**Career Advice #276 | Bradley Wightman**

**Financial Analyst | 1 September 2019**

**Swift Current**

**Via LinkedIn “Career Advice Portal”**

*I’d like advice on “Any Professional advice”*

Hi Bradley,

I will try to respond to the question you submitted via the LinkedIn Career Advice portal:

*I’d like advice on “Any professional Advice”*

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A short brief on me. I am a Canadian Chartered Accountant from Calgary and recently returned to Canada after 10 years in the Middle East. Oil prices have not been favorable to the industry over that period. In 2017, I started researching emerging technologies. In 2018, I started listening to Gary Vaynerchuk. His views on branding and awareness, social media, entrepreneurism, making a career shift and showing empathy to others is the primary reason I am responding to your LinkedIn message.

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Based upon your request and your LinkedIn profile, some potential ideas for you to consider:

* ¥ Gary Vaynerchuk
* ¥ Venture Capital investments
* ¥ Equity Podcast
* ¥ Canadian innovation
* ¥ Canadian Venture capital

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Gary Vaynerchuk relevancy

Since you live in Swift Current (which is not far from Brian Trottier’s home in Val Marie or my step dad’s farm in Orkney), I think Gary Vaynerchuk is relevant for you. Why do I think listening to Gary Vee is relevant? I lived in Doha, Qatar for 3 years and it was virtually impossible to discuss emerging technologies with potential employers. Many of the companies in the Middle East are grounded with legacy ERP systems and are very resistant to change and many do not see the benefits of social media for their business. Listening to Gary Vaynerchuk opened my eyes to the advantages of using social media platforms like LinkedIn, Twitter, Facebook and Instagram to create awareness of my personal brand (reputation). You may find his recent strategy session with Nashville, Tennessee small business owners to be relevant to local Saskatchewan companies:

YouTube link: http://bit.ly/2YC4JuF

Apple Podcast: https://apple.co/2W18gFb

See next message 2 of 4 | Venture capital (VC) investments

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MESSAGE 2

Hi Bradley,

This is message 2 of 4

Venture Capital investments

For the past year, I have followed technology investments announced in various tech news feeds: StrictlyVC newsletter (Connie Loizos), Crunchbase News, Techcrunch, VentureBeat, UKTN and FinSME’s Inc.

In my view, the research from the above sources will provide you with a real-time look at investments at all levels: pre-seed, seed, Series A-E, pre-IPO and IPO. The Crunchbase website provides details on funding, founders and senior management of the beneficiary company

The Techcrunch folks also put together a terrific podcast called “Equity”. The content in the weekly podcast fits with your CFA designation and this episode from earlier this summer crosses into the IPO space:

Equity Podcast: https://apple.co/2XJUvaI

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One thing that is unique about the StrictlyVC and FinSME newsletters is the focus on investments in SaaS verticals (software as a service), artificial intelligence, machine learning, augmented reality, robotic process automation, robotics, etc in virtually all sectors – real estate, retail, hospitality, healthcare, construction, fintech, insurance, education, farming, manufacturing, robotics, ridesharing, food delivery, autonomous vehicles – and virtually all disciplines -- HR, accounting, logistics, digital marketing, cybersecurity, big data management.

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Another good source to get a pulse on startups with a tech focus is Angel List (https://angel.co). There are 25,000+ startups globally on the site, 10,000+ in the US and 1,200+ in Canada. I subscribe to their weekly news feed that tends to focus on trends in technology and feature companies on the site.

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Finally, you can also subscribe to publications put out by Motley Fool and Seeking Alpha or watch Bloomberg and CNBC but they tend to focus on major companies like Facebook, Uber and Slack or macro headlines and may not always cover smaller investments --- either public or private.

See next message 3 of 4 | Canadian innovation

MESSAGE 3

Hi Bradley,

This is message 3 of 4

Canadian innovation

The following is a selection of Canadian tech companies that have recently received venture capital funding:

Toronto

Properly | real estate technology startup uses Machine Learning to establish home selling price | https://www.goproperly.com/

FreshBooks | small business accounting software provider; customers in 160 countries | www.freshbooks.com

FlipGive | platform for youth sports teams across North America to raise money | https://www.flipgive.com

Veühub | online platform that delivers video content and programmatic monetization solutions | https://veuhub.com/

Montreal

Nuvei | Fintech provider of global payment solutions | https://nuvei.com/

C2RO | provider of enterprise grade cloud A.I. services for smart devices (robots, camera, tablets) | https://c2ro.com

Dialogue | virtual healthcare platform | https://www.dialogue.co/en

Aeponyx | fabless micro optical switch semiconductor chips designer and manufacturer | http://www.aeponyx.com/

Vancouver

Cmd | Cybersecurity platform | https://cmd.com/

Inventys | advanced carbon capture technology company | http://www.inventysinc.com/

Procurify | streamlines entire procure-to-pay process | https://www.procurify.com/

Calgary

ZayZoon | integrates with payroll companies, employers in providing wages on-demand | http://www.zayzoon.com/

Headversity | workplace resilience training app | https://www.headversity.com

Attabotics | robotic warehousing and fulfillment system | https://www.attabotics.com

See message 4 of 4 | Canadian venture capital

MESSAGE 4

Hi Bradley,

This is message 4 of 4

Canadian venture capital

As a CFA, you may be interested in researching the portfolio companies of several of the VC firms in Canada. The companies may range from startups to full commercial enterprises. Canadian VC firms include:

BDC Capital | http://bit.ly/2WCM5SE

Birch Hill Equity Partners | https://www.birchhillequity.com/

Brightspark Ventures | http://brightspark.com

Brookfield Asset Management | https://www.brookfield.com

Bumble Bees Venture Capital | http://www.bumblebeescapital.com

CPP Investment Board | http://www.cppib.com

Front Row Ventures | https://frontrow.ventures/

Generation Ventures | https://www.generationventures.com/

Golden Ventures | https://golden.ventures/

Good News Ventures | http://goodnewsventures.com/

Grit Capital | http://www.grit.vc/home/

Inovia Capital | https://www.inovia.vc

Manulife Capital Ventures | http://bit.ly/2Jr1eTr | http://www.manulifecapital.com/ManCap---VentureCapital

Maple Leaf Angels | http://bit.ly/2SLVRkj

Next Canada | https://www.nextcanada.com

OMERS Ventures | https://www.omersventures.com

Oneeleven Capital | https://www.oneeleven.com/

Panache Ventures | https://www.panache.vc

Pangaea Ventures | https://www.pangaeaventures.com/

Portag3 Ventures | http://p3vc.com

Ramen Ventures | http://www.ramen.ventures/

RBC Ventures | https://www.rbcventures.ca/

Real Ventures |https://realventures.com

Relay Ventures | http://relayventures.com

Ripple Ventures | http://www.rippleventures.ca/

Round13 Capital | http://www.round13capital.com/

Thunder Road Capital | http://www.thunderroadcapital.com

Version One | https://versionone.vc/

Verstra Ventures | http://www.verstraventures.com

Werklund Capital | http://www.werklund.com/

Whitecap Venture Partners | https://whitecapvp.com

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Feel free to message me if you have any questions. Have fun researching!

Cheers, Allen