



Q4 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



Increase the global competitiveness of companies



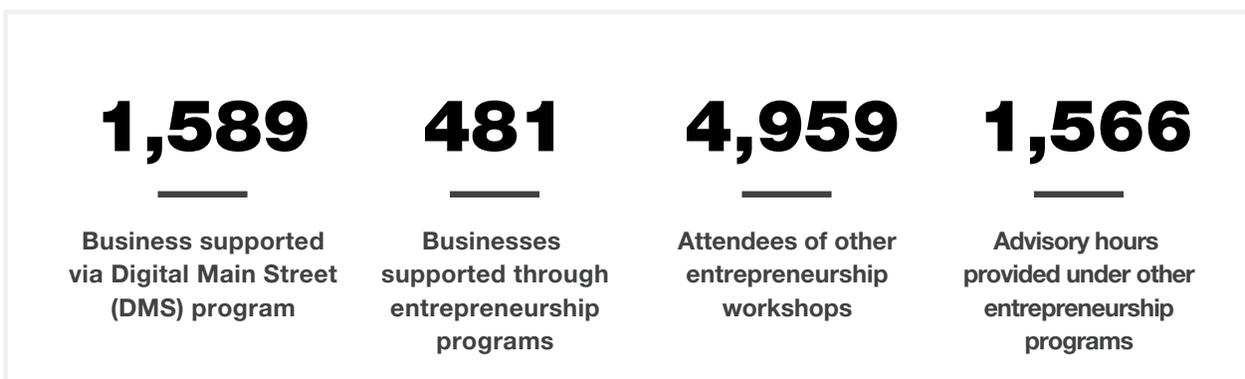
Attract new talent & firms



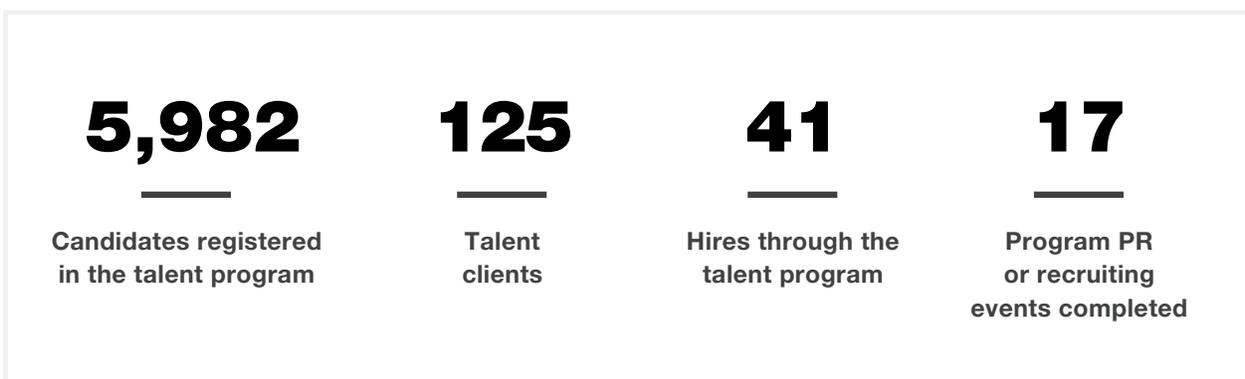
Accelerate the growth of startups and scale-ups



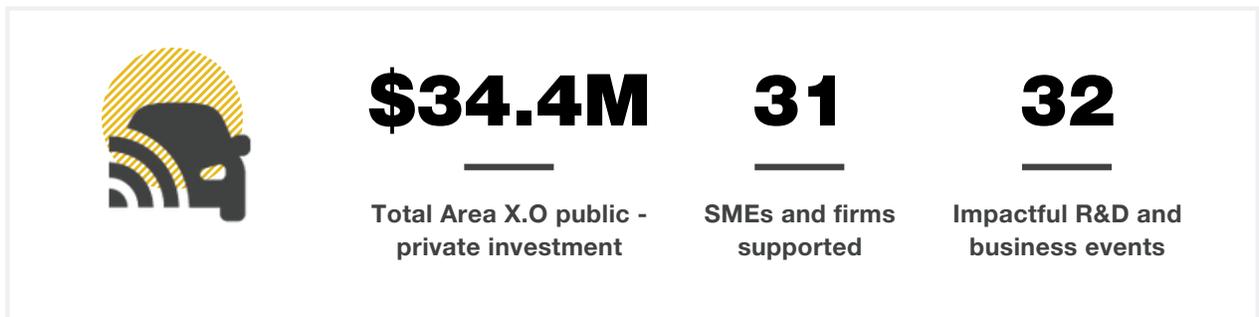
Support Ottawa's community of small businesses and entrepreneurs



Enable the development, attraction & retention of top talent



Drive CAV & Smart City innovation and business through Area X.O



Note: metrics cumulative until the end of the relevant quarter.

Q4 2021 COMPANY HIGHLIGHTS

Fast-growing ASB Resources Opens First Canadian Office in Ottawa



In December, ASB Resources, a fast-growing technology consulting services firm headquartered in Princeton, New Jersey, announced the opening of an office in Ottawa to conduct R&D and product development for financial services and telecom clients. ASB Resources helps financial services companies with their regulatory reporting needs and augment their clients' staffing needs with its rich talent pool and experts from the industry. ASB Resources has been helping clients in the financial, government, retail, fashion, and media industry with their digital transformation, reporting, analytics, and dashboard development needs to make intelligent business decisions.

"While evaluating options for our new location to expand within the North American region, Ottawa stood out based on its talent pool, expanding tech hub, and ease of doing business," said Mohamed Bakerywala, President of ASB Resources. "We partnered with Invest Ottawa for guidance, and their Global Expansion Team has been great to work with. I am sure this investment in Ottawa will produce great ROI and accelerate our growth while hiring the best talent from around the world to deliver excellence to our customers."



Ottawa consistently ranks as one of North America's top tech talent markets in [CBRE's Scoring Tech Talent Report](#) and for the past two years has been ranked number one for tech talent concentration ahead of Silicon Valley. Viewed as an important R&D centre for numerous multi-nationals, Ottawa's tech sector has seen considerable growth over the past 5 years.

"It is great to welcome another dynamic company like ASB Resources to our city," said Ottawa Mayor Jim Watson. "Once again, Ottawa has proven to be an attractive destination for an international tech company, thanks to our city's highly skilled workforce and vibrant business environment."

Invest Ottawa's Global Expansion team provided the company's senior leadership with a comprehensive business case which highlighted the advantages of Ottawa's world-class tech ecosystem. The team also made introductions to partners and potential clients and provided guidance on public relations opportunities.

To start, ASB Resources will focus on hiring software and data engineers to focus on analytics and automation. In the future the company expects a significant expansion in Ottawa comparable to their existing operations in Princeton, NJ.

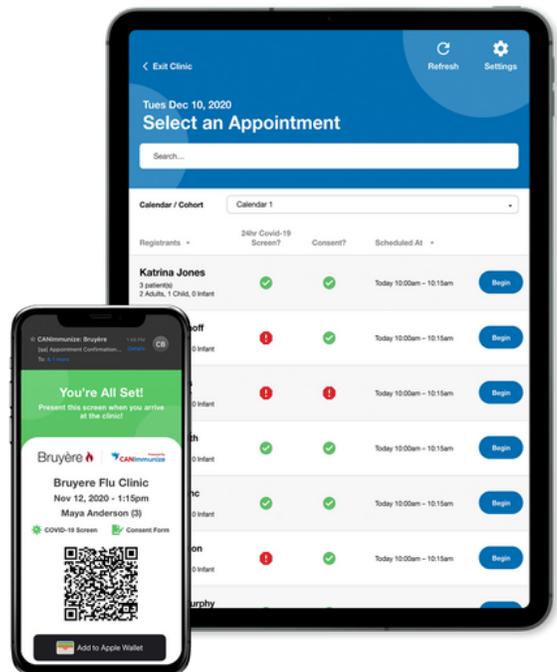
Q4 2021 COMPANY HIGHLIGHTS

CANImmunize Wins Company of the Year



In November of 2021, CANImmunize, an Ottawa-based technology company, was awarded Company of the Year from the CAN Health Network for its success in working with Bruyère to develop new technology that digitally transformed annual influenza vaccination clinics in preparation for the COVID-19 vaccine rollout. This technology was then used to support COVID-19 vaccination campaigns in Nova Scotia and the Yukon.

In 2021, CANImmunize recognized a challenge that many workplaces were going to need a solution for. Enter CANImmunize Shield, a product that helps workplaces understand the vaccination status of employees and then uses that information to protect more vulnerable employees. CANImmunize found a pilot partner in Invest Ottawa and worked to create CANImmunize Shield.



“Invest Ottawa gave us credibility because we had a pilot partner,” said Dr. Kumanan Wilson, CEO of CANImmunize. “They navigated relationships in Ottawa that allowed us to get the City of Ottawa involved. They were our first major client.”

CANImmunize has been developing immunization software for a decade, long before COVID-19 was unleashed on the world. It is most known for the development of the CANImmunize app, a pan-Canadian digital immunization tracking system that helps Canadians keep track of their vaccinations with a mobile app and web portal. Products from CANImmunize were successfully rolled out at Bruyère Hospital, Nova Scotia Department of Health and Wellness, Nova Scotia Pharmacy Association, and more.

“Because of our 10 years in the space, we had a good sense of what would be needed for Canada,” said Dr. Kumanan Wilson, CEO of CANImmunize. “They had trust in our team. That led to us getting the contract to support Nova Scotia’s vaccine rollout. We give all the credit to Nova Scotia for their prescience. It’s been recognized as one of the best rollouts in the country with its central booking system.”

CANImmunize built the first digital vaccination tracking tool in 2012 and has since then grown from six to more than 40-full time employees. Additionally, in the last 12 months, CANImmunize’s revenue has grown almost four-fold. They are a recent graduate from IO’s Flex program to the ScaleUp Program.