



Aha Moment Media Inc.

A digital marketing and media consulting firm for tech-based start-ups and small businesses.

Created to provide the missing link for startups caught between their initial founding and successful operation, Aha Moment Media helps entrepreneurs with marketing, community building and management and digital branding to get the most effective message to the most meaningful audience.

By providing expertise in social media, content creation and content strategy, Aha Moment Media speaks both the language of technology and marketing.

We understand the challenges companies face when choosing between marketing and operations while trying to keep their company lean and efficient. We also understand the difficulty of telling the story of your product or brands in a way that is meaningful, interesting and valuable to your audience.

Aha Moment Media provides integrated and tailored digital marketing and PR solutions to tech-focused startups and small businesses, including:

- Content creation, development and syndication strategies
- Social media strategies and community management
- Traditional and digital marketing strategies
- Website and mobile application development
- Public Relations, influence identification and outreach
- Customer engagement and adoption strategies
- Key messaging and collateral development
- Design services



KEY STATS

Contact: Amanda Parker /
Jacqueline McAndrew
Email: info@ahamomentinc.com
Product(s): Startup Consulting
Website: www.ahamomentinc.com
Target: Tech-based Small Businesses
Sector: Marketing/Communications
Seeking: Clients

MILESTONES

- Founded January 29th

REVENUE MODEL

Monthly Retainers; Business Consulting

MARKET OPPORTUNITY

By leveraging the power of social and digital media, our company guarantees your message reaches the right audience for a fraction of the cost of traditional marketing.

MANAGEMENT

Amanda Parker, Co-Founder and
Marketing Ninja

Jacqueline McAndrew, Co-Founder and
Digital Anthropologist

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
Ryerson University, 416.979.5000 x 2997, lauren.schneider@ryerson.ca

Digital Media Zone

RYERSON
UNIVERSITY



ARB Labs

Custom-made interactive digital video technology, including frameless and holographic display panels as well as advanced gesture recognition software.

ARB Labs also manufactures cutting edge interactive digital video technology that can be used for advertising, shopping centres, biomedical labs, arenas and museums.

ARB Labs' proprietary gesture recognition engine draws from a database of over 70,000 human gestures and can analyze them with an accuracy rate of 98.9% at the rate of six hundred frames per second (humans see at thirty frames per second). This extreme precision allows individual movements to be tied to software triggers for interaction with three-dimension visuals.

In addition, ARB Labs also creates highly advanced switching materials, giving us the ability to make transparent glass appear opaque or clear with the flick of a switch. The glass can then be used to display any image, moving or still.

KEY STATS

Contact: Adrian Bulzacki
Email: info@arblabs.com
Product(s): Interactive Displays
Website: www.arblabs.com
Target: Advertising/Media Companies
Sector: Electronics
Seeking: Partners, Skilled Student Co-Ops and Summer Interns

MILESTONES

- ARB custom software was used as the backdrop for formalities between the Mexican and Canadian governments at the 2011 Pan Am Games in Guadalajara.
- ARB Labs has partnered with PanAm, Coral CEA and FedDev, AMD, Christie Digital, Canon Canada, and General Motors
- ARB Labs has been featured in the *Toronto Star*, *IT Business World*, the *Globe and Mail*, the CBC, and CTV.

REVENUE MODEL

B2B - Unique displays for advertising and custom interactive software. Licensing Gesture Recognition Code, Licensing Gesture Recognition Packs, Developing Custom Display Prototypes

MARKET OPPORTUNITY

Our cutting edge interactive digital video technology can be used for advertising, shopping centres, biomedical labs, arenas and museums.

Our gesture recognition software has the potential to redefine how humans interact with computers at a fundamental level, as well as make gesture recognition faster and more accurate.

Additionally, security and surveillance companies can use the software to automatically detect dangerous or criminal behavior.

MANAGEMENT

Adrian Bulzacki, CEO
Anthony Deonarain, CFO

MEDIA CONTACT:

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Experiential Design and Gaming Environments (EDGE) Labs

A multi-disciplinary research lab devoted to the study of learning, play and social innovation.

The EDGE Lab leverages the insights of local, national and international researchers from all areas of academia to explore digital, physical and mixed-reality projects with institutional, community and industry partners.

A unique facility in Canada, the EDGE lab studies autonomy and user-initiated design in the context of lived experience. Our researchers employ rapid prototyping and virtual world development technologies, the Adaptive Design Studio, deployable open-source hardware wireless networking, to explore how individuals engage with and modify their environments.

This infrastructure can be used to develop and study mixed-reality applications in small trials and urban spaces to create and evaluate integrated software, hardware, networking and business paradigms as they relate to real-world use.

KEY STATS

Contact: Jason Nolan

Email: jnolan@ryerson.ca

Product(s):

- Adaptive Design
- Research into Games and Play
- Privacy & Autonomy
- Sensory Play

Website: edgelab.ryerson.ca

Target: Industries Seeking Design Insight

Sector: Social Innovation

Seeking: Collaborative Opportunities, Donations

MILESTONES

- The first Adaptive Design research studio in Canada opened by Lt. Gov. General David Onley in May 2011
- Core funding: Canadian Foundation for Innovation (CFI) and the Ontario Ministry for Economic Development and Innovation (MR)
- Project funding: SSHRC, NSERC, GRAND NCE, and MITACS
- Covered in the Toronto Star

REVENUE MODEL

Not for Profit

MARKET OPPORTUNITY

Not for Profit, micro-industries

MANAGEMENT

Jason Nolan, Director

Rubina Quadri, Lab Manager

Vlad Cazan, Lab Manager

MEDIA CONTACT:

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Digital Media Zone

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Fanfare

A Canada-wide employment network that lets companies recruit college and university students.

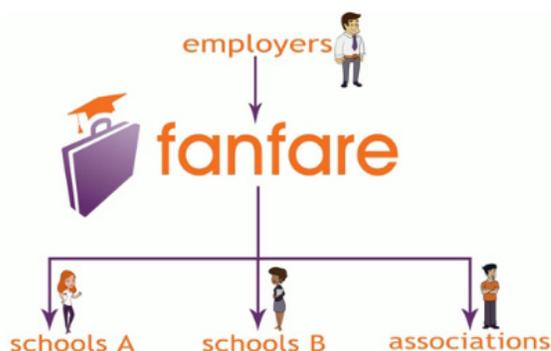
Fanfare allows university and college students as well as recent graduates to gain the meaningful work experience necessary to launch successful careers. Registered students are grouped by school and categorized by program, major and graduate level for easy talent and skill profiling.

The current hit-and-miss method of locating university and college students suffers from fragmented networking, unqualified applicants and incomplete student information.

Through Fanfare, students gain access to high-quality job opportunities, employers reduce recruiting costs, and schools increase placement rates. Job postings are routed to students automatically. Student experience is standardized through Fanfare profiles, allowing employers to compare potential hires at an apple-to-apple level.

Fanfare is seeking partnerships with companies who run campus recruitment programs, small and medium enterprises who use government funding to find employees, and companies seeking to fill temporary positions.

Fanfare's website is mobile device friendly, letting both employers and future employees consult the network while on the go.



KEY STATS

Contact: Chris Alleyne
Email: chris@fanfarejobs.com
Product(s): Corporate and Career Networking
Website: www.fanfarejobs.com
Target: Students and Employers
Sector: Communications
Seeking: Employers and Professional Association Partnerships, Students

MILESTONES

- Launched in 2011
- Over two-thousand students registered
- Partnered with 65 brand names
- Partnered with 10 school placement programs
- Working with over 60 student associations

REVENUE MODEL

License technology to schools, employers and job associations to post open positions and include online advertising. The network is free for students to access.

MARKET OPPORTUNITY

Fanfare will reduce a company's recruitment expenditures by automatically connecting them with talented students and recent graduates who would make highly suitable employees.

MANAGEMENT

Christopher Alleyne—Co-Founder, President
Latham French—Co-Founder, Vice-President
Trevor Subryan—Chief Technology Officer

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media Zone



Everyone Makes a Mark



Finizi

A free website allowing GIC investors to create live auctions where financial institutions bid for their business.

The first of its kind in Canada, Finizi eliminates an investor's need to search for competitive rates on Guaranteed Investment Certificates (GICs) while simultaneously giving financial institutions an additional channel to acquire new customers.

Finizi's intuitive, easy-to-use interface and rapid processing combine to create new outlook on the financial market that gives clients the confidence to make financial decisions. Our concept is both new and innovative to the fast-paced business world and is positioned to be a widely-recognized and trusted tool among investors in the near future with expansion into lending and mortgages.

Finizi does not handle money or collect any personal information.

Customer log in | institution log in

Completed Auctions: \$ 16,211,795

support@finizi.com

Finance Made Easy

Welcome How It Works Start Auction Top Bids Learning Center

Get the **BEST RATES** for your **GIC investments!**

- 1 Request a Guaranteed Investment Certificate (GIC) Rate
- 2 Financial Institutions bid for your money
- 3 Chosen institution will contact you to complete purchase

KEY STATS

Contact: Daniel Shain
Email: dshain@finizi.com
Product(s): Reverse Auction Platform for Financial Purchases
Website: www.finizi.com
Target: GIC Buyers
Sector: Finance
Seeking: Angel Investors, Clients, Partnerships

MILESTONES

- Launched Sept 19th, 2011
- Brokered over \$40 million in auction requests
- Brokered \$2 million in GIC sales
- Launched credit card recommendation engine (rate comparison tool)
- Launched an updated version based on user feedback.

REVENUE MODEL

Finizi earns a Finder's Fee from financial institutions for matching them with new clients

MARKET OPPORTUNITY

Eliminates a client's need to shop around for the best rates on GICs.

Creates a new client-generating channel for financial institutions

MANAGEMENT

Daniel Shain, Founder and CEO

MEDIA CONTACT:

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Flybits

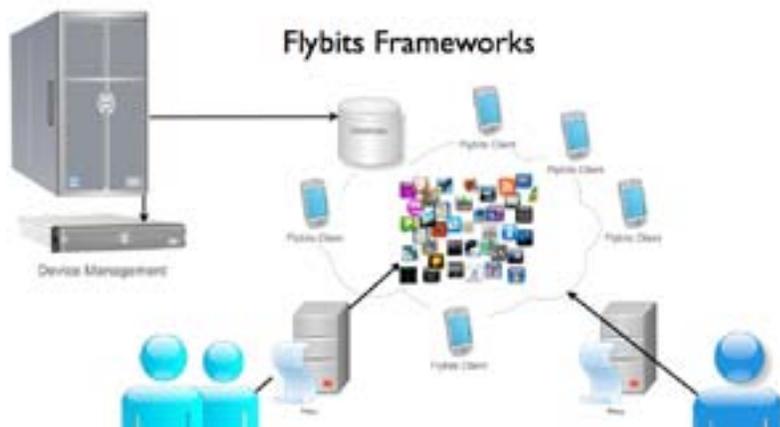
Seamlessly pushes cloud-based information to users based on location, activity, and user profiles.

Flybits' proprietary middleware software FARE allows managers of geographical locations (an office, a shopping mall, an airport) to push contextually and behaviorally relevant information to mobile devices. By continually monitoring the online behaviour and physical location of mobile device users through the FARE engine and onboard location-based interface users receive relevant cloud-based data with up-to-date contextual information. For example, an English speaking tourist in an Asian airport will automatically receive updated flight information, tourism information and indoor navigation services in her native language and delivered instantly without app downloading.

FARE (Flybits Activity Recognition Engine) allows any industry sector to build mobile applications for their physical geographic locations without expensive infrastructure or maintenance costs.

Because FARE also monitors and analyzes user behavior, companies can enter anticipated user activities based on locale and situation to streamline their interaction with a mobile device. Flybits LITE is a consumer variation.

Founded in 2007, Flybits is a Ryerson University research team focussed on the convergence of Artificial Intelligence, Computer-Mediated Social Networks and Mobile Computing. It develops intelligent mobile applications for consumers, enterprise and business.



KEY STATS

Contact: Dr. Hossein Rahnama
Email: hossein@flybits.com
Product(s): Mobile Middleware
Website: www.flybits.com
Target: Mobile and Context-Aware
Sectors: Passenger Travel, e-Health, Smart Offices, Unified Communications
Seeking: Partnerships and Collaborations

MILESTONES

- Developed GO Mobile, GO Transit's first official mobile application for Toronto
- GO Mobile was downloaded over 750,000 times in two months
- Flybits received a Golden-Idea Award from Motorola for Context-Aware Applications
- Flybits was selected by the Department of Foreign Affairs and Ministry of Economic Development and Innovation as a Top 10 Canadian Company
- Flybits is presenting at the Mobile World Congress in 2012, the globe's largest mobile conference

REVENUE MODELS

- White Labels
- Original Equipment Manufacturing
- Integration and Customization
- Flybits Application Programming Interface

MARKET OPPORTUNITY

Flybits FARE allows companies to install intelligent mobile solutions with minimal infrastructure cost.

MANAGEMENT

Dr. Hossein Rahnama, CEO and Principal Investigator
Rachel Miadovnik, Project Manager and Communications Officer

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
Ryerson University, 416.979.5000 x 2997, lauren.schneider@ryerson.ca

Digital Media Zone





Flybits

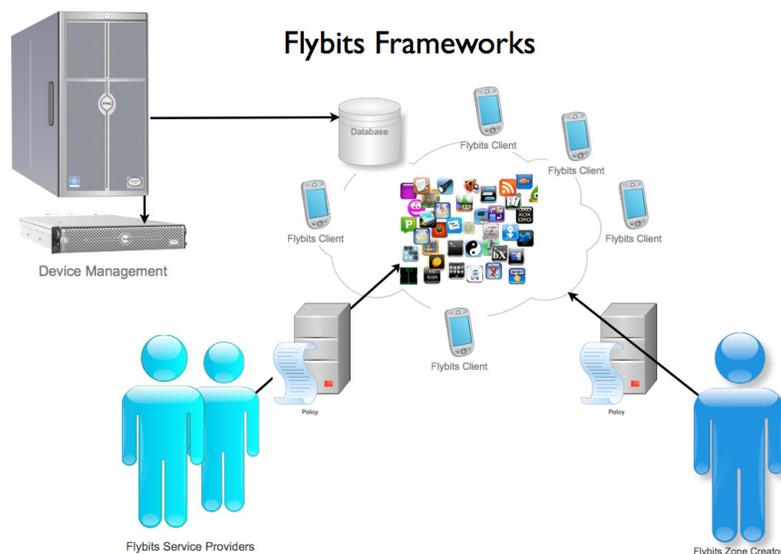
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FARE (Flybits Activity Recognition Engine) allows any industry sector to build mobile applications for their physical geographic locations without expensive infrastructure or maintenance costs.

Because FARE also monitors and analyzes user behavior, companies can enter anticipated user activities based on locale and situation to streamline their interaction with a mobile device.

Flybits LITE is a consumer variation which allows nearby geographical entities to offer unique mobile services to users based on their profile and physical location. Contributing to the notion of mass collaboration or crowdsourcing, users can build and share a location-based framework to provide information to mobile device users.



KEY STATS

Contact: Dr. Hossein Rahnama
Email: hossein@flybits.com
Product(s): Mobile Middleware
Website: www.flybits.com
Target: Mobile and Context-Aware
Sectors: Passenger Travel, e-Health, Smart Offices, Unified Communications
Seeking: Partnerships and Collaborations

REVENUE MODELS

- White Labels
- Original Equipment Manufacturing
- Integration and Customization
- Flybits Application Programming Interface

MARKET OPPORTUNITY

Flybits FARE allows companies to install intelligent mobile solutions with minimal infrastructure cost.

MANAGEMENT

Dr. Hossein Rahnama,
CEO and Principal Investigator
Rachel Miadovnik,
Project Manager and Communications Officer



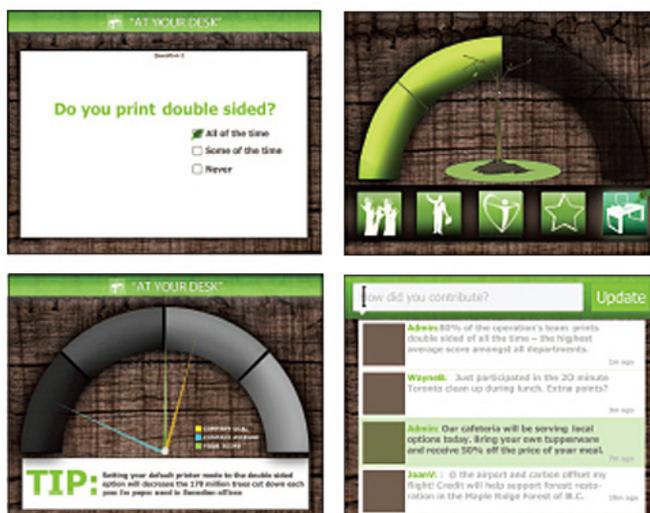
Greengage

Helping companies achieve their sustainability goals by inspiring, educating, and engaging employees.

Greengage is a sustainability smartphone app that works as both an employee engagement tool and a management system. Employees learn how to be more sustainable and get rewards and recognition for completed actions. Fast and comprehensive reporting means measurable results for management.

Greengage's first product, a smartphone application and web-based tool, blends mobile technology with sustainability mandates to outfit companies with an interactive Corporate Social Responsibility (CSR) monitoring tool that simultaneously engages employees in sustainability and provides instant feedback to management.

The application breaks down CSR goals into small, easy, fun and satisfying actions to complete. Sustainability managers can easily set targets (i.e. reducing office waste by 30%, increasing community volunteering, etc.) and select correlating initiatives. Building on gamification and social media, employees are rewarded for completed actions through points and badges. Employers have access to real-time metrics and analytics for reporting and trend-watching, and monitoring concrete progress towards meeting their CSR goals.



KEY STATS

Contact: Lindsey Goodchild
Email: Lindsey.Goodchild@gmail.com
Product(s): Smartphone App
Website: www.greengage.ca
Target: Private, Public, Not For Profit
Sector: Corporate Social Responsibility
Seeking: Sales, business advisory, technical co-founder, investment

MILESTONES

- Awarded a \$30k Coral CEA Grant
- Won \$10k International Green App Challenge
- Runner Up in Social Enterprise Cup
- Beta testing March 2012
- Full Launch June 2012

REVENUE MODEL

SaaS with content and feature updates; Two revenue streams: initiation revenue and SaaS revenue; three sales categories: divisional, national enterprise, international enterprise; Added options: reports, integration

MARKET OPPORTUNITY

Over 95% of Global 500 companies are reporting on CSR strategies, with another 20% planning to in the next 1-5 years. (KPMG 2011). Only 14% of reporting companies are effective in engaging employees (MIT Sloan Report, 2011). Failures are partially blamed on a lack of engagement and metrics. In our first two years, we will target top G500 companies and governments in North America who have CSR strategies, budgets and high smartphone employee usage. Greengage can be white-labeled or tailored. It is also the first mobile employee engagement app for sustainability.

MANAGEMENT

Lindsey Goodchild, Co-Founder & CEO
Braiden Goodchild, Co-Founder & CO

MEDIA CONTACT:

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HireWinston

A mobile app that lets corporate travellers efficiently request, monitor, pay for, and expense rides from participating sedan companies.

HireWinston runs on the iPhone and BlackBerry and lets users connect with sedan drivers to request a ride with a single touch. By connecting the mobile devices of drivers to a central website, HireWinston lets users track the location of vehicles in real-time. Users are automatically notified when their vehicle has arrived.

HireWinston uses smartphone location-tracking technology, eliminating travellers need to know their current address to request a ride. And because passengers can track their vehicle's approach, Winston eliminates the need to wait by the door.

HireWinston also ensures drivers take the most efficient route possible by overlaying the vehicle's path on a map on the traveller's smartphone when the trip is over. Paper receipts and cumbersome taxi chits are replaced by electronic billing through a pre-registered credit card, eliminating billing errors, tip calculation and the need to carry cash or credit. Passengers can also rate their drivers at the end of the journey for future riders.

All transactions are protected by Secure Sockets Layers (SSL) for ease-of-mind and integrate seamlessly with corporate expensing procedures.



KEY STATS

Contact: Krista Caldwell
Email: krista@hirewinston.com
Product(s): Corporate Car Service Management Tool
Website: www.hirewinston.com
Target: Corporate travellers
Sector: Transportation
Seeking: Corporate Pilot Partnerships, Developers, Sedan Brokerages

MILESTONES

- Launched four unnamed corporate pilot projects
- Featured in the Financial Post, TechCrunch.com and Toronto Life
- Now accepts bookings through SMS messaging and calendar integration
- Launched iPhone app in November 2011
- Launched BlackBerry App in February 2012
- 50% of users return for a second trip

REVENUE MODEL

Brokerage Model—HireWinston takes a percentage of every trip arranged through its mobile app.

MARKET OPPORTUNITY

HireWinston seeks to partner with large corporations whose employees travel regularly to save them time and money by facilitating and expediting transportation services through employees' mobile devices.

MANAGEMENT

Krista Caldwell, CMO
Aiden Nulman, CEO
Yilun Zhang, COO
Vincent Ng, CTO

MEDIA CONTACT:

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Digital Media *Zone*





HugeMonster Inc.

HugeMonster Inc. builds unique and fun casual social video games targeted at men aged 18 to 45.

Code of War, the first title, is a Flash-based real-time strategy game played in Facebook. The game lets players build bases and amass armies that they can order to attack their friends and family. Code of War features an industry-leading rendering engine that supports hundreds of simultaneously moving sprites and multiple game modes, including player vs. player, player vs. environment and a single player campaign. In addition, Code of War features innovative artificial intelligence to reduce player micromanagement.

We are also currently building a reusable game engine to facilitate development as well as reduce the time and cost of creating future games. We ultimately envision cultivating and transforming the gaming industry so users and consumers can build games of their own.

Huge Monster is executing on its mobile strategy and expect to have launched three games by the end of the second quarter of 2012.



KEY STATS

Contact: Jacques Chamberland
Email: jacques@hugemonster.com
Product(s): Casual video games
Website: www.hugemonster.com
Target: Casual male gamers
Sector: Video games
Seeking: Investors

MILESTONES

- Alpha Trial in June of 2011
- Launch trial in February 2012
- 9300 likes in facebook
- 100,000+ users on Facebook since alpha launch in June 2011
- 3,000 daily players
- Received a prestigious Founder's Fund investment

REVENUE MODEL

Sale of Virtual, In-Game Goods

MARKET OPPORTUNITY

The majority of casual gamers on Facebook are female. Code of War aims to capitalize on the largely-untapped wealth of male gamers and the massive explosion of casual and social gaming.

MANAGEMENT

Jacques Chamberland, CEO
Zandro Chan, Creative Director

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media *Zone*

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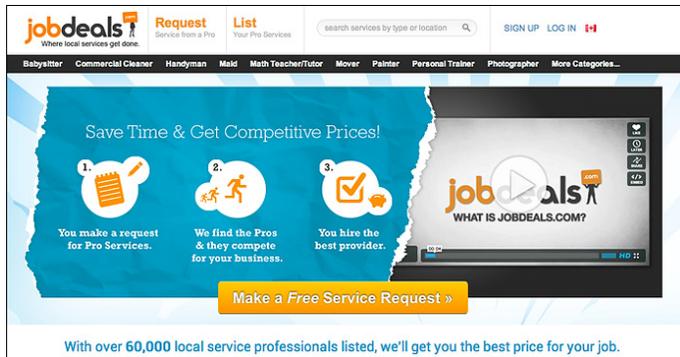
Jobdeals

An online marketplace for local services where consumers and service providers can easily buy and sell services.

Think of it like eBay® for local jobs in a Craigslist-type market — users post the service they need performed, and service providers bid on the job. Bids are then categorized based on price, customer feedback and provider certification. Users can book an appointment with their selected provider with a single click. Jobdeals.com works on mobile phones, saving the time and hassle of locating a computer should an emergency arise.

Jobdeals also provides local service professionals and freelancers with an online storefront where they can sell their services and grow their business through Jobdeals’ generated leads.

Jobdeals’ real-time matching and transactional platform features an industry-leading review system that can’t be manipulated by users. For tutors to accountants to personal trainers, Jobdeals helps you get the job done at the time and place you want, at the best price possible.



KEY STATS

Contact: Robert Platek
Email: info@jobdeals.com
Product(s): Service marketplace
Website: www.jobdeals.com
Target: Consumers seeking services
Sector: eCommerce
Seeking: Advisors, financing, employees

MILESTONES

- 25% year-over-year organic traffic growth
- 60,000+ service providers across North America have signed up
- \$350,000 in quotes have been issued
- 15000+ leads generated for service providers since launch

REVENUE MODEL

SaaS Tools for Service Providers — Monthly Subscription Model

MARKET OPPORTUNITY

eBay® transformed the internet as an online product marketplace. Jobdeals hopes to do the same for services. In 2010 alone, Canadians placed 114 million service orders online valued at \$15.3 billion.

MANAGEMENT

Robert Platek, CEO
Marc Carignan, CTO
Vlad Platek, COO

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media Zone



Everyone Makes a Mark



Peytec Inc.

Peytec has created a Tamper-Aware RFID-based security system for the consumer retail industry designed to reduce customer-related inventory shrinkage. The system uses small security tags which replace traditional clamp sensors, and can be installed on a large variety of high shrinkage products ranging from electronics to designer perfumes.

Peytec's security system utilizes Local Position System (LPS) tracking, and automatic camera activation. Any attempt by suspects to remove the tags or pass them through a security scanner will trigger a silent alarm and notify security personnel via smartphone/tablet of its exact in-store location via a map on their smartphone. Both clamp sensors and sticky sensors are available for deployment.

In addition, Peytec offers consulting services in biomedical, software, mechanical and electrical engineering. Our consultants are highly skilled professionals from different backgrounds who are able to deliver a project on time and on budget. They provide high quality and reliable product designs that are cost effective and in-spec.

Biomedical Engineering:

Peytec provides local and global services in software development, biomedical signal and image processing, circuit design, and mechanical simulations.

Software Engineering:

We can assist you with program optimization and enhancement, software re-engineering, and original software development.

Mechanical Engineering:

Our team of consultants is experienced with leading commercial software packages such as MATLAB, AutoCAD, SolidWorks, ANSYS, and more.

Electrical Engineering:

We employ professional simulation tools to provide high quality and reliable cost-effective product designs for your unique problems.



KEY STATS

Contact: Peyman Moeini
Email: info@peytec.com
Product(s): Retail security systems
Website: www.peytec.com
Target: MEMS-RFID manufacturers, consumer retailers
Sector: Security & Asset Tracking Systems
Seeking: Partnerships, market entry opportunities, talented individuals

MILESTONES

- Provisional Patent Filed
- Working Prototype designed and stress tested
- Employee workforce has tripled in less than one year

REVENUE MODEL

Peytec seeks to analyze its first real world proof-of-concept and license the technology to security system manufacturers and distributors. It is also seeking to partner with manufacturing companies to sell directly to consumer retailers.

MARKET OPPORTUNITY

Every year over \$103 billion is lost globally to consumer related inventory shrinkage. Peytec's TA-RFID-based security system greatly reduces both the losses suffered by retail stores and the expense in manufacturing and maintaining a security system.

MANAGEMENT

Peyman Moeini, President and Biomedical Engineer
Alireza Moeini, CEO and Mechanical Engineer
Taras Koulik, Chief Development Officer

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media Zone





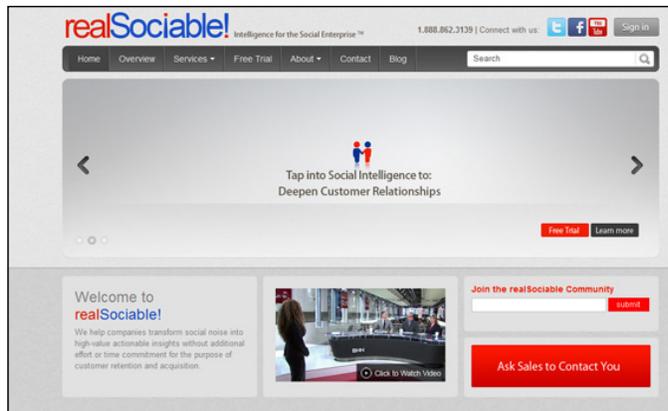
realSociable

An online sales tool that generates account intelligence. Sales trigger in real-time by leveraging the social web.

realSociable’s sophisticated computer software mines social networks to discover relevant information about a client, its data, and the relationships between its customers. This information is then organized and automatically resubmitted to a client to reduce the costs of marketing and client services.

realSociable is the only platform that compiles the social media updates of customers and prospects in one place. Sales teams and account managers can interact directly with clients and prospects to discuss the right topics at the right time.

realSociable sets up with a single click and no data input is required. Most aggregation tools available today require time and effort to operate, but realSociable is built on patent-pending technology that does the work automatically, saving companies the time spent on research. Our platform also reduces attrition and lets companies focus on up-selling or cross-selling clients.



KEY STATS

Contact: Dalia Asterbadi
Email: dalia@realsociable.com
Product(s): Social networking sales tool
Website: www.realsociable.com
Target: Marquee clients
Sector: Customer relationship Management
Seeking: Sales and marketing opportunities

MILESTONES

- One of Ten Deloitte Impact Infused Winners in 2011
- Dalia Asterbadi was nominated for the 2011 Fuel Award

REVENUE MODEL

- Software as a Service (SaaS)
- Monthly subscription
- Individual customization available

MARKET OPPORTUNITY

- Build better relationships with clients and prospects across multiple social networks
- Accelerate sales cycles by increasing relevant prospect interactions
- Build social presence and increase the number of warm leads for individual sales representatives

MANAGEMENT

Dalia Asterbadi, Founder and CEO
Bohdan Zoboski
Paul Philp
Terry Foster

MEDIA CONTACT:

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Ryerson University, 416.979.5000 x 2997, lauren.schneider@ryerson.ca



Everyone Makes a Mark



Screen Goddess

You're going to like what you see from us.

Screen Goddess

A multimedia company dedicated to the creation of high quality film, television and new media productions.

Screen Goddess makes TV channels for the internet. We bring together the best elements of TV programming and internet philosophy to allow viewers to watch, contribute, share and distribute video content.

We integrate social media tools such as content recommendation, check-in social apps, and many other social, digital & casual game technologies that let the audience customize and personalize their viewing and engagement experience.

We're devising new content technologies and digital extensions that help to drive engagement and build awareness of our videos.

Audiences want the opportunity to share with their friends what they are watching, recommend the programs they like, and share their personal experience across digital platforms customized to their liking and we aim to deliver this experience.

At Screen Goddess we develop our business for where video content is going in the future. We believe that with the right mix of smart, entertaining content and social media you can't go wrong.



KEY STATS

Contact: Felice Gorica

Email: felice.gorica@gmail.com

Product(s): Multimedia Production

Website: www.screen goddess.net

Target: Internet Multimedia Consumers

Sector: Entertainment

Seeking: Funding, Investors, Clients, Advertisers

MILESTONES

- Founded 2011
- Went Live January 2011
- www.LifestyleGoddess.tv for Women
- www.NewExplorer.tv for Men

REVENUE MODEL

Diversified: Advertisers, Grants, Tax Credits, Merchandising, Syndication

MARKET OPPORTUNITY

Television viewers are increasingly turning to the internet. Screen Goddess creates original, professional quality programming for the web that it hosts on dedicated internet sites.

MANAGEMENT

Felice Gorica, CEO

MEDIA CONTACT:

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Ryerson University, 416.979.5000 x 2997, lauren.schneider@ryerson.ca

Digital Media Zone

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SoapBox by HitSend Inc.

SoapBox is an online tool for community-based change that allows community members to get their ideas in the hands of key decision makers.

SoapBox allows community leaders to aggregate member opinion online. It can be used for both public and private communities and functions across multiple platforms including websites, Facebook, and mobile devices. SoapBox includes several customization options to include colors, logo, or any desired specification, and can integrate into existing login systems, as well as CRM and loyalty rewards systems.

Users add ideas which are automatically tagged, categorized and merged to avoid clutter. SoapBox does not require new user accounts and can be easily installed to an existing website. It generates advanced analytics and reports on the community and their discussions while protecting the privacy of each user. Integration for Twitter and Google+ is coming soon.

The Mobile and Facebook versions of SoapBox allow users view up-to-date postings on the platform they are already on. SoapBox can be integrated into an existing mobile application and added to any Facebook fan page.



KEY STATS

Contact: Brennan McEachran
Email: sales@hitsend.ca
Product(s): Community crowdsourcing
Website: www.soapboxhq.com
Target: Any community, online or off
Sector: Communications
Seeking: Clients, partnerships

MILESTONES

- Founded June, 2010
- Alpha version December, 2010
- Closed seed round, September, 2011 (undisclosed amount)
- Launched IndigoIdeas.ca, October, 2011
- Version 2.0 released in 2011
- Version 3.0 in development

KEY CLIENTS

Chapters Indigo, Ryerson University, Huge Monster, TEDx Ryerson

REVENUE MODEL

SaaS

MARKET OPPORTUNITY

SoapBox is a turn-key innovation management system with a focus on community engagement. We offer community leaders high quality statistics and analytics about community behaviour that allows them to make better decisions with timely information.

MANAGEMENT

Brennan McEachran, CEO
Graham McCarthy, CTO
Warren Tanner, CMO
Dominick Gauthier, Director of Progress

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media Zone





Spenz

A mobile app and online website targetted to youth to stimulate financial understanding and acumen through tracking daily expenditures.

Designed with Generation Y gamers in mind, Spenz is free for users and syncs with their banking accounts in real-time.

Spenz goes beyond the features of traditional budgeting apps by tracking and patterning user expenditures with custom tags. Inputting data takes an average of three seconds and is anonymous: no names, banking information or credit card numbers are required.

Its built-in incentives and rewards ensure users enjoy tracking their expenditures as they work towards their financial goals. Users can earn in-app achievements and points that can be exchanged for real-life discounts and offers that are pre-selected based on previous expenditures and the user's location.



It's like a good shot of wallet steroids with no negative side effects.

Spenz is the "where did your money go" app. A proactive free mobile and web application. Spenz is the first to make budgeting fast and fun. With Spenz you can track anything in 3 seconds or less!

Give me a Shot of that!

The diagram shows the Spenz logo at the top, with four arrows pointing down to four feature boxes:

- Money Awareness**: On Monday morning, find out where the \$50 that you had on Friday went.
- Rocket Fast Inputs**: Spenz shows you the tags you need based on your patterns for the fastest input possible.
- Stay Anonymous**: Spenz will never ask you for your bank account information or even your name.
- Get Rewards**: For the first time ever, be rewarded for keeping track of your money.

KEY STATS

Contact: Justin Hein
Email: media@spenz.com
Product(s): Mobile application
Website: www.spenz.com
Target: 18-30 yrs smartphone users
Sector: eCommerce, mobile
Seeking: Affiliate partners

MILESTONES

- One of twenty companies to be accepted into TechCrunch Disrupt
- Transitioned from idea to launch in less than six months
- iPhone version in beta
- Product launch in early April

REVENUE MODEL

Spenz earns revenue by tracking the spending categories and habits of its users and selling them to merchants. Users' personal information remains anonymous.

MARKET OPPORTUNITY

Spenz monitors user data to guarantee the products offers, rebates and services of affiliate partners are directly targeted to a partner's established customer base.

MANAGEMENT

Justin Hein, Founder

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media *Zone*



Everyone Makes a Mark

Tapgagge

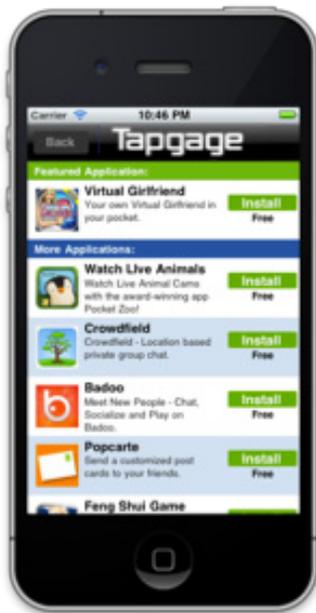
Tapgagge

Software that allows developers of mobile applications to expand their user base by linking their applications to others.

Tapgagge's proprietary software creates a non-intrusive link within a mobile application that will connect it to other applications of a developer's choice.

By enhancing a developer's existing application with proprietary software code, our product connects the user bases of mobile applications by linking them through a non-intrusive menu icon. The icon does not interfere with the user's operation of the device and can be customized.

Developers can choose which applications their own application will link to, and can authorize or reject traffic from other applications.



KEY STATS

Contact: Salman Habib
Email: salman@tapgagge.com
Product(s): Mobile Ad Network and Mobile Click Exchange
Website: www.tapgagge.com
Target: Mobile App Developers
Sector: Advertising
Seeking: Advertisers, Publishers and Digital Agencies

MILESTONES

- Not Applicable

REVENUE MODEL

Undisclosed

MARKET OPPORTUNITY

Tapgagge allows mobile app developers to monetize their traffic.

MANAGEMENT

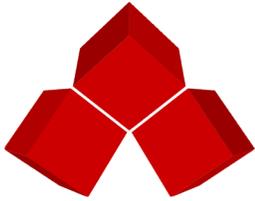
Arfan Chaudry, CEO
Salman Habib, COO
John J. Wilson, Business Development

MEDIA CONTACT:

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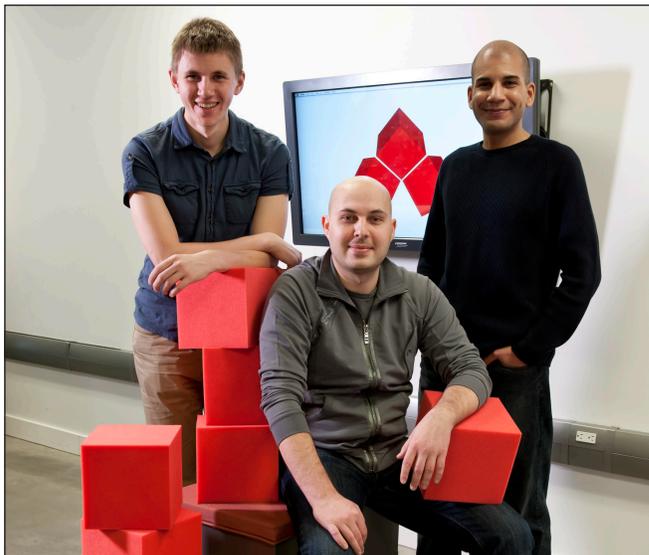
Three Red Cubes

A digital multimedia company and developer of award-winning mobile games, applications and developer resources.

Three Red Cubes Inc. is a software development company that seeks to capitalize on the potential of the Windows Phone platform and Cloud-based applications. The company's first game, Sudoku3D is currently on sale on the Windows Phone Marketplace, and is a three-dimensional version of the popular puzzle game.

Flipper, a game for the Windows Phone, is a Tetris-style puzzle title where players flip falling triangles into place to complete squares.

Three Red Cubes Inc. has also created a web-based platform-independent leaderboard system called Lead, allowing gamers to compare high scores and achievements.



KEY STATS

Contact: Alexey Adamsky
Email: alexey@threeredcubes.com
Product(s): Cloud and Mobile Applications
Website: www.threeredcubes.com
Target: Marketers, developers, casual bloggers/web users, smartphone users
Sector: Web, Mobile
Seeking: Investors

MILESTONES

- Sudoku3D is available on Windows Phone Marketplace
- Flipper has over 3000 downloads from the Windows Phone Marketplace
- Released genderlator.com

REVENUE MODEL

B2C: Direct Sales to Customers, SaaS
B2B: SaaS

MARKET OPPORTUNITY

With tens of thousands of games already available on the Apple App store, new titles have an extremely difficult time standing out. The Windows Phone Marketplace has only just begun to grow and has phenomenal potential.

MANAGEMENT

Alexey Adamsky, CEO

MEDIA CONTACT:

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Digital Media Zone





Tiny Hearts

Tiny Hearts is a Toronto-based award-winning app studio that creates playful iPhone and iPad apps for the young and young-at-heart.

Our chart-topping apps have been featured by Apple, the *New York Times* and *Wired* magazine. We strive to create unique, visually pleasing apps that delight at every tap.

Pocket Zoo™, our first app, is a portable zoo for kids and nature lovers. It takes on a tour of a virtual zoo, complete with Live Animal Cams, high-resolution photographs, videos, and animal information.

InstaMatch is a beautiful Instagram image matching game where players match their own images and unique InstaMatch themes. Players can choose one of five themes for images, or create their own games by filtering Instagram search results with any category they choose.

While traditional matching games feature two identical images of the same object, InstaMatch uses two unique images to enhance difficulty.



KEY STATS

Contact: Robleh Jama
Email: rj@tinyhearts.com
Product(s): Mobile app
Websites: www.tinyhearts.com
www.tinyhearts.com/pocketzoo
www.tinyhearts.com/instamatch
Target: Adults and Children
Sector: Education, Entertainment and Gaming
Seeking: Press Opportunities, Partnerships

MILESTONES

Pocket Zoo was:

- The #1 Education App and a Top 50 Paid App in the App Store
- Featured by Apple and won the 2011 Parents' Choice Award
- Featured in *The New York Times*, *Wired Magazine*, *MacWorld*, *TechCrunch* and *The Huffington Post*
- A runner up in the App Star Awards for 2010

InstaMatch was:

- Featured on *Techcrunch*, *TUAW (The Unofficial Apple Weblog)*, *Swiss-miss* and *Coolhunting.com*
- Featured on the frontpage of iTunes by Apple in over eighty countries as a New & Noteworthy app

REVENUE MODEL

Direct to Consumer

MARKET OPPORTUNITY

Tiny Hearts creates unique and beautiful fully-interactive mobile apps. Parents and children can use Pocket Zoo™ to enjoy learning together, while InstaMatch is for casual gamers of any age.

Both Pocket Zoo™ and InstaMatch curate content on existing websites (YouTube and Instagram) for their applications, resulting in unlimited replayability.

MANAGEMENT

Robleh Jama, Founder

TWITTER

@tinyheartsyou

MEDIA CONTACT:

Lauren Schneider, Media Relations, Digital Media Zone,
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Digital Media Zone





Unbrokr

A software program that lets new investors emulate the portfolio of experienced stockholders.

People who are new to investing are often overwhelmed with the technical and legal aspects of buying stocks, and knowing which stocks to purchase can be just as intimidating. Unbrokr takes the fear and guesswork out of purchasing stocks by letting new investors replicate the portfolio of top-rated online traders in real-time with a click of the mouse.

In addition, Unbrokr eliminates costly brokerage fees traders would pay by going through traditional investment route. Users gain access to an online community that shares investment strategies and discusses trending companies. New users can emulate the portfolio of more advanced traders while advanced users can invest in individual stocks.



KEY STATS

Contact: Brandon Corman
Email: brandon@unbrokr.com
Product(s): Investment Software
Website: www.unbrokr.com
Target: New Investors, Brokerage Houses
Sector: Finance
Seeking: Clients, Brokerage Houses

MILESTONES

- Won the Slight Communications \$25,000 Business Plan Competition
- Backend is completed
- Consumer front end is under construction
- Launching in June 2012

REVENUE MODEL

B2C - Freemium model; basic functionalities are free, but customers must pay to emulate trades or have their portfolio analyzed.

B2B - Unbrokr will license technology to brokerage houses under a second brand called Stockpile

MARKET OPPORTUNITY

Unbrokr eliminates the uncertainty that new investors have on choosing stocks and paying brokerage fees. Stockpile streamlines purchasing and empowers users to trade with confidence.

MANAGEMENT

Brandon Corman, Co-Founder
Han Xaio, Co-Founder

MEDIA CONTACT:

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Digital Media Zone





Venngage

Venngage helps businesses create and publish custom infographics, engage viewers, and track results. Venngage is the most powerful infographics publishing platform ever for marketers and publishers.

Venngage helps businesses:

Get found

Infographics and visual content garner over five times more views than text content. Unlike image-based infographics, Venngage's infographics are pure HTML elements and 100% search engine optimized. Get found, increase views and generate leads.

Engage Viewers

Venngage's interactive infographics enables you to engage your viewers in real time. Embed interactive elements such as polls, call to action buttons or links to transform passive viewers into prospective leads.

Grow Audience

Content is still king. Venngage's tools make it easy for anyone to create beautiful infographics and data visualizations for their blogs and websites. Watch your audience grow with compelling and beautiful content.



KEY STATS

Contact: Eugene Woo
Email: Eugene@Venngage.com
Product(s): Infographics Platform
Website: www.venngage.com
Target: Marketers, Publishers
Sector: Communications
Seeking: Beta Users, Funding

MILESTONES

- Generating revenue while in beta
- Created one-pagers for the Canadian Embassy's Deal Book

REVENUE MODEL

SaaS Monthly Subscription

MARKET OPPORTUNITY

\$1 Billion Marketing Market

MANAGEMENT

Eugene Woo, Founder and CEO
Hannah Wei, Co-Founder and Chief Creative
Kyu Lee, Co-Founder and CTO

MEDIA CONTACT:

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VitalHub

A mobile app allowing medical workers to access patient information from a hospital’s EMR system.

VitalHub Chart allows doctors, nurses, pharmacists, and allied health professionals to have easy, intuitive access to patient information from their hospital’s Electronic Medical Record (EMR) systems on any mobile iOS device in range of Wi-Fi or cellular service.

Developed to solve the challenges faced by doctors and nurses struggling with fragmented patient data scattered across different hospital IT systems, VitalHub gives users a single, intuitive interface for multiple clinical systems. Doctors and nurses are never more than two taps away from the information they need, ensuring high rates of adoption and low barriers to change.

Designed with feedback from clinicians at every point in its development, Vitalhub is so intuitive that training takes only a few minutes. VitalHub does not store patient data, eliminating concerns about patient privacy.

Instead of letting medical workers continue to struggle with outdated technology, VitalHub strives to bring consumer-level sophistication and ease-of-use to the medical world.



KEY STATS

Contact: Giancarlo De Lio
Email: giancarlo@vitalhub.com
Product(s): Mobile App
Website: www.vitalhub.com
Target: Medical Communities
Sector: Medicine
Seeking: Financing, Clients

MILESTONES

- Incorporated May 2010
- VitalHub Chart was released January 2012 on Apple’s App store and featured on Apple.com

REVENUE MODEL

B2B Enterprise Software - Direct sales to Hospitals

MARKET OPPORTUNITY

Simple to learn and use, it fits seamlessly into clinician workflows, making patient information available anywhere it is needed. VitalHub lets clinicians focus on the patient, not on the computer.

MANAGEMENT

Lisa Crossley, PhD., P.Eng, CEO
Lyssa Neel, PhD., CTO
Giancarlo De Lio, Chief Innovation Officer

MEDIA CONTACT:

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WhoPlusYou

A website-based career opportunity matching system that introduces candidates to jobs and professionals based on their needs, interests and preferences.

WhoPlusYou allows candidates to share any combination of academic work, community and work experience, awards, interests, skills, and values with employers. Members build a digital portfolio and get connected with jobs that are relevant to their qualifications and experience through innovative means including sophisticated computer searching, video presentations, and visual resumes.

The number one priority at WhoPlusYou is to help candidates make valuable market connections quickly and easily by matching and connecting them with relevant jobs and employers. If a candidate fits a position, the candidate will be notified by the employer.

Employers who register with the site can search for candidates based on specific requirements and can send them text, videos and .pdf files containing information about their organization and the opportunity, providing a cost-efficient way for employers to find pre-qualified candidates. All information remains private until a candidate chooses to connect. Once connected, candidate and employers can communicate within the WhoPlusYou system by chat, video and audio conference, and through multi-media presentations.

By providing a digital platform for sharing an abundance of information in a quick, structured, and visually pleasing format, WhoPlusYou marks the beginning of the end for the traditional two-page resume.



KEY STATS

Contact: Doug Walker

Email: doug@whoplusyou.com

Product(s): Candidate/Employer Networking

Website: www.whoplusyou.com

Target: Employers and Job Candidates

Sector: Human Resources and Technology

Seeking: Employers, Job Candidates

MILESTONES

- Beta Test September 2011 to January 2012
- Over 135,000 positions are currently posted online
- Launch for Students, Alumni, and Faculty of Ryerson in February 2012
- Over 3,500 users joined the system just six weeks after it was released to Ryerson affiliates

REVENUE MODEL

Software as a Service

Employers can search for relevant candidates skills and qualifications and pay a small fee for each connection invitation that is accepted by a candidate.

MARKET OPPORTUNITY

With WhoPlusYou, jobs apply to candidates instead of candidates applying for jobs. Candidate information is searchable, allowing employers to easily find suitable employees. Candidate names are not disclosed until the candidate agrees to be contacted.

MANAGEMENT

Doug Walker, CEO and Co-Founder

Jay Tanner, CTO and Co-Founder

Mark Patterson, Project Director and Ryerson University Liaison

Joanne Rusnell, CFO and General Counsel

MEDIA CONTACT:

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