



Innovobot

December 2024

ANNUAL REPORT

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02. Ecosystem and partnerships

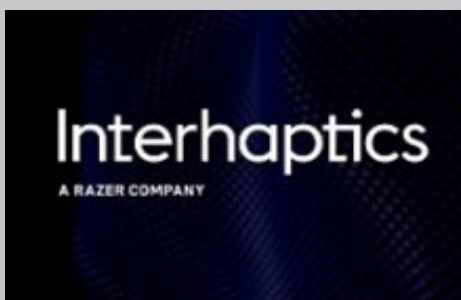
Partnerships



June 2024: Innovobot Labs and GREWUS, we announced a strategic partnership to accelerate haptic technology development, leveraging the strengths of both companies to bring innovative haptic products to market faster and with enhanced quality. GREWUS, a premium supplier of haptic actuators for the gaming and automotive industries. [Read the news here.](#)



May 2024: Innovobot Labs and Volor Systems: Innovobot Labs is developing a closer relationship with our innovation partner, Volor Systems, involving Labs collaboration, referrals, joint marketing, events. We are working towards formalizing our partnership to leverage our respective strengths, talents and networks to support our growth within MedTech and Electronics.



Feb 2024: Partnership announcement, between Interhaptics, a subsidiary of Razer Inc. and Innovobot Labs. This collaboration focuses on seamlessly integrating Interhaptics' cutting-edge platform, which powers Razer Sensa HD haptics. Innovobot Labs will play a critical role as integration partner. The goal? To reshape digital experiences and develop a new wave of haptic-enabled products and immersive applications across industries. [Read more.](#)



Nov 2023: Innovobot and McGill University: In November 2023, Innovobot announced an agreement to partner with McGill University to accelerate the commercialization of technologies based on research undertaken by university professors. This is exciting news for Innovobot as it represents an additional source of founders for our pipeline. [Read the news here.](#) We are in discussions or negotiating similar agreements with other academic and research partners in Canada.



Ecosystem

Our team continues to establish leadership in the ecosystem, develop strategic partnerships and relationships with industry leaders, tech hubs, academia, innovation centers...

- We are in discussions with ÉTS, Polytechnique Montréal, Cornell University and more academic institutions regarding similar partnership agreements as McGill.
- MotionLab Berlin, Germany: we are finalizing an agreement with MotionLab to become an eco-system partner: incubator, mentoring, deal

sourcing. MotionLab was recently appointed as the official Deep Tech Hub of Germany.

- Creative Destruction Lab (CDL), Startup Montreal, HIF – Haptics Industry Forum, PRIMA Québec – Advanced Materials Research and Innovation hub, Creative Destruction Lab (CDL), Startup Montreal, MIF (McGill Innovation Fund).



03. Thought leadership and events

Upcoming Innovobot events

Your continued support and engagement greatly contribute to our success, and your presence is always valued and welcomed at our events. Here are the upcoming Innovobot-hosted events:

- **Innovobot's networking 5@7:** we modified the format of our networking event at our offices from a weekly to a monthly event, to connect with the local Montreal/Quebec ecosystem and host guests from around the world, held every first Thursday of the month. This allows us to showcase what Innovobot is about, and for guests to see demos and meet our team. Our team's active participation at this weekly event is key to nurturing relationships and fostering collaboration and growing our ecosystem. To join us, [register here](#).

- **Upcoming demo days:** we will host the next demo day in the late fall in Montreal, are discussing hosting our first event in Calgary in Q1-2025 in collaboration with local ecosystem partners.
- We will have a busy fall and early winter in terms of events, with Innovobot's presence at conferences and trade shows in Canada, the US and Europe, showcasing thought leadership and furthering business development efforts.



Thought leadership and business development



Oct 2024: Brave New World of Haptics, Montreal. Manuel Cruz, Chief Scientist and Head of the HIM Lab, spoke at "Brave New World of Haptics", an event by the Centre Jacques Cartier, covering haptic technology's applications and ethical issues. The event featured a public conference and workshops on haptics' social and commercial impacts, including its role in online shopping and

accessibility for people with visual impairments. Manuel opened the event with a discussion on haptic technology development and societal impact.

Oct 2024: Montréal Edition of Climate Tech Cocktails, Montreal. It was a pleasure to host Matthew Myers at our office for the Montréal edition of Climate Tech Cocktails, an organization based in San Francisco that empowers people to solve the climate crisis through inspiring podcasts, events and investments.

Oct 2024: The MedTech Conference, Toronto. Our Chief Commercial Officer, Guy Lafond, attended the MedTech Conference in Toronto. The conference featured world-class speakers, cutting-edge technology, and invaluable networking opportunities. It's a must-attend event for industry leaders and innovators looking to shape the future of healthcare.

Sept 2024: ALL IN Event, Montreal. Michel Dubois, our Chief Scientist AI & Head of the Artificial Intelligence Lab attended the ALL IN event, a world-class convergence that connects curious

minds with real-life applications of Canadian AI in business, research and ethical pursuits. More than 3000 participants met the best AI solution providers, including Canada's top 100 AI startups, as well as members of government and international delegations from more than 40 countries. We met with interesting companies that were added to pipeline.



Sept 2024: IMTS, Chicago. Pedro Gregorio, Operating Partner and Head of Robotics Lab, and Abdallah Abourouss, Director, Business Development, attended Chicago's International Manufacturing Technology Show featuring the latest advancements in robotics and manufacturing.

July 2024: Sector Pulse, Montreal. Michel Dubois, our Chief Scientist AI & Head of the Artificial Intelligence Lab, gave a session at AI @ Scale, where he discussed how AI is revolutionizing public safety to monitor the structural integrity of bridges and other infrastructure, providing real-time data and predictive maintenance to prevent failures before they occur.

July 2024: Startupfest, Montreal. Our team composed of Danny Grant, CTO, Pedro Gregorio, Operating Partner and Head of Robotics Lab, and Michel Dubois, Operating Partner and Head of Artificial Intelligence Lab, attended Startupfest, a must-attend Canadian event that brings together entrepreneurs, investors, and creators each year in a festive atmosphere to shape the future of technological entrepreneurship.

July 2024: EuroHaptics, France. Manuel Cruz was keynote address at EuroHaptics hosted in Lille, France. The topic: The Synergy of Haptics and Human Experience: A Journey Through Innovation. This biennial conference brings together the foremost experts to delve into the latest advancements in tactile and haptic technologies. Dan Shor also led a workshop. This demonstrates our sought-after thought leadership.

July 2024: Startupfest, Montréal. The must-attend Canadian event that brings together entrepreneurs, investors, and creators each year in a festive atmosphere to shape the future of technological entrepreneurship. Danny Grant, Pedro Gregorio and Michel Dubois assisted. Sylvain Carle was part of a meetup "ImpactFest" at Startfest.

June 2024: Collision Toronto. Innovobot was present at Collision 2024, North America's fastest-growing technology conference. Interesting connections were made, especially in the space of AI and HMI.



June 2024: InterACTIVE HAPTICS conference, Germany. Daniel Shor, our Europe Research Director, was a speaker at the interACTIVE HAPTICS conference organized by our partner GREWUS. He presented a session on "The need for universal design language in haptic seats". His talk really highlighted the importance of clear guidelines and industry-wide collaboration to make haptic seats an essential part of future automotive design.



May 2024: MotionLab.Berlin's Demo Day 2024, Germany. Danny Grant was part of jury for the live pitching competition, selecting the most promising startup based on multiple criteria. Dan Shor, the

Research Director for Europe at Innovobot Labs, served as a mentor for this cohort. MotionLabs is a leading company in the field of advanced motion analysis. His involvement provided an excellent opportunity to build connections with Berlin's startup and investment ecosystem.

May 2024: WorldSummit AI, Montréal. Innovobot attended the conference and Lionel Tidjion, Software Architect and PhD in AI, was on a panel.



May 2024: Aircraft Interiors Expo (AIX), we joined our innovation partner, Inflight Canada at the world's largest trade show for passenger experience in Hamburg, Germany. Inflight Canada, a Canadian aerospace gem based in Montreal, Canada, has been shining on the international stage for several decades with its unparalleled expertise in "specialized" aircraft cabin systems. AIX is the world's premier marketplace where airlines and the supply chain converge to shape the future of air travel. IFC was presenting several new products and solutions, developed in collaboration with Innovobot Labs. We were also unveiling an experiential demo: a seat system using high-definition vibrations for wellness and entertainment.



May 2024: Innovobot Demo Day. 9 top Quebec startups in HMI, robotics, AI, IoT, and advanced

materials showcased their innovative projects. They were carefully selected by a panel of judges including Danny Grant, Mark Weber McGill University and Pedro Gregorio. Inktio (Advanced Materials); Soralink (AI sensor); Totum Tech (MedTech); Steely (Robotics).

May 2024: Erin Ramsay attended the conference at the Boston Convention & Exhibition Center DeviceTalks, where industry leaders gathered to discuss cutting-edge medtech innovations and trends (especially relevant as the conference was a great source of competitive intelligence for haptic heart and as a networking event). It included over 1,000 professionals including engineers, entrepreneurs, investors, and executives, engaging in presentations focused on advancing the medical device sector.

May 2024: we hosted two informal networking events in Toronto and Montreal in collaboration with Voler Systems. These gatherings focused on discussions around hardware engineering, IoT solutions, medical devices, industrial controls, robotics, embedded systems, consumer electronics, cleantech, and more.

Apr 2024: MotionLab Berlin, The Power of Ecosystems in Market Expansion. Dan Shor, our Europe Director of Research, was part of panel discussion designed for entrepreneurs, startups, and innovators looking to propel and effectively scale their tech business.



Apr 2024: MotionLab's Hardware Prototyping Camp. Dan Shor will lead a masterclass on Transitioning from Minimum Viable Product (MVP) to PVT, covering the journey from MVP to PVT and how to drive a product closer to mass production.

Apr 2024: IEEE's Haptics Symposium. Manuel Cruz was selected to lead a "Cross-Cutting Challenge" at the IEEE Haptics Symposium

in April 2024 in Long Beach, California. This unique space brings researchers together to tackle interdisciplinary challenges that demand collaborative solutions from the haptics community.

Apr 2024: Erin Ramsay, VP Business Development and Strategic Partnerships, was in Germany for Embedded World Conference, and had meetings with potential clients and partners in Auto and HMI. Stay tuned!

Mar 2024: Innovobot was at GDC in San Francisco, represented by BD Director Faisal. GDC is the leading professional event in the game industry, advocating for game developers and the advancement of their craft, and showcasing the latest gaming technology. Faisal met partners and clients, like XeelTech, Razer, and more.

Feb 2024: Danny Grant and Pedro Gregorio attended the launch of the new McGill Innovation Fund (MIF) cohort.

Feb 2024: Haptic Industry Forum announced that it has named Manuel Cruz, head of Innovobot's HMI Lab, as its newly appointed chairman. [Full announcement.](#)

Feb 2024: Pierre Fitzgibbon, Quebec's Minister of Economy, Innovation and Energy, Regional Economic Development and Greater Montreal Area, dropped in for a private visit on February 2. He took a tour of the lab facilities and tried out some of the techs in development after sitting down with the Executive team to learn more about Innovobot's model. He came away from his visit visibly impressed by what he saw and heard. The platform and the fund are now on the "super Minister's" radar and his office remains in communication. This bodes well for our future.



Jan, 2024: The Innovobot team was at CES, the premier event for global tech innovation in

Consumer Electronics, held in Las Vegas every January. More than a simple trade show, CES is the most important technology showcase in the world, and attracts major tech players, consumer brands, startups, VCs, institutional investors. We made several strategic connections to follow up in the coming months.

In the news



Jan 2024: Les Affaires. Our CEO Mario Venditti and Innovobot were profiled in Les Affaires, Quebec's premier French language business publication. The profile highlighted our unique business model. [Read the full article.](#)



Jan 2024: La Presse. Our COO Fadi Albatal and Sylvain Carle were among the experts featured in La Presse overview of the rise and impact of AI. [Read the full article.](#)