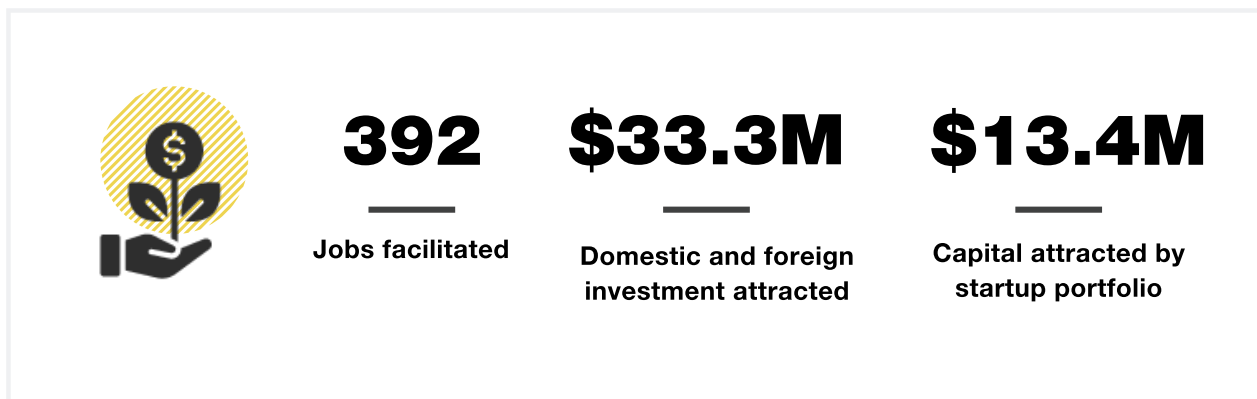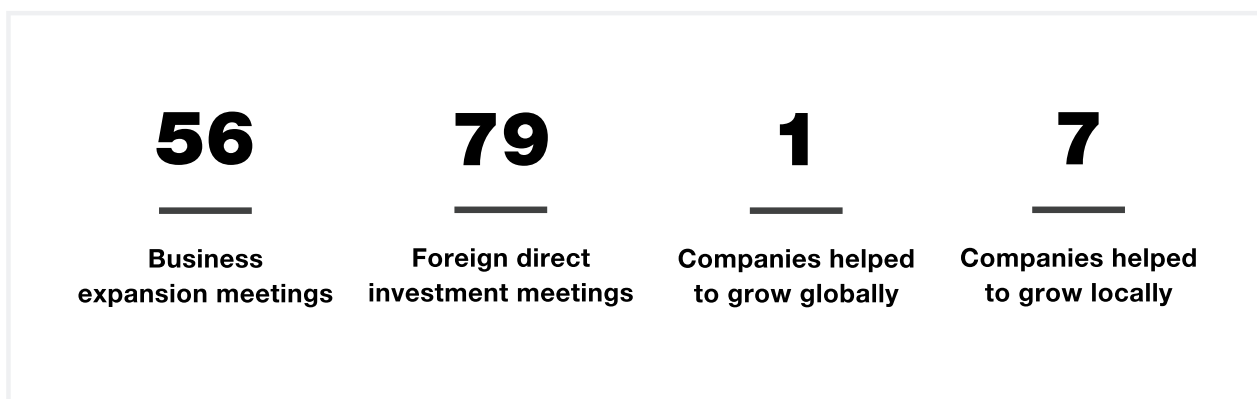**Q1 2021**

Impact Highlights

Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada's Capital, facilitating wealth and job creation in the City of Ottawa. Our team delivers venture development, global expansion and talent programs and services that help to fuel the growth and success of entrepreneurs and firms.

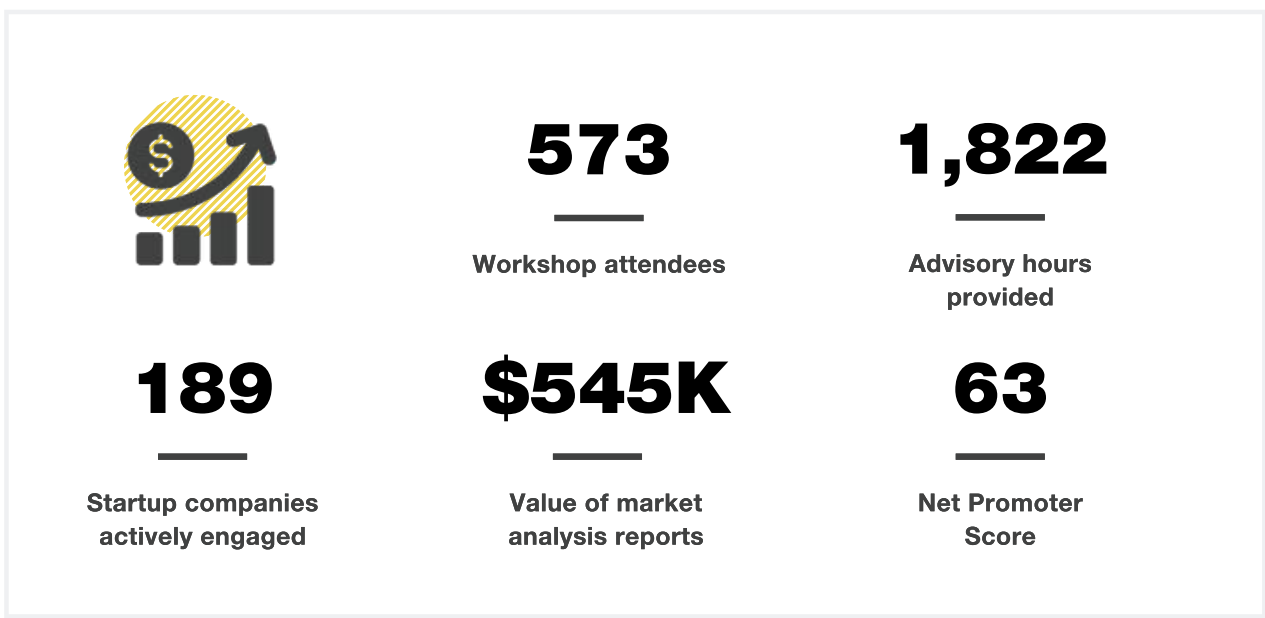## Invest Ottawa is helping to:

Fuel the growth of our economy

392	**$33.3M**	**$13.4M**
Jobs facilitated	Domestic and foreign investment attracted	Capital attracted by startup portfolio

Increase the global competitiveness of companies

56	**79**	**1**	**7**
Business expansion meetings	Foreign direct investment meetings	Companies helped to grow globally	Companies helped to grow locally

Attract new talent & firms

1
Virtual missions to foreign markets

1
International soft landings

Accelerate the growth of startups and scale-ups

573
Workshop attendees

1,822
Advisory hours provided

189
Startup companies actively engaged

$545K
Value of market analysis reports

63
Net Promoter Score

Support Ottawa's community of small businesses and entrepreneurs

1,290
Business supported via Digital Main Street (DMS) program

141
Businesses supported through entrepreneurship programs

2,190
Attendees of other entrepreneurship workshops

855
Advisory hours provided under other entrepreneurship programs
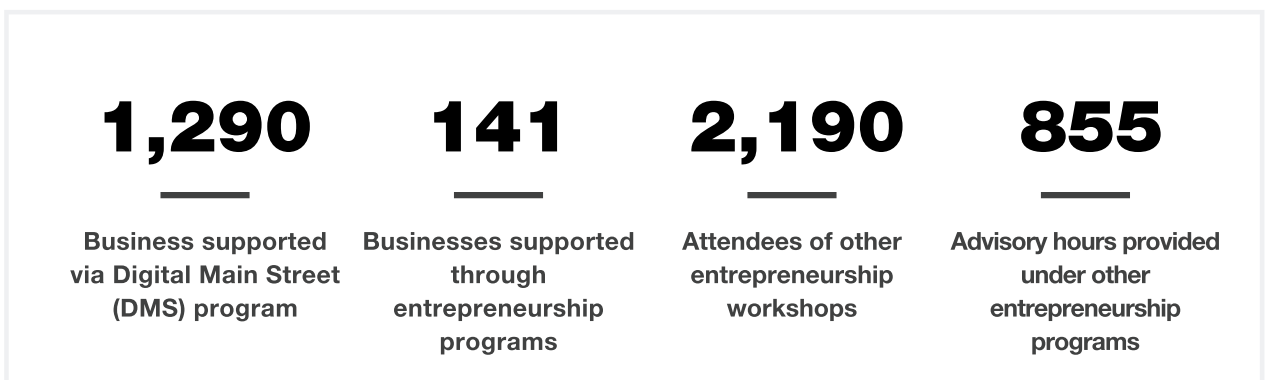
Enable the development, attraction & retention of top talent

2,214
Candidates registered in the talent program

103
Talent clients

10
Hires through the talent program

6
Program PR or recruiting events completed

Invest Ottawa | Investir Ottawa   Canada   Ontario   Ottawa
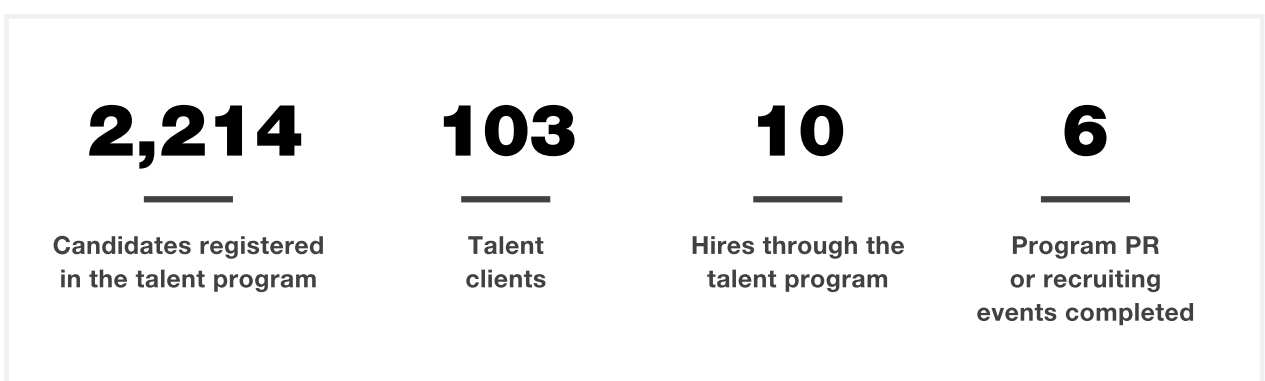
Drive CAV & Smart City innovation and business through Area X.O

$33.4M

Total Area X.O public - private investment

13

SMEs and firms supported

6

Impactful R&D and business events
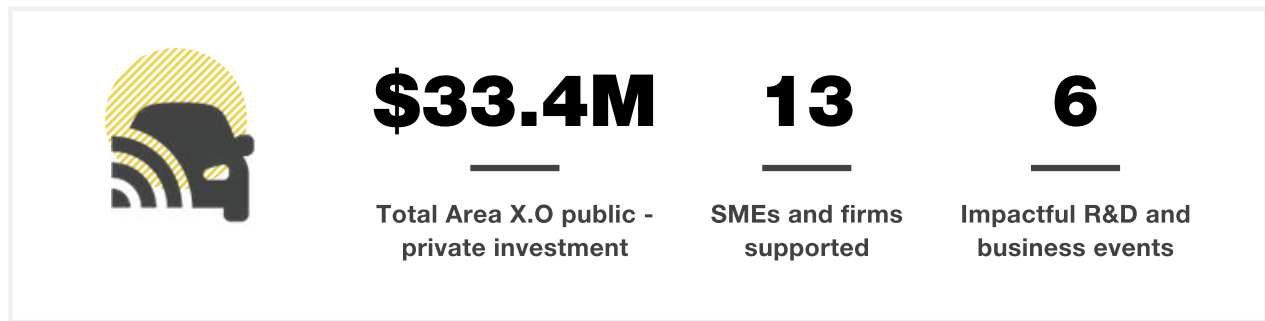
Note: metrics cumulative until the end of the relevant quarter.

Q1 2021 COMPANY HIGHLIGHTS

Foko Retail Lands $3M in Fresh Funding

In February of 2021, Foko Retail successfully landed a $3M investment in its business to help scale and branch into new verticals. BDC Capital led, the new investment also round includes funding also from Canada Economic Development for Quebec Regions, ID Gatineau and current shareholders. The company plans to use the new funds to expand into new consumer segments and grow its presence in core markets of U.S. and Europe.

Foko Retail makes it easy for retailers to stay connected to multiple store locations, branches, and regional teams with one simple app where they can store their communications, documents, and tasks. Foko Retail designed its flagship app, a SaaS-based communication and task management platform, to have an intuitive interface with the look and feel of a social media app. Highly engaging and user friendly, Foko Retails' app is used by 200,000 associates globally of 60+ leading global retailers like Hermes, Whole Foods, and Nike, resulting in a reported store staff engagement rate of 95%.

In July of 2020, in the midst of the pandemic, Foko Retail launched a new app called "Get Working", a combination of desk-book and COVID-19 screening platform aimed to ease the transition from traditional office life to working remotely during the pandemic.

Foko Retail joined Invest Ottawa's ScaleUp program in 2019. Since joining the program, Foko Retail's executive team members have participated in 5 peer groups and engaged in many events. They have also utilized the services of the Talent Program and benefited from Market Insights consultation and reports.

Rewind Celebrates Financing and Acquisition in 2021

Rewind, a technology company that builds apps, which protect critical SaaS and cloud data, has had massive success in 2021. In January Rewind closed on a $15M US series A round of financing led by Montreal-based Inovia Capital. This raise, involving Ridge Ventures and Bessemer Venture Partners, is expected to help to accelerate the product development pipeline and bring new data protection solution to the market faster than other providers. Ottawa-based Rewind will also use the funds to strengthen R&D, sales, marketing and customer service teams to support its global market expansion.

> **"**
> It saves us having to go in and manually correct something. So it's a better solution for the merchant long term and less work for us.
>
> **Emily Moss**
> Co-Founder at Alt & Dot

On February 11, Rewind announced that it had also acquired BackHub, a deal to help expand the company's reach of its backup-as-a-service business through BackHub's GitHub product.

With Rewind, businesses can breathe a sigh of relief with the use of their software. Rewind is a technology company that builds apps that protect critical SaaS and cloud data. It offers a backup solution that enables businesses to restore and copy critical data. With this technology, businesses can recover just about anything, from a small data entry error to a massive account-wide data disaster – with limited wait time.

Today over 80,000 customers in more than 100 countries use Rewind's top-reviewed apps and support to ensure their software-as-a-service applications run uninterrupted. The company works with large partners like Shopify, BigCommerce, QuickBooks and GitHub. It has also worked with large clients like Pampers, Paul Mitchel, and MVMT. In the last three years it has also grown its revenue by 1,113%

Invest Ottawa began providing services to Rewind through the Accelerator program in 2015. In 2018, Rewind graduated from the Accelerator program into the Scale Up program where Rewind's executive members have been active participants in six peer groups and many exclusive workshops including two masterclass sessions. Through the ScaleUp program, Rewind has also benefited from expertise and reports from the Market Insights team.

Field Effect Looks to Triple Revenues and Boost Staff Building Off Strong 2020

Ottawa cybersecurity company Field Effect has ambitious plans for 2021. As the company's founder and CEO Matt Holland outlined in a February interview with the Ottawa Business Journal, Field Effect is looking to triple its revenues over the next 12 months while boosting its staff to 200. That's impressive growth for a company that was founded only five years ago.

The reason for its speedy success? Its technology, of course. Field Effect's main product, Covalence, is a sophisticated holistic cybersecurity solution priced for SMEs and powerful enough to protect the most complex networks.

While Field Effect has a growing global presence in countries like the UK and Australia, the company maintains its HQ in Ottawa's Glebe neighbourhood and even opened a second Ottawa office in early 2020.

Field Effect is just one example of success in Ottawa-Gatineau's thriving cybersecurity sector, which includes more than 90 companies. Invest Ottawa has worked closely with the company's leadership over the past few years to help support their growth both locally and overseas. The company is also a member of our Cybersecurity Founders Peer Group.