

Hub350 Quarterly Report

April 1, 2023 – June 30, 2023



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A modern office interior with people working at tables and sitting on a bench. The room features large windows with vertical blinds, a concrete floor, and a ceiling with exposed ductwork and lights. Several people are seated at long, light-colored tables with black legs and casters. Some are looking at laptops, while others are in conversation. In the background, a group of people is sitting on a blue cushioned bench. The overall atmosphere is professional and collaborative.

"Our mission is to foster a vibrant culture of collaboration where the talent of today and the talent of tomorrow can live, work, play, learn, and innovate in Canada's largest technology park."

- The Hub350 team

Executive Summary

We are pleased to share our Q2 Report with you! After a productive start to the year our team was excited to continue this momentum and expand our offerings for the Kanata North community.

Our team kicked off a few new exciting initiatives this quarter to spur more collaboration:

- Hub350 Monthly Happy Hour powered by RBCx
- Partnership Alliance Committee
- Academic Steering Committee

The second Hub350 x L-SPARK Living Lab Accelerator launched in May, and our team put together a first-ever Living Lab Pitchfest. This was a new event for our team and was a great success, with the 5 companies in the 2023 cohort being selected in June.

I'm excited to announce a new team member: Hannah Manierka, who has joined our Marketing Team as Digital Content Coordinator! Hannah will be working closely with you and your teams to ensure we are showcasing all of the exciting things you have going on.

Thank you, as always, for your contribution to Hub350 and Canada's largest tech park. I hope you and your team have a wonderful summer!

Julia Frame

New Partner Activations

Join us in welcoming two new partners to our ecosystem:

① Deloitte - Executive Investment Partner

Deloitte.

② Aurrigo - Associate 5G Partner



To collaborate with our new partners, contact erin@kanatanorthba.ca.

Traffic & Bookings Statistics

April 1, 2023 - June 30, 2023

643

Total number of bookings at Hub350.

3339

Total number of people at Hub350.

61

Total number of events at Hub350.

Busiest day of the week: Thursday
Most booked space: Mitel Board Room

Average Time Spent: 3-4 hours
Average Peak Time: 10am - 2pm

Q2 Highlights at Hub350:

ExecTuesday | April 11, 2023

About: Michael Curran, Publisher of the Ottawa Business Journal, shared his unique perspective with the executive audience this month. Michael provided great insight on talent and next-generation trends that will shape the success of the present and future of Ottawa's technology scene.

CU Pitch Night | April 13, 2023

About: The Innovation Hub's Launch Program Pitch Night welcomed seasoned Carleton University entrepreneurs, who have spent the term improving their abilities and business plans and showcased their innovative ideas and companies to a panel of esteemed judges.

AC Strategic Planning Session | April 14, 2023

About: The Advancement and Strategy Division of Algonquin College held its strategic planning session at Hub350. The division has a focus on industry partnerships and external engagement.

PEO Ottawa Entrepreneurship Meeting | April 17, 2023

About: The aim of the Entrepreneurship Committee of the Ottawa Chapter of the Professional Engineers of Ontario is to encourage engineers (and others) to be more entrepreneurial and start businesses of their own.

Youth (Indo-Canadians) Business Leadership Seminar | April 25, 2023

About: Sprott School of Business co-hosted this inspiring leadership seminar with grade 11 and 12 students from the Indo-Canadian community.

Kanata Carleton Small Business Network Business Fair | April 26, 2023

About: The KCSBN event was a dynamic assembly that fostered connections and empowerment among local small business owners and community members. It was an opportunity to network with other businesses and the community, and to bring small businesses together with job seekers.

IEEE Lunch and Learn | May 3, 2023

About: Lunch and Learn seminar hosted by the IEEE Ottawa chapter.

QCH Foundation AmbCare Cup | May 3, 2023

About: The Queensway Carleton Hospital Foundation hosted a charity fundraiser where teams competed against one another in various hospital-themed challenges.

Carleton University Innovation Hub - Generation Changemaker Pitch Presentations and Networking | May 4, 2023

About: The Generation Changemaker Program's goal is to provide high school students with the confidence, tools, and support to explore and communicate top-notch solutions. Students began the program with the desire to make an impact and left with the motivation and know-how to accomplish it.

ExecTuesday | May 9, 2023

About: Wesley Clover invited Myla Pilao, Director of Research at Trend Micro and a member of the Threat Research Community was the presenter at May's ExecTuesday.

Academic Steering Committee Meeting | May 19, 2023

About: The Academic Steering Committee, consisting of Algonquin College, Carleton U, Queen's and uOttawa, gathered to discuss the opportunities and strategic goals of the Academic Pillar of Hub350.

Hub350 x L-SPARK Living Lab Accelerator: Pitch Day | May 24, 2023

About: The inaugural Hub350 x L-SPARK Living Lab Pitch Day saw 11 visionary companies take the stage to present their groundbreaking ideas to a captivated audience of industry leaders. They showcased their potential for collaboration with prominent technology companies to be able to deploy their solutions right here in Kanata North.

Partner Alliance Council Q1 Meeting | May 25, 2023

About: The first meeting to bring together all Hub350 partners to discuss what has been happening and what opportunities are coming in the upcoming quarter.

Tech on Tap powered by RBCx | May 25, 2023

About: The first ecosystem happy hour event took place in the RBCx Finance Quarter and was a great way to kick off the summer months in the tech park!

Enuffsaid Media - Future Speaker Open House | May 26, 2023

About: Future Speaker™ events are where personalities meet the public to lift up future outstanding talent, creative superstars, and successful entrepreneurs. Attendees gather to hear from emerging personalities and create opportunities through structured feedback, with plenty of networking thrown in.

Salesforce User Group | June 2, 2023

About: The event served as a platform for learning, networking, and gaining new perspectives on how to leverage Salesforce to drive business growth and innovation.

Kanata Carleton Youth | June 2, 2023

About: Youth Council Meeting.

IEEE Seminar | June 7, 2023

About: Lunch and Learn seminar hosted by the IEEE Ottawa chapter.

Deloitte's Tech Connect - Positioning for Growth | June 8, 2023

About: Tech Connect was a networking event hosted by Deloitte, in collaboration with RBCx, where navigating growth for tech companies in the area was explored. The event featured a thought-provoking panel discussion moderated by Romeo Paolozzi, Director, Tax & Legal and Fast 50 NCR leader from Deloitte. Jason Flick, Investor, Serial Entrepreneur, Community Builder, Speaker; Abood A. Mohamed, Vice President, Banking, RBCx; and Ruby Williams, Partner, Mergers & Acquisitions Advisory, Deloitte, shared their insights and expertise.

ExecTuesday | June 13, 2023

About: June's discussion aimed to offer valuable information on the trends and developments in Canada's investment landscape and provided insights into the opportunities and challenges faced by emerging and high-growth companies in Canada. A distinguished panel of experts participated in a discussion moderated by Leo Lax, Executive Managing Director of L-SPARK. The panel consisted of Ryan Unruch, Partner, Emerging and High Growth Companies Group, Osler; Mary O'Neil, Former VP, Analytics Business Unit, Nokia; and Ed Bryant, CEO, Sampford Advisors.

ICD Ottawa: Directing Innovative Companies in the New Normal | June 19, 2023

About: The Institute of Corporate Directors hosted a panel discussion at Hub350 with the focus on the strategic role of the board to ensure the long-range viability and sustainability of tech businesses. It was an intimate gathering that provided valuable insights into the challenges and opportunities facing executives and board members.

Wellness Wednesday | June 28, 2023

About: KNBA's first yoga session of the summer welcomed many desk-workers to move, stretch and breathe for an amazing 50-minute lunch-hour session led by Cera Gagnon.

Leadership Councils:

R&D Leadership Council | June 28, 2023

The R&D Leadership Council is a networking group for discussion and collaboration amongst R&D executives. The leaders will frequently discuss opportunities for collaboration around software, telecommunications, connectivity and 5G solutions deployment. The guest speaker is Natalie Giroux, President Intellectual Property Team at Stratford discussing how intellectual property strategies can be critical to businesses.

CIO Leadership Council | April 5, 2023

The CIO Leadership Council offers a place to dissect the challenges and opportunities of digital business amongst a group of executive peers in order to drive critical enterprise priorities. Collaborate with fellow CIOs to exchange ideas and share advice to execute on your key initiatives with confidence. April's discussion topic was Data Management & Data Governance.

HR Leadership Council | April 6, 2023

The HR Leadership Council is a forum for Kanata North human resources professionals to consult and collaborate with a community of executive peers to share knowledge and best practices. This session the leaders discussed group benefits and any changes that may be reflected due to the pandemic, and return to office policies.

CFO Leadership Council | April 25, 2023

The CFO Leadership Council offers the opportunity to connect and engage with a senior group of finance executives leading world class companies in Kanata North. Finance Council executives will share best practices for scaling sustainable technology companies. Topics such as fundraising, cashflow, financial planning and much more will be reviewed. This session featured Natalie Giroux, Head of Stratford IP Practice, who will be discussing IP Financing and “Know the Money”: a recent article her group has published on how to monetize IP and various sources.

CEO Leadership Council | April 3, 2023

The CEO Leadership Council shares best practices with CEOs in Canada’s largest tech park. This hand-selected group of senior leaders share wisdom and perspectives to elevate the local tech ecosystem and support fellow CEO’s as they scale. This session featured Jordan Reeves, of Global Affairs Canada. He spoke about the Trade Commission Service, current geopolitical situations including the impact of the war in Ukraine and the China/US tensions, and his general suggestions for conducting successful international business.

CMO Leadership Council | May 4, 2023

B2B technology companies face unique marketing challenges. Marketing leaders in this space will have the opportunity to learn from guest speakers and to share their experiences as they continue to be a key driving force behind their companies’ successes. These professionals meet to connect and discuss the critical role marketing plays in building and growing companies. This month members of the group participated in “Show & Tell” on identifying and tracking marketing KPIs.

Looking to join a Leadership Council? Reach out to us!



"The partnership between RBCx and Hub350 has been a transformative alliance that creates an extraordinary meeting place and connection points for all founders, entrepreneurs, leaders and investors. The RBCx Finance Quarter is an amazing space to host speaking events, panel discussions and foster collaboration to drive innovative projects and create new relationships."

- Ray Rashed, Director, Banking, RBCx

Upcoming Events:

July 3 - Hub350 Closed for Canada Day

July 10 - Ottawa Senators x Hub350 Partnership
Announcement Lunch

July 12 - Wellness Wednesday

July 18 - #RealTalk Female Founder Meetup

July 20 - Partner Alliance Council Q2 Meeting

July 26 - Syntronic Managers Meeting

July 26 - Wellness Wednesday

Aug 9 - Wellness Wednesday

Aug 16 - IG Wealth Management Meeting

Aug 16 - Solink All Hands Meeting

Aug 23 - Wellness Wednesday

Aug 24 - Algonquin College Team Meeting

Aug 28 - Sept 1

Ross Video Technical Team Solutions

Summer Summit 2023

Aug 30 - Syntronic Managers Meeting

Upcoming Events:

- Sept 6** - CEO Leadership Council Meeting
- Sept 12** - ExecTuesday
- Sept 13** - Innovation Realty Meeting
- Sept 15** - CMC Tech for Non-Techies Training
- Sept 19** - Mindtrust Meeting
- Sept 20** - CIO Leadership Meeting
- Sept 20** - IG Wealth Management Meeting
- Sept 20** - Wellness Wednesday
- Sept 20** - Solink All Hands Meeting
- Sept 27** - Syntronic Managers Meeting
- Sept 27** - Discover Technata Hacks

[Click here to view our Events Calendar](#)

#SeriousTechLivesHere

Big things are happening in our tech park:

- ① Canadian companies pitch innovative ideas at Hub350x L-SPARK Pitchfest
- ① Meet the 2023 Hub350 x L-SPARK Living Lab Accelerator Cohort
- ① Join RBR in celebrating 50 years of driving change
- ① Tech leaders look to the sky for Canada's next big opportunity
- ① Veronica Farmer joins Wesley Clover as new VP of marketing
- ① Alphawave Semi's new Kanata North HQ bolsters Canada's tech growth

Want to read more? [Click here.](#)



Online Community

Our online community has grown to over 18,000+

761

Total number of
Instagram followers.

534

Total number of
Twitter followers.

432

Total number of
newsletter subscribers.

Follow us to stay up to date with everything Hub350.

HUB350 X L-SPARK LIVING LAB ACCELERATOR

Congratulations to this year's cohort!



What's next?

In Q3 we're taking Hub350 to new heights:

- ① New Partner Activations
- ① Join us in welcoming our newest Hub350 team member Hannah Manierka!
- ① Wellness Wednesdays at the Hub
- ① #RealTalk Founder Meetup - Ottawa Pop-Up

We work with the best partners:



uOttawa



Carleton
University

ALGONQUIN
COLLEGE



Queen's
UNIVERSITY



Wesley Clover

Deloitte.



Invest
Ottawa | Investir
Ottawa

ROSS
Production Technology Experts



Queensway Carleton
Hospital Foundation



CONNECTION
SILICON VALLEY

We work with the best partners:



Spontaneous here



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