H2 Analytics

“We received tailored guidance from Elevate IP”

H2 Analytics is a software solutions company that specializes in scenario-driven training exercises in the defence, security and law enforcement sectors.

“Our flagship software, the Exercise Architect Suite [EASE], streamlines and largely automates the creation and management of complex, realistic training exercises for analysts and decision-makers,” says Karl Payeur, Chief Operating Officer for H2 Analytics. Founded in 2017, and incorporated in 2020, the company has been entirely bootstrapped.

“Wargaming-style” tools allow users to train their analytical decision-making abilities, “but rarely allow analysts to train in an environment that reflects the problems they will encounter on the ground,” Payeur says. That’s where H2 Analytics steps in. “With EASE, we can easily and dynamically create scenarios that contain thousands, sometimes millions of intelligence data points to provide the level of complexity needed to exercise critical thinking and problem-solving skills.”

Why Choose IO Venture Path’s Elevate IP Program?

“One time, when we delivered a training exercise, one of our clients asked questions about how we were building it,” Payeur says. “When we showed them the tools we had developed, the question that came up was ‘Can I get a copy of these?’ This [signalled to] us that we were onto something, and drove a business decision to invest significantly in product and engineering.”

It also immediately became clear H2 Analytics needed to think more seriously about intellectual property (IP), something Payeur and founder Hugo Hodgett had been putting off.

“The company was growing rapidly and we weren’t thinking about IP strategically,” he admits.

Payeur says when they reached out to Invest Ottawa, they had no formal governance structure, limited documentation regarding trade secrets or an open-source policy on software.

Karl Payeur
Chief Operating Officer of H2 Analytics

“Ensuring we have adequate legal protections was one of the first challenges we had to address,” he adds. “We also realized we had to establish proper mechanisms and processes to protect our code.”

IP and Future Business Growth

Payeur says the IO Venture Path’s Elevate IP program was “incredibly helpful,” noting that its funding support for IP protection expenses made it an excellent resource.

“Invest Ottawa really wants to add value and make this as frictionless as possible,” he says.

The program also drove H2’s IP-oriented culture.

“We received tailored guidance on how to think strategically about IP, how to set up the framework and documentation in a way that secures our IP ownership and licensing terms.”

IO Venture Path’s Elevate IP helped Payeur fix vulnerabilities and improve the maturity of the company. H2 aims to grow up to 30 employees, from its current 25, and strengthened IP protection will make it more attractive to investors, Payeur notes.

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To find out more about the ElevateIP program, visit our website.