

Town of Riverview

COUNCIL REPORT FORM

Presented to: Mayor and Council

Department: Economic Development

Date: July 19, 2019

Subject: Collision Conference Report



Agenda Item:

Meeting Date:

For use by Office of the Town Clerk only

Background

The Town of Riverview's Economic Development Officer attended North America's first inaugural [Collision Conference](#) – a sister event of Web Summit - that brought together over 25,000 disruptive tech companies, digital influencers, government officials and leading CEOs from more than 120 countries. The Town of Riverview also received exclusive, invite-only access to targeted programming which included a full-day ecosystem summit. Ecosystem Summit was a one-day event that included programming and roundtable discussions specific to individuals working within the public sector. During the conference, the Town of Riverview coordinated a series of meetings with growth stage companies operating in the clean technology sector. The Town also attended several networking events with startups, SMEs and multinationals from Lithuania, Hong Kong, Portugal and Toronto.

Strategic Relationships

The Town of Riverview made notable connections – and strengthened existing relationships - with organizations and individuals that could potentially yield results in other key aspects of economic growth, such as collaborative partnerships, knowledge sharing, program advancements and a widened entrepreneurial network:

- [MaRS](#) Accelerator supporting over 1,200 Canadian cleantech, health & fintech companies;
- [DMZ](#) Canada's top university business incubator;
- [TechToronto](#) Supports the growth and development of Canada's tech community;
- [StartUP HERE Toronto](#) Collaborative economic development initiative to support the growing startup and innovation community in Toronto;
- [Startup Lisboa](#) A business incubator supporting entrepreneurs and existing businesses;
- [Aicep Portugal](#) Trade and investment agency encouraging foreign investment;
- [Invest in Canada](#) Canada's primary investment promotion agency;
- Republica Portuguesa: Secretary and Adviser to Secretary, Bruno Matias;

- Embassy of Slovak: Ambassador and Counsellor to the Ambassador, Vit Zoziak;
- InvestHK: Head of Investment Promotion, Douglas Lee;
- Embassy of Canada to Germany: Senior Investment Counsellor, Detlef Engler;
- Government of Canada: Minister of Innovation and Ec Dev, Hon. Navdeep Singh Bains.

The Town of Riverview consulted with Opportunities New Brunswick, 3plus Corporation, Atlantic Canadian Opportunities Agency to ensure that we were inclusive, consistent in our messaging and knew of any existing relationships or companies of interest in-market. The Town also connected with Dieppe, Moncton and our counterparts in Saint John and Fredericton.

Marketing

Before, during and following the conference Envision Riverview social channels highlighted our key value proposition, numerous initiatives and projects as it would relate to the target audience, and conducts social listening in an attempt to drive traffic to our channels. The Town was also actively promoting their presence while on-site. Below is a social activity break-down:

Twitter Impressions 10.5k Profile Visits 406 Mentions 11 Followers 8 New

Facebook Impressions 3,362 Engagement 227

NEW FOLLOWERS 11

TOTAL POSTS 21

TOTAL IMPRESSIONS 13,862

TOTAL ENGAGEMENT 615

The Town of Riverview prepared a list of goals and objectives, as well as a targeted digital advertising campaign to attract interest from specific audience groups, namely c-level executives in the clean technology and business services sector. Our digital marketing campaign yielded the following results:

GOOGLE ADS

Leads 7 total

Noteworthy 64% technology industry; 30% business services

Impressions 319k Clicks 4.11k Average Click-Through Rate 1.23%

Investment Attraction

The Town of Riverview coordinated face-to-face meetings with a total of **22 companies** throughout the duration of the conference. These companies ranged from ideation stage to growth and maturity. A shortlist has been provided below:

Leads

Categorized as organizations that were interested in expanding within the North American market and had an initial touch point (in-person meeting). Prospects listed in the category below are also included:

- [PayGreen](#) is a payment solution that allows any platform to accept online payments. Their Tree software allows consumers to compensate themselves for their carbon footprint by calculating and offsetting the e-commerce carbon footprint in real time.
- [Green City Solutions](#) uses IoT technology to support the air filtration performance of plants. CityTree is the world's first bio-tech filter to quantifiably improve air quality.
- [Enersion Inc.](#) harnesses sustainable energy for worldwide cooling by providing cooling solutions powered by waste and heat versus electricity and harmful refrigerants.
- [Radoff](#) offers the first device to reduce the risk of Radon gas inside domestic and commercial rooms. Their devices respond to the most modern parameters in the field of energy efficiency and can be recycled in closed-loop industrial cycles.
- [Plantible Foods Inc.](#) has revolutionized the food industry by harnessing the power of lemna to create a plant-based protein source that is free from the world's top 8 allergens.
- [Intuitive Inc.](#) uses AI to make real-time predictions about where each recyclable material should be disposed of and optimizes operational resources through dashboard analytics.
- [Genecis BioIndustries](#) modifies the mechanical properties and biocompatibility of PHA polymers by adjusting bacteria composition making it possible for a wider range of applications.
- [Amplify Power Inc.](#) offers commercial fleet operators a unique charge-as-a-service approach to transition electric vehicles and maximize benefits year over year.
- [Terrapin Geothermics](#) uses waste heat recovery to power projects in geothermal industries, helping facilities overcome technical, procedural and regulatory barriers.
- [Nori](#) is a carbon removal blockchain-based marketplace currently situated in Seattle that works to remove carbon dioxide from the atmosphere.
- [Transpod](#) is a zero-emissions fully electric system for comfortable mass transportation that uses advanced hyperloop technology.

Prospects

Categorized as companies that were considering expanding in the near future or re-locating, showed a

strong interest in Eastern Canada and received a secondary touch point while remaining interested (follow-up email):

- [EcoP Inc](#) provides organic and plantable promotional products designed for environmentally conscious organizations and individuals in an attempt to replace single-use plastic products.
- [Nebula Labs](#) are developing a system that provides accessible clean water through fog harvesting by using advanced nano materials.
- [Pantonium](#) has created a platform that allows for autonomous route optimization for transit and smart mobility and intelligently controlling vehicle fleets.
- [Unico Power Corp](#) is a smart energy solution that spreads a building or home's largest electrical loads such as electric vehicle charging over a longer period of time and shifts them to periods of lower demand.
- [Playmoove Mobility](#) helps entrepreneurs in shared mobility launch a business that can be scaled in days through the use of their digital platform.
- [Impossible Labs](#) is a network of climate innovators and commercialization experts that translate climate change challenges into business opportunities.
- [Cura Planet](#) is a cup exchange program that uses the concept of a circular economy while leveraging the consumer's level of acceptance. This can be implemented at events and local business operations.
- [Swrm](#) is an application that facilitates sustainable lifestyles and purchasing decisions by enabling users to track their carbon footprint by scanning everyday products, learning about the total footprint of the product's lifestyle.
- [B-Line](#) is the first mobility survey platform to make building compliance easy and affordable by collecting data to achieve environmental certifications all while enhancing transit infrastructure.
- [Nutana Power](#) combines energy storage systems with renewable power generation so that power can be used on demand instead of when weather allows for it.
- [Quantaloop](#) helps businesses leverage the latest in technology and gamified marketing strategies to achieve a long-lasting competitive edge while creating positive impact.
- [Winwel Electronics](#) develops hardware and automation projects based on simplicity and intuitive interfaces in the creation of smart home solutions.

Pipeline

Categorized as companies that were seen as potential leads or working within the clean tech industry but were not connected with in-market, or companies that were in Alpha but were connected with and are at the beginning stages of discovery pipeline:

- [EnergiMine](#) manages and trades energy on behalf of large corporates by utilizing automation and AI to replace traditional energy consultancy services with EnergiCore.
- [Flow Filters](#) creates easy-to-install carbon filters for cultivation environments of all sizes.
- [Clean Air](#) has a home system that creates a polarized field around a high performance filtration system reducing 98% of airborne contamination.

CONSIDERATIONS

Legal: n/a

Financial: n/a

Policy: n/a

Stakeholders: n/a

Strategic Plan: Smart and Sustainable Growth

- Develop a targeted campaign to promote Riverview as a location of choice for “location neutral companies.”

Interdepartmental Consultation: n/a

Communication Plan: utilizing CRM to follow up on leads

Recommendation: Receive as information