

# VANCOUVER TECH SHOWCASE

Delivered in Partnership with



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# VANCOUVER: CANADA'S #1 STARTUP ECOSYSTEM

With more startups per capita than any other city in Canada,  
Vancouver ranks 15<sup>th</sup> in world.

Startup Genome, 2017



Ian G. McKay | CEO  
Vancouver Economic  
Commission

A handwritten signature in blue ink, appearing to read 'I. McKay'.

The Vancouver Economic Commission (VEC) bids you a warm welcome to the Vancouver Tech Showcase. Our organization works to strengthen the city's economic future by supporting existing businesses, attracting foreign investment and promoting international trade

Since 2015, the growth in Vancouver's robust startup ecosystem has propelled its global ranking upwards by three places – surpassing Toronto-Waterloo and securing its position as the top startup ecosystem in Canada and 15th overall. In addition to the recognition accorded to Vancouver by the prestigious Startup Genome Ecosystem Ranking, this ranking is a benchmark supported by a substantial body of actionable insights for Vancouver's continued growth as a leading technology hub.

While the report identifies Vancouver's market reach, startup experience and talent as being particularly strong, it is less favourable in its pronouncement concerning our city's capacity to match some of the global giants in terms of the volume, size and scale of exits. The world's top three ecosystems – Silicon Valley, NYC and London – operate on a scale that few others in the world can compete with, and lead the global rankings in number of unicorns, valuations and access to funding.

This is where programming such as the Vancouver Tech Showcase comes in. As part of the investor community who has and will continue to contribute to Vancouver's investment levels, you have a substantial role to play.

The startups you'll meet at our Vancouver Tech Showcase represent the nation-leading innovation, creativity and sustainability that our beautiful and modern city is famous for. Angels, VC funds and other investment groups seeking to diversify and strengthen their investment portfolios with smart, innovative business will find no shortage of opportunity to do so in Vancouver.

To those new to investing in this city, I invite you to read the VEC's most recent Business & Investment Guide (available online at [vancouvereconomic.com/invest](http://vancouvereconomic.com/invest)). It will provide you with all the information you need to explore Vancouver as an ideal place to invest.

Ian G. McKay

## #VanStartupCity



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## Positioning Vancouver as a globally recognised city for innovative, creative and sustainable business

The Vancouver Economic Commission (VEC) focuses on strengthening our Tech, Digital Entertainment and Green Economy sectors through strategic programmes and initiatives that address each stage of the business growth continuum. More specifically, the VEC:

ADVISES business leaders on:

- Key growth sectors (Tech, Digital Entertainment & Interactive and Green Economy)
- Vancouver's investment climate
- Living and working in Vancouver

CONNECTS businesses to:

- Talent
- Capital
- Local and international markets

CELEBRATES the Vancouver business story through:

- Storytelling about business and Vancouver successes
- Strategic local and international events
- Hosting and leading delegations

The VEC works directly with entrepreneurs to understand fundamental talent and capital dynamics in the city, address and identify gaps to allow existing businesses to grow, and inspire others around the world to call Vancouver their home.

## Startup co-creation is the answer to how big companies can successfully innovate

Highline BETA is a startup co-creation company and early stage investor that launches new ventures with leading corporations. We work with large companies to identify areas of opportunity, risk and growth, and then co-create and invest in startups addressing those opportunities. We believe our industry-led partnership between corporates, Highline BETA and entrepreneurs will lead to more successful scale-up ventures that accelerate faster. Highline BETA has run numerous external accelerators (with startups) and internal corporate accelerators (to create new ventures). We leverage our background and expertise as accelerator leaders and early stage investors in these areas to co-create the future of industries.

Currently Highline BETA is focused on investing in:

- FinTech
- InsuranceTech
- Digital Health

Please visit [www.HighlineBETA.com](http://www.HighlineBETA.com) and sign up for our newsletter to learn more.

# ABOUT THE SHOWCASE

## Presenting 6 of Vancouver's Top Emerging Seed-Stage Startups

The Vancouver Tech Showcase is a highly curated deal flow event designed to accelerate follow-on funding through deep dive sessions with investors.

In a departure from the typical showcase format of on-stage presentations, startups will deliver their elevator pitches and field questions from small groups of investors. A portion of the evening will be reserved for the investor community to share their investment theses and areas of focus to highlight co-investment opportunities in Vancouver

### The Selection Process

Each startup in the Vancouver Tech Showcase has been rigorously vetted by an independent Selection Committee comprised of key early stage investors from **Vanedge Capital**, **BC Tech Fund**, **Vancouver Founders Fund**, **Yaletown Partners**, **Highline BETA** and **500 Startups**.



**BCTECHFund**



**YALETOWN**



**500startups**

In addition to being Vancouver-based technology or technology-enabled-service businesses, each company in the showcase was required to meet additional criteria, including being high-growth, poised for seed investment, and possessing measurable multi-month revenue streams.

**Control | FinTech**



### All Your Transaction Analytics and Alerts in One App

Control is a leading transaction analytics and alerts platform for SaaS, subscription, and eCommerce businesses, enabling instant intelligence anywhere via its Android, iOS, and web-based products. Control combines data from multiple sources such as PayPal, Stripe and Square to provide key metrics, without the need for manual calculation or spreadsheets. Learn more at [GetControl.co](https://getcontrol.co)

### Three Year Vision

Integrate with the largest payment brands in the world - PayPal, Stripe, Square, Apple, Google, Amazon, Alipay - to provide businesses the most comprehensive revenue analytics, business intelligence, and insights.

Startup Details		Capital Details	
Website	<a href="https://getcontrol.co">getcontrol.co</a>	Amount Raised to Date (CAD)	\$1,500,000
Angel List Profile	<a href="https://angel.co/control">angel.co/control</a>	Current Round Raise (CAD)	\$4,000,000
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	\$10,000,000
Year Founded	2014	Type of Raise	Equity
# of Employees	17		

Applicant Information			
First Name	Kathryn	Referred By:	Amy Rae Vanedge Capital
Last Name	Loewen	Phone:	(604) 655-1908
Email	<a href="mailto:kathryn@getcontrol.co">kathryn@getcontrol.co</a>		

### FTSY ('footsy') matches people to shoes that fit

FTSY is like Shazam for shoes - a mobile phone is used to snap feet, measure in 3D, and recommend shoes the fit (product style and size). People can use their profile like a PayPal account to shop with confidence in-store, or online. FTSY is built for vertically integrated footwear brands who operate their own stores and e-commerce platforms to deliver outstanding customer service. The IP is designed to be extended to multiple verticals in the \$1.2 trillion clothing & apparel sector. FTSY's performance is measured on driving conversion rates, crushing returns and improve net promoter score. The team has deep computer vision, machine learning, e-commerce (footwear) and CRM expertise.

### Three Year Vision

In 3 years FTSY will be deployed for multiple consumer goods across in-store and online experiences. The A.I. will perform at similar levels to a well-trained human to select best fit (90% success rates). In its white-labelled version, the Software Development Kit will be deployed in premier brand apps such as Nike and Adidas serving 100+ million users as part of the new standard to deliver consumer confidence. The Digital Animal team and FTSY product will be cornerstones of the new A.I. leaders in Canada.

Startup Details		Capital Details	
Website	ftsy.co	Amount Raised to Date (CAD)	\$1,470,000
Angel List Profile	www.angel.co/digital-animal-interactive	Current Round Raise (CAD)	\$2,000,000
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	\$6,500,000
Year Founded	2015	Type of Raise	Safe
# of Employees	9		

Applicant Information			
First Name	Ryan	Referred By:	Jay Rhind (VanFounders Fund) Sean Elbe (VEC)
Last Name	Smith	Phone:	(604) 339-8227
Email	ryan@ftsy.co		

### A community where people with disabilities connect with industry leaders for mentorship and get access to jobs and resources.

People with disabilities, (1 in 5 people worldwide) face social stigma and a 50% higher rate of unemployment; while businesses are missing out on a large, untapped pool of talent.

NextBillion.org bridges the gap between people with disabilities and the tech industry. We run a 12-week mentorship program that connects people with disabilities with industry mentors, making them employment-ready and bringing them job opportunities from businesses.

Our vision is to break down the barriers and stigma around disabilities.

### Three Year Vision

In 3 years, our goal is to complete 11,000 mentorships for people with disabilities.

Startup Details		Capital Details	
Website	nextbillion.org	Amount Raised to Date (CAD)	--
Angel List Profile	angel.co/nextbillion-org	Current Round Raise (CAD)	--
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	--
Year Founded	2016	Type of Raise	Preparing to Fundraise
# of Employees	1		

Applicant Information			
First Name	Ryan	Referred By:	Jay Rhind (VanFounders Fund) Sean Elbe (VEC)
Last Name	Smith	Phone:	(604) 339-8227
Email	ryan@ftsy.co		



We are a bioinformatics company that leverages the fusion of wearable hardware, cloud compute and machine learning to provide real-time predictive analytics for performance, health and safety.

Plantiga is a company building products and services around Quantified Movement. We have an almost- invisible combination of hardware and software, in a hands free form factor, that allows an individual or coach to capture, monitor and analyze human motion in new ways.

As a company we work hard to be the world leader in foot/ground interaction analytics, which is, arguably, one of the best lenses into human health and performance.

## Three Year Vision

In 3 years we will be the world leader in producing high volume, low cost smart footwear, enabling insights into human movement across all market verticals in sports, healthcare, tactical, logistics, security and more. This will see us licensing the platform to all major footwear manufacturers, including producing it ourselves for high end markets.

Startup Details		Capital Details	
Website	plantiga.com	Amount Raised to Date (CAD)	\$250,000
Angel List Profile	angel.co/plantiga	Current Round Raise (CAD)	\$2,750,000
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	--
Year Founded	2008	Type of Raise	Convertible
# of Employees	4		

Applicant Information			
First Name	Quin	Referred By:	Sean Elbe (VEC)
Last Name	Sandler	Phone:	(778) 881-3248
Email	qsandler@plantiga.com		



Pressboard makes it incredibly easy & affordable to buy branded content from 100s of influential publishers such as Mashable, Business Insider, Vox and more

At Pressboard, we believe that stories are better than ads. Brands leverage Pressboard's marketplace to tell compelling stories with the world's greatest publishers.

Whether you're interested in working with the most popular business, technology or lifestyle sites in the world, you'll easily find your next content partner in the Pressboard Marketplace. Our technology even guarantees that every single story will be seen.

## Three Year Vision

Pressboard has a simple, yet ambitious goal. We want to connect the most powerful brands in the world with the most influential media publishers around, to create stories, instead of ads. Right now, buying branded content (articles, videos) from a media publisher is a slow and expensive proposition, Pressboard is using technology to make it easy, affordable and effective for any company to work with any media publisher, on any story. In the last 3 years, we have created the structure, the business model and the product to help hundreds of brands work with hundreds of media publishers on over 1,000 branded stories. In the next 3 years, we will connect thousands more. We will move from being able to measure how well a story is performing once it's live, to predicting how well it will do, before it's ever published. Pressboard will usher in a new era of advertising, where brands gain and retain customers through compelling stories, instead of ads.

Startup Details		Capital Details	
Website	pressboardmedia.com	Amount Raised to Date (CAD)	\$500,000
Angel List Profile	angel.co/pressboard	Current Round Raise (CAD)	\$2,000,000
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	--
Year Founded	2014	Type of Raise	Equity
# of Employees	13		

Applicant Information			
First Name	Jerrid	Referred By:	Lauren Robinson (Highline BETA)
Last Name	Grimm	Phone:	(778) 918-5320
Email	jerrid@pressboardmedia.com		

Quupe, a web and mobile platform, allows you to rent your things to your neighbours.

For young urban adventurers who can't find the equipment they need for a price they can afford, Quupe (pronounced "koop") is an online rental platform that provides an inexpensive way to get the stuff they want. Unlike bricks-and-mortar rental places that either don't have the right equipment or make it too expensive, Quupe connects the borrower to local lenders who have unique equipment and are willing to lend it at an affordable price.

## Three Year Vision

We want to become the dominant gear- and good-sharing platform for peer-to-peer rentals globally. After our February 2017 launch, we've seen good early growth and traction in Vancouver — and outside of it. We recently closed our borders to sign-ups outside Vancouver so that we can focus on growing a healthy, thriving community of sharers locally. However, over three years, we will leverage that interest by launching the platform in other cities. We plan to begin testing in San Francisco in late 2017, and over the next three years, we would like to launch in other cities across the U.S. and Canada, and will also look to begin testing in China. We currently have rent-free work space thanks to our amazing incubator partners, so funding will be directed toward growing the market, both locally and in our next launch cities.

The Vancouver Tech Showcase would not be possible without the support of key stakeholders from Vancouver's Startup Community



DISCOVERY FOUNDATION



SPRING

Startup Details		Capital Details	
Website	quupe.com	Amount Raised to Date (CAD)	\$135,000 (over-subscribed F/F)
Angel List Profile	angel.co/quupe_inc	Current Round Raise (CAD)	--
Vancouver-based?	Yes	Pre-Money Valuation (CAD)	--
Year Founded	2016	Type of Raise	Safe
# of Employees	4		

Applicant Information			
First Name	Angela	Referred By:	Oana Dan, Coast Capital Savings iHub
Last Name	Hamilton	Phone:	(604) 657-4852
Email	angela@quupe.com		

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# FALL PROGRAM HERE

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**VANCOUVER**  
ECONOMIC COMMISSION

