

خوش آمدید

सुस्वागतम्

**Bienvenidos**

Bem-vindo

Mabuhay

Soo dhawow

ਸਵਾਗਤ

**Karibu**

**Welcome**

Chào mừng

欢迎

Добро пожаловать

நல்வரவு

Benvenuto

Witajcie

أهلاً وسهلاً

**Bienvenue**





- What is the biggest challenge that economic developers face?
- The barriers to overcoming
- The solution!

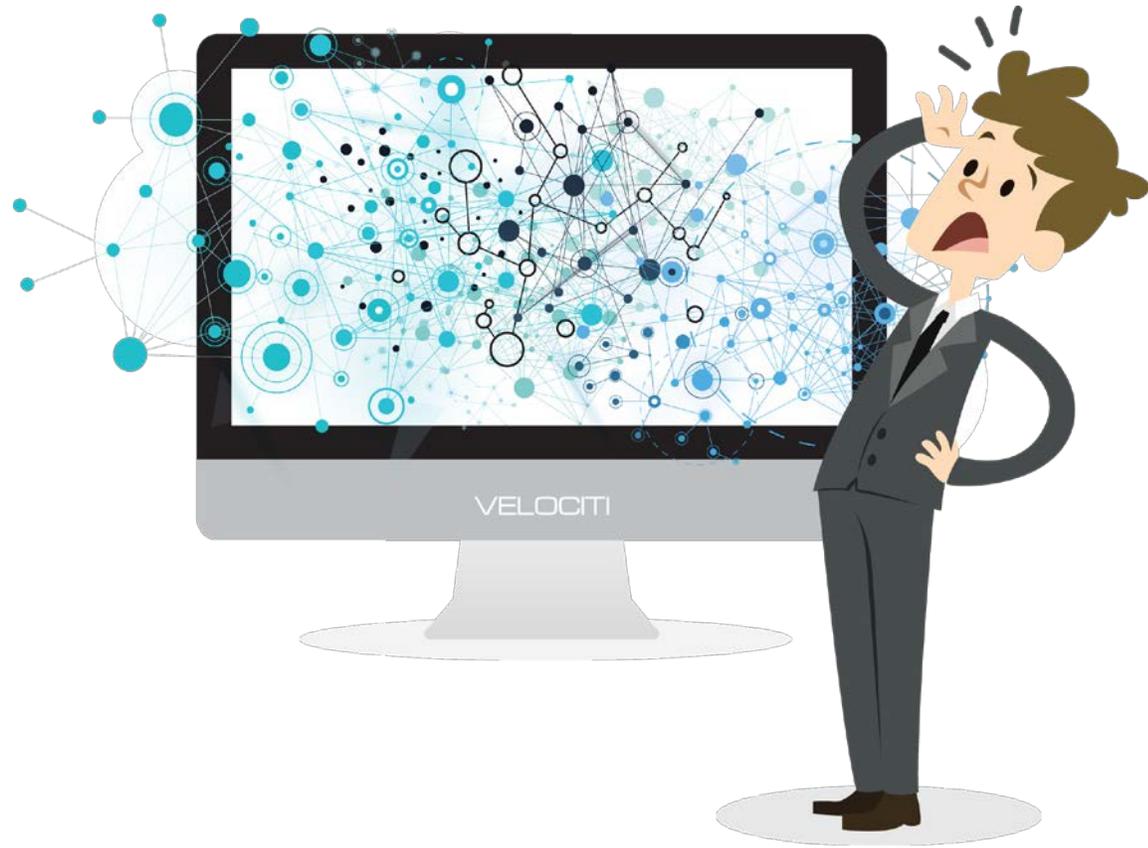


# Winning Business!

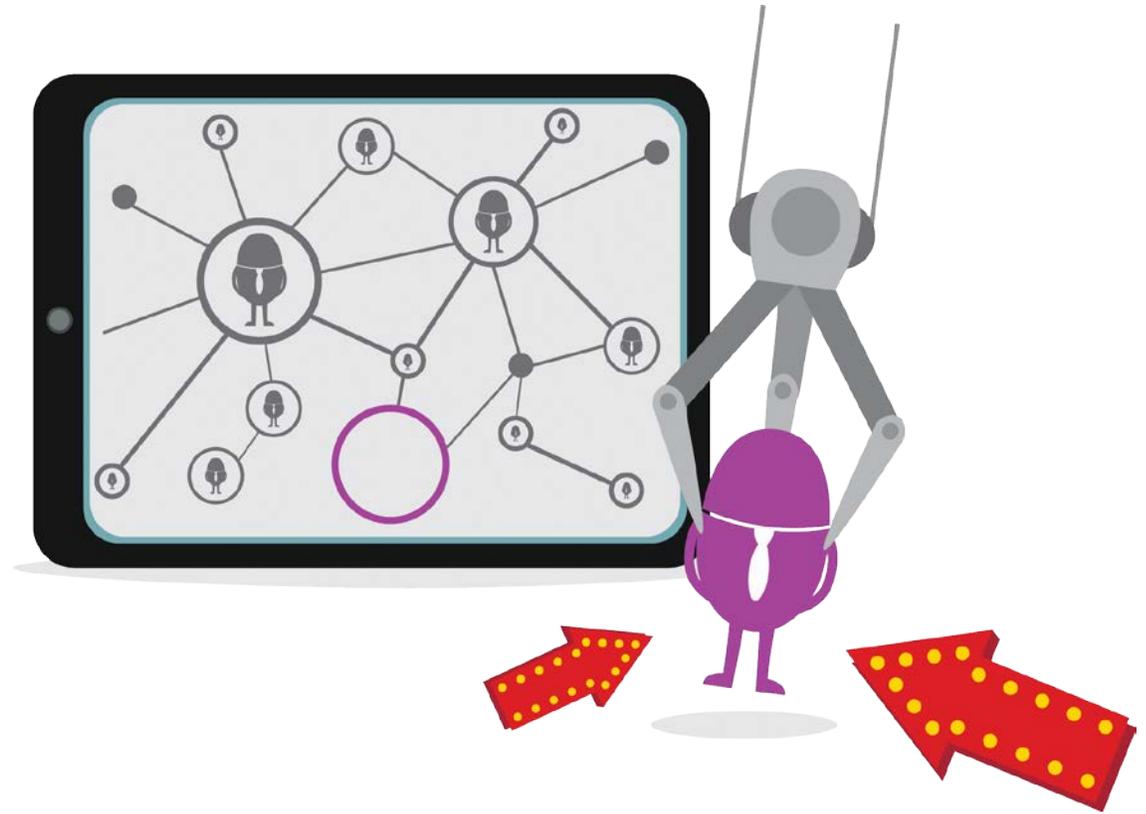




# Time

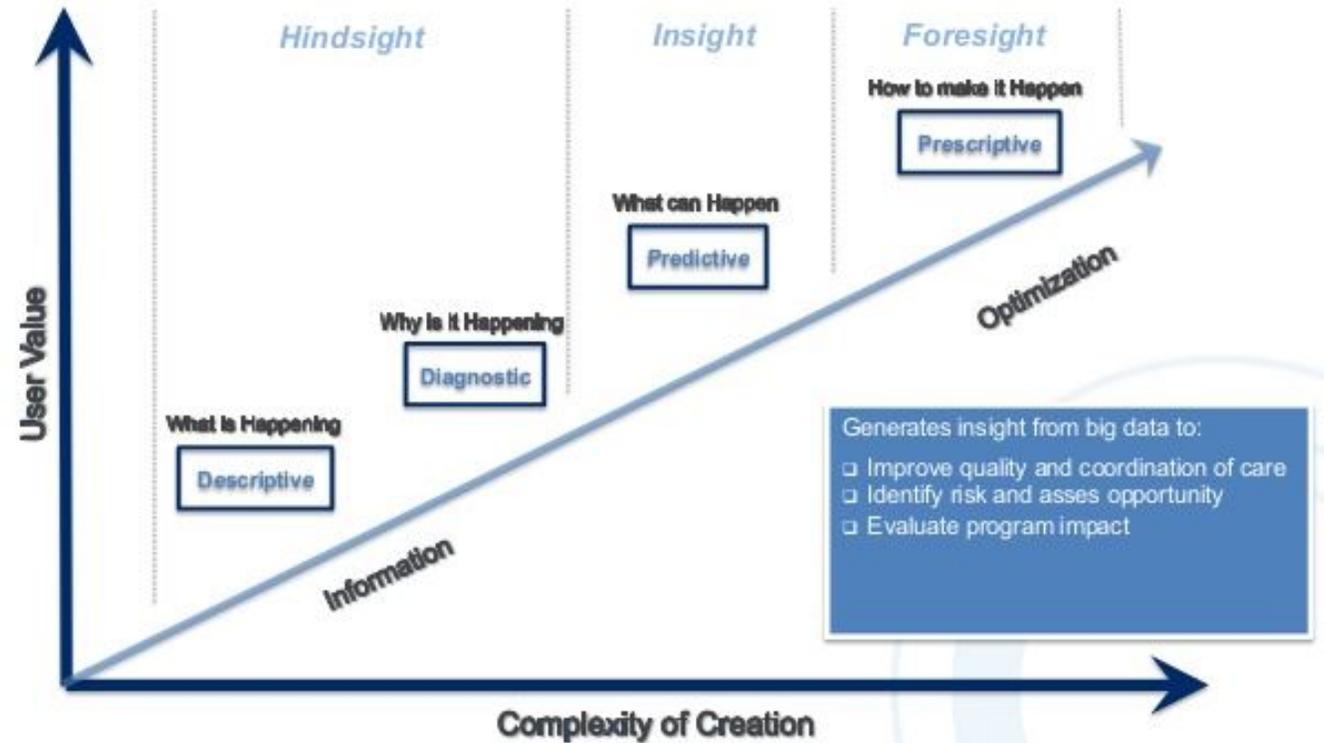


# Competition



What if there was a better way to identify investors?

## Analytic solutions framework





amazon



Linked **in**™

facebook

Google



VELOCITI

# Why can't EDO's benefit from the use of smart data?

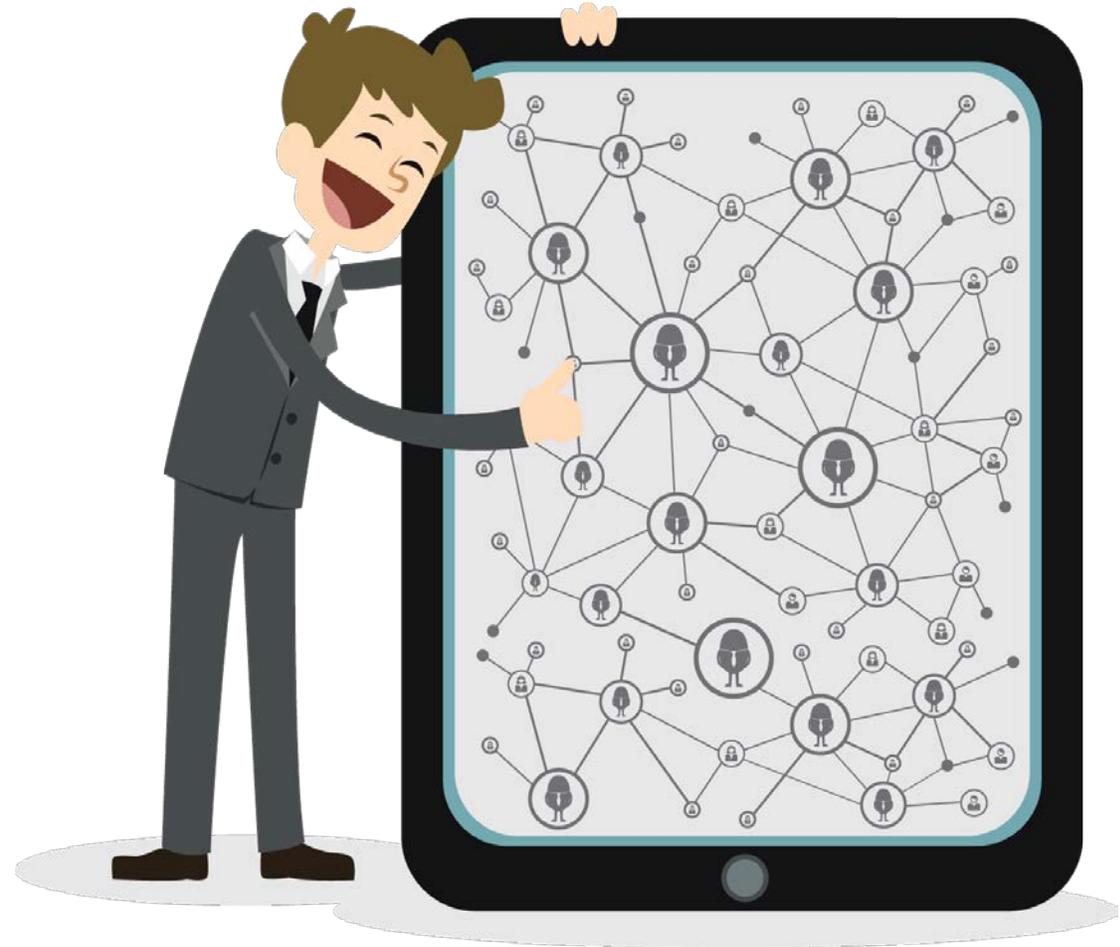


# What is Velociti?



# What's the science?

Advanced machine learning  
and statistical analysis



# FDI, Trade & Innovation



# So what's stopping you?

- ✓ Intelligence
- ✓ Time
- ✓ Competition

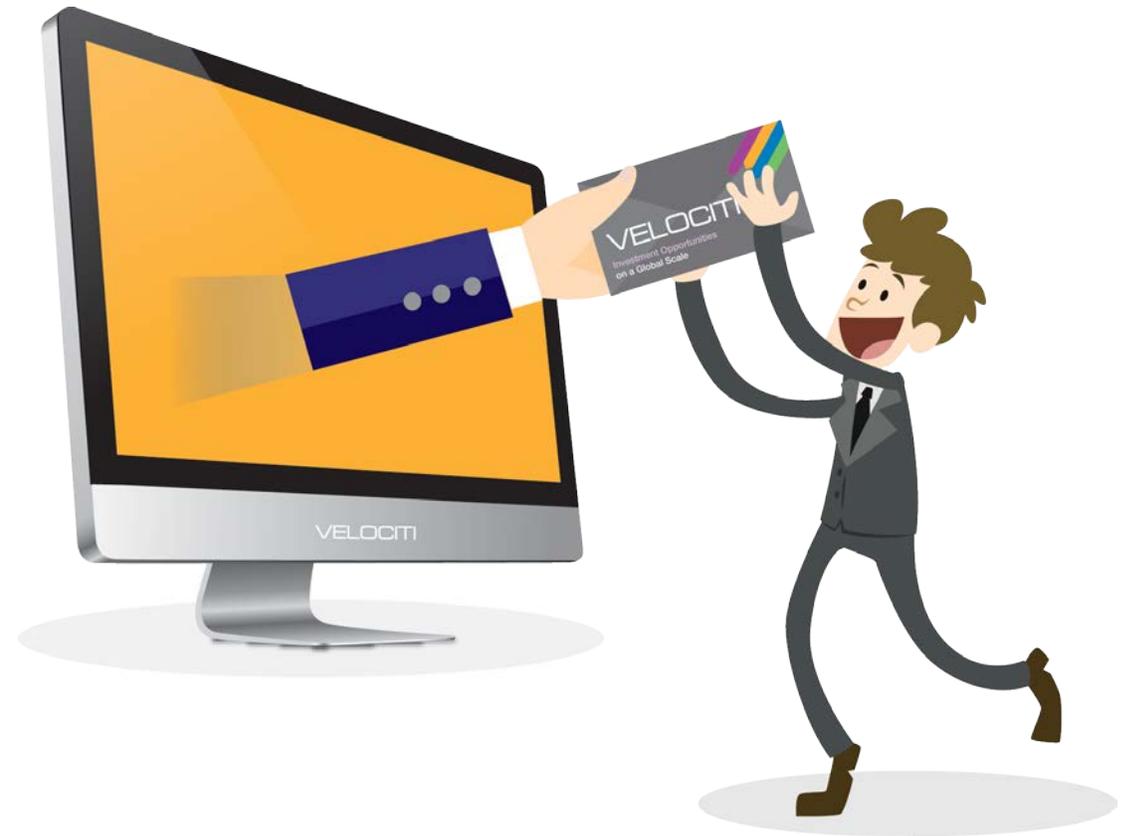


# How can I actually use it to win more business?

- Company identification
- Analysis of prospects
- Access bespoke profiles



# Prioritize using scoring system

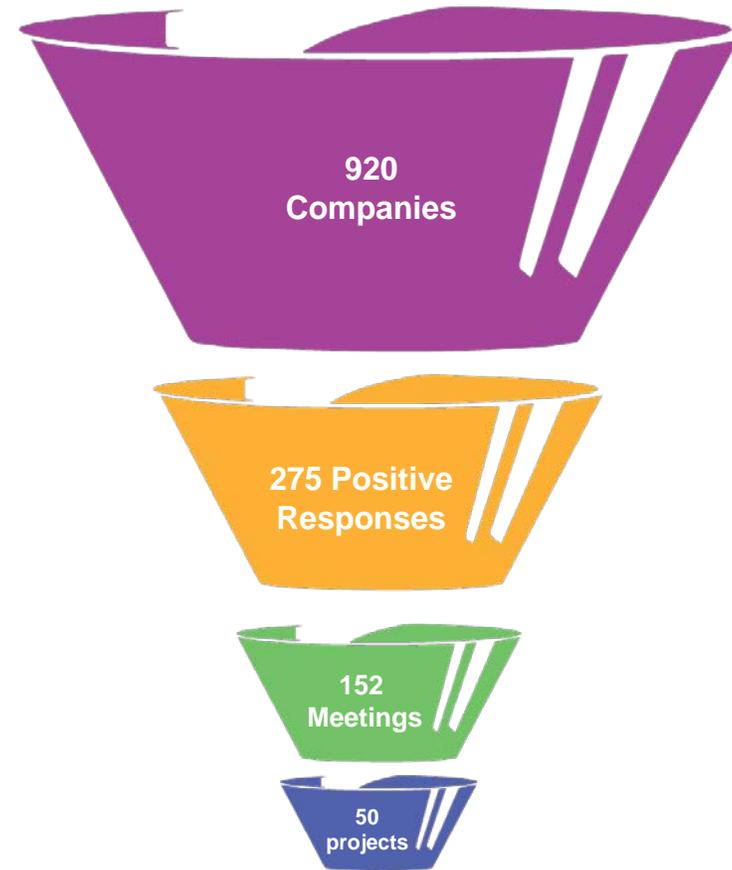


# Create target lists for specific campaigns



# Who is using this system?

**JETRO** Japan External Trade Organization





# Client feedback

*"The list proved to be quite useful in our efforts at the show. Thank you to you and the team for pulling it together for us!"*

*"The results look good, very interesting"*

*"There's lots of useful insights, especially where the data indicates whether a company is searching for to expand, or testing in Canada already"*

*"The information that we used the most was the "Opportunities" column, as well as the "Company Summary" column. The scores were used to prioritize our efforts .... **This is validating to us that the scores are helpful in our targeting efforts**"*



# Thank you!

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