



Microsoft for Startups



# Great Canadian Innovators

2018 Yearbook

A compendium of cool Canadian startups using modern Microsoft technologies & services, including artificial intelligence, machine learning, internet of things, holographic devices, and more!

Featuring Beeye, Canvass Analytics, Cinchy, Cloud DX, Encircle, Igloo, Media Sonar, My Intelligent Machines, Quartic.ai & VGIS!

# What brain drain?



For all the noise about Canadian talent draining away into the States, the facts tell a different story. If anything, our country abounds with intrepid and creative technology entrepreneurs—all pushing the boundaries of what’s possible in their fields.

Healthcare. Manufacturing. Public safety. Insurance. While the sectors vary wildly, the organizations profiled in this yearbook share a common connection. At some point in their business journey, they received support from [Microsoft for Startups](#). This program provides startups with Azure services, development and testing software, training, marketing, support, and co-sales. It exists to help promising startups win the kind of strategic customer deals that fuel revenue growth and create funding potential.

If you run a startup, learn [how Microsoft for Startups works](#). To qualify, your startup must be less than five years old and earn less than US \$1 million annually. Check out the [Canadian Partner Hub](#), the place to go for local resources for developers needing access to Microsoft technologies, services, and/or markets.

On behalf of everyone at Microsoft, we sincerely thank the many organizations who took the time to help us create this ebook. We hope and trust that we’ve captured your unique stories faithfully and look forward to seeing what you do next!

To business owners, we hope you find inspiration in these genuine stories of Canadian achievement and innovation.

Best regards,

**Harp Girn**

Small Medium Corporate Division Lead

# 2018 Canadian Yearbook Content

<b>NAME</b>	<b>SECTOR</b>	<b>PAGE</b>
Beeye	Business management	4
Canvass Analytics	Industrial manufacturing	5
Cinchy	Data services	6
Cloud DX	Healthcare	7
Encircle	Insurance	8
Igloo	Digital workplaces	9
Media Sonar	Public safety	10
My Intelligent Machines (MIMs)	Pharma/biotech	11
Quartic.ai	Industrial manufacturing	12
vGIS	Data visualization	13





# Beeye, the organizational super-planner

Founded in 2014, Beeye ([www.mybeeye.com](http://www.mybeeye.com)), pronounced BI, like business intelligence, is a fast-growing Canadian startup dedicated to increasing organizational performance through better planning.

Built and delivered with Microsoft technology, this smart project and resource management platform gives leaders unprecedented visibility into projects and teams.

## People planning

For anyone who organizes and deploys teams to projects, people planning can prove challenging. Never mind customer issues, most business managers contend with a constant barrage of internal demands, headaches, and people issues. When it comes to assigning people to projects, managers end up juggling several spreadsheets to understand who to assign to what.

*"Writers have Word. Designers have Photoshop. But what app do leaders have to manage their teams and projects? Excel is great, but becomes impractical when you reach a certain size."*

– Adrien Sicard, Founder & CEO

## Tech to the rescue

Beeye represents a whole new generation of SaaS business-to-business applications that help focus and inform better decision-making. By harnessing the hyperscale power of solutions hosted in state-of-the-art datacenters, organizations of any size can empower their managers with transformative tools. They can break down silos. Do away with ad hoc, last-minute reporting. And shed light on who's doing what, at last!

## READ THE WHOLE STORY

Read the full **Beeye story** at Microsoft's ModernBiz blog!



## CANVASS

# Canvass Analytics, transforming every aspect of industrial operations

Read an interview with  
Canvass Analytics's CTO, Steve Kludt!

betakit 

Cloud in 2016, Canvass Analytics ([www.canvass.io](http://www.canvass.io)) is a Toronto-based AI company focused on helping industrial companies see into the future—at least when it comes to their operations.

The Canvass AI Platform leverages artificial intelligence to uncover predictive insights that industrial companies use to streamline production, predict equipment failure, and foresee energy usage in real-time.

### Looking back

If you think about it, we spend a lot more time in the past than the future. We constantly review and analyze our processes, activities, and performance—all with the goal of continuous improvement. And while business analysis makes a ton of sense, in the real world, even

the smartest operations teams plateau. They realize diminishing returns or stop making gains, no matter how much time they put in.

### The culprit

Complexity is part of the problem. Everything from car manufacturing and food processing to how and where we extract natural resources has become exponentially more complex. That increased technical sophistication dovetails into production environments that can feature a dizzying number of (often disparate) processes, platforms, and systems, each spewing reams of data every millisecond.

*“Even the most brilliant process engineers committed to continuous improvement are limited by human intelligence. Industrial teams simply reach the peak of where they can go.”*

– Steve Kludt, Chief Data Officer

### READ THE WHOLE STORY

Read the full **Canvass Analytics** story at Microsoft's ModernBiz blog! 



# cinchy

## Cinchy, the democratization of data

Few startups have more transformative potential than Cinchy ([www.cinchy.co](http://www.cinchy.co)). Founded in 2016, this Toronto-based tech company may well capture the imagination of the business world with its bold rethinking of the role of data in application development.

By offering data-as-a-network, Cinchy radically changes the game—saving technology teams months of work and corporations hundreds of millions of dollars.

Who owns the data you create? That question made big headlines and inspired a lot of debate among journalists and pundits in recent years. While you might assume it's you—"well, we do, of course!"—it's traditionally the application builder. If nothing else, in today's SaaS market, we expect application developers

to host the data we create for us, securely, privately, and conveniently in their cloud.

### Data issues

But what happens when organizations use multiple, disparate systems, apps, and platforms? Then, the data created using all those solutions is de facto fragmented. Meaning, each application stores and accesses its own unique database of information, and it's up to the organization using the app to integrate that information.

*"We saw how many problems centered around the complexities of data, and how the conventional approach to enterprise applications was at the root of the issue. We created Cinchy to solve that complexity."*

– Dan DeMers, CEO

### READ THE WHOLE STORY

Read the full **Cinchy** story at Microsoft's ModernBiz blog!





# Cloud DX, the startup warping us into a healthier future

Read an interview with  
Cloud DX's CTO, Justin Pedro!



Anyone who thinks Canadian companies don't innovate needs to discover Cloud DX. Founded in 2014, this remarkable startup has wowed the tech industry with its realization of a working medical tricorder device called the Vitaliti™. And that's just one project this healthcare device manufacturer has on the go!

## A tricorder! Really?

Our story starts with Star Trek, or more specifically, the medical tricorder. 24th century medical officers use this remarkable device to scan their patients. Never mind x-rays or even ultrasound tech, this device gets accurate results with a swipe or two! With it, a trained chief medical officer of the future can identify all but the most alien of afflictions.

## Sci fi made real

Well, sci fi writers have inspired genius in the real world again. Qualcomm staged a five-year and \$10 million international competition for a real tricorder.

The criteria? The patient-friendly device had to capture five real-time vital signs and diagnose 13 health conditions—accurately and independently of a healthcare worker or facility.

## The Vitaliti

Cloud DX's entry, the Vitaliti, was recognized as one of three finalists and represented the only finalist from Canada. While two other tricorders shared the top prize, Cloud DX earned the first Bold Epic Innovator prize and a \$100,000 sponsorship from Qualcomm. Amazing!

## READ THE WHOLE STORY

Read the full **Cloud DX** story at Microsoft's ModernBiz blog!





## Encircle, speeding up insurance

What happens when Canadian entrepreneurs spot an opportunity to help speed up the insurance claims process? Encircle, that's what!

Encircle works with customers primarily in the insurance industry to reinvent processes and improve productivity. This Kitchener, Ontario-based software company provides an alternative to traditional, cumbersome, paper-based systems. Their simple, but powerful cloud-based, mobile tools allow organizations to deliver a more fair, transparent, and rapid claim experience.

### Trial by fire & flood

Encircle played a vital role in helping businesses and customers during disasters, such as the Fort McMurray wildfire in May 2016 and the Windsor flood of October 2016. Because of the increased level of quality in reporting, claims that would otherwise take up to 24 hours were turned around within an hour using Encircle!

*"Better communication solves many of the challenges the insurance industry faces, especially in dealing with damages and casualties. The Encircle platform introduces a more transparent way to communicate that inspires trust and helps insurers make fast and reliable decisions. Consumers benefit too, from a much better, faster and less contentious process."*

– Mike Kirkup, Chief Technical Officer

### READ THE WHOLE STORY

Read the full **Encircle story** at Microsoft's ModernBiz blog!





# IGLOO

## Igloo, rebooting the digital workplace

Read an interview with  
Igloo's CTO, Julie Forsythe!

betakit 

Established in 2008 and powered in the Microsoft Cloud, Igloo Software ([www.igloosoftware.com](http://www.igloosoftware.com)) is a SaaS company helping to redefine the modern digital workplace.

Recognized in 2017 by Deloitte as one of the fastest-growing companies in North America for the third consecutive year in a row, the Igloo platform leverages the cloud to empower organizations across North America to design and develop inspiring digital destinations.

The way people work changes every day. New technologies and modern approaches emerging from a real need in market have challenged the traditional desktop workstation. For the average North American

employee, the disconnect between how their work is helping achieve the objectives of the business, the inefficiencies of communicating and collaborating, and a feeling of being underappreciated compel them to change jobs. The moment for digital workplace innovation is now.

Work is increasingly mobile and remote, and that's likely to increase significantly in the foreseeable future. Trends like bring-your-own-device (BYOD), cloud migration, and digital transformation, fuel the demand for virtual workplaces tailored to the way each business operates, communicates, administrates, and integrates their processes.

*"Digital transformation is a journey. Igloo's Digital Workplace Solutions can be as disruptive and comprehensive as our customers desire in order to match the pace of change required to transform their organizations. We like to think of it as think big, start small, scale fast."*

– Dan Latendre, Founder & CEO

### READ THE WHOLE STORY

Read the full **Igloo** story at Microsoft's ModernBiz blog!



## MEDIA S(•)NAR

# Media Sonar, pursuing freedom, safety, and security for all

Read an interview with  
Media Sonar's CTO, Allan Bedard!

betakit 

Born in the Microsoft Cloud in 2014, Media Sonar is a fast-growing Canadian big data company making the world around us safer.

How? By giving safety and security professionals a powerful analytics platform that helps them improve public safety, provide humanitarian support, and proactively assist people.

### Amazing cases

In an early incident, police analysts used Media Sonar to identify and find a woman using online channels to threaten self-harm. This information allowed local authorities to intervene and help her before it was too late.

In another case, a client used the Media Sonar platform to help responders keep an active pulse on public sentiment. They used it to stay sensitive to concerns when providing support relief efforts after a natural disaster.

Not surprisingly, schools and universities concerned about keeping people safe have come calling on the Media Sonar team. And so too have international groups dedicated to fighting human trafficking, a truly global crime.

*"For any tech business, it's better to be great at one thing than good at a bunch. So, we followed our passion and built a culture of professionals genuinely inspired by our free, safe, and secure mantra."*

– David Strucke, CEO

### READ THE WHOLE STORY

Read the full **Media Sonar** story at Microsoft's ModernBiz blog!





## MIMs: The artificial intelligence startup taking on cancer and heart disease



Born in the Microsoft Cloud in 2016, My Intelligent Machines (MIMs) is a Canadian software startup on the most impressive mission imaginable: speeding up the fight against breast cancer, heart disease, and leukemia.

How? By radically accelerating post-genomic research using artificial intelligence and bioinformatics.

### Personalized medicine

You may not know the term, but personalized (or precision) medicine promises to make all of our lives better. With the power to analyze an individual's genetic code, health care providers have unlocked the ability to deliver improved preventative care as well as more

effective treatments for various diseases. They can now identify more at-risk people and treat them before they get sick.

### Bottle-necked demand

Unfortunately, the slow and expensive process of commissioning genomic research has impeded its availability. A genomic study requires the manual work of highly trained, third-party technical specialists known as bioinformaticians. Conducting each study takes upward of four weeks and costs approximately US \$2400.

*"Despite its truly transformative potential, only a fraction of life scientists currently use omic data in their research. Traditional bioinformatic service delivery is slow, expensive, and inconsistently represented. MIMsOmic changes all that by democratizing genomic research."*

– Sarah Jenna, Ph.D., MIMs Co-Founder & CEO

### READ THE WHOLE STORY

Read the full **MIMs** story at Microsoft's ModernBiz blog!



## Quartic.ai

# Quartic.ai, manufacturing agility with IoT & AI

Read an interview with  
Quartic.ai's CTO, Rajiv Anand!

betakit 

Born in the Microsoft Cloud in 2016, Quartic.ai is a Canadian AI and Industrial IoT startup on a mission to make manufacturing more productive and flexible through digital transformation.

How? Through an innovative application of IoT (Internet of Things), artificial intelligence (AI), industrial domain knowledge, and technical expertise.

### Everyday magic

As consumers, we take complex manufacturing for granted. When was the last time you thought about the ingenuity of a pack of gum or the remarkable efficiency of a cold can of soda? Irrelevant as the packaging seems, our

global economy depends on the ability of manufacturers to make, package, and ship products efficiently and safely. Above all, manufacturers need agility in their processes to develop and introduce new products.

### A history of innovation

With so much at stake, manufacturers have invested in R&D since the days of the industrial revolution. This commitment to continuous improvement manifests itself in modern manufacturing through processes like operational excellence, reliability centered maintenance (RCM), and operator drive reliability (ODR).

*"Recovering stranded intelligence allows manufacturers to broaden their focus from automation alone to operational excellence and value stream optimization. This application of artificial intelligence for predictive analytics defines modern IoT."*

– Rajiv Anand, CEO and Co-founder

### READ THE WHOLE STORY

Read the full **Quartic.ai** story at Microsoft's ModernBiz blog!





## vGIS, visualizing the invisible

If you're curious about how holograms and augmented reality get used in the real world, then keep reading!

Launched in 2016, the revolutionary vGIS platform uses Microsoft HoloLens and augmented reality to reveal the location of infrastructure buried underground. Over 40 sites globally, including the City of Toronto and the City of Auburn, already use vGIS to work wonders!

If you think about it, local government inherits monumental problems. From repairing potholes and broken watermains, to maintaining our sewers, utilities, roads, transit systems, schools, parks, and more. We ask a lot from our cities, towns, districts, and counties. No wonder they run out of money! All those demands

add up quickly to billions of dollars of infrastructure repair costs, just to keep everything going.

One big challenge with repairing municipal infrastructure is access; much of it is located underground, making it hard to find and costly to reach. Work teams must dig around to locate what they're looking for, like a shut-off valve. Often decades old, municipal infrastructure isn't properly mapped. Even with a decent map on hand, not everybody has the spatial imagination to figure out where best to dig.

*"Our goal is to create highly functional, visually appealing, easy-to-use tools that address specific business challenges. vGIS helps users perform jobs better, faster, and more safely."*

– Alec Pestov, Founder & CEO

### READ THE WHOLE STORY

Read the full **vGIS** story at Microsoft's ModernBiz blog!



# App builders wanted

## Microsoft for Startups

If you run a startup, learn [how Microsoft for Startups works](#).

To qualify, your startup must be less than five years old and earn less than US \$1 million annually.

LEARN MORE



Tech entrepreneurs should also check out Microsoft's [Canadian Partner Hub](#), which provides technical, sales, and marketing resources.

LEARN MORE



# Microsoft for Startups

 [startups.microsoft.com](https://startups.microsoft.com)

 [@msft4startups](https://twitter.com/msft4startups)

 [linkedin.com/company/microsoft-for-startups](https://linkedin.com/company/microsoft-for-startups)

 [facebook.com/Microsoft4Startups](https://facebook.com/Microsoft4Startups)

