



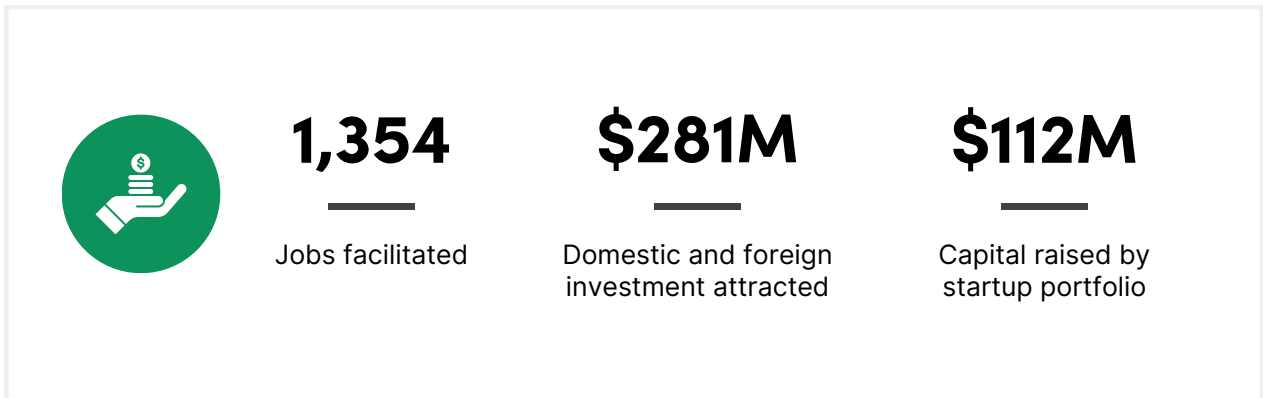
Q4 2024

Impact Highlights

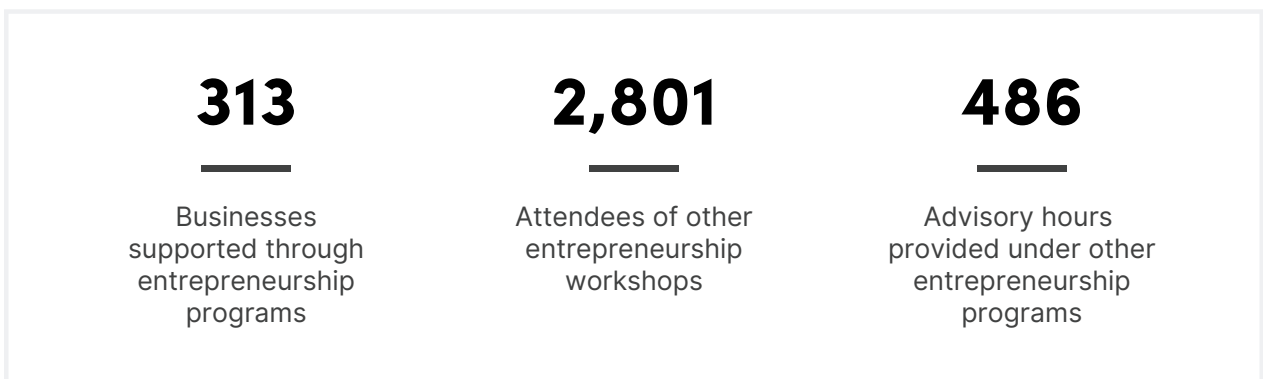
Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada's Capital, facilitating wealth and job creation in the City of Ottawa. Our team delivers venture development, global expansion and talent programs and services that help to fuel the growth and success of entrepreneurs and firms.

Invest Ottawa is helping to:

Fuel the growth of our economy



Support Ottawa's community of small businesses and entrepreneurs

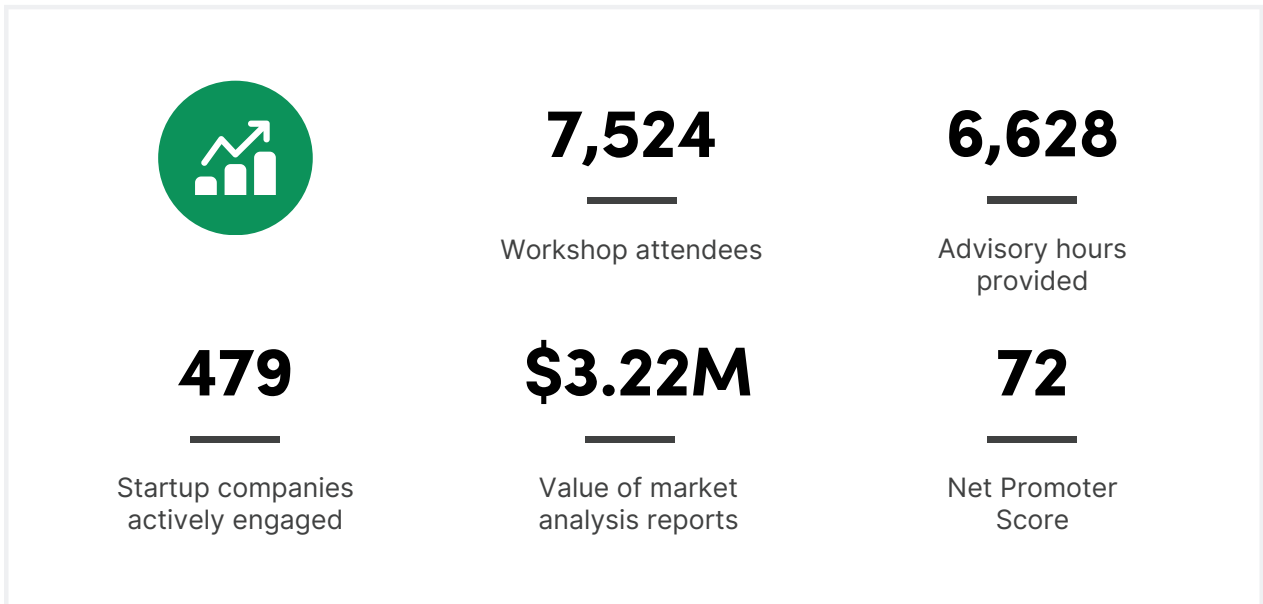


Note: metrics cumulative until the end of the relevant quarter for the calendar year.

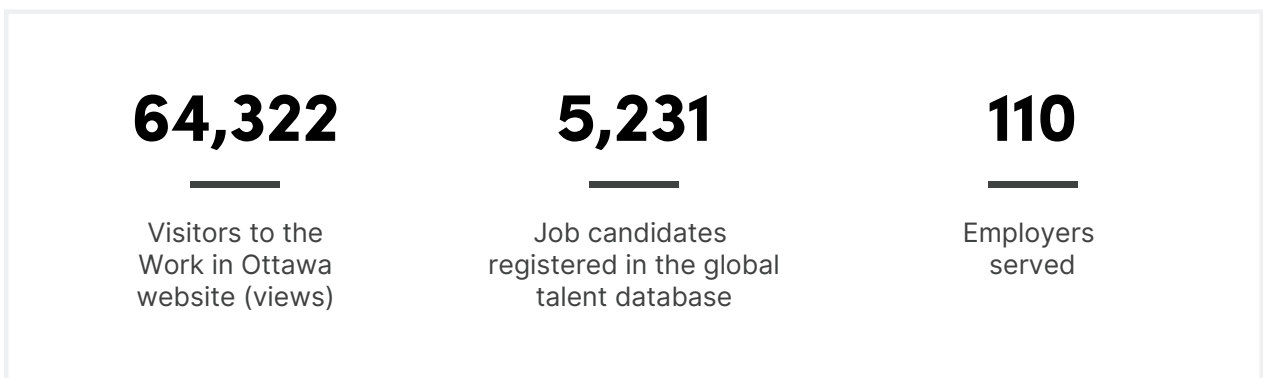
Support the attraction, expansion and retention of global R&D powerhouses and investment



Accelerate the growth of startups and scale-ups

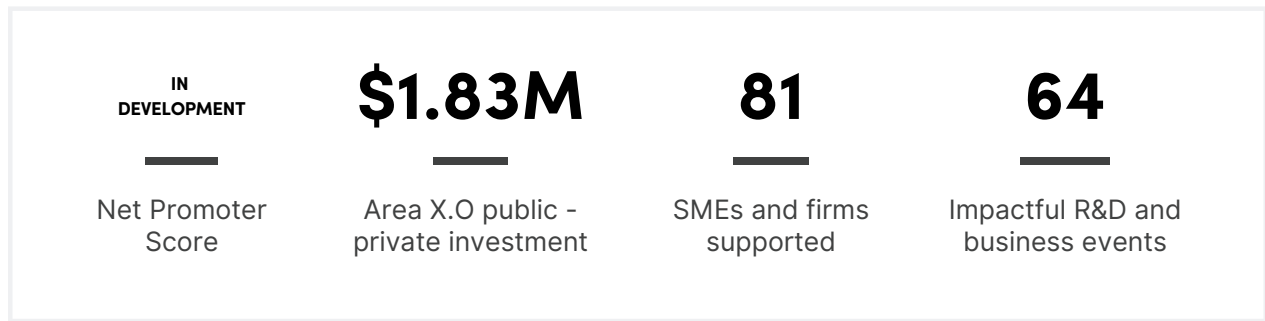


Enable employers to attract newcomer and out-of-region talent



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.

Q4 2024

Company Highlights

Prime Target Soft Lands in Ottawa



Photo: Prime Target

French company Prime Target has expanded to Ottawa, in December 2024, as a welcome addition to Ottawa’s thriving tech ecosystem through the IQ Global Runway program.

When it comes to expanding businesses to North America, Ottawa is often a primary choice for many growing companies. The city’s record of holding the highest tech talent concentration in North America 5 times in a row, a thriving technology and innovation ecosystem, and a supportive community draw many companies to this city. Prime Target is one among these growing companies who chose Ottawa as their next stop.

Q4 2024 COMPANY HIGHLIGHTS

Originally from France, Prime Target is a data analytics company that helps SMEs and startups accelerate growth and improve performance globally through the power of data and analytics. The company partners with trade development agencies to identify and prioritize the most suitable export markets for their client exporters and provides comprehensive market selection reports covering five, 10, or 20 countries, which are delivered within a two-week timeframe.

Prime Target is currently working with several trade development agencies in France, including BpiFrance, as well as agencies across the United States in Virginia, Maine, South Dakota, Kansas, and other states.

The company's expansion to Ottawa was initiated by the Trade Commissioner Service team in Paris in October 2024 when Invest Ottawa's Global Expansion team was introduced to the company. After the initial engagement and discussion, the company's Canadian lead visited Ottawa in November and was provided with facilitating introductions and strategic guidance. Shortly after the visit, Prime Target successfully landed in Ottawa in December.

Since its expansion, Prime Target has already created one job in Ottawa, hiring a Canadian national to lead the local subsidiary. Over the next three years, the company anticipates growing its team to 2-4 employees, contributing to Ottawa's business landscape.

Invest Ottawa's Global Expansion team has provided Prime Target with valuable insights into the local tech ecosystem and offered key information on Canadian EDOs. The team connected Prime Target with Invest Ottawa sponsors including Mann Lawyers and Logan Katz (Accounting & Tax) as well as to the Invest Ottawa's Global Talent Program. The Global Expansion team is also supporting the company's exploration of the possibility to further expand its presence in Ottawa, including connecting them with interested EDO partners and the Ottawa Board of Trade, further solidifying their presence in the region.

BluWave-ai Expands Patent Portfolio and Completes EV Charging Management Pilot



Photo: BluWave-ai

Heading into October 2024, BluWave-ai announced that it had expanded its patent portfolio to thirty applications filed in the U.S. Patent Office. The patents represent exclusive rights over BluWave's technology platform covering energy utilities, electric vehicles and other smart loads, electricity system operators and generation and energy consumers. The BluWave-ai platform will enable a \$160B upgrade to the North American grid infrastructure to support electric vehicle, grid electrification and data center growth.

Founded in 2017, BluWave-ai is building the world's premier transport electrification and renewable energy AI company headquartered in Canada's capital. The company is focused on driving the proliferation of renewable energy and electric transportation worldwide with SaaS based AI solutions. BlueWave-ai's products optimize different energy sources in real-time, both renewable and non-renewable.

Recently, in October 2024, BluWave-ai completed a pilot program for Canada's first electric vehicle (EV) charging management software in Ottawa, involving cars of different makes and backed by artificial intelligence (AI). For the pilot, using its EV Everywhere app, the Ottawa-based company's AI platform allowed subscribed EV owners to participate in multiple weekly demand response events by opting in for their vehicles to automatically respond to these requests. The system determined the best time for charging in order to minimize strain on the Hydro Ottawa grid and tap into renewable energy for the cleanest battery top-ups.

Q4 2024 COMPANY HIGHLIGHTS

On November 8, 2024, BluWave-ai hosted the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), as they announced support for the continuation and expansion of the Scale-Up Platform. The Scale-Up Platform, supported by FedDev Ontario and led by [Invest Ottawa](#), [Communitech](#) and [MaRS Discovery District](#), helps entrepreneurs across Ontario succeed and grow their businesses in high-growth sectors and global markets. The program has provided support for thousands of innovative companies that range from start-ups to scale-ups, including BluWave-ai.

“Our team at Invest Ottawa is honoured to collaborate with hundreds of amazing founders and homegrown companies that are growing our economy and changing our world for the better,” said Sonya Shorey, President and CEO, Invest Ottawa, at the BluWave hosted announcement. “Together with a host of scaleup partners, we are committed to helping these entrepreneurs fulfil their dreams, commercialize powerful solutions, and accelerate their global growth and success. Together, we are creating the jobs, economy, and community of our future.”

Since joining the Scale-Up Platform in 2020, Invest Ottawa has supported BluWave-ai with over 112 hours of support; leveraging advisory services across multiple verticals including HR, sales, operations, marketing, cleantech, finance, and product development. The AI company has also benefitted from peer group programming for key leaders, market Insight reports, investor relations and introductions, talent recruitment support and network referrals related to procurement and business development, IP strategy support, and exclusive Masterclasses.