GRIT

5G, WEB 3, NFTs & OTHER THINGS WE *REALLY* SHOULD KNOW ABOUT

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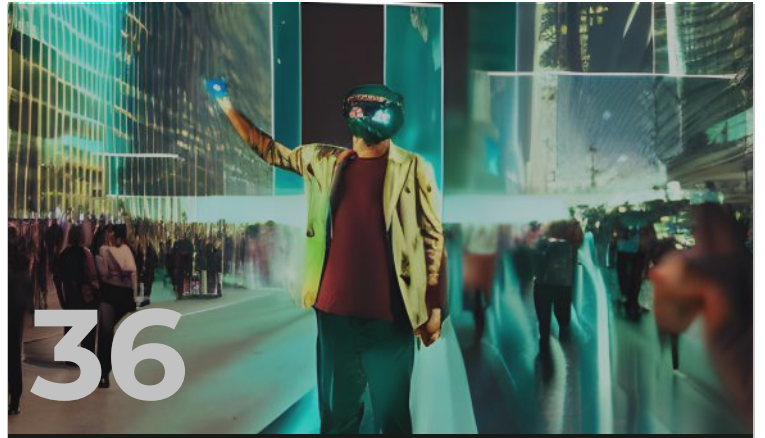
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A Letter From The CEO

ON EXPLORING 5G, WEB3, AND NFTS TRANSFORMING THE BUSINESS LANDSCAPE.
CEO, NEXT CANADA

I am thrilled to introduce the Spring 2023 issue of GRIT Magazine, which explores the theme of "5G, Web3, NFTs, and other things we really should understand." As we all know, these buzzwords have become increasingly widespread in recent years, but many people still don't fully grasp what they mean or how they are transforming the business landscape.

In this issue, we take a deep dive into each of these areas, exploring the latest trends, innovations, and opportunities that are emerging. For example, 5G technology is not just about faster internet speeds, but also enabling game-changing developments in areas like autonomous vehicles, remote healthcare, and smart cities. Web3 promises to revolutionize the way we interact online, shifting power and ownership from centralized platforms to decentralized networks. Meanwhile, NFTs are creating new avenues for digital ownership and creativity, with artists, musicians, and even sports stars embracing this new technology to monetize their work and engage with fans.

But it's not just about the technology - this issue also celebrates the amazing achievements of our NEXT Canada alumni, who are driving the Canadian economy forward in almost every sector. Despite significant challenges in the current economic situation, our alumni continue to show resilience and innovation, pushing boundaries and creating real impact in their respective fields.

I encourage you to read on and learn more about the exciting developments that are happening right now, and the incredible people who are making them happen. As always, we welcome your feedback and thoughts, and we invite you to stay in touch with NEXT Canada as we continue to support and celebrate the best and brightest in Canadian entrepreneurship.

Thank you for your continued support.

Kyle Winters
CEO, NEXT Canada

Pushing the Boundaries of Understanding

AI or Human?

ChatGPT has been used for a range of applications, from customer service to creative writing. But who is really responsible for the words it produces?

This edition, aptly titled "5G, Web3, NFTs, and other things we should REALLY know about," focuses on the impact of these pioneering technologies on the Canadian entrepreneurship landscape, with insightful experiences from our NEXT Canada alumni. A close examination of the adoption and opportunities presented by these technologies allows readers to grasp their potential and contribute to their evolution.

The star of the show, however, is OpenAI's ChatGPT, an artificial intelligence language model that generates uncannily human-like text. It uses natural language processing (NLP), an AI technique that understands and generates text, to create responses by predicting the likeliest sequence of words to a given prompt.

The edition takes a further leap into the AI realm by incorporating AI-generated images created with tools like DALL-E and letsenhance.io. These AI-produced visuals provide a rich, immersive experience by generating unique visual representations of thematic terms discussed by the alumni. The use of AI also extends to creating AI avatars that represent our alumni featured in this issue, showcasing the versatile capabilities of AI in content creation,

While the final responses of ChatGPT are machine-driven, they are undeniably rooted in human input. The AI model is trained on a vast dataset of human language, encompassing millions of text documents like books, articles, and websites. The quality and diversity of these inputs significantly influence the generated responses.

ChatGPT has found a home in a variety of applications, from customer service chatbots to creative writing tools, due to its ability to generate human-like language. Yet, the advent of AI-generated language brings ethical and authenticity concerns to the fore. How do we navigate potential pitfalls like fake news generation or the erosion of trust in written communication?

As we stand at the precipice of the 5G and Web3 era, GRIT Magazine's 11th edition urges readers to grapple with these questions. We need to reckon with the ethical implications of AI usage, while appreciating the ways AI can augment human creativity and communication.

So, who is truly responsible for the words produced by ChatGPT? While the responses are machine-generated, their roots lie in human input via the training dataset. As we journey further into the AI era, the line between AI and human authorship continues to blur, demanding our attention, understanding, and most importantly, our grit.

The Future Of Parenting

Kevin Huang, CEO and Anne Hunger, Chief Product Officer, are the masterminds behind Glüxkind Technologies, a Vancouver-based startup founded in 2020.

KEVIN HUANG & ANNE HUNGER

ON BALANCING SAFETY & INNOVATION WITH SMART TECHNOLOGY

Co-Founders
Glüxkind Technologies

Next AI
2022

Linkedin.com/in
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/AnneHunger/

After welcoming their first child and searching for the perfect stroller. After an underwhelming search, they built their own stroller by strapping an electric skateboard to a regular stroller. From here, they began designing their product to change the future of parenting.

Their state-of-the-art smart stroller, Ella, has gained international recognition after its debut at the Consumer Electronics Show in Las Vegas earlier this year. It has been awarded the 2023 CES Innovation Award Honoree title and recognized as one of the most promising technologies to impact people's lives. As Next AI 2022 alums, the co-founders have combined their expertise in engineering and design to create a product that prioritizes safety and convenience and redefines the stroller experience for modern parents.

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Transforming the Stroller Experience

The Glüxkind stroller, Ella, is designed to ease the burden on parents' shoulders by offering unparalleled safety and parent-assist features. The fully motorized stroller has adapted automotive sensors that create a 360-degree safety bubble, alerting parents of incoming dangers. Push and brake assist enables users to steer effortlessly on uphill and downhill strolls and uneven terrain. Automatic braking eliminates the possibility of a runaway stroller, reducing anxiety and empowering new parents.

One of the most striking features of Ella is its hover mode, which allows the stroller to follow the sidewalk on its own and stay within arm's reach. This hands-free approach gives parents two hands and their full attention to their children. "We've carefully chosen high-quality materials, such as carbon fibre, to ensure that the stroller remains lightweight despite the added sensors and electronics," the co-founders add.

Smart Challenges

"The question, what challenges we DIDN'T face would probably be quicker to answer." Developing a smart stroller came with its fair share of challenges, including engineering, supply chain, talent, and funding. Glüxkind Technologies assembled a team with crucial engineering roles to overcome these obstacles, ensuring clear communication and quick iterations. "Bringing partners into the team who have industry expertise and point out your blind spots makes a world of a difference," says Huang & Hunger. They also focused on supply chain management by working with local suppliers, building their prototyping capabilities, and using standardized components.

Striking a Balance Between Innovation & Safety

Glüxkind Technologies emphasizes balancing innovation with the safety and comfort of babies and their parents. Their stroller incorporates best practices from European engineering, such as lay-flat positions for newborns. The true innovation of Ella comes from benefiting parents and, in turn, the whole family by reducing dangerous and strenuous situations, anxiety, and mental load during outings with young children. "Our priority is to provide a safe and comfortable experience for babies while also making the lives of parents easier," the co-founders say.

Smart Technology & Parenting

Industry experts have noted a trend towards new products and services focusing on helping parents manage parenting responsibilities, improve childcare accessibility, and create communities. The use of smart technology in parenting has enormous potential, and Glüxkind Technologies is at the forefront of this movement. The company envisions its smart stroller as the beginning of innovative solutions to enhance urban mobility for more user groups than just young families.

Ethical Considerations & Privacy

Glüxkind Technologies takes ethical considerations seriously, especially when it comes to data privacy and the testing of their stroller. They have various mechanisms to protect users' personal information and deidentify other pedestrians. "We're committed to improving mobility in the pedestrian space while respecting data privacy and security," the co-founders assert.

> "Once we go into the product details like our ma buckle for toddlers or the bassinet that allows pa mattress to help babies struggling with reflux iss customers say sentences like 'This is so smart!' r

What You Should Really Know About Smart Technology

Smart technology involves using artificial intelligence, machine learning, and big data analysis to provide cognitive awareness to objects that were once considered inanimate to improve the quality of life, enhance user experience, and create innovative solutions that address various challenges. As defined by the co-founders, "Smart technology goes beyond mere convenience; it has the potential to make a real difference in people's lives, from health and safety to reducing stress and enhancing well-being."

The Co-Founders also add that smart technology can be something other than software integration. "Our Glüxkind stroller and especially the seat and the bassinet have a lot of non-software enabled features that make a huge difference in the daily use of the product," she says.

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many times."

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Revolutionizing Digital Asset Portfolios

With NFTs & Innovative DeFi Solutions

LISA LOUD

ON ADVANCING DECENTRALIZED FINANCE THROUGH NFT INTEGRATION

Co-Founder & Data Scientist
FLUIDEFI Inc.

Next AI
2022

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Lisa Loud, a prominent figure in the blockchain and cryptocurrency space, is the CEO and Co-Founder of FLUIDEFI Inc., a company focused on providing cutting-edge solutions for digital asset management.

With leadership experience at Apple, PayPal, and BitMEX, Lisa brings a wealth of knowledge to her venture. As a keynote speaker at various blockchain and fintech events, she shares her expertise on digital assets, decentralized finance (DeFi), non-fungible tokens (NFTs), and more.

The Role of NFTs in Digital Asset Portfolios

The Co-Founder of FLUIDEFI explains that NFTs can "play a significant role in someone's digital asset portfolio by serving as a store of value and offering a wide range of utility." NFTs can function in various ways, such as brand loyalty programs, collectible artist works, or even as pure investment plays. This versatility contributes to a diverse and potentially profitable digital asset portfolio.

The Evolution of Digital Asset Portfolios

Lisa says digital asset portfolios will evolve significantly, incorporating more complex and versatile NFTs. To stay ahead of the curve, FLUIDEFI actively "researches financial innovation and collaborates with the University of Manitoba and other universities to develop new indicators for the DeFi space." By bridging the gap between traditional finance and DeFi, FLUIDEFI aims to leverage and apply knowledge from traditional finance to the DeFi space.

Future Plans and Developments

FLUIDEFI focuses on "Blockchain-verified" data to counteract the systemic lack of accuracy in cryptocurrency. The Co-Founders state, "We will have the ability to verify the history and provenance of NFTs using our patent-pending technology." By making NFTs reliable and valuable in the corporate world, FLUIDEFI anticipates the needs of traditional finance in the DeFi space. Additionally, the company is "Integrating with Curve and Stellar, working towards incorporating as many blockchains as possible" to ensure accuracy and reliability for its users.

Potential Impact on the Digital Asset Industry

Lisa emphasizes the potential impact of NFTs on the digital asset industry as significant, introducing a new form of programmable value offering different use cases and utilities than traditional cryptocurrencies. She believes that NFTs are part of the next generation of finance or "smart money," providing considerably more power, utility, and usefulness than the "dumb money" of the past.

Understanding NFTs and Their Prospects

Non-fungible tokens (NFTs) are unique digital assets that represent ownership or proof of authenticity for items such as digital art, virtual real estate, or collectibles. Each NFT is distinct and cannot be exchanged on a one-to-one basis with another NFT, as opposed to fungible assets like cryptocurrencies. NFTs have gained significant attention recently, but they face challenges such as regulatory scrutiny. Despite these obstacles, NFTs remain a vital part of the next generation of finance and are expected to continue growing and developing. "What everyone should know about NFTs is not to get caught up in the hype or media coverage, as it may not accurately portray the long-term potential of this emerging technology." says Lisa.

Staying Up-to-Date on Technological Advancements

As the digital asset industry continues to evolve, FLUIDEFI's commitment to staying ahead of the curve and focusing on accuracy and reliability makes it a promising player in this fast-paced and ever-changing landscape. By combining their knowledge of traditional finance with cutting-edge technologies, Lisa and her team at FLUIDEFI are paving the way for a more efficient and inclusive financial ecosystem.

As NFTs and DeFi innovations continue to reshape the digital asset space, FLUIDEFI remains dedicated to understanding and applying these developments to their platform. This commitment to staying current with emerging trends ensures that the company remains a valuable resource for investors and users alike, offering solutions tailored to the evolving needs of the digital asset market. With a strong foundation in traditional finance and cutting-edge technology, FLUIDEFI is well-positioned to lead the charge in the ever-expanding world of digital asset portfolios.
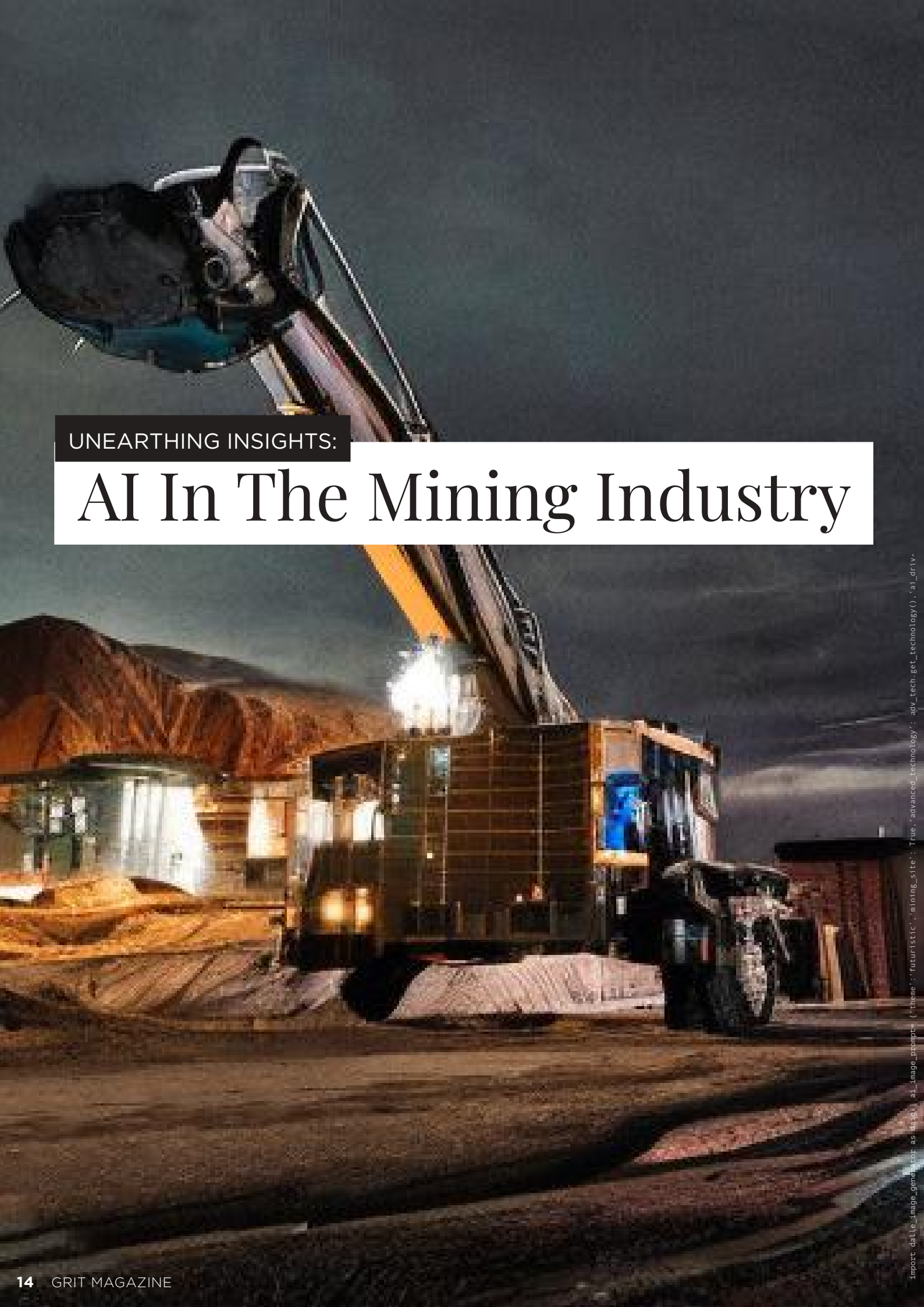
UNEARTHING INSIGHTS:
AI In The Mining Industry

MASOUD AALI

ON ARTIFICIAL NEURAL NETWORKS IN THE MINING INDUSTRY, STRUCTURAL BIAS & ENVIRONMENTAL SUSTAINABILITY

CEO & Co-Founder
Scient Analytics

Next Founders
2015

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Scient Analytics, a cutting-edge data analytics platform for the mining industry, is revolutionizing the way geological data is analyzed by harnessing the power of Artificial Neural Networks (ANNs.)

Co-founder and CEO, Masoud Aali, an exploration geophysicist with over 12 years of experience, has made it his mission to empower geologists and mining companies to make informed decisions and reduce their environmental footprint.

Harnessing Artificial Neural Networks in Data Analytics

When asked about how Scient Analytics uses ANNs, Aali explains: "We use Artificial Neural Networks to analyze the massive amounts of data we collect from our hyperspectral and RGB core imaging technologies. ANNs are basically algorithms that mimic the way the human brain processes information. We feed the ANN with training data, and it uses that data to learn patterns and relationships between different variables about rocks or sediments." This innovative approach allows Scient Analytics to extract valuable insights from geological data, empowering geologists and mining companies to make better decisions and minimize their environmental impact.

Uncovering the Benefits of Deep Neural Networks in the Mining Industry

Aali highlights the advantages of deep neural networks in the mining industry, stating: "Using deep neural networks in the mining industry is like having a team of expert geologists analyzing every inch of your drill core samples, but without the need for coffee breaks." With the ability to process vast amounts of data, these networks can identify subtle patterns and relationships that humans may miss, allowing for more accurate and comprehensive mineral characterization. This can optimize drilling and exploration activities, reduce costs, and minimize environmental impact.

Combatting Structural Bias in Artificial Neural Networks

Acknowledging the potential for structural bias in ANNs, Aali shares some strategies Scient Analytics employs to address this issue: "We strive to increase the diversity of training data to represent a wide range of geological settings and mineral deposits. By incorporating data from various sources and locations, the neural network can learn to identify patterns and relationships that are not limited to a specific region or type of deposit, thus reducing the risk of bias."

Regular audits of the neural network are also conducted to identify and correct any biases that may have crept in over time, ensuring that the AI's performance remains accurate and reliable.

Envisioning the Future of Data Analytics in the Mining Industry

Discussing the role of data analytics in the mining industry, Aali says: "In the coming years, we expect to see even more mining exploration companies embrace data analytics as a key driver of success. And we're positioned to stay ahead of the curve by continuing to invest in our cutting-edge technology, hiring the best and brightest minds, and partnering with industry leaders to create innovative solutions." Scient Analytics has been a part of numerous projects, elevating exploration standards and empowering mining companies to optimize their operations, reduce costs, and minimize their environmental impact.

What You Should Really Know About Artificial Neural Networks

Aali defines artificial neural networks as "a way for machines to learn from data and recognize patterns, much like the way our own brains work." He emphasizes that while they can be prone to biases and errors, with the right oversight, they can be incredibly accurate and reliable.

With their innovative approach, commitment to addressing structural bias, and focus on empowering the mining industry, Scient Analytics is poised to make a lasting impact and redefine the way geological data is analyzed using artificial neural networks. As the demand for data-driven decision-making continues to grow, Scient Analytics is well-positioned to lead the charge towards a more sustainable and efficient mining industry.

The AI–Powered Approach

ZHEN CHEN

ON POWERING AI FOR EMPATHY, HEALTHCARE & HUMAN CONNECTION

CEO
Paperminds

Next AI
2022

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In an era where artificial intelligence (AI) is revolutionizing various industries, Zhen Chen, CEO of Paperminds, is dedicated to enhancing the people's experience across multiple sectors, particularly in healthcare, by leveraging AI to prioritize empathy and genuine human connection.

With a strong background in physical therapy and a passion for understanding the importance of meaningful relationships, Zhen skillfully combines his expertise with AI to create an ecosystem that fosters empathy and understanding, empowering businesses to develop deeper and more meaningful connections with their customers.

The Vision Behind Paperminds

At its core, Paperminds aims to bring empathy to the forefront of every interaction, creating deeper connections between health professionals, patients, and consumers. "The need to be heard and understood is what makes us human, and being able to share our thoughts helps us create deeper and more meaningful relationships with people," says Zhen. By leveraging AI technology, Paperminds enables businesses to develop more holistic customer relationships, providing personalized recommendations and fostering trust.

Creating Empathetic Connections with AI

Initially rooted in healthcare, Paperminds has expanded its focus to transform consumer experiences across various industries. Zhen believes that healthcare's nurturing and empathetic approach should also be applied to other sectors. "By having a holistic understanding of people, businesses can develop more meaningful and deeper relationships with each of their customers to serve them better," he explains.

Enhancing the People Experience

AI's role in healthcare is rapidly evolving, and Zhen sees it as an essential tool for the future. He believes that AI can assist health professionals in providing more effective treatments and reducing barriers to access to care. However, he emphasizes the importance of trust between patients and health professionals. "Patients will only follow treatment if they trust their health professionals. So, it all comes back to building meaningful relationships between health professionals and their patients. If AI can help with that, it might be one of its largest roles in the future of healthcare," says Zhen.
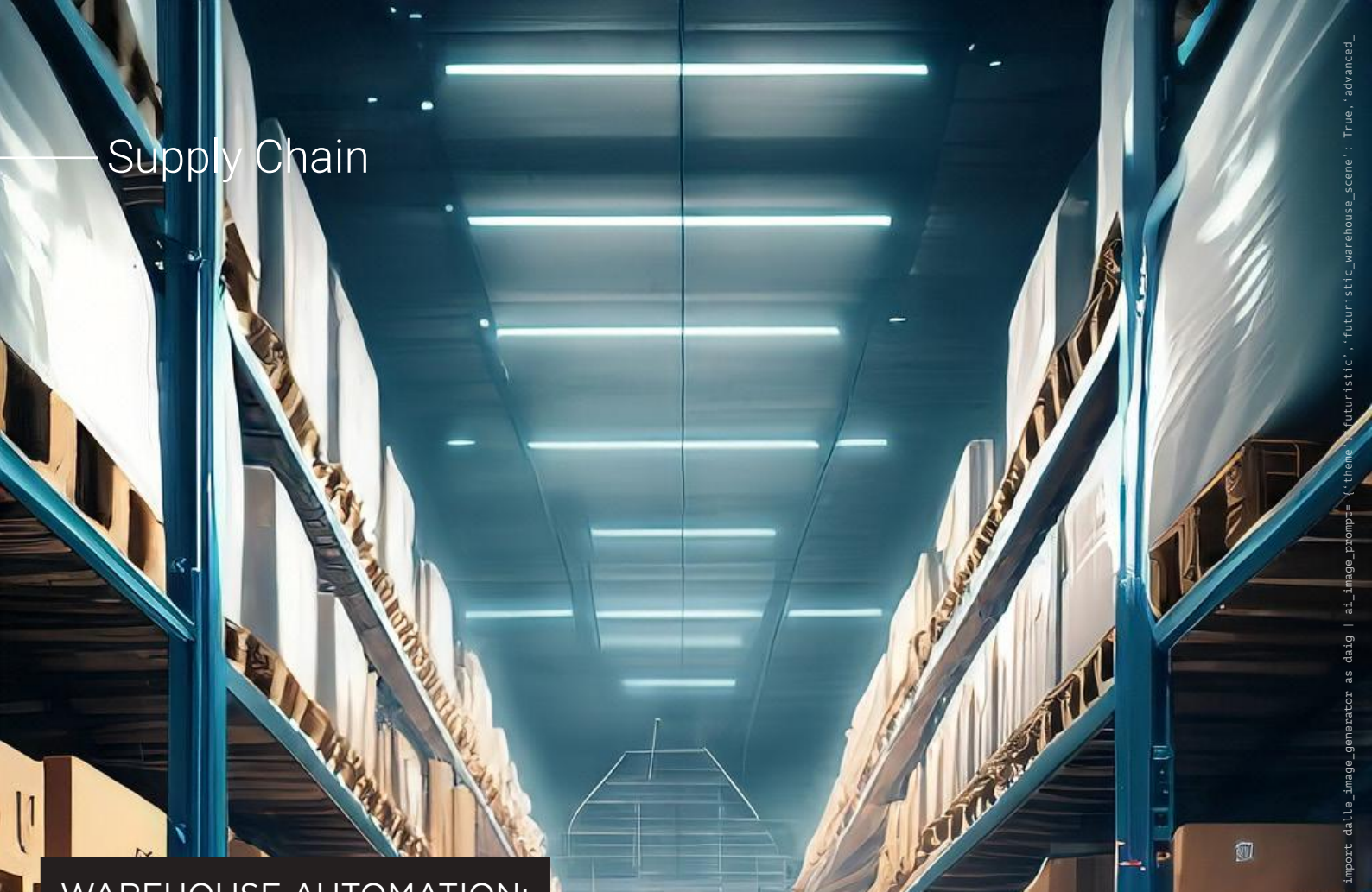
AI's Future in Healthcare

To ensure the accuracy and effectiveness of AI recommendations, Paperminds collaborates with health professionals, clinics, and hospitals, incorporating their guidance to better serve patients. By integrating AI into their operations, Paperminds aspires to make a significant impact on the musculoskeletal pain industry, which affects over 200 million North Americans.

What "Powered by AI" Really Means

For Zhen, "Powered by AI" signifies creating an ecosystem that emphasizes comprehending people's needs and preferences before delivering tailored, data-driven recommendations to enhance their experiences. Beyond Zhen's perspective, "Powered by AI" generally refers to systems, platforms, or processes that harness artificial intelligence technologies like machine learning, natural language processing, and computer vision to optimize and automate various tasks. Staying current on AI developments is crucial, with resources like Lex Fridman's podcast and engaging with the scientific community serving as valuable sources of information.

In conclusion, Zhen Chen's Paperminds is revolutionizing the People's Experience across various industries, proving that empathy and technology can work hand in hand to create meaningful connections and transform lives. By prioritizing empathy and human connection through AI technology, Paperminds is set to enhance and deepen the People Experience, creating meaningful connections that positively impact lives as AI continues to grow and develop.

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WAREHOUSE AUTOMATION:

The Future of Supply Chain

TIMOTHY JOHNSON & MASOUD KALANTARI

ON FLEXIBILITY & HUMAN-MACHINE COLLABORATION

Co-Founders
THE RUBIC TECHNOLOGIES

Next AI
2021

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/TimothyJohnson/
/MasoudKalantari/

As the world becomes increasingly interconnected, the need for efficient warehouse automation systems becomes more pressing. This is especially true in the face of the growing complexities of global supply

The Rubic Technologies, a company that aims to revolutionize case pick automation in warehouses, distribution centres, and manufacturing facilities, and discuss their unique approach to warehouse automation and the future of logistics.

The Rubic Technologies: A Brief History

The Rubic Technologies was founded in 2020 by Masoud Kalantari and Tim, two passionate innovators who left their high-paying jobs during the pandemic to create transformative technology for Alberta. They sought to develop flexible and agnostic robotic solutions that would optimize space utilization, streamline operations, and reduce labour costs. "Our mission is to create plug-and-play robotic systems that minimize touch points and decision-making steps in automation," Kalantari said. "We aim to transform the industry and seamlessly integrate into our customers' ongoing operations."

A Standout in AMR Shuttle Systems

Kalantari emphasized the company's innovative approach. The Rubic Technologies started with a vision and developed something groundbreaking from scratch, which includes 20,000 components, a 400-page patent, and 12 original inventions. "We went above and beyond, completely changing the recipe itself to produce a truly innovative and unique solution that is unparalleled in the world of robotics," he said. "We noticed a shift in the market around keywords like 'Mobile,' 'Agnostic' and 'Flexible', and Freedom Pick finally provides the industry true freedom in automating their operations."

"Our mission is to create plug-and-play robotic systems that minimize touch points and decision-making steps in automation"

AI Warehouse Automation & Supply Chain Management

According to Kalantari, AI will play an increasingly critical role in warehouse automation and supply chain management. As machine vision improves, robots will work more safely and closely with human workers, allowing for efficient collaboration. Additionally, advancements in manipulators and control systems will expand the range of tasks that robots can perform, making them more versatile and valuable to the industry. "In the long term, large language models will even make it possible for humans to instruct robots using plain everyday language, opening up new possibilities for human-machine collaboration in the supply chain management sector and making Freedom Pick even more flexible," he added.

Staying Ahead in Robotics & AI

To remain at the forefront of robotics and AI advancements, The Rubic Technologies actively engages in research and development activities, participates in industry events, and fosters collaborations with industry partners. By cultivating a culture of innovation and inspiring employees to pursue novel ideas, the company is able to consistently deliver state-of-the-art solutions and maintain its leadership position in the industry.

Challenges in Development & Implementation

The Rubic Technologies faced numerous challenges during the development and implementation of Freedom Pick, including financial challenges, supply chain disruptions caused by the COVID-19 pandemic, and the need to design a product that meets market needs and requirements. To overcome these challenges, the company remained committed to the project's progress and maintained open lines of communication with customers. By conducting frequent interviews and refining the robotic design, The Rubic was able to develop a customer-centric, KPI-oriented solution.

What You Should Really Know About Supply Chain

Kalantari emphasized the complexity of supply chains and the importance of understanding the various components involved in the process. "Supply chain is the world's largest industrial eco-system that involves every continent, every person, and most valuable resource to many, time," he said. The Rubic Technologies' mission is to provide a plug-and-play solution with the lowest downtime and disruption to this fast-paced industry.

Upcoming Milestones

The Rubic Technologies is currently making waves in the industry. The company has been nominated for an innovation award at the Alberta Tech Symposium, with the awards ceremony scheduled for the end of April. Furthermore, they are planning to begin funding for their seed round in early May.

As The Rubic Technologies continues to develop groundbreaking robotic solutions for warehouse automation, they will undoubtedly play a significant role in shaping the future of logistics. By prioritizing flexibility, agnostic systems, and human-machine collaboration, the company is poised to revolutionize the way goods are moved around the world, making supply chains more efficient and responsive to the ever-evolving global market.

CONVERSATIONS WITH LEADERSHIP VOLUNTEERS: Q&A WITH

Harley Finkelstein

HARLEY FINKELSTEIN ON LEADERSHIP, ENTREPRENEURSHIP, & TECHNOLOGY.

PRESIDENT, SHOPIFY

Harley Finkelstein, a prominent Canadian businessperson, entrepreneur, and President of Shopify, also serves as a CBC board member and advisor to OMERS Ventures and Felicis Ventures, and participates as a Dragon on CBC Dragons' Den, Next Gen Den. In this insightful Q&A, we explore Finkelstein's leadership journey, technology's impact on entrepreneurship, and work-life harmony. Harley discusses the NEXT IPO program, which supports Canadian businesses going public, his entrepreneurial background that fostered his resilient leadership, Shopify's elimination of standing meetings, and technology's role in promoting a more equitable society. He also highlights Commerce Components as an exciting Shopify innovation and shares his approach to work-life harmony and personal interests.

WHAT INSPIRED THE NEXT IPO PROGRAM & ITS OBJECTIVES?

HF: There are not enough Canadian programs available that help businesses through the IPO process. NEXT supports our nation's most promising high-impact founders. Our executive sponsors have extensive networks and will engage some of the world's most outstanding business leaders to help this select group of Canadian entrepreneurs.

I've been at Shopify for a third of my life - from when it was a small startup to our decision to go public in 2015. Through NEXT, I can share my knowledge and advice for entrepreneurs at every stage of company building - whether it's the early days or final moments of the IPO roadshow.

HOW HAS THE TECH SECTOR'S CHALLENGES MADE YOU A MORE RESILIENT LEADER?

HF: It certainly has. I have always believed that the hard times, not the good times, that show a company's true colours. More than ever, the last year has reinforced that I will always be a leader who "grabs their surfboard" when the waves come and jump in. I've been an entrepreneur my entire life. Entrepreneurs are fundamentally problem solvers - this mindset has made me a more resilient leader in all areas of my life, from my little tea company, Firebelly Tea, to my role as the President of Shopify

WHAT IMPACT HAS ELIMINATING STANDING MEETINGS HAD AT SHOPIFY?

HF: At Shopify, supporting entrepreneurship is at the heart of everything we do, so we encourage our teams to continually embody the entrepreneurial ethos of thriving on change. We began 2023 by introducing changes to reimagine how we can make the biggest impact on our mission of making commerce better for everyone. Uninterrupted time is the most precious resource of a craftsperson, and we are giving our people a "no judgment zone" to subtract, reject meetings, and focus on what is most valuable. Shopify is building a 100-year company that requires us to focus on what really matters: being merchant-obsessed builders and crafters. Over the years, we've seen excess meetings creep back into our day-to-day. We deleted 12,000 calendar series and events, many of which are recurring and all of which had multiple attendees. If netted out across the year, this results in over 322,000 hours – for context, that's 36 years of meetings. This frees up loads of time for people to actually get work done. The intentional chaos is supported. It's a feature, not a bug. And it's part of working and thriving at Shopify.

HOW CAN TECHNOLOGY HELP CREATE A MORE EQUITABLE SOCIETY?

HF: I certainly believe that we are, at Shopify, on the right path to creating a more equitable society. We solved a real problem: lowering the barrier to entrepreneurship. The companies that launched on Shopify have become the leading brands of our time. It's always been challenging to turn your idea into a business. You can have a great idea in the shower and have a website up and running within 24 hours. Everything we have done has been democratizing entrepreneurship and improving commerce for everyone.

WHAT RISING SHOPIFY INNOVATION EXCITES YOU THE MOST?

HF: We prefer to avoid picking favourites from within our ecosystem, as we firmly believe that different products work best for different types of merchants. Inside Shopify, though, Commerce Components is going to be huge. For nearly two decades, we've shaped the future of commerce. We're applying that to our next frontier of innovation: enterprise. Commerce Components is Shopify's new modern, composable stack that gives enterprise retailers the choice and flexibility to integrate and innovate without restrictions. Today, an enterprise needs speed, flexibility, and extensibility. By opening our infrastructure, enterprises don't have to worry about building critical foundations that Shopify has already perfected. Instead, they can focus on building dynamic and differentiated customer experiences with composable components that integrate seamlessly with existing services. It's like we're giving brands an F1 engine, and letting them customize the exterior - and I'm pretty excited about it.

HOW DO YOU ACHIEVE WORK-LIFE HARMONY AND WHAT ACTIVITIES DO YOU

HF: The past couple of years has challenged all of us. For business leaders and entrepreneurs, challenges have forced us to get creative about prioritizing our mental health and how we help our colleagues do the same.

The notion of work-life balance is now antiquated. We are now moving toward work-life harmony, which helps all aspects of life to co-exist. Working on your family relationships is important, just like you do in business. I want to be the best father and husband I can be, and that takes work, so I practice ruthless prioritization to manage my energy - everything from thinking time to meals to my morning walk. This allows me to reduce the time I spend thinking about things that aren't important, so I can focus on what is essential. I also believe in being active - I love skiing, mountain biking, yoga, and playing tennis.

Revolutionizing E-commerce with
Machine Learning Technology

ATHIYA RASTOGI

ON MACHINE LEARNING, E-COMMERCE & EMPOWERING RETAILERS WITH AI

Co-Founder & Data Scientist
SnapWrite AI

Next 36
2022

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/AthiyaRastogi/

A University of Toronto graduate with a background in statistics, quantitative finance, and machine learning, has made waves in the e-commerce industry as the co-founder & data scientist at SnapWrite

A proud alumnus of the Next 36 program and having founded CounterPoint, the first UTSC business magazine, Rastogi's groundbreaking venture leverages machine learning to revolutionize product description generation and management, helping online retailers automate product feeds, optimize search and recommendations, and streamline reselling. Rastogi, who has previously worked as a data scientist with brands like Unilever, Abnormal Beauty Company, and Mars, shares her insights on machine learning, the

Machine Learning at the Heart of SnapWrite AI

Rastogi explains how machine learning is integrated into SnapWrite AI's core technology: "Our machine learning algorithms are trained on a large dataset of images and corresponding keywords representing a diverse range of products, styles, and brands." This innovative approach automates the product description creation process, saving time for merchandising teams and allowing them to focus on bringing products to market faster and more efficiently.

The Future of Machine Learning in the E-commerce Industry

Discussing the role of machine learning in e-commerce, Rastogi envisions a revolutionary shift: "eCommerce industry is about to see a revolutionary shift where small businesses will fully adopt technology and will have the opportunity to integrate artificial intelligence into their flows because of lower costs." She believes machine learning will drive personalization, supply chain optimization, and improved inventory management, ultimately reducing waste and minimizing costs for e-commerce companies.

Staying Ahead with the Latest Technology

Rastogi emphasizes the importance of maintaining a close relationship with customers and subject matter experts to ensure SnapWrite AI's algorithms stay up-to-date. She also highlights the solid technical background of the founding team, which possesses expertise in data science, software engineering, and computer vision. As SnapWrite AI expands, Rastogi plans to focus on enhancing the user interface and recruiting innovative thinkers as team members.

"Our machine learning algorithms have helped resell over 10,000 items in the last 6 months, saving them from landfills."

Triumphing Over Challenges and Celebrating Success

In the last six months, SnapWrite AI's biggest challenge has been meeting the growing demand from various e-commerce segments. The company has automated internal processes and expanded its team to tackle this. With SnapWrite AI's help, resellers and merchandisers have seen their product documentation process speed up by up to 10 times and have experienced improved search functionality and product recommendations on their websites.

What Everyone Should Know About Machine Learning

Rastogi defines machine learning as "a computer technology that allows machines to learn patterns and make predictions." She explains that machine learning can help e-commerce brands enhance customer experience, make informed decisions, and gain a competitive edge. For the average person, machine learning can simplify life by providing everyday predictions.

As SnapWrite AI continues to harness the potential of machine learning, the e-commerce industry is set for remarkable advancements in personalization, supply chain optimization, and overall efficiency.

UNLOCKING THE POWER OF DATA

Revolutionizing HR With AI

**PAPE WADE &
AMANDA ARCIERO**

**ON INTERGRATING DATA
MINING, AI AND HR**

Co-Founders
Airudi

Next AI
2020

Linkedin.com/in
**/PapeWade/
/AmandaArciero/**

Airudi, a trailblazing HR tech company based in Canada, is transforming the human resources industry by integrating data mining and AI. Co-founders Pape Wade and Amanda Arciero, have developed AI-driven HR solutions emphasizing diversity, equity, and inclusion (DEI) while ensuring the ethical use of sensitive data.

Using its innovative platform, Airudi is enhancing HR processes and contributing to the larger conversation around ethical AI and responsible data mining practices in the

The Driving Force Behind Airudi's Functionality

Data mining plays a crucial role in Airudi's ability to offer valuable insights and recommendations to its users. The platform can provide various recommendations by analyzing large datasets using statistical and machine learning techniques, such as optimal staffing deployment, skillset combinations for productivity, and best practices for HR matters. The Co-Founders elaborated on the significance of data mining in Airudi's functionality, stating, "Depending on our line of products, we can provide several types of recommendations to our users. What is the staffing deployment and combination of skillsets to ensure productivity? What are the best practices and measures to apply for an HR matter? Finally, we can also provide AI analytics and predict some tendencies."

Promoting DEI & Avoiding Algorithmic Biases

The Co-Founders delved into Airudi's approach to addressing DEI and sidestepping algorithm biases, explaining, "When training our algorithms, we use techniques enabling us to prevent any introduction of biases and mitigate this risk. We use anonymized data and diversified data sets, regularly evaluate our algorithms to identify biases during the training process, monitor biases, and involve diverse teams in the development process, to ensure a variety of perspectives."

import dalle_image_generator as daig | ai_image_prompt= {'theme':'futuristic','mining_site':True,'advanced_technol-

The Importance of Ethical Data Usage

Airudi is committed to the ethical use of sensitive and private user data. The Co-Founders emphasized: "Depending on our product line, we use historical data for training and real-time production data. Combined with our close monitoring and feedback loop from users during the training phase before product deployment, we can provide insights and recommendations regarding the best preventive measures to apply in a specific context."

Ethical AI & Responsible Data Mining

As Airudi continues to refine its platform, the company aims to contribute to the larger conversation around ethical AI and responsible data mining practices in the HR industry. The Co-Founders shared Airudi's commitment to these principles, stating, "Airudi can contribute to the larger conversation around ethical AI and responsible data mining practices in the HR industry by providing transparency, fairness, privacy, accountability, and continuous improvement in various HR processes."

Real-World Impact: Saving Time & Money

Airudi's platform has already demonstrated its ability to save clients time and money. The Co-Founders mentioned an example involving a customer in the trucking industry. Airudi's algorithms saved the company $600,000 a year by predicting the optimal number of staff needed for loading and unloading tasks based on weather and delivery history data. This saved the client money and provided employees with more predictable schedules.

What You Should Really Know About Data Mining

The Co-Founders defined data mining, emphasizing its importance: "Data mining is the process of discovering patterns and insights from large datasets using statistical and machine learning techniques. Data mining requires a significant amount of data and relies on machine learning algorithms to analyze and extract useful information from the data. However, it is important to remember that data mining should not replace human expertise and raises privacy concerns that must be addressed responsibly."

Global Ambitions & Future Growth

The Co-Founders shared Airudi's aspirations for global expansion: "We don't want to limit ourselves to Quebec. We want to shine all over the world." In 2023, Airudi plans to open new offices in Dakar, Senegal, with support from Investissement Québec. This move will give the company access to a young and dynamic workforce, which they believe could be an "extraordinary" growth lever.

Airudi's ultimate goal is to become the leading firm in HR tech, and the company is poised for rapid growth in the coming years. With its innovative platform, commitment to ethical AI and data mining practices, and the experience of its co-founders, Airudi is well-equipped to revolutionize the human resources industry and make a lasting impact on how organizations manage their most valuable asset: their people.

Art,
Meet Robotics.

CHLOË RYAN

ON ROBOTIC ART CREATION, COLLABORATION AUTHENTICITY, & INDUSTRY INNOVATION.

CEO & Founders
Acrylic Robotics

Next 36, Next AI
2021, 2022

Linkedin.com/in
/ChloëRyan/

When you think of robotics, art is likely not the first thing that comes to mind. But Chloë Ryan, founder of Acrylic Robotics, is determined to change that perception.

Founder and CEO of Acrylic Robotics and a mechanical engineering student at McGill University, Ryan has always been passionate about robotics and art. Her venture, Acrylic Robotics, combines these two seemingly disparate worlds by utilizing robotic technology to replicate artists' brushstrokes, creating unique, high-quality paintings at a fraction of the traditional cost.

The Intersection of Art and Robotic Technology

Ryan is an artist turned engineer who has always been fascinated by the intersection of art and technology. Her inspiration for Acrylic came from her work as a freelance artist: she recalls working for weeks on individual pieces that could then be sold only to single buyers. "It meant making only a few dollars an hour," she says. "That's fine if art is your hobby, but you can't make a decent living like that."

After a few years of studying mechanical engineering, she realized that perhaps precision robotics could offer a scalable production method for painted artwork, unlocking financial growth for independent artists and making art more affordable and accessible for art lovers and consumers.

"If you think about it, almost all other types of artists—musicians, film directors, writers—have long had ways to reach mass audiences, but visual artists are still making pieces that can be purchased by only one buyer," says Ryan. "We have technology to record and distribute other art forms at scale. So I thought, why not do this for visual art as well?"

Teaching Robots to Master the Artist's Touch

But teaching a robot to paint has been no easy feat, says Benjamin Dowden, head of engineering at Acrylic. "Even a tiny shift in pressure or pose can cause the resulting piece to look nothing like the original." In addition to this technical challenge, the process requires a deep understanding of an artist's style and techniques. "Our technology analyzes the artist's brushstrokes, colour palettes and artistic preferences, capturing millions of data points per piece," Ryan explains. "And our robots are programmed using proprietary, high-precision control systems and machine learning algorithms. This means they can replicate the artist's brushstrokes on canvas while rendering their overall style accurately and bringing their vision to life." This approach—painting each stroke exactly as the artist did, using real paint on canvas—allows Acrylic to produce collections of high-quality artworks that accurately mix pigments to get colour and shading just right while also capturing elusive elements like depth, translucence and intentionality. This represents an immense leap in quality from a flat, pixel-based photo print.

But What Do Artists Think?

As you might expect, some artists are embracing the technology while others feel more cautious about its potential impact on a traditional art form. However, based on the views she has gathered from speaking with hundreds of artists, Ryan believes that ultimately, her technology will invigorate the industry by making art more accessible, engaging and immersive for all. "We're providing artists with a new way to generate orders of magnitude more income," she says. "At the same time, we're giving the public what they want: high-quality works of art made with real paint and materials at a more affordable price point." She has noticed growing enthusiasm for Acrylic's mission as improvements to its technology have made it easier for artists to adopt. The company is also getting artists onside because generative art platforms have recently entered the public domain without giving artists royalties or asking for consent to use their work. Acrylic now has a robust waitlist, has partnered with major artists, and will be launching its initial collections this year.

Key Values: Ethics & Authenticity

"The artists we collaborate with have complete creative control over their work," says Ryan. "We use robotic technology to assist in the creative process rather than replace the artist." The idea is to ensure that artists can retain their unique visions and styles while embracing the advantages of robotics.

Democratizing The Art Industry With Robotics & Machine Learning

Ultimately, Ryan's vision for Acrylic is to be a leading force in the art industry and push the boundaries of what's possible. Kyle Suri, the company's chief operating officer, is exploring the opportunities and says there are several on the horizon.

Initially, says Suri, this will look like expanding to incorporate new media (such as new materials and brush tools) in order to increase the complexity of the pieces that artists can create. After that, the focus will be on expanding the company's target markets—think hotel chains that need to furnish hundreds of rooms with similar pieces—and seeking partnerships with major online sales platforms and galleries.
Last but not least, Acrylic will look to develop software that enables non-artists to create their own pieces using generative AI.

What You Need To Know About Robotics

While robots can accomplish astounding feats, and their capabilities continue to grow, they can still struggle with tasks that would be elementary for a human. "Something as simple as picking up a paintbrush can represent a huge challenge for a robot", Chloë reveals. "Robots are hard to teach, and their strengths are often counterintuitive: they're bad at what people are good at, and vice versa."

Building A Better World

Ryan has been developing Acrylic's technology since early 2020, and has never wavered from her mission to create a world with more art everywhere. One collection at a time, she aims to expand the "middle class" of art—and with it, its potential to benefit society at large.

"We live in increasingly polarized times where people seem to find it more and more difficult to co-exist peacefully, " says Ryan. "Art can be a powerful antidote to these dynamics. It can help people express themselves, process emotions and see different perspectives. It can make a statement, change an opinion and translate experiences across eras and places. It serves as a repository of memory and culture. Why shouldn't we all have access to creating it and enjoying it?"

In an era of rapidly changing technology, ventures like Acrylic Robotics are a testament to the power of innovation and human ingenuity. Ryan and her team are paving the way for a new generation of artists and art enthusiasts, blending creativity and technology to craft a harmonious future where art and robotics coexist.

Unleash The Power Of Blockchain & Web3 Technologies To Revolutionize Your Business

The convergence of technological advancements has the potential to bring about significant changes in society, technology and the economy. Investing in these innovations, businesses, and the entrepreneurs behind them can foster a competitive innovation ecosystem critical

ABHISHEK SINHA ON BLOCKCHAIN, WEB3, DECENTRALIZATION, & REGULATORY CHALLENGES

PARTNER, EY

Blockchain, 5G, metaverse and Web3 are all unique advancements, but they should not be addressed in silos. Each will complement and ultimately converge to drive substantial change. Two quickly evolving streams are blockchain and the evolution of Web3.

The power of blockchain to deliver more efficient, transparent business models

Blockchain is among the most exciting, yet polarizing topics in the emerging technologies spectrum. Regardless of your position, business models can become more efficient in fulfilling their value proposition when re-framed through the power of blockchain. Whether through tokenization, smart contracts or decentralization, enterprise blockchain solutions have truly disruptive capabilities that can help to reimagine almost every entrenched business model in a completely new way.

The first blockchain use case was a cryptocurrency, Bitcoin. The evolution of Bitcoin from an anarchist revolt born in the ashes of the 2007-08 financial crisis to be the preferred currency for illicit transactions to now being a legitimate asset class sitting on the balance sheets of blue-chip companies is a phenomenal story. Along the way, it has spawned many innovations, including security tokens, other crypto coins, utility tokens and stablecoins — each aiming to radically redefine the problem statement and deliver solutions to our economic framework.

More broadly, enterprise blockchain solutions are helping to address some of the most complex issues facing society. Recent examples include a beer company enhancing the transparency of their supply chains by demonstrating where and how quality ingredients are ethically sourced; or the International Fund for Agricultural Development minimizing poverty and hunger by tracing data to reduce waste by making production more efficient.

The opportunities are endless when it comes to applying blockchain technology to solve real-world challenges where a network of participants needs to work together to achieve a set of outcomes. From a Canadian perspective, opportunities exist in the enterprise blockchain space and the crypto world. But, as with other emerging technologies and business models, there are a few challenges to overcome.

Firstly, we need to address the complexity of the technology. While crypto has been running fast, quickly capturing people's imaginations, few truly understand what it is and how it works. In its simplest form, we must consider enterprise blockchain as an infrastructure layer on top of which we build business applications. Just like how the internet is invisible — which most people will struggle to explain the technical underpinnings of — blockchain is also invisible, and the emphasis must be to build compelling business models that focus on jobs to be done. The second key element is regulation. We need regulatory action to provide a compliant, risk-managed space for innovators.

Harnessing the intersection between blockchain and Web3

A powerful mix of innovative technologies — such as machine learning, big data, AI, IoT and (you guessed it) blockchain — are converging to give birth to a new iteration of the internet, known as Web3, which promises to decentralize and disintermediate the current Web2 internet. In turn, Web3 will make creating a shared, persistent and three-dimensional virtual world for users easier. What's blockchain's role in all of this? It's the basis for Web3. Blockchain builds the infrastructure of Web3 by allowing organizations to decentralize Web2 services.

Web3 can potentially make the internet more efficient, intelligent and immersive. It can also offer new and innovative business and operating models that nearly any industry can use.

But similar challenges regarding education and regulation will need to be addressed to reach its full potential. Laws must be updated to recognize smart contracts and tokenization as accurate and valid business constructs. To make this a reality, lawmakers must work alongside businesses and technology leaders to learn about these new technology developments and the impact they can bring to Canadians. We'll need collaboration between all stakeholders to ensure Canada is an innovation leader worldwide. We will only be able to harness the full potential of Web3 once these significant barriers are overcome.

Companies shouldn't wait for all this to come to fruition. This kind of activity will be commonplace, and the time is now to embrace it, understand the fundamentals and make sense of the implications of living and transacting in this new and exciting space. The time to develop new value propositions and identify unserved or underserved market segments is now. Could you take advantage of it?

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working world

OPPORTUNITY FOR NEXT CANADA ALUM TO JOIN LEADERSHIP TEAMS OF EARLY-STAGE GENERATIVE AI COMPANIES

In 1950, Alan Turing proposed an "imitation game" as the ultimate test of whether a machine was intelligent: Could a machine imitate a human so well that its responses to questions are indistinguishable from those of a human?

Seventy two years later,

On November 30 2022, the race to create human-like intelligence in machines switched into high gear when OpenAI released ChatGPT. Today, the underlying technology, large language models, is the basis for a flourishing of new business opportunities.

If you would like to join one of the leadership teams of seed-funded, early-stage generative AI companies on either the business or technical side, then please contact Professor Ajay Agrawal.

CONTACT PROFESSOR AJAY AGRAWAL TO PARTICIPATE TODAY

PROFESSOR OF ENTREPRENEURSHIP, UNIVERSITY OF TORONTO.
CO-FOUNDER, NEXT CANADA

The Intersection of Architecture & AI

PATRICK MURPHY

ON MACHINE LEARNING, E-COMMERCE & EMPOWERING RETAILERS WITH AI

CEO
MAKET

Next AI
2021

Linkedin.com/in
/PatrickMurphy/

Patrick Murphy, CEO of Maket, is revolutionizing the architectural industry through the integration of generative AI into the early-stage planning process.

An alumnus of Next AI's 2021 program, Murphy is pushing the boundaries of architectural design with a cutting-edge platform that streamlines schematic design, expands creative exploration, and simplifies regulatory compliance.

Revolutionizing the Architectural Industry with AI

Maket leverages generative AI to empower architects, designers, builders, contractors, and developers with tools for automated floorplan generation, style exploration, and design customization. "Our Plan Generator uses AI algorithms to instantly create customized floorplans based on user-defined design requirements, allowing for greater creativity and efficiency in the design process," said Murphy.

Speeding Up the Design Process

According to Murphy, Maket's use of generative AI has had a transformative impact on the architectural industry. "Our generative AI enables the rapid creation of architectural floorplans, reducing the time traditionally spent on schematic designs. Architects and designers can generate hundreds of design variations in minutes, streamlining the early-stage planning process," he explained.

Tailoring AI for the AEC Sector

One of the major challenges in implementing generative AI technology in the architectural industry has been adapting generative models to the unique needs of the architecture, engineering, and construction (AEC) sector. Murphy and his team have overcome this challenge by investing heavily in research and development, creating and refining AI models specifically designed for the AEC sector.

Generative AI represents a paradigm shift that will accelerate creativity, reshape the future of work, drive innovation in key sectors, & transform education.

Triumphing Over Challenges and Celebrating Success

In the last six months, SnapWrite AI's biggest challenge has been meeting the growing demand from various e-commerce segments. The company has automated internal processes and expanded its team to tackle this. With SnapWrite AI's help, resellers and merchandisers have seen their product documentation process speed up by up to 10 times and have experienced improved search functionality and product recommendations on their websites.

What Everyone Should Know About Machine Learning

Rastogi defines machine learning as "a computer technology that allows machines to learn patterns and make predictions." She explains that machine learning can help e-commerce brands enhance customer experience, make informed decisions, and gain a competitive edge. For the average person, machine learning can simplify life by providing everyday predictions.

As SnapWrite AI continues to harness the potential of machine learning, the e-commerce industry is set for remarkable advancements in personalization, supply chain optimization, and overall efficiency.

In The Age of 5G:
Security & Protection

HASEEB AWAN

ON 5G, PRIVACY PROTECTION, SECURE COMMUNICATION & NETWORK SOLUTIONS

CEO & Founder
Efani Secure Mobile

Next Founders
2015

Linkedin.com/in
/HaseebAwan/

As 5G technology continues to reshape the telecommunications landscape, concerns about security and privacy are becoming increasingly important.

Haseeb Awan, Founder and CEO of Efani Secure Mobile, and a Next Founders 2015 alumni, shares his insights on the impact of 5G technology on the industry and how his company is working

Understanding 5G Technology & Its Impact

Haseeb Awan defines 5G as "the fifth generation of mobile network technology, which promises to deliver faster data speeds, lower latency, and increased network capacity compared to previous generations of cellular technology." The significant improvements offered by 5G technology are expected to revolutionize various industries, including healthcare, finance, and entertainment.

Efani's Role in the 5G Revolution

Awan believes that Efani can contribute to the 5G revolution by "providing private 5G network solutions to offer better coverage and security." Private 5G networks are popular in industries such as healthcare and finance because they provide increased security and privacy compared to public networks.

Protecting User Privacy in the Age of 5G

According to Awan, protecting user privacy in the context of increased data collection and transmission resulting from 5G technology requires a comprehensive approach. He suggests strategies such as "network segmentation, user authentication, end-to-end encryption, data minimization, regular security audits, and compliance with regulations."

Opportunities for Efani in the 5G Space

The rapid growth of 5G technology presents various opportunities for Efani. Awan highlights the increased demand for secure communication, new revenue streams, stronger customer relationships, differentiation from competitors, and opportunities for innovation as some of the ways Efani can benefit from the 5G revolution.

Technical Solutions for Privacy Protection

Awan suggests employing various technical solutions to protect user privacy in the 5G era. These include "strong

encryption, network slicing, user consent, anonymization, data minimization, transparency, and regulatory compliance." Users are also advised to switch to a carrier that doesn't sell their sensitive information, such as Efani.

5G & The Previous Generations

When asked about the key differences between 5G technology and previous generations, Awan emphasizes the "faster speeds, lower latency, increased network capacity, network slicing, and improved energy efficiency" offered by 5G technology.

What You Should Really Know About 5G

Awan believes that everyone should be aware of the "faster data speeds, lower latency, increased network capacity, new use cases, infrastructure upgrades, security concerns, and rollout timeline" associated with 5G technology. As the rollout of 5G networks continues, Awan and Efani are committed to ensuring that user privacy and security remain top priorities in the ever-evolving telecommunications landscape.

As the world moves towards the widespread adoption of 5G, understanding the technology's implications and potential applications is vital for businesses and individuals. By following Haseeb's advice and embracing secure communication solutions like Efani, users can confidently navigate the 5G era.

Going Viral:
Redefining Content Distribu

**AKSHAY MAHARAJ
& GARNET DELSEY**

**ON GOING VIRAL & AMPLIFYING
CONTENT'S VISIBILITY INTERNATIONALLY**

Co-Founders
AVIEW

Next 36
2022

Linkedin.com/in
**/AkshayMaharaj/
/GarnetDelsey/**

In a world where social media dominates and content creators continuously seek new ways to expand their reach, Aview has found a way to help creators go viral on a global

The Next 36 alumni have developed a startup dedicated to helping creators monetize their international fan base, offering valuable insights into the strategies and technology behind Aview's impressive success.

Tailoring Services for Each Creator
To help creators achieve virality, Aview offers a variety of tools, such as voice-over dubbing, translations, transcriptions, international brand deals, and content distribution.

"Given the vast difference in size, scale, and content produced by influencers, Aview works closely with each creator to develop a personalized international expansion plan," Maharaj explains.

Leveraging AI and Emerging Technologies
Maharaj and Delsey emphasize the crucial role of technology in Aview's success, particularly artificial intelligence (AI). "Being a tech-driven company, we are developing tools that allow content creators to expand into new international regions effortlessly," says

ution

Maharaj. "It's important now more than ever to be aware of the developments in tech and understand how to leverage emerging technology to our advantage."

The Future of Going Viral: An International Lens

As for the future of going viral, Delsey believes the focus will shift from domestic and local markets to an international lens. "Our goal is to make the content as widespread as possible, opening up as many new avenues for content creators to 'go viral' in," he says.

What "Going Viral" Really Means

"Going Viral" refers to the phenomenon where a piece of content, such as a video, image, or article, gains rapid and widespread attention across the internet. This content quickly spreads through social media platforms, reaching a large number of people in a short amount of time. Virality can be influenced by various factors, such as relatability, humor, or emotion, and it often leads to heightened visibility for the creator or subject of the content. However, the nature of virality can be unpredictable and fleeting, with attention quickly shifting to the next trending topic.

International Expansion

Through Aview's innovative approach and commitment to staying at the forefront of technology, the company is well-positioned to help content creators navigate the ever-evolving world of going viral. With a strong focus on international expansion, Aview is set to redefine what it means to go viral in the digital age.

Viral Facts

OFTEN SHORT-LIVED:
Viral content typically has a short life span, with attention quickly shifting to the next viral sensation.

CONTEXT-BASED:
Going viral can mean going viral in your hometown or globally. It has different levels, but given Aview's clients, it is about international reach.

DIFFICULT TO PREDICT:
The factors that make content go viral can be hard to replicate consistently. Even in understanding the platform's algorithm, it is hard to maintain going viral for consecutive videos.

DOUBLE-EDGED SWORD:
Achieving virality can expose creators to potential criticism & negative attention. Being prepared for both the positive and adverse outcomes associated with widespread visibility is essential.

KEEPING AHEAD OF TECHNOLOGY

Alumni Resources

In the rapidly evolving landscape of technology, staying informed is pivotal to fostering innovation and driving business growth. The NEXT Canada alumni featured in this edition of GRIT, navigating this digital revolution, rely on a diverse array of resources ranging from time-honoured books like "How to Build a Goddamn Empire" and "Principles" to cutting-edge podcasts like "The Knowledge Project." They understand the necessity of social connectivity, the value of established thought leaders, and the power of regularly updated digital content.

These entrepreneurs tap into industry-specific podcasts, specialized online resources, and insightful books to keep their businesses at the forefront of technology. Their choices mirror their individual business needs and signify a broader shift towards a more interconnected and digitally-savvy entrepreneurial landscape.

Paperminds | Next AI, 2022

Zhen Chen, CEO of Paperminds listens to conversations about science, technology, history, philosophy & the nature of intelligence, consciousness, love, and power from the Lex Fridman, an AI researcher at MIT & beyond.

Lex Fridman Podcast
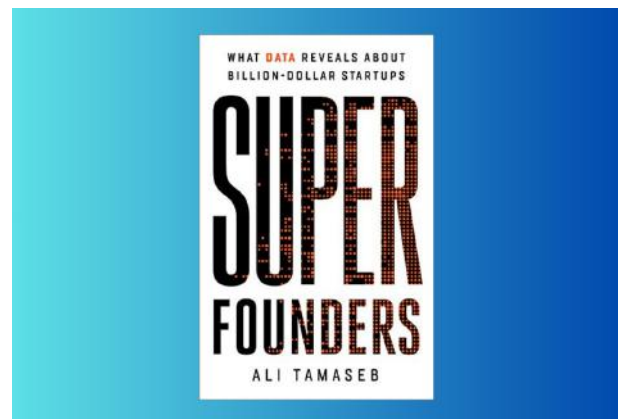
FLUIDEFI | Next AI, 2022

Lisa Loud, CEO & Co-Founder of FLUIDEFI reads Ali Tamaseb's Super Founders. It uses a data-driven approach to understand what really differentiates billion-dollar startups from the rest—revealing that nearly everything we thought was true about them is false!

SuperFounders

The Rubic Technologies | Next AI, 2021

Timothy Johnson, CTO & Masoud Kalantari, CEO of The Rubic Technologies are listening to news and views on current and future trends in robot technology and artificial intelligence from the Robohub Podcast..

Robohub Podcast ────────
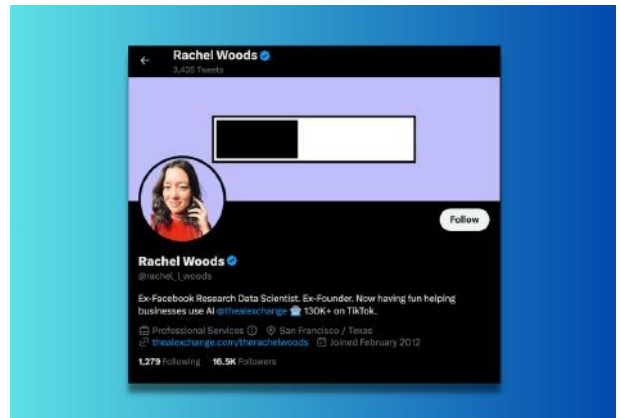
Maket | Next AI, 2021

Patrick Murphy, CEO f Maket follows Rachel Woods, an emerging voice on applying AI in practical & useful business applications. Her expertise spans across large scale ML systems from her time at Meta, to applying AI in the most niche of spaces.

Rachel Woods on Twitter ────────
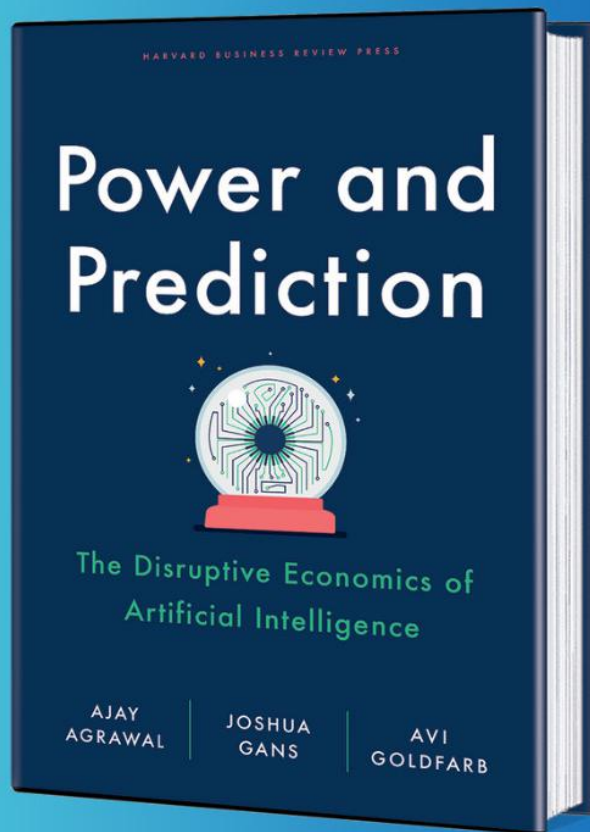
Power and Prediction

Co-Authored by Professor Ajay Agrawal, NEXT Canada Co-Founder

NEXT Canada CEO, Kyle Winters is reading Power and Prediction, the must-read guide for any business leader or policymaker on how to make the coming AI disruptions work for you rather than against you.

Power and Prediction examines the most basic unit of analysis: the decision. The authors explain that the two key decision-making ingredients are prediction and judgment, and we perform both together in our minds, often without realizing it. The rise of AI is shifting prediction from humans to machines, relieving people from this cognitive load while increasing the speed and accuracy of decisions.

- Named one of the 10 Best Business Books of 2022 by Forbes

- A Toronto Star Bestseller

"This jauntily written and thought-provoking book sketches out how this new economic revolution might unfold."

— Financial Times

Snapwrite AI | Next 36 2022

Athiya Rastogi, Co-founder of Snapwrite suggests "How to Build a Goddamn Empire," a candid and humorous guide by Ali Kriegsman that shares her real-world experiences & hard-earned wisdom in transforming an idea into a category-disrupting national brand.

How to Build a Goddamn Empire

Scient Analytics | Next Founders 2015

Masoud Aali, CEO & Co-Founder of Scient Analytics keeps up with this podcast about innovators, entrepreneurs, idealists and their stories about the movements they built.

How I Built This

Fluidefi | Next AI, 2022

Bill Decker and Denise Kohnke, two very different consultants who entertain as they teach the secrets of business and marketing success in The Lemonade Stand.

Lemonade Stand
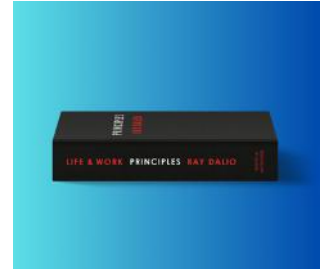
Snapwrite AI | Next 36 2022

Learn from a man who has been called both "the Steve Jobs of investing" & "the philosopher king of the financial universe" (CIO magazine), for a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.

Principles

Glüxkind | Next AI, 2022

In this episode of the NVIDIA AI Podcast, Huang and Hunger of Glüxkind discuss about their journey from being consumers looking for a better stroller to becoming entrepreneurs who built one.

NVIDIA AI Podcast
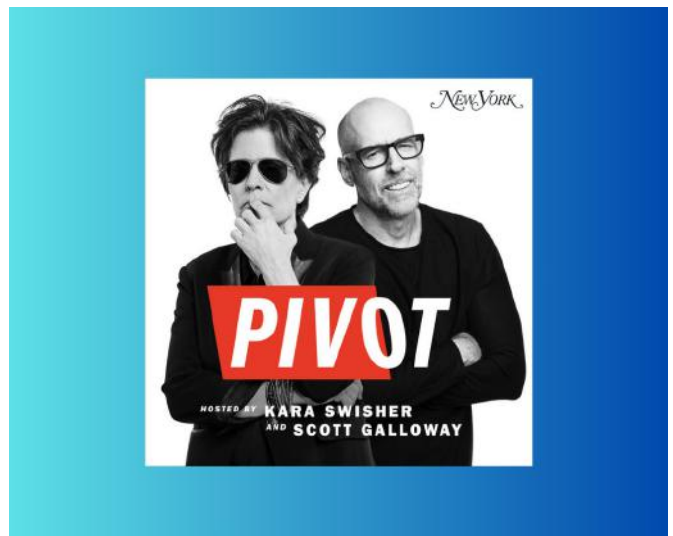
Acrylic Robotics | Next 36, 2021

Acrylic Robotics co-founder tunes in every Tuesday and Friday to listen to tech journalist Kara Swisher and NYU Professor Scott Galloway, who offer sharp, unfiltered insights into the biggest stories in tech, business, and politics.

Pivot Podcast

Snapwrite AI & Scient Analytics

This podcast came up as a reccomendation for two alumni. Host, Shane Parrish helps you master the best of what other people have already figured out so you can use their lessons in your life to create an unstoppable advantage.

The Knowledge Project

Fluidefi | Next AI, 2022

Blue Ocean Strategy presents a systematic approach to making the competition irrelevant and outlines principles and tools any company can use to create and capture blue oceans.
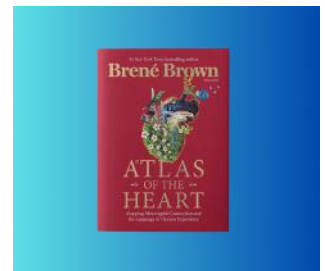
Blue Ocean Strategy

AVIEW | Next 36, 2022

Jimmy Donaldson, better known as MrBeast, is an American YouTuber and philanthropist. He is credited with pioneering a genre of YouTube videos that centers on expensive stunts
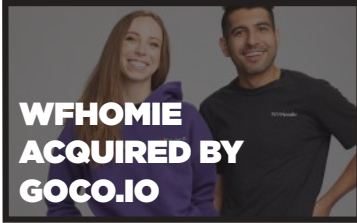
Mr. Beast on YouTube

Scient Analytics | Next Founders 2015

"Atlas of the Heart" is the one that I recently read and would recommend to anyone working as part of a team, said Masoud Aali, CEO & Co-Founder of Scient Analytics.
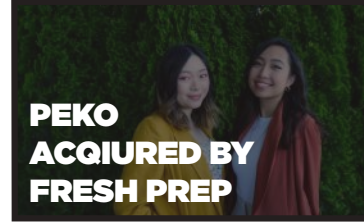
Atlas Of The Heart

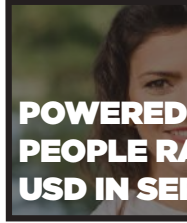# THE PEAK'S "EMERGING LEADERS 2023" LISTS

WFHOMIE ACQUIRED BY GOCO.IO

SAM DIETRICH ON WASTE360 "40 UNDER 40" LIST

PEKO ACQIURED BY FRESH PREP

POWERED PEOPLE RA USD IN SE

LISA LOUD NAMED ON COINGAPE'S "TOP 7 CRYPTO FEMALE CEOS IN THE WORLD" 2022 LIST


ADAPTIS SECURES $2M TO HELP BUILDING OWNERS MOVE TO NET ZERO WITH AI

Adaptis has closed a $2 million CAD pre-seed round to to enable building owners, architects, and engineers to make informed decisions for decarbonizing buildings and lowering the costs of planning.

DAILY BLENDS RAISES $2.7M, S METROLINX DEA TO DEPLOY SMA VENDING MACH

Daily Blends has announ equity $2.7 million CAD funding round and a p with Ontario's public tran to expand its smart machine technology locations.
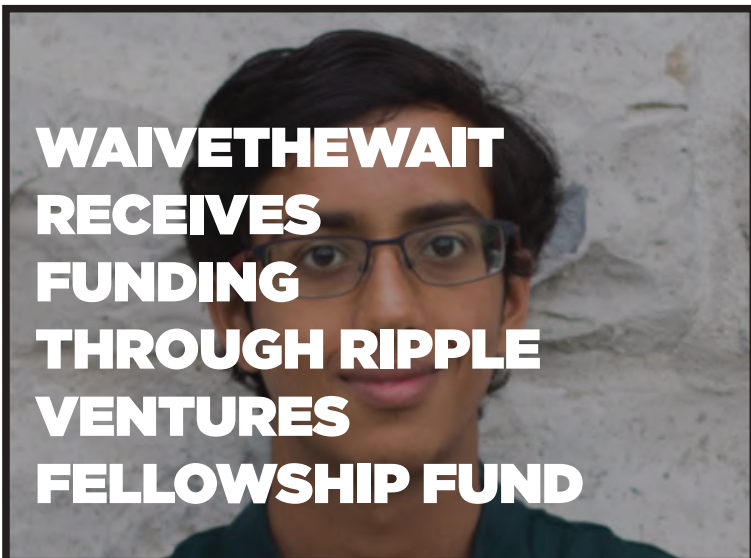
WAIVETHEWAIT RECEIVES FUNDING THROUGH RIPPLE VENTURES FELLOWSHIP FUND

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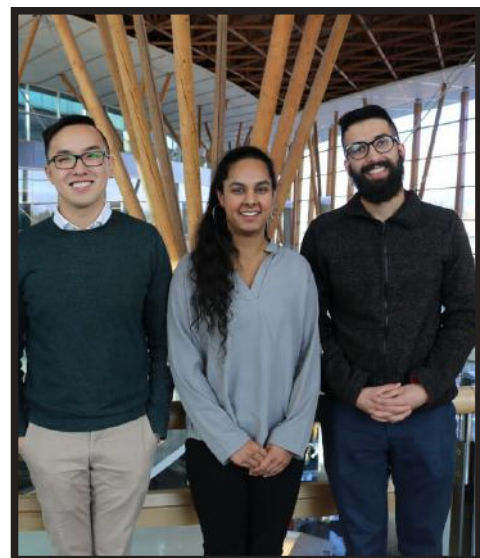
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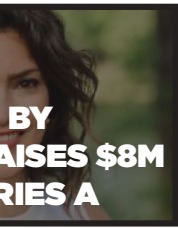
CHARGELAB RAISES $15M USD SERIES A
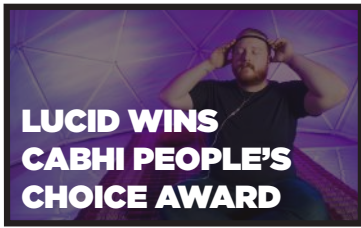
LUCID WINS CABHI PEOPLE'S CHOICE AWARD

COASTAL CARBON WINS AT IMPAC5 MPA PITCH CHALLENGE

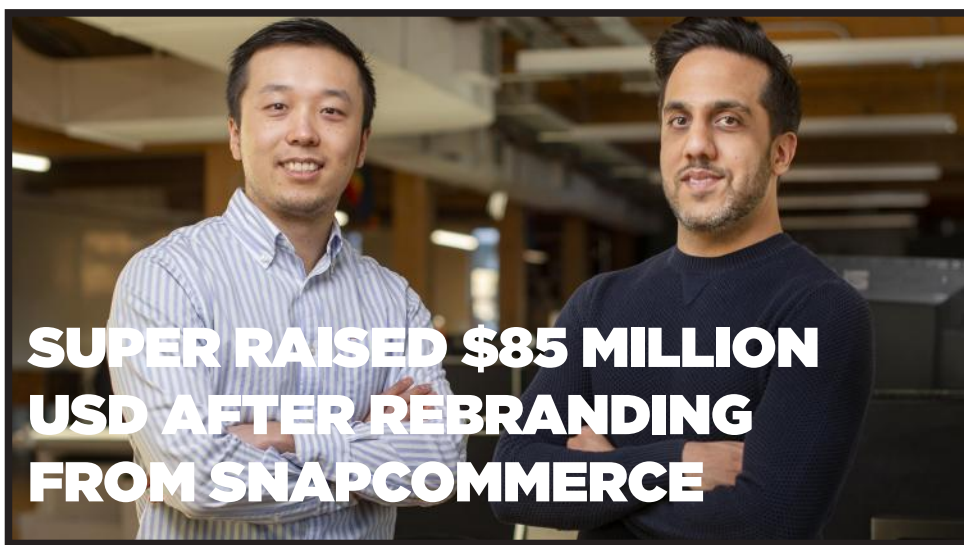## COGNOTA RECEIVES $1.9M FROM THE GOVERNMENT

BY AISES $8M RIES A

SUPER RAISED $85 MILLION USD AFTER REBRANDING FROM SNAPCOMMERCE

Super.com has raised $85 million USD in Series C financing, nearly six months after rebranding from Snapcommerce as it expands its from travel and shopping discounts to financial services. The financing was led by Inovia Capital, with participation from new investors, such as Shopify president Harley Finkelstein, Ancestry.com CEO Deb Liu, former Slack CFO Allen Shim, Golden State Warriors CFO Josh Proctor, and Substack CEO Chris Best; as well as existing investors celebrity athlete Steph Curry, Telstra Ventures, and Lion Capital, among others.

SIGNS AL ART INES

aced an all- D pre-seed partnership nsit agency vending to more

GLÜXKIND NAMED "CES 2023 INNOVATION AWARD HONOUREE"
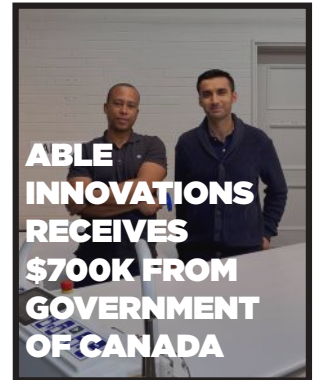
ABLE INNOVATIONS RECEIVES $700K FROM GOVERNMENT OF CANADA

ENT ENERGY ED ON CLEANTECH UP'S "GLOBAL ANTECH 100" LIST 2023

antech's list of innovators with the technologies ation to take us from commitments to actions to net-zero. Amongst the list is NEXT Canada e, Moment Energy. You'll also learn about the fast- ket trends that give us hope of a sustainable future s behind the progress of each sector.
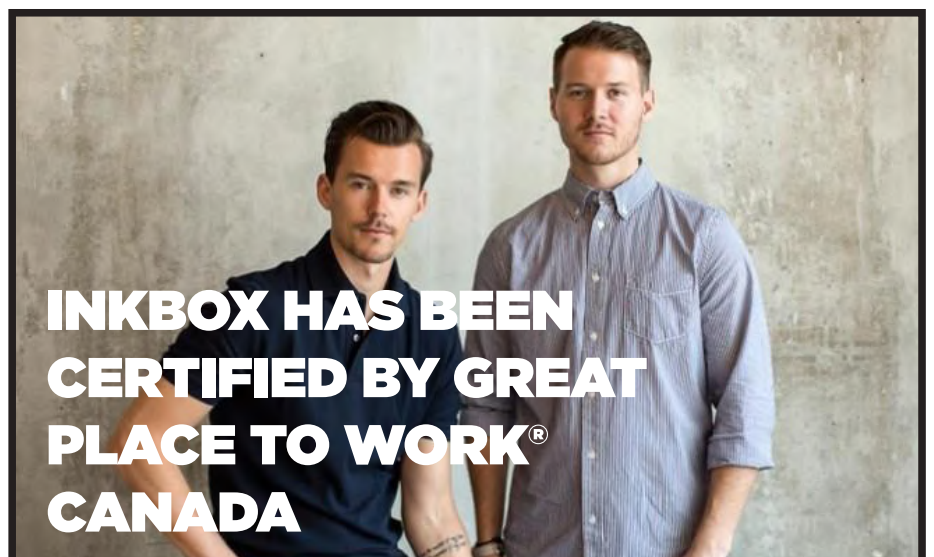
INKBOX HAS BEEN CERTIFIED BY GREAT PLACE TO WORK® CANADA

GRIT
HOMETOWN HEROES

Ed. 12 | Fall 2023

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