

A RESOURCE FOR BUSINESSES



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DOLPHIN REALTY

CHRIS JIA

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In The New Year



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PUBLISHER'S NOTE



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Dear Business Link Readers,

Happy New Year!

A New Year's resolution is a tradition in which a person makes a promise to themselves or others to improve their life in some way, typically by changing a habit or behaviour that they believe is non-productive. Some examples of common New Year's resolutions include losing weight, quitting smoking, saving money, and learning a new skill. These are often made at the start of the year as a way to reflect on the past year and make positive changes for the future. (This paragraph was written by a robot).

My new year resolution is to identify and try out one or two advanced technologies in business applications such as writing articles with the help of AI (Artificial Intelligence) or conducting business in the metaverse.

Business Link has served the Niagara community since 2003. It has provided informative, educational and resourceful content to many businesses in this region, from a business newspaper to business magazine. With the impact of emerging technologies and people's reading habits, Business Link has fully entered the digital space. Our new mission is to bring connections and promotions with locksmith business and beyond our regional borders.

In this issue, we interviewed a young entrepreneur who started from an international student to a multi-million dollar business owner in several years. We shared some flash business news from Inside in which you can learn about the capital market and trendy business news.

In 2023, we will host the 20th edition of Niagara 40 Under Forty Business Achievement Awards. In addition, we will bring some business delegation tours to GTA and beyond.

Happy Reading!

Yours in Business
Marilyn Tian, M.B.A
President & Co-Publisher
Business Link Media Group

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Don't Tell Customers What You Believe.

Here's a simple selling tip I recently learned from fellow professional speaker, Jeff Blackman. Eventually in the buying conversation - after hearing the customer's needs - you'll offer possible solutions. And you'll address the customer's concerns. You may be tempted to use phrases like, I think... or I believe... The problem with those statements is they practically invite the customer to hold a different opinion.

When it's your turn to offer suggestions, what if instead you said, It's been my experience... With that wording, you are no longer tempting the customer to debate. You are relaying a fact.

Customers are looking to you as their trusted advisor to help them make good buying decisions based on your expertise and understanding of their unique needs. When you say, "It's been my experience with other clients who've had similar challenges...", you're bringing real word examples and experience to the buying conversation - not merely offering an opinion of what you think or believe. Big difference for changing a few words.

Cilent Corner

"Amazing training session! It was captivating and I learned a lot in the half day seminar. The main take away that stood out to me was Jeff's H.E.A.R. acronym for identifying customer needs. I graduated with a BA in psychology and much of what Jeff said made total sense to me and kept me thinking the whole session. Thanks to Jeff for all the work he put in to make the session as great as it was!"

Kirsten Krassman
Personal Trainer,
Orangetheory Fitness

This article is based on the bestselling book, Influence with Ease by customer service strategist and Hall of Fame business speaker, Jeff Mowatt. To obtain your own copy of his book or to inquire about engaging Jeff for your team, visit www.jeffmowatt.com or call 1-800-JMowatt (566-9288).



Chris Jia
Cover Story

DOLPHIN REALTY



From student to a multi-million business owner, Chris Jia from Dolphin Realty & Dolphin Staffing shares his business story with Business Link.

01 YOUNG ENTREPRENEUR

Chris Jia is the young entrepreneur who has found great business success in Canada. Mr. Jia first came to Canada in 2013 to further his education at Brock University. While studying in Niagara he immersed himself into the community, by taking on part-time jobs such as a bartender and as an influencer on social media. Building on his goal to become a future business owner, Chris learned from his own work experience and started to build further his own entrepreneurial skill sets during his two co-op placements as employed at Brock LINC (formerly known as BioLinc). Jia gained fantastic and supportive mentorship throughout his placement with Brock University and contributes his success to people like Dan Lynch, whom he considers a great mentor and now friend through his extensive business network.

After completing his business co-op placements Chris bought a 3D-Camera and opened up his first small business to help real estate agents shoot 3-D

virtual home tours. Tremendous support from his business network he landed his first client, Nina Liu from Bay Street Group. There was an easy transition from being a consultant from producing 3-D virtual videos to be eventually becoming a realtor. Chris Jia, "expressed his sincere thanks to one of his business mentors, Ms. Vicky Huang, President & Owner of Bay Street Group. While employed at Bay

Street Group, I moved from an executive assistant to Vicky to working as a licensed real estate representative. I am very grateful for my life experience working under her mentorship."

02 BUSINESS OWNER

In 2022, Jia opened his own business, Dolphin Realty which reported to have generated \$2.5 Million in sales in their first year. As all successful entrepreneurs one must be resilient and recognize the required shifts with innovation and economic transformations. Launching in 2023 a spin off business from his

Dolphin Realty is a new business, known as Dolphin Staffing.

Dolphin Staffing provides cost-effective staffing solutions that specialize in the real estate industry. They recruit, train and place accountable candidates with top agents, team contributors and office administrative support across the Greater Toronto Area. "It is important to adapt to the rapidly changing business

challenges, such as sourcing out the best labour opportunities for my own business and my clients. Knowing the real estate business from office administration, sales, engagement of teamwork to make the success of a deal closing has provided me with an opportunity to broaden my skill sets and those who I employ", states Jia. Dolphin Realty employs ten people in his real estate businesses.

03 ENTREPRENEUR SUCCESS STORY



Business Link Media Group is honoured to share Chris Jia's entrepreneurial success story with our followers. Within just 10 years, this young man who arrived into Canada from a middle class family in China has found great success in business and life. He contributes his success is derived from his family's hard work ethics, to his inner drive to apply resilience to adapt his business in order to gain his business success. "I have always been a goal driven person, but it takes so much more from first knowing my goal is just the beginning. As an entrepreneur who is



responsible for myself, my family, employees and clients one of the most valuable skills I count on in business is my ability to reverse engineering the steps in order for me to gain success in that goal. It has not always been easy, sacrifices and tough decisions along the business path are always diverse and certainly emerging into realities of world realities."

When asked what the greatest challenges are of being a young entrepreneur whose home country is not Canada. Building financial credit ratings in Canada was one of the major hurdles to cross over in the earlier years. Experience, in the field of business takes time and Jia states his success in finding the right business mentors, clients and employees to make the sale for his real estate business experience.

You can not control world financial markets, but looking within yourself and your organization you need to be resilient to keep up with their internal and external factors that effect your business. What can you control and what you cannot? These important decisions over the years have brought me great success. Some of the mistakes made have been crucial lessons in not repeating, but more importantly I move forward from them. That is why opening Dolphin Staffing in 2023 fits well into the realty of today's real estate business.

Chris Jia and his team of professionals are open for business.

www.dolphinrealty.ca
www.dolphinstaffing.ca
instagram@dolphin_realty

NEWS FLASH FROM [INSIDE]



Inside Venture Capital

01 Berlin-based Enpal has raised a \$232M funding round to rent solar panels and batteries to homes. The company has raised \$1B in the last three months, while it ended 2022 with a profit.

MORE

- Enpal rents solar panels, which customers can install on their rooftops. These panels produce electricity that can be used for their homes, cars, etc. Enpal also offers batteries and smart charging solutions.
- The company claims it has over 30,000 customers and is the largest company of its kind in Germany.
- TPG Rise Climate led the funding round, with participation from SoftBank Vision Fund II Capital, Westly Group, Activate Capital, HV Capital, and Princeville Climate Tech.
- Founded in 2017, the company has raised \$1.9B since its inception.

News source: <https://inside.com/vc>

02

No Meat Factory has raised a \$42M Series B funding round to manufacture vegan food products. The company is based in Vancouver, Canada.

MORE

- No Meat Factory produces plant-based protein products such as nuggets and hamburgers, depending on the deal it reaches with its customers.
- Tengelmann Growth Partners led the funding round with participation from existing Emil Capital Partners.
- The company aims to use the funding to scale its operations in North America by building a second plant.
- Since its inception in 2019, the company has raised \$42M.

03

Singapore-based CyberX has raised a \$15M Series A+ to provide digital asset trading services. The company processes \$400M in daily trading volume.

MORE

- CyberX provides algorithmic market-making and other digital asset trading services that help users have an advantage.
- CyberX claims it has processed over \$180B in trading volume since its inception in 2017.
- Some of its partners include Binance, Coinbase, Crypto.com, etc.
- Foresight Ventures led this Series A extension round.
- CyberX aims to use this funding to expand in the Asian and North American markets.

04

South Korea-based Kakao Entertainment has raised a \$966M funding round to create storytelling content. The company says it has over 100,000 content creators.

MORE

- Kakao Entertainment is a subsidiary of the internet company Kakao, which operates apps such as Kakao Talk, Kakao Music, Kakao Bank, etc.
- The entertainment division of the corporation was built after merging Kakao M, which was the largest music label in South Korea, and Kakao Page.
- This funding round will be used to create web stories, movies, and TV shows.
- Saudi Arabia's Public Investment Fund and PWARP Investment led the funding round.
- Kakao Entertainment has now raised \$1.5B since being created in 2021.

05

China's startup ecosystem may be opening up again, according to analysts. The country saw VC deals drop over 40% YoY in 2022.

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- Chinese Venture Capitalists deployed \$62.1B in the first 10 months of 2022.
- The figure, a significant drop compared to 2021, represents a historically difficult period for startups in China, which have had to face consecutive COVID-19 restrictions and regulatory issues.
- According to local investors, this recent crisis has hurt the Chinese startup ecosystem more than the 2008-2009 crisis due to the fact that it forced many engineers and founders to flee the country and relocate to other scenes, such as Singapore.
- They claim that regulatory crackdowns on internet giants such as Tencent and Ant Group further exacerbated the reputation crisis among international investors and hit the morale of local founders.
- Investors in China claim that 2023 is likely to be a recovery year, with Web3 and EVs being the two verticals that have the potential to reach new levels both locally and internationally.

Inside Tech



01

Apple CEO Tim Cook will take a 40% pay cut this year, giving him a total compensation target of \$49M, according to a regulatory filing. It's likely that stock awards and bonuses could increase the final amount. Cook earned \$99.4M last year, a boost of \$15.4M above his targeted salary.

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- According to the filing, Cook himself made the recommendation "to adjust his compensation in light of feedback received."
- Apple's executive compensation committee said it based the decision on Cook's recommendation along with shareholder feedback and the company performance's.
- In 2023, Cook's base pay and annual cash incentive will remain unchanged at \$3M and \$6M, respectively.
- His equity award value has dropped to \$40M from \$75M last year. The CEO's equity award is now 75% based on performance and 25% time-based vesting, a change from last year's 50-50.
- Cook, who joined Apple in 1998, was promoted to CEO in 2011 after Steve Jobs resigned. In 2015, Cook said he planned to donate nearly all of his fortune to charity.



02 Turnitin, an anti-cheating software maker, said it plans to launch a service that can tell whether students have used OpenAI's ChatGPT to write assignments. Turnitin already offers software that detects plagiarism and some types of AI-generated writing. About 16,000 school systems worldwide currently use Turnitin.

MORE

- The writings of ChatGPT and other AI models are often noticeable because "they write extremely average," according to Turnitin AI VP Eric Wang.
- Humans, on the other hand, are "idiosyncratic," he said.
- A beta release of Turnitin's ChatGPT detector could launch later this year.
- Meanwhile, ChatGPT creator OpenAI is also working on a tool to detect if text was created using the chatbot.
- Similarly, a Princeton computer science student built an app, called GPTZero, that he says can identify words and phrases written by ChatGPT.
- Earlier this month, New York City's Department of Education restricted ChatGPT access across its public school devices and networks, citing concerns over the "negative impacts on student learning."

Please read more through Inside website <https://inside.com/search?q=Inside+Tech&tab=stories>

Inside Business

01 U.S. Consumer Price Index data released on Thursday showed that the annual inflation in December was at 6.5%, down from 7.1% in November.

MORE

- The figures were in line with investor expectations.
- Prices declined by 0.1% from November to December, the biggest month-to-month drop since April 2020.
- Core CPI, which excludes volatile food and fuel prices, fell to 5.7% year on year, from 6% in November.
- Gas prices dropped 9.4% from the previous month and 1.5% from a year earlier.
- Fuel oil prices were down 16.6% month over month.
- Food prices rose 0.3% month over month.
- Shelter costs increased by 0.8% from the previous month and are 7.5% higher than last year.
- Vehicle prices declined by 8.8% on an annual basis after spiking during the pandemic due to semiconductor shortages and manufacturing shutdowns.
- Airline fares decreased by 3.1% from the previous month but are up 29.5% year over year.

02

South Korean conglomerate Hanwha Group plans to invest \$2.5B to build a solar-power manufacturing supply chain in the state of Georgia in the USA. It is the largest foreign direct investment in U.S. solar manufacturing.

MORE

- Hanwha Group's Qcells business plans to build solar manufacturing facilities in the Atlanta area that would manufacture 3.3 gigawatts of solar panels annually.
 - This represents roughly 18% of U.S. solar demand in 2022.
- Qcells plans to manufacture all the main components that go into solar panels at the new facility, including solar cells, in-gots, and wafers.
 - These items are currently not produced in the U.S.
 - Qcells already has a panel facility in Georgia; this new investment would add 2 gigawatts of solar-manufacturing capacity to its other Georgia location.
 - The company plans to have both locations operational by 2025.



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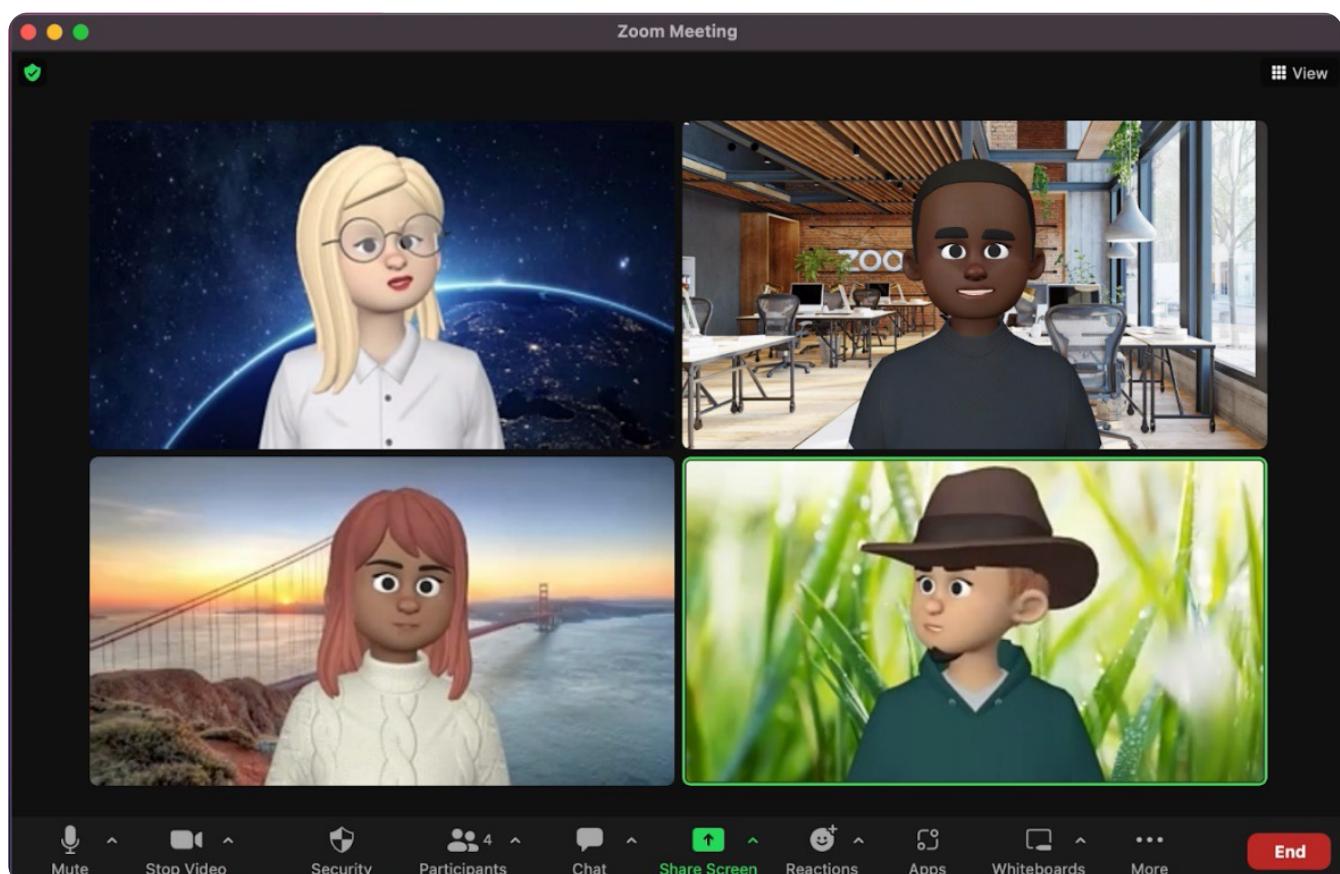


Scan the code to start
the application

4 New Features to Make Meetings Better in the New Year

David Ball

Product Marketing Manager, Meetings & Chat



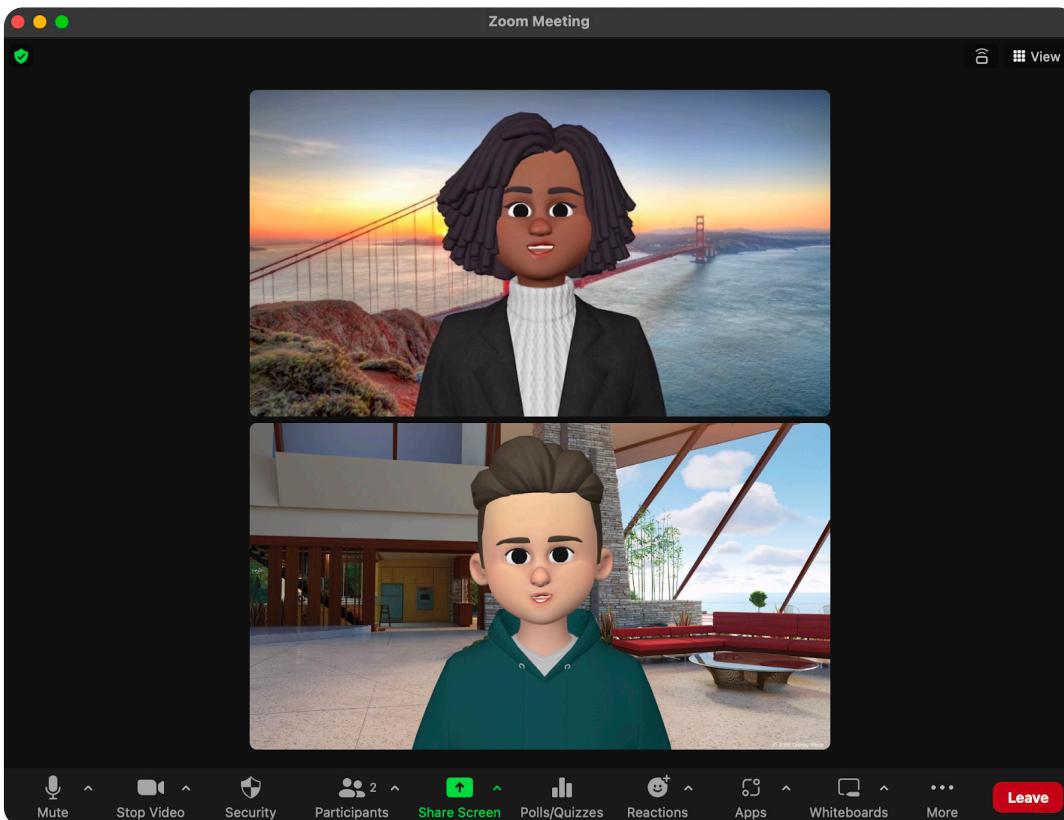
A very Happy New Year to you! As we ring in 2023, we can't wait to share new features to help you stay connected, enhance productivity, and create engaging experiences.

Whether you're building your own personal avatar, simplifying your meetings with

meeting templates, or creating a space for learning with Q&A in meetings, we're so excited to see how you use these features.

Here's a quick breakdown of the new features available:

Zoom Avatars



To make meetings more flexible and fun, we're adding avatars to our collection of filters. In addition to the animal avatars we released earlier last year, avatars are customizable virtual characters that you can create and use in your meetings. With numerous personalization combinations, you can display the 'virtual you' in a way that is original and fun! Avatars mirror your movements and facial expressions, allowing you to present yourself dynamically without needing to be on video and providing a more engaging alternative to static profile pictures to inject more fun and energy into your meetings.

Avatars are great for when you:

- Don't want to be seen eating but still want to show that you're present and engaged
- Want to present more dynamically than an off-camera static profile picture
- Are looking for fun activities for employee onboarding, team bonding exercises, and previously mundane meetings

Avatars are currently available in beta to all Zoom users globally. As it progresses in beta, we will continue to expand with additional facial features, hairstyles, and more customization options when creating your human avatar.

Meeting Templates

We all know that not every meeting is the same — whether you're meeting with clients, designing products, or conducting a team-building exercise, different types of meetings require different settings.

But going through the process of adjusting your settings for each different meeting type can be time consuming. To help simplify that process, you can now create, save, and choose from custom meeting templates, which automatically apply the right settings for your needs.

To make things even easier, we've provided three out-of-the-box meeting templates to get you started, including:

- Large Meetings: Perfect for team-wide meetings or town halls where automated captions are enabled for all participants, and content is automatically recorded for

future reference.

- Seminars: Ideal for corporate trainings or higher education classrooms, where tighter crowd control is needed so settings like participant screen sharing are disabled.
- K-12: Suited for K-12 classrooms where advanced polls and quizzes are enabled to foster greater student engagement and productivity while limiting features that could be a distraction.

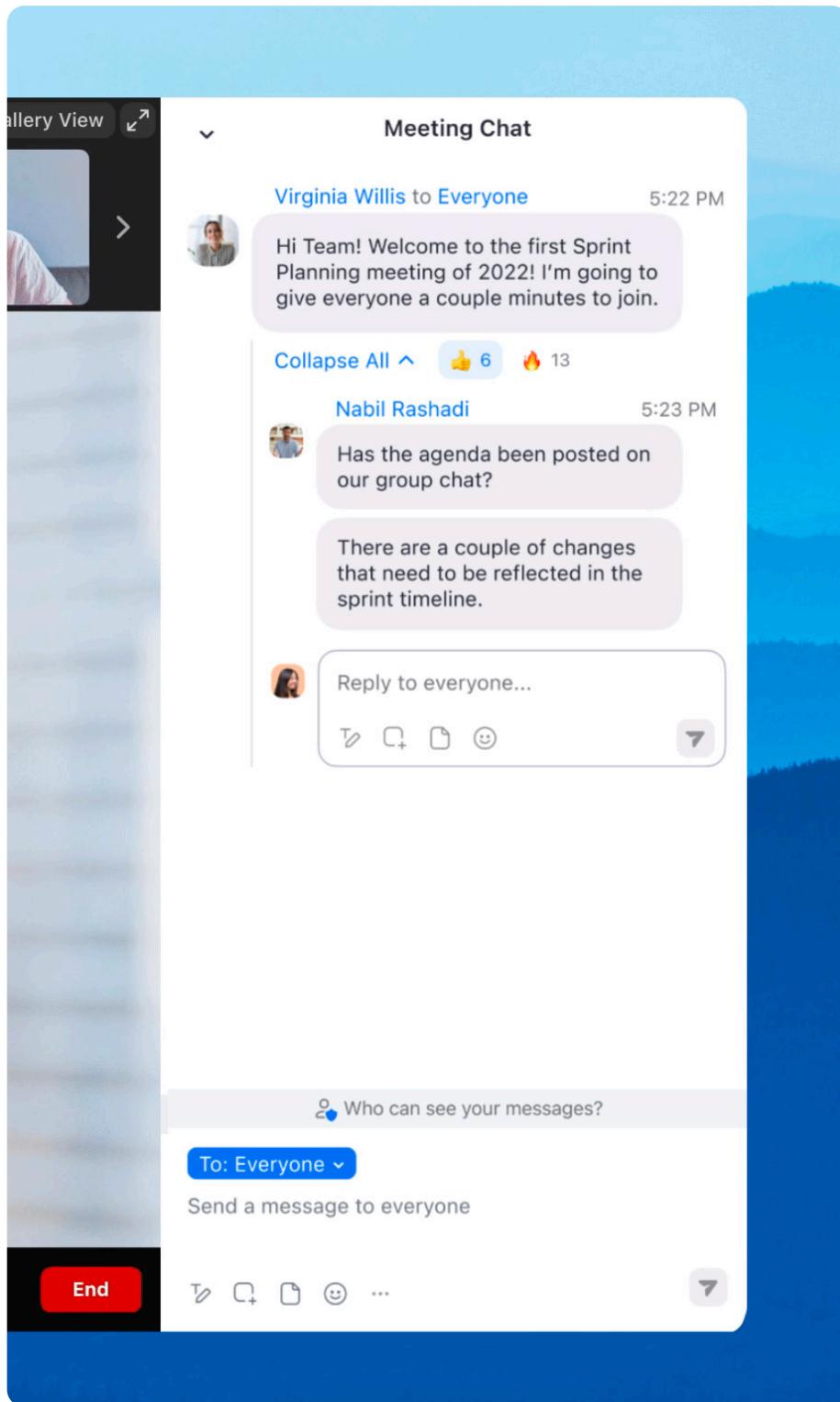
Whether you're using one of these new default meeting templates we've provided, or customizing your own, using Meeting Templates will help you feel comfortable knowing you've got the right type of meeting scheduled, focus on your content, rather than spend time toggling settings.

Threaded Messages & Reactions in In-meeting Chat

The in-meeting chat is a crucial resource for sharing information, resources, and comments during your Zoom Meetings. To enhance the in-meeting chat experience, later this month we'll be releasing threaded messages and reactions, which allow

meeting participants to create messages threads and consolidate emoji reactions in the in-meeting chat. This helps organize the chat messages and clarify which messages participants are responding to.

Q&A in Meetings



The Q&A feature in Zoom Webinars is great for helping you engage with your webinar attendees. Now you can enjoy that same functionality in your meetings as well. The Q&A feature allows meeting hosts to stay more organized by having one place to view and answer questions.

Now you won't have to sift through meeting chats to make sure you've answered all of the questions. From the Q&A pop-out, hosts and co-hosts can view, answer, or dismiss questions. Hosts will have the ability to determine if they'd like meeting participants to be able to view all questions, or only ones that have been answered.

Q&A in meetings is available in Zoom One Business, Zoom One Business Plus, Zoom One Enterprise, and Zoom One Enterprise Plus accounts. Check out this article to learn how to enable Q&A for meetings.

Learn More About What's New with Zoom

Want to learn more about the recent updates to our platform? Be sure to visit our release notes page, where you can learn about all of the new features that have been released or subscribe to our blog for updates like this.

Article Source: <https://blog.zoom.us/4-new-features-to-make-meetings-better-in-the-new-year/>

zoom

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So don't worry, it's always a good time for Reuter & Reilly.

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