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Eclipse Illuminates Niagara and New Business Trends

PUBLISHER'S NOTE

Dear readers,

Welcome to the latest issue of Business Link, where we delve into the dynamic world of professional business with a focus on cutting-edge topics that shape the future of industries. In this edition, we explore a wide range of insightful articles that offer valuable insights and strategies for success in today's competitive business landscape.

Discover how AI Skills are propelling workers to higher salaries, revolutionizing the way we work and opening up new opportunities for career growth. Dive into the fascinating world of goal setting with the Huberman Lab Neural Network, mastering the art of setting and achieving ambitious goals with precision and efficiency.

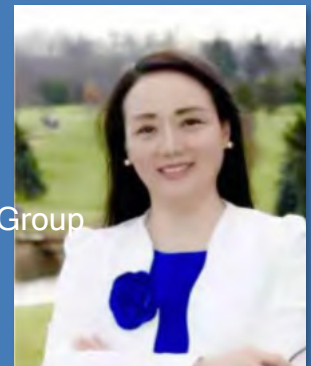
Explore the intersection of mindfulness, mindset, and emotionally effective leadership, uncovering the key to fostering a positive work environment and driving organizational success. Join us as we witness the Hamilton-Niagara Region being enthralled by a rare total eclipse, a spectacular event that captivated the hearts and minds of many.

Delve into the latest trends in Canada's luxury property market, where strong growth and lower prices present unique opportunities for investors and homeowners alike. Lastly, journey into the future of tokenization and real-world assets in blockchain technology, unlocking the potential for innovation and disruption in the financial sector.

We invite you to immerse yourself in the thought-provoking articles and expert insights featured in this issue of Business Link. Stay informed, stay inspired, and stay ahead in the ever-evolving world of business.

Warm regards,

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



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Stefanie (Vescio) Anello
Law Society of Ontario

Diana Aquino
Walker Industries

Robert Barber
Prevail Paralegal Services
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Jonathan Belgrave
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Mastering Goal Setting

6 Steps to Boost Productivity and Achieve Success

By Huberman Lab Neural Network

Thank you for joining the Huberman Lab Neural Network — a once-a-month newsletter with science and science-related tools for everyday life. This newsletter aims to provide you with actionable information in a condensed form.

In the quest for personal and professional growth, goal setting is paramount. However, the process can be daunting and overwhelming for many individuals. To streamline this process and enhance productivity, here are six practical steps to follow:

Step 1: Choose Your Priority Goal

When setting goals, it's crucial to focus on one priority at a time. Avoid the temptation to overhaul multiple habits simultaneously. Instead, ask yourself: What is the one goal that deserves my undivided attention and effort right now?

Step 2: Aim High with Lofty Goals

Opt for ambitious goals that challenge and inspire you. Lofty goals stimulate genuine growth and learning by provoking sufficient levels of neural arousal and stress.

Step 3: Break It Down into Specific Actions

While overarching goals provide direction, breaking them down into specific action steps is essential for success. Identify the precise actions required to achieve your desired outcome, such as committing to a specific exercise routine or writing schedule.

Step 4: Establish Measurable Milestones

Set a clear timeframe for your goal, ideally within a 12-week period. Define the total hours per week, specific work sessions, and designated time slots to dedicate to your goal-oriented activities.





Step 5: Quantify Your Progress

Quantify your goals whenever possible to track progress effectively. Define measurable outcomes and smaller milestones to keep you motivated throughout the 12-week journey.

Step 6: Keep It to Yourself

While it's tempting to share your goals with others for validation and support, keeping them private can enhance your chances of success. Avoid seeking external validation, as premature praise can diminish your intrinsic motivation.

Once you've established your goal and outlined the necessary steps, leverage the following tools to stay motivated and focused:

Tool 1: Rotate Visual Reminders

Avoid the Post-it Note Fallacy by rotating visual reminders in different locations to maintain their effectiveness.

Tool 2: Visualize Success and Failure

Spend time visualizing both the positive outcomes of goal achievement and the consequences of failure to sustain motivation.

Tool 3: Utilize Visual Targets

Enhance focus and motivation by narrowing your visual attention to specific objects or points in your environment.

Tool 4: Minimize Distractions

During work sessions, eliminate distractions by putting your phone out of reach or enabling airplane mode to prevent task-switching and procrastination.

Tool 5: Embrace Intermittent Rewards

Maintain motivation by incorporating random rewards throughout your goal pursuit, reinforcing positive self-talk and indulging in occasional treats.

Tool 6: Address the Middle Problem

Combat the decline in motivation during the middle phase of goal pursuit by acknowledging its normalcy and breaking tasks into smaller segments.

Tool 7: Sync with Circadian Rhythms

Optimize your productivity by scheduling goal-oriented tasks during peak times of attention and focus, aligned with your body's natural circadian rhythm.

By implementing these steps and tools, you can streamline the goal-setting process, enhance productivity, and achieve your desired outcomes effectively.

Stay Connected

New Huberman Lab episodes are out each Monday on YouTube and all major podcast platforms. Please subscribe to those channels. I share additional science and science-based tools on Instagram, X (formerly Twitter), Facebook and LinkedIn.

Article Source: https://www.hubermanlab.com/episode/goals-toolkit-how-to-set-achieve-your-goals?utm_source=convertkit&utm_medium=email&utm_campaign=Toolkit%20for%20Setting%20&%20Achieving%20Goals%20-%2013545710

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Mindfulness, Mindset & Emotionally Effective Leadership

By Caitlin Armstrong, Day 5 Team Lead, PAC Member

We were fortunate to have former Program Advisory Committee and Leadership Niagara Board member, Lesley Calvin join us for both sessions for Day 5. Lesley is a Leadership Development Coach, Trainer, and Keynote Speaker (certified eSpeaker) and is highly revered as an Emotional Intelligence Specialist with a warm, dynamic, and impactful approach to her coaching, facilitation and speaking engagements.

Day 5A was centred around the Leadership Energy Index. The workshop helped participants achieve an understanding of how emotions shape who we are, how our emotions, mindset, and hot buttons impact how they react and relate to others, and how to improve their self-awareness, consciousness, and mindfulness to foster more positive personal, & leadership and community relationships and experiences.

The group took time to better understand the effects of (conscious and unconscious) emotional energy on their thoughts, actions, behaviours and interpersonal relationships and how their natural emotional energy under 'normal' circumstances. This first day concluded with a mindfulness activity.

In Day 5B, we spent the day taking a deep dive into Emotional Intelligence. The participants were able to complete the emotional intelligence assessment in advance of the session with the objective of learning about the EQ-i 2.0 Framework of Emotional Intelligence and increase awareness regarding the importance of effective Emotional Intelligence. In addition to that, the participants were able to cultivate a deeper understanding of their personal view on effective leadership and explore Emotional Intelligence (and emotional self-management) as a leader of self, team, and community.

Over the course of the two learning days, the participants spent a lot of time on self reflection, decision making and self-expression which have an impact



Lesley Calvin, Owner Positive Forward Motion, guest speaker

Exploring the Future of Tokenization and Real World Assets in Blockchain Technology

By Blockchain in Business

In the world of blockchain technology, the concepts of tokenization and Real World Assets (RWA) are revolutionizing traditional finance and investment landscapes. Tokenization, the process of converting physical assets or financial instruments into digital tokens on a blockchain network, has emerged as a powerful tool for enhancing liquidity, transparency, and accessibility in the global markets. On the other hand, Real World Assets represent tangible assets like real estate, commodities, and art that are tokenized and integrated into blockchain networks, unlocking new opportunities for investors and enthusiasts alike.



Web 3.0: Exploring DAOs, NFTs, Cryptos, and RWAs

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real estate properties, commodities, art pieces, and government bonds that hold intrinsic value in traditional financial markets. Through the tokenization of RWAs, these tangible assets are converted into digital tokens, enabling fractional ownership, automated compliance, and increased liquidity on blockchain networks. Examples of RWAs being tokenized include real estate properties, precious metals, and artworks, creating new investment avenues and disrupting traditional finance models.

Tokenization: Transforming Assets Digitally

Tokenization serves as the bridge between the physical and digital worlds, enabling the fractional ownership and transfer of assets in a secure and transparent manner. By issuing digital tokens that represent ownership or rights to underlying assets, tokenization facilitates efficient asset management, seamless transactions, and increased market participation. The application of tokenization extends beyond finance, encompassing areas such as payments, cybersecurity, Web3 applications, and data processing.

The benefits of tokenization are vast, including enhanced accessibility and liquidity in traditionally illiquid markets, improved security through encryption and fraud prevention mechanisms, and the creation of new opportunities for innovation and investment. However, challenges such as regulatory compliance, interoperability, and scalability must be addressed to realize the full potential of tokenization in the digital economy.

Real World Assets: Tokenizing Tangible Value

Real World Assets (RWA) represent physical assets like real estate properties, commodities, art pieces, and government bonds that hold intrinsic value in traditional financial markets. Through the tokenization of RWAs, these tangible assets are converted into digital tokens, enabling fractional ownership, automated compliance, and increased liquidity on blockchain networks. Examples of RWAs being tokenized include real estate properties, precious metals, and artworks, creating new investment avenues and disrupting traditional finance models.

The integration of RWAs in blockchain technology enhances liquidity and transparency in asset markets, democratizes investment opportunities by allowing retail investors to access exclusive asset classes, and presents significant growth prospects in various industries. Real estate tokenization enables fractional ownership and automated property management, while tokenizing commodities and precious metals facilitates trading and market efficiency. The tokenization of art and collectibles enables provenance tracking, fractional ownership, and increased liquidity in the art market.

The Future of Tokenization and RWA: Opportunities and Challenges

As we look towards the future of tokenization and Real World Assets in blockchain technology, emerging trends such as the rise of Non-Fungible Tokens (NFTs), decentralized finance (DeFi) platforms, and regulatory advancements are shaping the landscape. Blockchain enthusiasts have the opportunity to innovate in asset tokenization platforms, contribute to the transformation of traditional finance models, and participate in the digital asset economy.

While the potential for tokenization and RWA is immense, regulatory frameworks, compliance with securities laws, and investor protection measures remain critical considerations. As the industry continues to evolve, collaboration among stakeholders, technological advancements, and a deep understanding of the intersection between blockchain technology and traditional finance will drive the adoption and integration of tokenization and Real World Assets in the global economy.

In conclusion, the convergence of tokenization and Real World Assets represents a paradigm shift in the way we perceive and interact with assets in the digital age. By leveraging blockchain technology, we have the opportunity to unlock new possibilities, democratize investment opportunities, and pave the way for a more inclusive and transparent financial ecosystem.

This article serves as a guide to understanding the transformative power of tokenization and Real World Assets in blockchain technology, highlighting their benefits, challenges, and future implications for the digital economy. As we embark on this journey of innovation and disruption, let us embrace the potential of tokenization and RWA to shape a more connected and equitable financial future.

Blockchain in Business Meetup Group:

At our core, we are a community of blockchain enthusiasts who are passionate about exploring the possibilities of NFTs, Cryptos, Web3.0, DAOs, and RWA. Our aim is to foster a space where people from all over the world can come together to learn, share, and collaborate on new projects related to blockchain technology. We believe that blockchain has the potential to revolutionize the way we interact with each other and the world around us, and we are committed to being at the forefront of this movement. Whether you're a seasoned blockchain expert or just starting out, we welcome you to join us and be a part of our global community.

Join the group for free: <https://www.meetup.com/blockchaininbusiness/>



AI Skills Propel Workers to Higher Salaries: Insights from Asia-Pacific Employers

Employers across the Asia-Pacific region are recognizing the value of artificial intelligence (AI) skills, with substantial salary increases offered to workers proficient in AI-related roles. A recent survey conducted by Amazon Web Services (AWS) in collaboration with Access Partnership sheds light on the growing demand for AI-skilled workers and the significant rewards they can expect.

1. Salary Boost for AI-Skilled Workers

Employers are willing to pay a premium for AI-skilled workers, with salary increases of up to 44% in IT roles and 41% in research and development. This surge in compensation reflects the growing scarcity of AI talent and the strategic importance of AI expertise in driving innovation and competitiveness.

2. Impact Across Departments

The demand for AI skills extends beyond traditional tech roles, with employers offering higher salaries across various departments. From sales and marketing to finance and business operations, organizations are recognizing the value of AI in enhancing productivity and driving business growth.

3. Productivity Gains and Career Impact

Both employers and workers anticipate significant productivity gains from AI adoption, with the potential to improve workflow, communication, and innovation. Workers with AI skills are optimistic about the positive impact on their careers, expecting increased efficiency, job satisfaction, and faster career progression.

4. Challenges and Opportunities

While the demand for AI skills is evident, organizations face challenges in acquiring and developing AI talent. Many employers struggle to find qualified candidates, highlighting the need for robust training programs and talent development initiatives.

5. The Future of AI in the Workplace

Looking ahead, the use of AI in daily work is expected to become more widespread, with the majority of workers in the Asia-Pacific region anticipating its integration into their roles by 2028. However, organizations must address gaps in AI workforce training and development to fully leverage the potential of AI-driven innovations.

6. AWS GenAI Competency Service

To support enterprise customers in selecting and implementing AI solutions, AWS has introduced the GenAI Competency service. This initiative showcases products from leading AI providers and aims to facilitate the adoption of AI technologies across industries.

In conclusion, the demand for AI skills presents both challenges and opportunities for employers and workers in the Asia-Pacific region. By investing in AI talent development and leveraging innovative AI solutions, organizations can unlock new levels of productivity and competitiveness in the evolving digital landscape.

Article Source:

<https://www.zdnet.com/article/workers-with-ai-skills-can-expect-higher-salaries-depending-on-their-role/>



NEWS

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World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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Economic Growth

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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HIGHLIGHTS

Microsoft Launches AI Hub in London: Jordan Hoffmann to Lead

Microsoft is launching an AI hub in London, to be led by AI scientist and engineer Jordan Hoffmann. DeeMind co-founder Mustafa Suleyman, recently hired by Microsoft, announced the new hub in a blog post.

More:

- Suleyman was hired to lead Microsoft's new unit focused on consumer AI products and research.
- That unit, Microsoft AI, will open a hub "in the heart of London" to support advanced LLMs, infrastructure, and tools for foundation models, he wrote.
- The team will work "closely with our AI teams across Microsoft and with our partners, including OpenAI," Suleyman added.
- Microsoft and with our partners, including OpenAI," Suleyman added.

Zoom out:

In November, Microsoft said it plans to invest £2.5B (\$3.2B) in expanding its next-gen AI data center infrastructure in the U.K. over the next three years.

Article Source: <https://www.bbc.com/news/articles/c3ger7j9vzp>

HIGHLIGHTS

Ethical Concerns Arise: AI Giants Accused of Dubious Data Practices

The New York Times reports that OpenAI, Google, and Meta have potentially engaged in questionable practices to train their AI models, including using copyrighted works and transcribing YouTube videos for new data. The report comes as AI companies face challenges in acquiring high-quality training data.

More:

- According to the Times, OpenAI used its Whisper speech recognition tool to transcribe over a million hours of YouTube videos.
- The effort to train GPT-4 continued despite the company's legal concerns and potential violations of YouTube's rules.
- An OpenAI spokesperson told The Verge that the company uses public data and partnerships for private data, and is exploring synthetic data.

Article Source: <https://www.nytimes.com/2024/04/06/technology/tech-giants-harvest-data-artificial-intelligence.html?smid=nyt-core-ios-share&sgrp=c-cb>

Google Launches Enhanced Find My Device Network for Offline Android Phones

Google's new Find My Device network helps users locate offline Android phones and other devices. The upgraded network launches today in the U.S. and Canada, with a worldwide rollout to follow.

More:

- The crowdsourced network uses a billion Android 9+ devices to help locate lost items.
- With Bluetooth, the new network tracks missing phones even when disconnected from Wi-Fi or cellular networks.
- Users can locate and ring compatible Android devices in the Find My Device app, with their location shown on a map.
- Pixel 8 and Pixel 8 Pros can be found even when powered off or with a dead battery.

Article Source: <https://blog.google/products/android/android-find-my-device/>



Hamilton-Niagara Region Enthralled by Rare Total Eclipse

In a mesmerizing display of cosmic wonder, the Hamilton-Niagara region bore witness to a rare total eclipse, captivating the hearts and minds of hundreds of thousands of spectators. As the moon gracefully slid between the Earth and the sun, anticipation reached a fever pitch, with onlookers gathering in parks, streets, and stadiums across the area.

Despite initial concerns about cloud cover, nature proved benevolent as the clouds momentarily parted, revealing the celestial ballet unfolding above. At Tim Hortons Field in Hamilton and McMaster University's Ron Joyce Stadium, gasps of awe filled the air as the temperature dropped and darkness descended with the onset of totality around 3:18 p.m. ET. Spectators, momentarily removing their protective glasses, beheld the awe-inspiring sight of the moon casting its shadow upon the sun.

The atmosphere was electric, with cheers erupting as the sun emerged victorious, casting its brilliant light once more upon the enraptured audience. At McMaster University, where a viewing party had drawn crowds lining up down the block, the moment was met with jubilant applause and chants of "Eclipse, eclipse, eclipse!"

While eclipses are not uncommon, a total solar eclipse of this magnitude is a rare occurrence, often gracing a region once in several decades, if not centuries. For the Hamilton-Niagara region, the last such spectacle was witnessed in 1925, with the next anticipated event not until 2144. Such is the allure of these celestial phenomena that enthusiasts traveled far and wide to witness the spectacle, with Niagara Falls welcoming an influx of up to one million visitors.

As the last vestiges of darkness receded and the sun reclaimed its rightful place in the sky, the memory of this awe-inspiring event lingered, serving as a testament to the enduring fascination and wonder inspired by the cosmos.



Apple's Next Frontier: Exploring Robotics for the Home

In its quest for innovation and diversification, Apple Inc. is venturing into the realm of personal robotics, signaling a potential pivot towards a new frontier following the recent cancellation of its electric vehicle project. With teams dedicated to exploring the possibilities of robotics, Apple aims to leverage advances in artificial intelligence (AI) to carve out a niche in consumers' homes.



Shifting Priorities

The move towards robotics comes as Apple faces mounting pressure to diversify its revenue streams and identify its next major product category. With the cancellation of the electric vehicle project and the gradual rollout of mixed-reality products, the company is recalibrating its focus towards emerging technologies with potential for widespread adoption.

Potential Opportunities

By venturing into robotics, Apple seeks to establish a stronger presence in consumers' homes and capitalize on the growing integration of AI-driven devices. Robotics could offer new avenues for personalized experiences and seamless interactions within the home environment, driving further engagement with Apple's ecosystem of products and services.

Challenges and Uncertainties

Despite the promise of robotics, Apple faces challenges in determining the feasibility and market viability of its proposed devices. Technical hurdles and consumer willingness to adopt such innovations present significant obstacles, raising questions about the practicality of bringing these concepts to fruition.

Investing in Research and Development

Apple's robotics initiatives are housed within its hardware engineering division and AI and machine-learning group, underscoring the company's commitment to interdisciplinary collaboration and innovation. While the projects are still in the early research phase, Apple is actively recruiting talent and expanding its teams to drive progress in this emerging field.

Looking Ahead

As Apple continues to explore the potential of robotics for the home, it remains to be seen how these projects will evolve and whether they will ultimately materialize into consumer products. Nonetheless, the company's foray into robotics represents a strategic move towards diversification and underscores its ongoing commitment to pushing the boundaries of technology.

With the exploration of robotics, Apple is embarking on a new chapter in its quest for innovation and growth. By leveraging AI and robotics, the company aims to redefine the role of technology in consumers' daily lives and establish itself as a leader in the emerging field of home robotics. While the road ahead may be fraught with challenges, Apple's pioneering spirit and commitment to excellence position it as a formidable player in shaping the future of robotics.

Article source:

<https://www.bloomberg.com/news/articles/2024-04-03/apple-explores-home-robots-after-abandoning-car-efforts?sref=10lNAhZ9&embedded-checkout=true>

Revitalizing Ontario Libraries: Adapting to the New Normal

By Ryan Li

Libraries have long served as gathering spaces and hubs of knowledge. If you were looking for somewhere to go on a rainy day or were curious about how planes worked, libraries were your go-to destination. Recently, however, the rise of online reading alternatives and a decline in reading interest have left libraries across Ontario in an uneasy position. To combat these struggles, libraries are quickly adapting to the new normal, spearheading various initiatives to rekindle a community's love of reading and expanding services to restore the days when libraries were much more than repositories of books.

The COVID-19 pandemic was especially devastating for libraries, with avid readers unable to mingle and borrow books due to gathering restrictions and the closure of non-essential public services. However, the pandemic has also given libraries an opportunity to change their ways and stay relevant in a fast-moving world.

Despite the financial pinch many libraries faced due to cuts in public funding and decreased visitation during the pandemic, hundreds of Ontario libraries have decided to remove overdue charges on books and other materials.



The reasoning?

Library staff wanted to make libraries more welcoming and eliminate the shame and fear associated with visiting a place that actively punishes readers with hefty fines. By abolishing late fees, libraries make their environment feel much less transactional and more tight-knit, contributing to a rise in readership and community vibrancy. For reference, Niagara Falls, Hamilton, and Fort Erie public libraries have all removed tardy return charges in the Niagara area.

Many physical libraries are also celebrating grand (re)openings, with time taken during the pandemic to renovate older institutions. A prime example is the Stamford Centre Library in Northern Niagara Falls, which has been undergoing a \$2.6 million expansion and accessibility redesign since late 2020.

Having reopened on Tuesday, April 2nd, 2024—over three years after the renovations began—Stamford Centre fills a crucial service gap in the city's north. Not only does the branch provide books like a normal library, but its central location allows high schoolers to visit during lunch, parents to bring their elementary-aged kids after school pickup, and workers to check out the location after their shifts.

Libraries offer much more than books. Computer labs, tax services, and immigrant events are examples of the numerous events and resources libraries now provide to continue assisting the community. This is on top of the cutting-edge adaptations that libraries have already made in the past, with many systems heavily featuring e-books, audiobooks, and the ability to borrow board games and video games. The hope is to draw even more people into the library network and to support the community wherever applicable—just like libraries have done in the past.

Libraries have never been about making a profit – in fact, most will never come close. However, their true value goes far beyond the dollars that sustain them. Libraries bring people together, teach readers exciting and interesting facts about the world, and go as far as to help taxpayers with their T4 forms. So the next time you pass your local library, consider poking your head inside and checking out what it has to offer; you might just pick up a new read, a new interest, or even a new friend.

Ryan Li is a dedicated Youth Journalist from Vancouver. He is known for his insightful reporting and passion for journalism. Currently, Ryan is preparing to further his education by studying public policy at Georgetown University in the U.S.



Canada's Luxury Property: Market Strong Growth, Lower Prices

Activity in Canada's luxury property market is on the rise, with buyers enjoying the perks of lower prices, as revealed in a recent report by Re/Max Canada. Despite a gap between buyers seeking deals and sellers' pricing expectations, nearly all of the ten regions examined have witnessed a robust start to 2024. The report indicates that 90% of markets observed have experienced an uptick in high-end sales, with over two-thirds of them recording double-digit growth.

The surge in demand for luxury properties can be attributed to the overall decline in property values, substantial equity gains, and the downward trend of interest rates. Saskatoon led the pack with a remarkable 57% surge in luxury home sales, trailed closely by Montreal and Calgary with increases of almost 56% and 52%, respectively. Other cities such as Edmonton, Winnipeg, Halifax, Toronto, and London also witnessed notable gains. However, Ottawa stood as the lone market with a decline, experiencing nearly an 8% drop in luxury sales compared to the previous year.





Christopher Alexander, President of Re/Max Canada, highlights the return to health in major centers across the country, despite figures remaining below peak levels reported during the pandemic. He notes a ripple effect, with increased activity in lower price points fueling sales in the upper end of the market. While inventory levels pose challenges, particularly in sought-after neighborhoods, the spring market is expected to reignite buyer interest in new properties.

Younger buyers are emerging as prominent players in the luxury market, showing a preference for turn-key properties in popular areas. Acreage properties with spacious homes are witnessing a resurgence, while new builds are gaining traction in several markets. Foreign buyer activity has significantly declined since the implementation of the Foreign Buyer Ban in January 2023, prompting buyers in pricier markets to explore opportunities in smaller centers.

Despite the optimism surrounding the spring market, challenges persist, notably tax implications at the ultra-luxury levels, particularly in the Greater Toronto Area. Nevertheless, buyer enthusiasm remains palpable, indicating a promising trajectory for the luxury property sector in Canada.

Article source:

<https://realestatemagazine.ca/canadas-luxury-property-market-going-strong-as-buyers-benefit-from-lower-prices-re-max/>

Decline in Venture Funding Hits Female-Founded Unicorn Startups

In the ever-evolving landscape of venture capital investment, the decline in funding over the past couple of years has had a noticeable impact on the creation of new unicorn startups, particularly those founded by women. According to data from Crunchbase, the number of new female-founded unicorns has seen a sharp decrease compared to previous years, reflecting broader trends in the startup ecosystem.



A Dwindling Trend

In 2023 and 2024, only seven U.S. companies with female founders managed to attain unicorn status, marking a significant decline from the peak year of 2021. During this boom period, dozens of female-founded American companies crossed the coveted \$1 billion valuation threshold, riding the wave of a global surge in startup activity.

The Latest Entrants

Among the recent additions to the unicorn club is Zum, based in Redwood City, California, which provides a student transportation platform for school districts nationwide. Led by co-founder and CEO Ritu Narayan, Zum secured \$140 million in a Series E round in January, propelling its valuation to \$1.3 billion. The platform utilizes AI to optimize bus routes and enhance communication with parents, aiming to streamline operations for school districts.

Other notable additions include Imbue, a San Francisco-based startup specializing in AI agent development, and Ohmium, a green hydrogen company led by chief compliance officer Kirsten Burpee. These companies, along with others like Metropolis and Replit, underscore the prominence of artificial intelligence as a core technology among new female-founded unicorns.

The Role of AI

Artificial intelligence has emerged as a dominant theme among unicorn startups in recent years, with one in five new billion-dollar companies being AI-focused. Among the recent female-founded unicorns, AI features prominently, with several startups leveraging AI technology to drive innovation in various sectors.

Future Outlook

Despite the current slowdown in unicorn creation among female-founded startups, there remains optimism for future growth. The contraction in venture funding, particularly in later-stage rounds conducive to unicorn valuations, is a temporary phenomenon expected to rebound as market conditions evolve.

While the decline in venture funding has impacted the creation of new female-founded unicorn startups, the resilience and innovation of women entrepreneurs continue to drive progress in the startup ecosystem. As the investment landscape evolves, there is hope for a resurgence in unicorn creation, underscoring the enduring potential of female-led ventures to shape the future of entrepreneurship.

Article Source: <https://news.crunchbase.com/diversity/female-founded-unicorn-startups-ai-anthropic-zum/>



MEDIA RELEASE

April 10, 2024

The 2024 World Rowing Championships Announce Partnership with FEED Niagara to Fight Food Insecurity

St. Catharines, Ontario - The 2024 World Rowing Championships (Mega Worlds) proudly announce a partnership with FEED Niagara to combat food insecurity in the Niagara Region. This collaboration spans events leading up to and during the Championships, including the Barenaked Ladies Concert and the Oar-some Summer Golf Tournament. Attendees can contribute by donating food items and financial support, with FEED Niagara coordinating efforts to ensure maximum impact.

Central to this partnership is FEED Niagara's presence at the Mega Worlds Fan Festival, leveraging sport to drive social change. "The opportunity to partner with the Championships is exciting," says Paula Barrett, Manager of FEED Niagara. Bill Schenck, Chair of St. Catharines World Rowing, emphasizes community support beyond competition.

The Championships also acknowledge the support of partners like FirstOntario Credit Union, Alectra, and CAA Niagara. The event's Food Program reflects a shared commitment to fighting hunger.

About the 2024 World Rowing Championships

Taking place from August 18-25, 2024, at the Royal Canadian Henley Rowing Course, the Championships will bring together 2,500 athletes from over 80 countries.

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Website: <https://stcrowing2024.com/>

Facebook: <https://www.facebook.com/2024wrch>

Instagram: <https://www.instagram.com/2024wrch>

Read more: <https://stcrowing2024.com/en/>

APRIL EVENTS IN NIAGARA



Thu, 18 – Sun, 21 Apr 2024

Professional Practice Conference (PPC)

Sheraton on the Falls Hotel, Niagara Falls
Professional Practice Conference is Canada's largest hospital pharmacy conference. All the forward-thinking, food, fun, and fantastic views you've come to expect.

<https://10times.com/e1xf-s5f3-z3k6>



Mon, 22 Apr 2024

Networking Event: For Wellness Practitioners in Niagara

In @thevintageventure, Niagara Falls
Networking Event for Wellness Practitioners, connect with others & open the doors to discounted business opportunities!

<https://www.eventbrite.ca/e/networking-event-for-wellness-practitioners-in-niagara-tickets-866654997427>

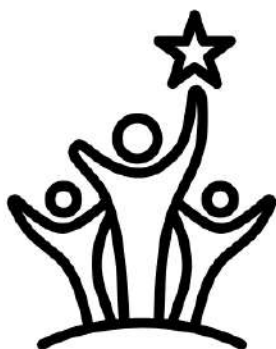


Tue, 23 Apr 2024

Ontario Craft Wine Conference

Niagara Falls Convention Centre, Niagara Falls
The Ontario Craft Wine Conference is an annual event that brings together leaders and professionals in Ontario's VQA wine and grape industry for a day of education, networking, and business building.

<https://10times.com/e1zx-44f2-5zzh>



Wed, 24, Apr 2024

Niagara Business Leadership Series & AGM

Hilton Garden Inn | 500 York Road
Featuring Nick Romano, CEO, Deeplite. AGM Portion is free and open to all members in good standing of the GNCC.

<https://gncc.ca/events/upcoming-events/>

AI-POWERED CHAT PORTAL

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