- What is the biggest challenge that economic developers face?
- The barriers to overcoming
- The solution!
Winning Business!
Intelligence
Time
Competition
What if there was a better way to identify investors?

Analytic solutions framework

Generates insight from big data to:
- improve quality and coordination of care
- identify risk and assess opportunity
- evaluate program impact
Why can’t EDO’s benefit from the use of smart data?
What is Velociti?

Build & manage a pipeline of prospects
Prioritise through the scoring system
Create target lists for specific campaigns
Obtain insight for company engagement
Analyze regional and sector clusters
Navigate new markets & sectors
Identify the best in class by sector

25,000+ companies
23 sectors
Large, Mid Cap, SME
Qualified leads
Global Database
Company Profiles

25,000+ companies
23 sectors

25,000+ companies
23 sectors
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?

Japan External Trade Organization

- 920 Companies
- 275 Positive Responses
- 152 Meetings
- 50 projects
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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