



JUNCTION 31

2018

CTI {CALGARY TECHNOLOGIES INC}
New name. New brand. Coming soon.

JUNCTION 31

Build a strong foundation as an entrepreneur

You want to grow your business or social enterprise and we want to help you become a better entrepreneur! Junction 31 is your opportunity to build a strong foundation as an entrepreneur. Learn what it takes to make it, and gain an unfair advantage when approaching investors, partners and customers. What you learn here will better prepare you for your entrepreneurial journey.

Junction 31 takes a founder friendly approach to everything we do. Every aspect of the program is vetted by one question, "Is it founder friendly?" This ensures we always deliver content and help based on your best interests, not ours. Secondly, the program is free and does not take any equity. We feel our program will prepare you to take full advantage of seed accelerators after graduation so you can hit the ground running.

The program is intense. Just ask the 13 companies that participated in our inaugural cohort! You will have to work hard to keep up. So it may not be the program for you. Over 10 weeks, about 1/3 of each week is in-class instruction and hands-on workshops led by some really smart people and business leaders. If you are unable to meet program expectations, you may be asked to leave and reapply when you are more ready.

Ready to dive in?

www.calgarytechnologies.com/junction31/





FOUNDER Corey Hubbard

DreamHighr is an online staffing marketplace specializing in the placement of cyber security software developers and engineers. They add value by providing clients with top tech talent and industry expertise. They provide meaningful work to professionals while embracing diversity, equality, individuality, relationships and inclusion.

Corey Hubbard began developing DreamHighr in 2015 with the support of 1871 in Chicago where he is based.

www.dreamhighr.co

SECTOR Business Services

ACHIEVEMENTS

- First customer in 2015
- Revenue
- Validation
- 25k grant

FUTURE GOALS

- Increase revenue
- Attract fast growing tech companies and top tech talent

FOUNDER Umair Tazeem

Embold connects social media influencers to brands looking to engage their audience online.

The marketplace gives everyday influencers an opportunity to monetize their social media following and give brands an effective method to reach their customers online.

www.embold.co

SECTOR Advertising/Marketing

ACHIEVEMENTS

- First customer
- 3 million reach on Instagram

FUTURE GOALS

- Build a platform that automates our service
- Build a team



"1871 gave me the background and confidence to start my own company. The \$25K grant was a huge boost of confidence that drove me to push through and landing my early customers and validated my hunch that there is a market for DreamHighr."



"I ran a college pro franchise as a first-year university student. I was able to receive mentorship while running my own painting franchise from start to finish. Many of the skills I learned there have translated into helping me start my second business, Embold."

Through Junction 31, I have been able to take my business from ideation to a business that is generating revenue and create a path for growth. The sessions each week are curated around the needs of the entrepreneurs first and allow us to be equipped for the challenges that we face on a day to day basis and ones that we will face for years to come.

FOUNDED



2015

REVENUE



YES

CUSTOMERS



4

FOUNDED



2018

REVENUE



YES

CUSTOMERS



5



FOUNDER Jennifer Cioffi
CO-FOUNDER Steven Knudsen, PhD

Envisas is building a solution that empowers kids to manage their bags for school and extra-curricular activities. *DoubleCheck* uses RFID technology to scan the contents of the child's bag. They receive a green light if they have everything. A red light invites them to check the list on their phone to see what is missing.

A mother of three, Jennifer Cioffi developed this recognizing that the task of organization sometimes exceed the capacity of the child.

getdoublecheck.com

SECTOR Consumer Electronics

ACHIEVEMENTS

- Built a founding team in first year
- Developed prototype
- In-depth research study across Canada with 15 families
- Reduced the cost of hardware

FUTURE GOALS

- Finish the Beta
- Test business model assumptions and gather direct user feedback
- Launch a Kickstarter campaign



"One of our biggest challenge is eliminating the stigma parents may feel using tools like this. They worry they are letting their child off the hook by giving them technology to help manage their stuff. But for some kids, it is the best way to help them take better responsibility. Technology can be a tool we use to empower our kids."

Junction 31 gave me a structured approach to tackling all the moving parts involved with a startup, a supportive and helpful peer group, and a network of advisors who have the experience (and battle wounds) to provide credible advice.

FOUNDED



2017

REVENUE



NO

CUSTOMERS



NO

FOUNDER Derrick Koenig
CO-FOUNDER Morten Theilgaard

BoxOfDocs, powered by GoByDesign, is the one-stop nationwide curated collection of municipal documents written by Canadian Municipalities.

Fast and efficient search capabilities enable sharing of relevant documented information between peer municipalities.

www.gobydesign.com

SECTOR Municipal

ACHIEVEMENTS

- Achieving revenue
- Named one of the top 15 tech startups in Calgary
- Selected as a Startup Calgary Launch Party company
- Building a strong advisory board

FUTURE GOALS

- Key revenue goals
- Continue to strengthen our advisory board



"We are very grateful to our first two customers and early adopters, Cochrane and Red Deer County. They stepped up before we had a final product and it was a huge break for us. They continue to be very supportive."

Junction 31 has helped me focus on getting ready for our next round of investment and ensuring that we are ready to communicate the opportunity to potential investors. We've also identified a couple blind spots that we should be focused on, including establishing a Board of Directors now that we have raised money from Friends & Family. Big THANKS to all the Junction 31 cohort and the advisors.

FOUNDED



2017

REVENUE



YES

CUSTOMERS



19

FOUNDER Houman Agahi

HooHit is an online platform that connects people who need legal services to lawyers who provide those services. Currently there is a gap between clients and lawyers. If anyone needs legal services, they usually go to social media for recommendations. Even if one receives a recommendation, the results are usually mixed because there is never a one size fits all solution. That is the problem that we are solving by bringing clients and lawyers together where they can interact and utilize each other.

When I arrived at J31, I had a startup with a product. I spent a couple of years on it without being able to take it far. I felt like I was spinning my wheels and getting nowhere. Three weeks into J31, I learned the proper startup process and came to the realization that one of my issues was that I hadn't done ANY customer discovery.

SECTOR Legal/Technology

ACHIEVEMENTS

- ▶ Realizing what was not working in my previous startup and pivoting

FUTURE GOALS

- ▶ Building an MVP and validating my hypotheses

FOUNDER Prasanthi Naidoo

HealthJobHub is an online platform that connects healthcare job seekers directly to employers. They strive to fill healthcare jobs faster and to become the number one healthcare job site for job seekers and employers.

www.healthjobhub.com

Junction 31 has provided excellent resources and knowledge. I think one of the most important things is the network. It's not easy to collide with some of the people we have met through this program. Meeting with A100, the EIRs and Advisors has been invaluable. All of these busy people are at our disposal and willing to help. This has been a pretty unique and amazing journey.

SECTOR Health

ACHIEVEMENTS

- ▶ Validating the idea
- ▶ Launch four months ago with 50K unique visits to the site
- ▶ Endorsements from Alberta Health Services and Vancouver Coastal Health

FUTURE GOALS

- ▶ To grow a dynamite team
- ▶ To reach 100,000 unique visitors within six months of launch



"After talking to advisors and thinking about the path forward, I decided to hit the reset button and pivot. So I started from scratch and am now following the tried and true startup process to increase my chances of success."



"We want to present our site as the go-to site for healthcare job seekers to find all the information they really need. We want to provide meaningful content that will resonate with them and help them with their job hunt."

FOUNDED



2018

REVENUE



NO

CUSTOMERS



NO

FOUNDED



2018

REVENUE



YES

CUSTOMERS



10





FOUNDER Michael Burak

Languages in Motion provides translation services to clients worldwide in more than 65 languages.

They are growing their business by developing a unique product that automates Certified Translator services. This will allow translators to focus on documents that cannot be automated, such as legal work.

www.languagesim.com

I've learned a lot about how we can help our clients by asking them the right questions. And I've found a lot of value in the advisors and their perspectives.

SECTOR Translation Services

ACHIEVEMENTS

- Received the Young Entrepreneur Award from the Canada-China Business Council
- Grown 25% year over year
- 8 employees

FUTURE GOALS

- Bring on a Sales and Marketing Team
- Raise money in order to be a leader in our field
- Ramp up our developer team to build out our software and move it to market

FOUNDER Robert Irwin
CO-FOUNDER Jacqueline Honnet

MatchWorth is a two-sided platform for investors and financial advisors. They serve as a recruitment tool for investors who need to find financial advisors. They provide a searchable database of all registered advisors in Canada, a match component that uses a proprietary algorithm to match advisors and investors, and a forum which allows investors to ask questions of advisors anonymously.

www.matchworth.com

SECTOR Finance

ACHIEVEMENTS

- Market research, validation, and customer discovery
- Delivered a product and platform to market
- Received grant money from CIC
- Had successful full cycle matches between investors and advisors

FUTURE GOALS

- Revenue. We have a sales funnel and a 30, 60, 90 day plan and metrics we are trying to hit. We are hoping to be in revenue this spring



"In university I started a club to help students become translators, in the first week 140 people joined. From there we started promoting and the community got wind of what we were doing and started paying us to translate documents. It's from there that my company was born. All from a love of languages."



"I had been an advisor for a long time and often saw investors come in and get matched with the first available advisor rather than the person who would be the best fit. I wanted to create something to realign the process and empower investors to navigate the system and get the best service for them."

The most obvious thing we have learned has been the data room. We now know what documentation we need to provide to investors going forward. We also re-focused on customer discovery after learning that it is an ongoing process

FOUNDED



2011

REVENUE



YES

TRANSACTIONS



50-80/month

FOUNDED



2017

REVENUE



NO

CUSTOMERS



19 advisors



FOUNDER Stacey Richter
CO-FOUNDER Debra Ross

SECTOR FinTech

ACHIEVEMENTS

- Prototype development
- Acquired over 10,000 pre-registered users

FUTURE GOALS

- Go live
- Massive Transformative Purpose (MTP) is to help one million families

Oro is the bank for the unbanked.

Filipino immigrants and foreign workers are forced to wait in long lines, pay huge fees and risk their families getting robbed in order to send money home to their families.

Oro is developing a platform where these caregivers, nannies, labourers and retail workers can use their smartphone to send money directly to their family as if they were handing the money to them in person.

www.giveoro.com



"Competent advisors have played a critical role in the growth of Oro Services. Whether it is official coaches, interested individuals from government, or angel groups, all the feedback we have received from people who have been there and know what the pitfalls are."

Being part of Junction 31 helped me collapse 24 months of experience, mistakes and painstaking progress into 8-weeks of pure productivity. My only regret is that this program wasn't available 2 years ago.

FOUNDED



2015

REVENUE



NO

CUSTOMERS



NO

FOUNDER Mike Grossman

SECTOR EdTech

ACHIEVEMENTS

- Revenue and profitability
- Launching in the United States

FUTURE GOALS

- To grow the client base through referrals and to scale

PPEHQ helps Canadian and American engineers prepare for their professional practice exams.

The concept began when founder, Mike Grossman, created a study guide to prepare for his exam and started selling it on Kijiji.

From there it has grown to an online platform, live tutorials, and coaching.

www.ppehq.com



"In 2018 I made a commitment to ask for help and get involved in the startup community. I now have a homebase in The Inc. coworking space and have developed a network of fellow entrepreneurs."

J31 helped me learn what's required to take my company to the next level. There are a lot of pieces to bring together and no one can do that alone. I not only need a team but I need mentors and peers - J31 is overflowing with both.

FOUNDED



2016

REVENUE



YES

CUSTOMERS



100/month



FOUNDERS Jufang (Caroline) Feng, Rocky Mei, Robert You, Joey Zhou

Sciridge Technology Inc. uses AI powered image analytics to help engineers and geologists reduce their repetitive work and focus on higher valued work.

They take images into a cloud platform and analyze them through image processing methods to measure quantitative information, quantitative parameters and even flow related parameters.

www.sciridge.com

FOUNDED



2017

SECTOR Oil & Gas, ICT

ACHIEVEMENTS

➤ Product launch Version 1.0

FUTURE GOALS

➤ Obtain five customers and to be in revenue

REVENUE



YES

FOUNDER Heiko Peters

Tekeitri is a maker of beautiful things. We are a product company and our first product is Project Thermal, a smart IoT thermostat. We are working to minimize what is on the wall to make it more affordable, and move the information to the cloud where it can be controlled.

www.tekeitri.com

Learning from other people's experience has been very valuable. This has been a great opportunity to learn about what I don't know and fill in the gaps.

SECTOR Consumer Electronics

ACHIEVEMENTS

➤ Validation from Gexa Energy out of Texas who wanted to offer Project Thermal to their clients

FUTURE GOALS

➤ To get a product tested and start selling



"Our team has in the Oil and Gas industry, I'm a geologist and we have a petroleum engineer on our team; we have been in the process of dealing with samples and we know the process. We found the space to improve and developed a company to do that."



"I have three thermostats and I never look at them, so I asked myself, why do they have to be so fancy and expensive? I started looking at chip sets that you can make affordably and functionally and I decided to jump in and create the product I was looking for."

The amount of knowledge and experience about how to start a tech company for a first-time founder is invaluable to me. And the one-on-one advice and mentoring from serial entrepreneurs and senior leaders are especially helpful for my business.

FOUNDED



2017

REVENUE



NO

CUSTOMERS



NO



FOUNDER Mostafa Hosseini

WPSpellCheck has developed a novel technology to reduce the time spent proofreading and auditing WordPress websites by 99%.

This allows companies to audit their websites with one click!

www.wpspellcheck.com

SECTOR Tech

ACHIEVEMENTS

- ▶ Getting the plugin to work on various Wordpress environments
- ▶ Saving customers time when proofreading websites

FUTURE GOALS

- ▶ Reach 5,000 users by 2019



"We are the only software that allows clients to proofread their website with one click."

Great program that helped me organize my efforts on our startup.

FOUNDED



2015

REVENUE



YES

CUSTOMERS



130 paying customers
1,000+ free users

MICHELLE NANJAD, Program Manager

A Project Management Executive for over 20 years, Michelle is an expert at project, program and portfolio strategy development, IT management and the delivery of large-scale and multi-departmental/organizational, high-risk projects. Since graduating from the University of Calgary with a BCOMM and BA (Sociology), Michelle has had numerous opportunities to share her expertise with others through her consulting practice, coaching, teaching and writing. She has worked closely with CIOs, CFOs, COOs, CEOs, IT managers and staff, directors of PMOs, and project sponsors in manufacturing, telecommunications, transportation, retail, publishing, healthcare, technology startups and not-for-profits. Michelle brings this experience to CTI as Program



Manager for the first cohort of CTI's inaugural global startup program.

ELENA DUMITRASCU, Program Guide

Elena is co-founder and CTO at TerraHub. As a computer scientist and ecosystem builder, she is a driving force in educating corporate executive teams and business owners in understanding how blockchain will improve productivity and strengthen profitability. Previously an executive leader in supply chain, energy, automotive and e-commerce, Elena brings experience in identifying what and determining how new technologies best serve an organization. Her passion is growing the next generation of innovators. She is currently a member with The A100, Alberta Rainforest, a Director of Chic Geek and an Executive in Residence at CTI.



ADVISORS & ENTREPRENEURS-IN-RESIDENCE

BILAL RASOOL, Advisor

Bilal is an Advisor with CTI and works closely with startups and entrepreneurs to accelerate their businesses through a focus on customer-focused growth strategies. Prior to his time at CTI, Bilal worked within the satellite industry in systems engineering and business development roles, providing key telecommunications solutions to clients in a wide array of industries,



including oil and gas, government, military, and the financial sector.

Bilal holds a Bachelor of Science in Electrical Engineering from the University of Wisconsin-Madison, and an MBA from the University of Calgary.

CLAIRE LELIEVRE, Advisor

Claire is an advisor at CTI. Prior to her time at CTI, Claire worked in finance in Germany. In 2012,



she co-founded Hear&Know – an internationally awarded company providing tracking solutions to the defense and logistics sectors. Thanks to her company, Claire had the chance to live in several places including Paris, Milan and the Silicon Valley. She holds a masters in economics and financial engineering and has a strong passion for foreign languages, six so far!



DAVID YIPTONG,
Advisor

As an Advisor at CTI, David provides early stage entrepreneurs

with coaching and mentoring, leveraging his technical and industry background to help them advance their opportunities. David has over 10 years of combined experience in sales, product development and design. He has worked in industries ranging from air compressors, optical disc manufacturing, optical and wireless networking.

KEVIN FRANCO,
Advisor



Kevin works closely with the entrepreneur development team at CTI to advise founders as they build their business. Kevin has worked in this capacity in both Canada and Chile helping startup founders on both sides of the equator.

With more than 20 years of entrepreneurial experience, Kevin has focused on experience design, branding, retail sales, marketing,

and innovative web-based software. He has successfully led creative and development teams to win multiple awards through his last two companies and has worked with many well-known corporations.

Prior to working with CTI, Kevin was CEO of Enthrill, an ebook distribution company that launched the Walmart and Mayo Clinic ebook stores.

DAVID BOCKING,
EIR



David has over 30 years' experience in technology, energy and health. He has held executive roles in sales, product management and marketing across many sectors. He is an accomplished growth leader and consultant skilled at creating enterprise value from new market entry, product development, technology adoption and business model innovation. He is an exceptional communicator who quickly develops empathy for customer problems, creates solutions, and distills complex scenarios into a strategic vision coupled with a corresponding business model to create, deliver and capture value. A former Technology Development Advisor at Alberta Innovates, he provided coaching to Alberta startups, delivered workshops on Lean Startup Thinking and developed the first Growth Marketing conference in Alberta.

In 2004 he created InnoTraction Solutions – a business design and innovation consultancy working primarily in healthcare and most recently with physician entrepreneurs. David recently co-founded a biotech company called Qualisure Diagnostics Inc. that was

just accepted to CDL Rockies – Prime cohort beginning in November 2018.



HEATHER HERRING, EIR

Heather is a professional engineer who has worked in the oil and gas sector and in

real estate development for private companies, public companies, and academia. Her expertise includes natural gas processing, oil sands mining, thermal recovery methods, and partial upgrading. Currently, she is an Executive in Residence with Zone Startups Calgary. She was the Manager of Research and Technology Qualification for Total E&P Canada and Manager of Innovation for Laricina Energy where she led teams evaluating and testing new technologies. She is vice chair of Calgary Technologies Inc.'s board.

KEVIN DAHL, EIR



I'm a geek at heart. I love technology and am fascinated by its impact on society. My background is peppered with senior roles in marketing, business development, sales, project management, product development, operations, and HR. I started building companies while at U of S, and continued that entrepreneurial drive by jumping into a startup after graduation.

After moving to Calgary I worked as a community builder at CTI and expanded my role to include industry engagement. I've been a

volunteer, and I'm a strong advocate for entrepreneurs through my work with the Calgary Innovation Coalition. I'm currently working at Robots and Pencils, working to scale the company as the Practice Lead for Managed Services.

I have expertise in industries including fintech, telecommunications, music, and tech incubation.

SCOTT PICKARD, EIR



As Executive Advisor for CEO Roundtable, Scott serves as a facilitator and mentor for early stage technology companies.

A results-driven leader with 18 years experience in the technology sector, he has led corporate growth and business development internationally. Scott also has experience in pharmaceuticals, medical devices and spent six years in the pre-hospital care space at the U of A, the U of C, NAIT and other institutions, and has trained over 1,000 students. Scott has mentored over 100 companies in various sectors, including veterinary and human medicine, safety, financial technology and more.

Scott has held many positions throughout his career, including Director, CEO, President, COO, and various Executive Vice President and business development positions. He has raised millions in venture capital and private funds. Scott has been awarded The Practice of Coaching badge by the Roy Group for successfully completing coach training.

SESSION INSTRUCTORS & SPEAKERS

ANDREAS SOUVARLIOTIS

Founder, Carrot Insights

Session: Facilitated chat and Q&A with Andreas Souvarliotis

ARLEIGH VASCONCELLOS

Managing Director, The Agency

Session: What's Your Story? How to Create Effective Company Messaging

CAREY HOUSTON

Founder, 321 Growth Academy

Sessions: Sales & Marketing (Parts I & II) and Hubspot for Startups

CATHY KEOUGH

Director of Counselling Initiatives, the Calgary Counselling Centre

Session: Calgary Counselling Centre

CHRISTIAN MONGILLO

Business Development Manager, HubSpot for Startups

Session: Hubspot for Startups

EVAN HU

Founding Partner and G7 Associate at Creative Destruction Lab

Sessions: Mission, Values and Principles (Culture Part I) and Team Interactions and Conflict (Culture Part II)

JANA TAYLOR

Partner, 321 Growth Academy

Session: People 101

JEFF HOHN

Trade Commissioner, Global Affairs Canada

Session: Global Affairs & Exporting



JIM A. GIBSON

Serial Entrepreneur and Co-Founder, Rainforest Alberta

Session: Corporate Roundtable

JIM WILSON

Intellectual Property Manager, Innovate Calgary

Session: Intellectual Property

JUAN BENITEZ

Entrepreneur, Business Executive, Business Adviser/Coach, Investor

Session: Finance & Investment

KAREN KECK

Creator, Legal Sneakers

Session: Governance & Legal

MARTIN L'HEUREUX

Senior Business Analyst, Benevity

Session: Product Management Best Practices

PETER M. MYERS

Accountability Consultant

Session: A Clear Vision for Success

ROSALEE GORDON

VP Product, Payload Technologies

Session: Product Management Best Practices

SAM CROWHURST

Chartered Professional Accountant, PwC

Session: Corporate Finance and Accounting Principles (with Victoria Stephenson)

STEVE BISWANGER

VP & Chief Information Security Officer, ATCO

Session: Security and Privacy

SUSAN ST. GEORGE

Research and Technology Advisor, SR&ED

Session: CRA and SR&ED

SUZANNE EBELHER

Director, Client Service, BusinessLink

Session: Business Link

TONY ESTEVES

Entrepreneur, Circus Performer, and International Keynote Speaker

Session: Wellness

TRACEY DELFS

Founder, Balance Quest

Sessions:

- Meditation for Entrepreneurs
- Life Balance
- The Resilience Advantage
- Mindfulness & Mindful Communication
- Focus, Flow and Create Structure to your Day
- Self Care and Positive Mindset

VICTORIA STEPHENSON

Manager, Assurance, PwC

Session: Corporate Finance and Accounting Principles (with Sam Crowhurst)





www.calgarytechnologies.com/junction31

THANK YOU TO OUR SUPPORTERS



The Agency

Strategic communications, marketing & PR

For innovators.



the Inc.

CTI {CALGARY TECHNOLOGIES INC}
New name. New brand. Coming soon.