

# Vykon Inc.

## ‘ElevateIP allowed us to secure trademarks, which are facilitating our global expansion’

When she launched her mineral supplements company, Lisa Pitel-Killah knew she would need to investigate the laws of trademarks and consider some of the options available to her.

“I was definitely going down that road,” says Pitel-Killah, founder of Vykon Inc. “I had filed a couple of trademarks and then I discovered ElevateIP and another government support. We’ve utilized both with great success, and it’s been super helpful for us to be able to get things into play that we wouldn’t have been able to do quite as effectively on our own.”

Pitel-Killah launched her company in 2020. As a board-certified holistic health practitioner, she was using mineral testing and decided to create personalized supplement products to address what she saw as a gap in the existing market.

“You can tell a lot about a person’s health by the minerals and heavy metals in their body,” Pitel-Killah says. “I started testing basic formulations based on common patterns I was noticing. Vykon is about personalized supplements based on bio-individuality and supporting the minerals that the system needs to erase symptoms and help people feel better and have more energy.”

The company produces supplements it sells through qualified health professionals and Pitel-Killah wanted to protect that brand. Soon, she plans to expand into the veterinary market, too.

“We’ve done a lot of trademarking with regards to our logo, some of our branding, even our name, in a lot of the markets that we’re selling into,” she says, naming Canada, the United States, the U.K., Saudi Arabia, Qatar, the U.A.E., Oman and Australia. “We’ve definitely taken advantage of some of the benefits of having support from the government to help us in that effort.”

As a participant in the ElevateIP program, she says it has been “super helpful” in terms of getting trademarks and IP protection that would have otherwise taken longer due to her limited expertise and the money required to do it. That freed up marketing funds to more quickly expand Vykon’s export markets.

“When it comes to registrations, the filing is one thing, but the registration fees in countries like the U.A.E. and Saudi Arabia can be as high as four times as pricy as Canada’s,” she says.

Pitel-Killah adds that the ElevateIP program officials shared the pros and cons of a patent and ultimately helped her conclude that trademarking was probably the best place to start.



“As we grow and continue our research and development, there’ll be more down the road with regard to patents and other options we can execute,” she says.

Since Vykon joined the ElevateIP program in late 2023, Invest Ottawa has been supporting the company’s journey.

“They’ve been really great at helping us,” she says. “Some of those bills can be tens of thousands of dollars, so having some support in that way can really, really help.”

She’s also benefited from lots of learning on the IP side.

“I’ve been an entrepreneur for 30 years, but it’s always been local business,” Pitel-Killah says. “Once you get into bigger markets in other countries, that was a whole other world to learn about and understand. It’s very valuable to understand how to protect the brand you’re building. I highly recommend the program.”

Vykon had a patent landscape search done, too, which gave Pitel-Killah a sense of what her competition was doing in her new markets, what patents others had and what duration those patents had.

Invest Ottawa was happy to help.

“Identifying the right IP protection is essential for businesses looking to safeguard their brand and expand into new markets,” says Jessica Price, Intellectual Property Specialist at Invest Ottawa. “We’re pleased to have supported Vykon through this program, helping them secure their trademarks and protect their brand as they grow internationally.”

*Invest Ottawa is an ElevateIP Recipient: a national program of Innovation, Science and Economic Development in Canada, leading in intellectual property support for startups in Ontario.*



## Vykon at a glance

**Founded:** 2020

**Employees:** 19

**Raised:** So far, the company has been entirely bootstrapped.

**Highlights:** Vykon Inc. won the marketing award at the *Ottawa Business Journal's* Bootstrap Awards in 2024.

**Future plans:** The plan is to continue with research and development while expanding into other export markets in Europe and the Middle East. In addition to supplements for humans, the company plans to expand to veterinary supplements in 2025.

ElevateIP Recipient, a program of



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Développement économique Canada



## Why ElevateIP

Entrepreneurs have ideas — lots of them — but they don't always know how best to protect those ideas. ElevateIP provides the tools startups need to understand, manage and leverage their intellectual property.



**Lisa Pitel-Killah**  
Founder, Vykon Inc.

To find out more about the ElevateIP program, visit our [website](#).