Customers include large enterprises like Honeywell, Microsoft, LinkedIn, Adobe, HubSpot, Marketo, S&P Global, and Salesforce. In a March 2023 interview, co-founder and CEO Michael Litt stated that Vidyard's next milestone is to hit \$100MM in ARR, something the company says it is well positioned to achieve with its new COO spearheading Vidyard's go-to-market efforts.

Products

Vidyard's online video platform provides numerous features to help businesses engage their audience, including video creation, hosting, management, sharing, optimization and analytics. These functions help businesses scale their use of video content, generate sales leads and push audience viewing data into marketing and customer relationship platforms to help better understand their buyers. Vidyard users are also able to send personalized video emails, track who is watching a video and for how long they did so, and then use those insights to personalize their follow-up. All of this can be tracked and reported within Vidyard's platform or third-party CRM platforms. In 2023, the company introduced a number of new capabilities, including video templates for specific sales scenarios, community contributed templates, enhanced editing for easy polishing, an ability to add video chapters (which allow users to find content they care about), and a Salesloft insights integration, which provides users with the ability to discover what content prospects are watching. Platform pricing ranges from a free tier, to pro (\$19/month), to business (sales team sets price based on needs).

Roadmap Ahead

In 2023, Vidyard plans to focus its R&D efforts on helping users create video content more efficiently, possibly through the use of AI. It is also open to making strategic acquisitions, particularly as Mr. Litt believes there will be "opportunities to pick up some interesting tech to better complete our vision and come out of this cycle with a really amazing suite of products that benefit our go-to-market teams." (BetaKit)



Background

Headquarters	Kitchener
Employees	300+ (2022)
Year Founded	2010
CEO	Michael Litt
Co-Founders	Michael Litt Devon Galloway
Most Recent Valuation	N/A

Key Market Statistics

Sub-Sector:	Digital Video Advertising
Est. Global Market Size (2021)	\$53.2B
Est. CAGR (2022 - 2031)	29.6%
Source:	Allied Market Research

Venture Rounds

Venture Rounds	Funds
Credit Facility (Dec '19) - \$15MM	BMO Technology and Innovation Banking
Series C (Jan '16) - \$35MM	Battery Ventures Lead and consortium of investors
Series B (Jan '15) - \$18MM	Bessemer Venture Partners Lead and consortium of investors

Financial Metrics

	2022	2023E	2024E
Est. Sales	N/A	N/A	N/A

Company Description

Vidyard shows exactly how viewers interact with videos, allowing customers to continuously improve their marketing strategy based on measurable results.

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Marketweight	M	Sector is expected to equal the performance of the broader market averages.
Underweight	U	Sector is expected to underperform the broader market averages.
None	NA	Sector rating is not applicable.

Note: Broader market averages refer to S&P 500 in the U.S. and S&P/TSX Composite in Canada.

CIBC World Markets Inc. Price Chart

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(as of 19 May 2023)	Count	Percent	Inv. Banking Relationships	Count	Percent
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Neutral	129	44%	Neutral	128	99%
Underperformer	6	2%	Underperformer	5	83%
Tender	0	0%	Tender	0	0%
Restricted	10	3%	Restricted	10	100%

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