



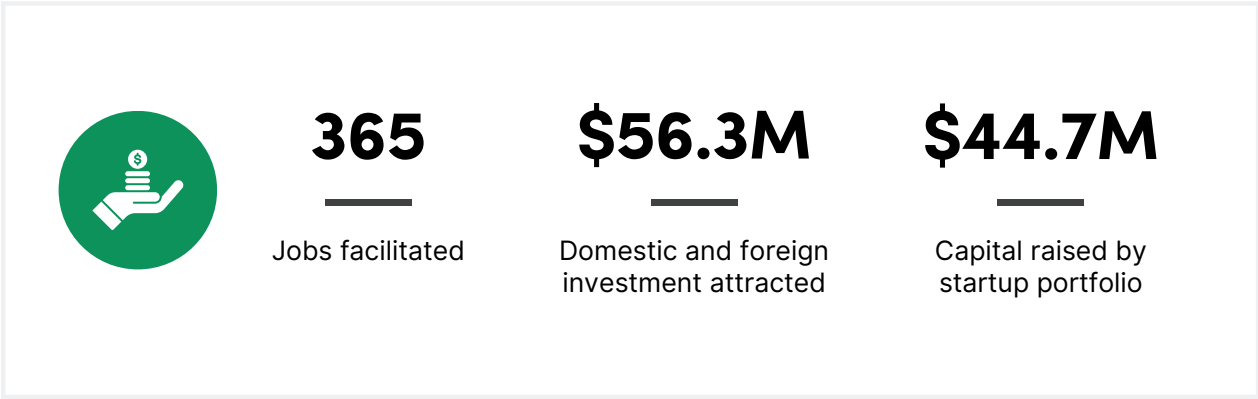
Q1 2025

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

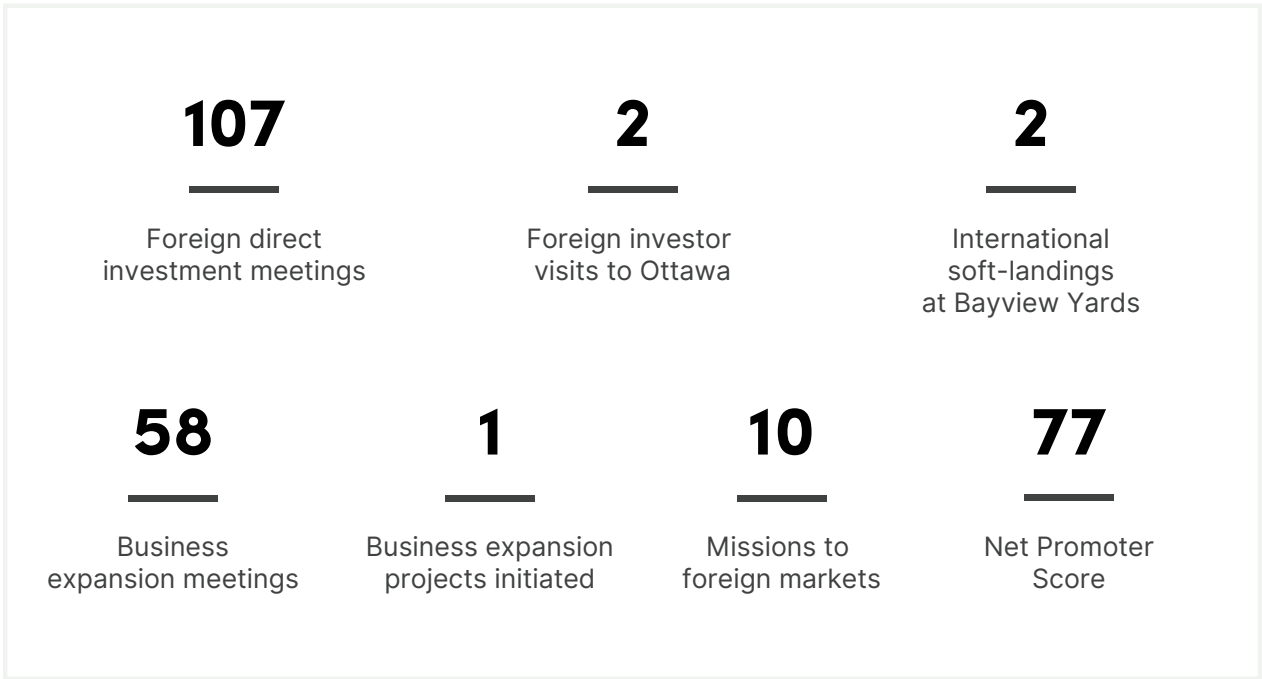


Support Ottawa's community of small businesses and entrepreneurs

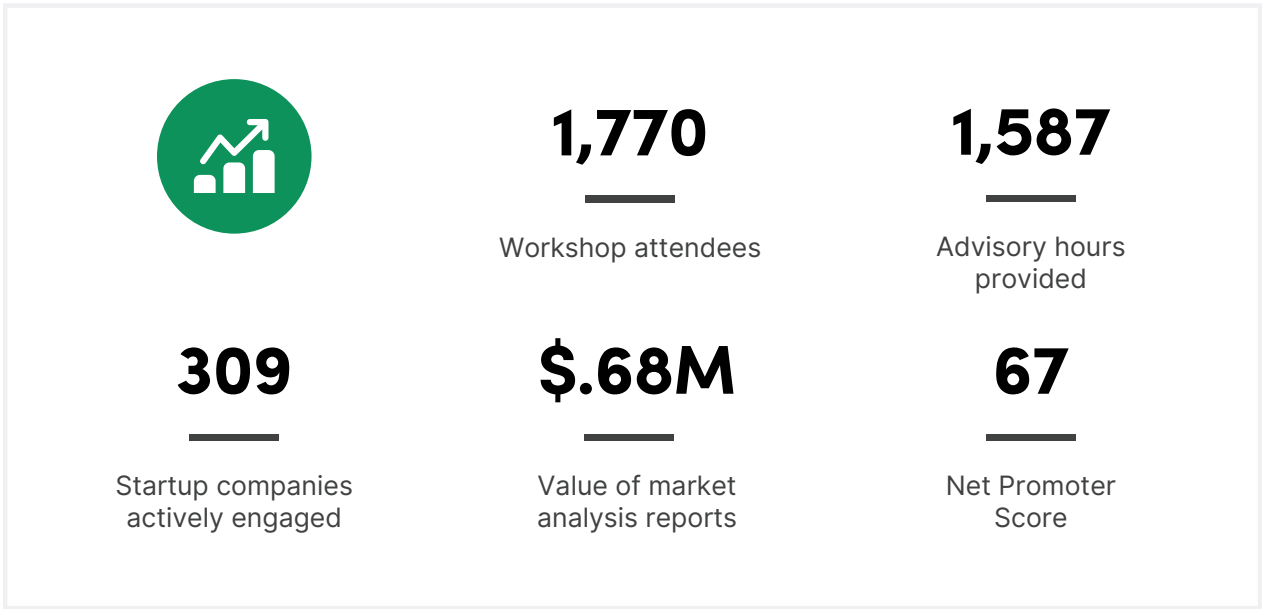


Note: metrics cumulative until the end of the relevant quarter for the calendar year.

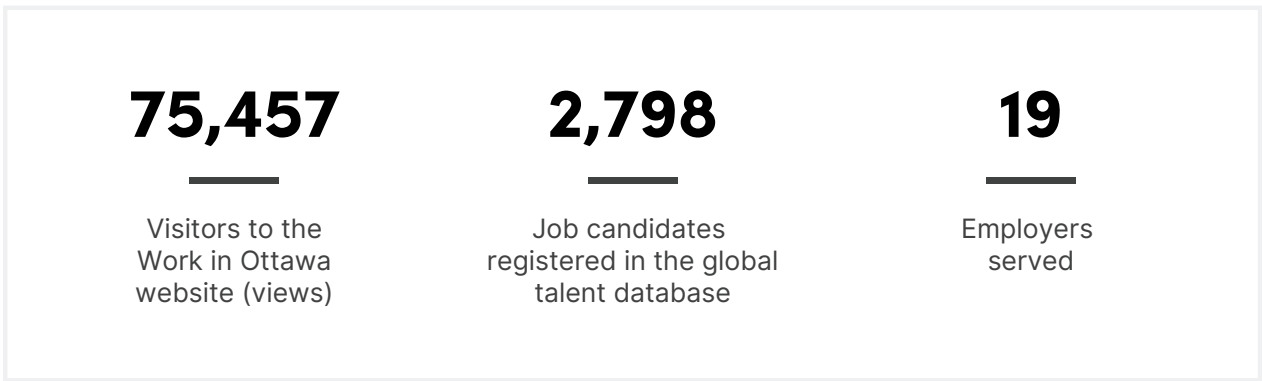
Support the attraction, expansion and retention of global R&D powerhouses and investment



Accelerate the growth of startups and scale-ups

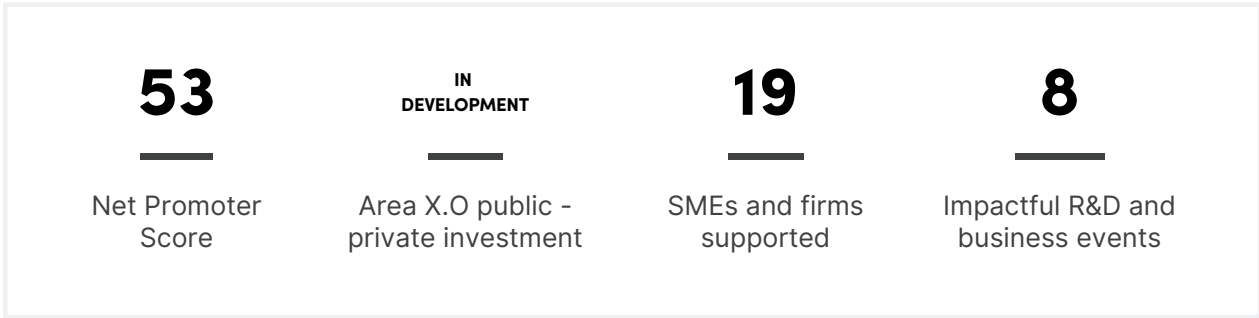


Enable employers to attract newcomer and out-of-region talent



Note: metrics cumulative until the end of the relevant quarter for the calendar year.

Drive Smart Mobility innovation and business through Area X.O



Note: metrics cumulative until the end of the relevant quarter for the calendar year.

Q1 2025

Company Highlights

Software Development Hub Expands with Canadian Base in Ottawa

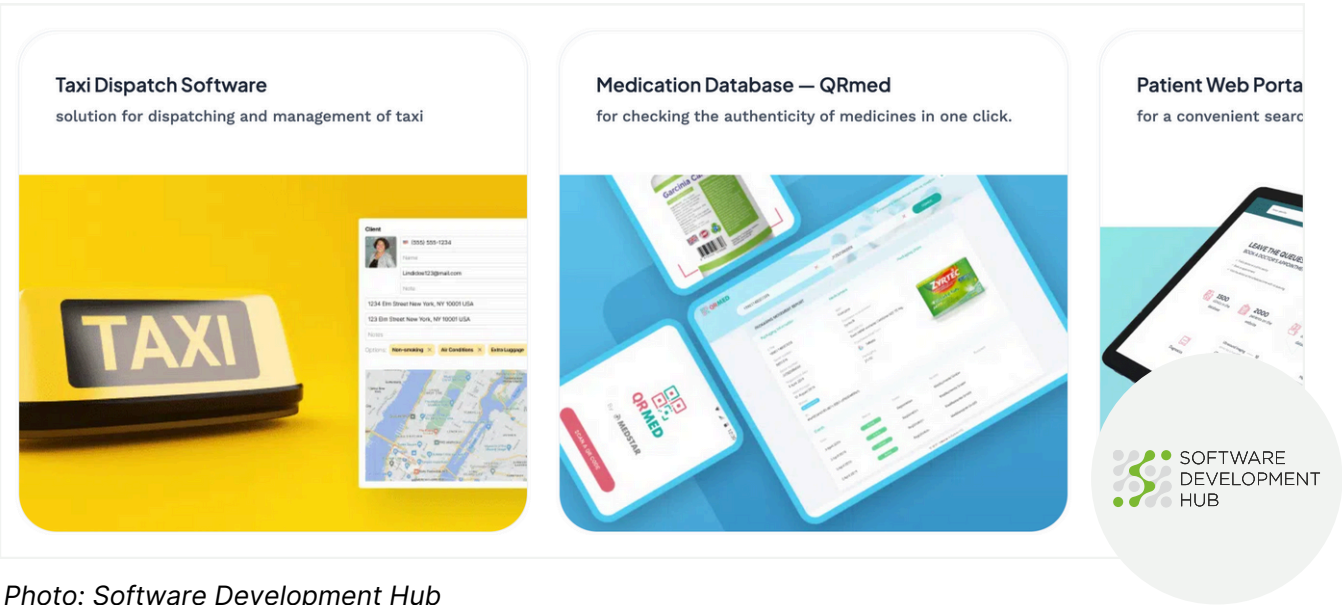


Photo: Software Development Hub

As a G7 capital and a robust tech hub, Ottawa continues to attract high-impact companies from across the world. The city's supportive innovation ecosystem, ease of doing business, access to talent and business infrastructure make it a prime destination for global tech companies seeking to expand into North America. One of the latest additions to Ottawa’s tech community is Software Development Hub (SDH), a Germany-based company delivering innovative custom software solutions.

Q1 2025 COMPANY HIGHLIGHTS

Founded in Germany, SDH has built a strong reputation for its expertise in digital transformation, specializing in software engineering, cloud-based solutions, and AI-powered development. The company clients across the globe by providing scalable, high-performance software tailored to modern business needs.

Recently, SDH set its sights on the North American market as the next phase of its global expansion and the company chose Ottawa. The city's robust technology sector, business-friendly regulatory environment, and strategic position within the North American economy played a crucial role, but like any other company expanding to North America, SDH needed support.

Invest Ottawa's Global Expansion team worked with SDH to prepare for this entrance into the North American market.

"Our team delivered hands-on, strategic support to SDH across critical areas of their expansion journey, including connecting the company with expert advisors in legal, tax, and immigration to ensure a smooth market entry," says Jens-Michael Schaal Vice President, Global Expansion. "SDH also joined the Global Runway Program, securing office space in Bayview Yards, Ottawa's leading innovation hub and gaining access to valuable business resources and community connections."

Over the past year, SDH engaged in regular consultations with the Global Expansion team, allowing the company to fine-tune its market strategy and align with local opportunities.

"Participating in the Global Runway program was a turning point in our North American expansion – the access to a strong innovation ecosystem and highly competent consultants helped us reduce our start-up time and confidently integrate into the tech community," says Viacheslav Bukhantsov, Managing Partner, Software Development Hub.

(Continued on next page)

Q1 2025 COMPANY HIGHLIGHTS

In addition to successfully launching their office in Ottawa, SDH has also created two highly skilled jobs, and is already planning for additional growth in the coming year, signifying the company’s commitment to strengthening its presence in the region.

Invest Ottawa’s hands-on support has empowered SDH to not only overcome entry barriers but also establish a solid foundation for long-term success. As SDH grows its footprint in the region, Invest Ottawa remains a committed partner: providing access to networks, talent services, and expansion tools to help the company thrive in Canada’s digital economy.

Revolutionizing Financial Planning with AI-Driven Insights

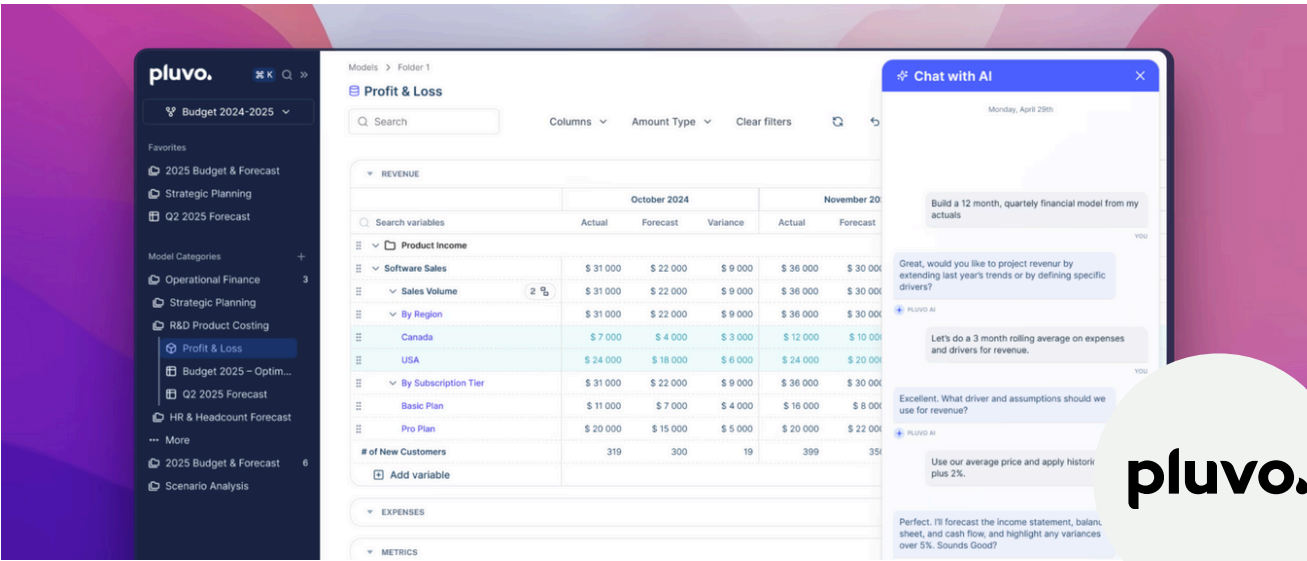


Photo: Pluvo

A proud graduate of Invest Ottawa’s IO Ignition program, Pluvo is transforming the landscape of financial planning and analysis (FP&A) for businesses. This female-founded startup offers an intuitive, AI-powered platform that centralizes financial data, enabling organizations to make faster, smarter decisions.

Pluvo's platform seamlessly integrates with accounting tools like QuickBooks Online and Xero, providing real-time insights, customizable dashboards, and advanced scenario planning capabilities. By eliminating the complexities of traditional spreadsheets, Pluvo empowers teams to forecast with confidence and agility.

Q1 2025 COMPANY HIGHLIGHTS

Recently, Pluvo achieved a significant milestone by securing \$1.15 million in angel funding, propelling their mission to democratize access to sophisticated financial tools for businesses of all sizes. Further amplifying their growth trajectory, Pluvo was accepted into the prestigious Alchemist Accelerator in San Francisco—one of North America’s top-ranked programs focused on accelerating the development of seed-stage ventures that monetize from enterprises. The co-founders temporarily relocated to the Bay Area to participate, gaining exposure to a global network of investors, mentors, and industry leaders.

Now a client company within the **IO Accelerator program** as part of Invest Ottawa’s Venture Path, Pluvo has tapped into a range of Invest Ottawa supports to accelerate their growth, including recent one-on-one advisory sessions with Andrew Penny (go-to-market strategy), Saema Nasir (public relations), and Susan Robbins Parsons (finance). They also accessed Market Insights services, including media relations support, and participated in the *Ladies Who Launch* peer group for women founders. These targeted supports helped shape Pluvo’s positioning, media outreach, and funding readiness—laying the foundation for their next phase of growth.

Having begun their entrepreneurial journey with Invest Ottawa within the Venture Path, Pluvo refined their business model, sharpened their market approach, and built key connections across Ottawa’s innovation ecosystem. As they continue scaling in 2025, Pluvo exemplifies the power of early-stage support combined with global ambition.