

A RESOURCE FOR BUSINESSES



VOL. 56.  
DECEMBER

ISSUE 12  
2024

**DECEMBER INSIGHTS:  
SHAPING THE FUTURE OF BUSINESS, NEWS, AND TECHNOLOGY**

**MADE IN NIAGARA SHOWCASING:  
INNOVATION, EXCELLENCE, AND OPPORTUNITY**

**LEADERSHIP PRINCIPLES FOR COLLABORATION**

**WEB3: EXPLORING THE INTERNET'S BOLD NEW FRONTIER**



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# PUBLISHER'S NOTE

Dear Readers,

Welcome to this month's edition of **Business Link Digital Publication**, where we continue our commitment to showcasing the dynamic landscape of innovation, excellence, and opportunity within the business community.

In this issue, we are excited to present a feature on **Made in Niagara**, highlighting the remarkable innovations that are emerging from this vibrant region. This showcase not only celebrates local talent but also emphasizes the potential for collaboration and growth in Hannover Messe Germany in 2025.

We delve into **Leadership Principles for Collaboration**, providing insights into how effective leadership can foster teamwork and drive success in today's interconnected world. As we navigate these complexities, we must remember the importance of empowering all voices, which brings us to our next feature on **Empowering Women Entrepreneurs in Canada**. This piece underscores the vital role women play in shaping our economy and the support systems needed to elevate their contributions.

Looking ahead, we explore **5 Profitable Business Ideas in Demand for 2025**, offering valuable insights for entrepreneurs seeking to capitalize on emerging trends. In the realm of technology, our article on Web3: The Internet's Bold New Frontier will provide you with a glimpse into the future of the internet and the opportunities it presents for businesses.

Lastly, we include a special feature by Dr. Andrew Huberman on **Mastering Jet Lag**. His proven strategies will help you adapt quickly across time zones, ensuring that your travels don't hinder your productivity.

We hope you find this issue informative and inspiring. Thank you for being a part of our community as we explore the ever-evolving world of business together.

Warm regards,

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



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## CIRCULATION

The Business Link is published 12 times per year and distributed digitally to businesses in Niagara Region and beyond.

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# MADE IN NIAGARA

## SHOWCASING INNOVATION, EXCELLENCE, AND OPPORTUNITY

Made in Niagara (MIN) is an annual publication that highlights the best of the Niagara region, spotlighting the businesses, industries, and entrepreneurs driving its economic growth and cultural vibrancy. By capturing the essence of the region's innovation, Made in Niagara serves as a powerful platform to connect local businesses with global opportunities, bridging the gap between Niagara's strengths and the world stage.

### Connecting Niagara to Global Markets

Made in Niagara is not just a publication—it's a powerful tool for promoting Niagara's excellence to the world. The publication is showcased at prestigious international trade events such as the Hannover Messe in Germany, the China International Import Expo, and key industry events in Japan. These platforms allow Niagara's businesses to gain exposure to new markets, expanding their reach and building international connections.

In addition to global event participation, Made in Niagara integrates its content into an innovative AI-powered chat portal. This dynamic platform serves as an interactive business directory, offering real-time access to the products and services available in Niagara. The chat portal makes it easier for global audiences to explore what Niagara offers while allowing local businesses to expand their visibility and foster connections that drive growth.

### Highlighting Niagara's Key Industries

Made in Niagara features a wide array of industries that define the region's economic and cultural landscape:

**Manufacturing:** Niagara's advanced manufacturing sector is a key driver of innovation, from robotics to sustainable solutions, reinforcing its position as a leader in this space.

**Agriculture:** The region's agricultural offerings, from world-renowned wineries to fresh produce, are celebrated for their quality and sustainability.

**Education:** Institutions like Brock University and Niagara College play a critical role in shaping the region's workforce and nurturing talent.

**Tourism:** Niagara's iconic attractions, including Niagara Falls and its renowned wine routes, contribute significantly to the region's global appeal.

**Real Estate:** The region's development projects highlight Niagara as an investment hub, with expanding urban development and opportunities in residential and commercial real estate.

**Art and Culture:** Niagara's thriving arts scene, from local galleries to cultural festivals, adds a rich layer of creativity and community spirit to the region.



Business Link in China International Import Expo 2024



Photo by: www.hannovermesse.de/en/

## The Value of Made in Niagara

Made in Niagara is invaluable to both local businesses and international audiences. For local companies, it provides an unmatched platform for visibility, helping them connect with potential customers, investors, and partners. The inclusion of the AI-powered chat portal ensures businesses can engage with global prospects in real-time, fostering deeper connections and enhancing their chances of success on the international stage. The publication's global reach and innovative approach make it an essential tool for businesses looking to expand and thrive.

### How to Get Involved

Being part of Made in Niagara is a unique opportunity for businesses to showcase their strengths and connect with global markets. By featuring products, services, and innovations in the publication, businesses gain exposure not only locally but internationally. Through the AI chat portal, companies can engage with a broader audience, explore new opportunities, and continue to grow in a connected, digital economy.

Made in Niagara offers more than just a glimpse into the region's business landscape—it provides a bridge to the global market, helping local businesses access international opportunities and expand their presence worldwide. Whether you're a local business looking to scale or a global audience seeking Niagara's best, Made in Niagara is the key resource for discovering what the region has to offer and connecting with its thriving business community.

### Be Part of Made in Niagara 2025

Join us in the next edition of Made in Niagara and promote your business to a broad audience at home and abroad. Secure your place in our upcoming 2025 edition to showcase your business at renowned international events, expand your reach, and connect with potential partners and clients.

Explore our latest edition [here](#) to learn more about the success stories driving Niagara's growth.

Contact us today at [info@businesslinkmedia.com](mailto:info@businesslinkmedia.com) to discuss advertising opportunities and be part of Niagara's story on the global stage.

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PRESIDENT & CEO

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Business Link



## LEADERSHIP PRINCIPLES FOR COLLABORATION

On November 22, 2024, the Leadership Niagara hosted a dynamic learning day at Club Capri in Thorold, focusing on Leadership Principles for Collaboration. The event brought together participants eager to enhance their leadership and teamwork skills through expert-led sessions and hands-on learning.

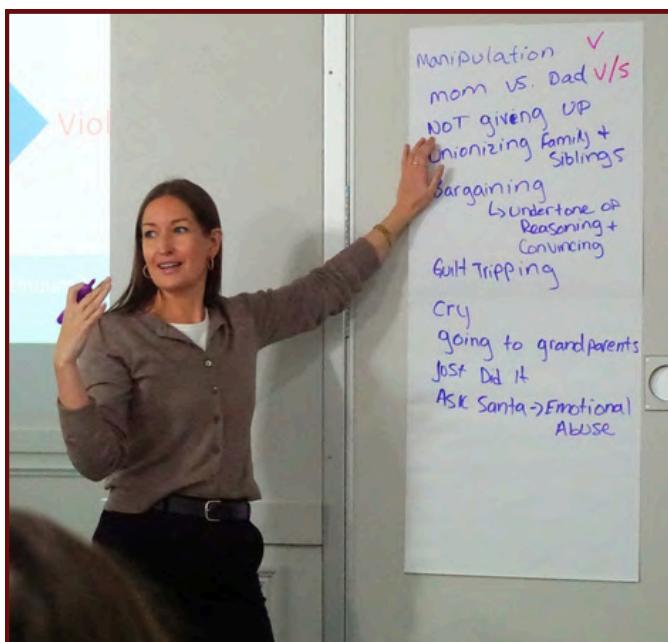
Michelle Chambers, owner Chamber & Associates, delivered an engaging session on Collaboration Fundamentals. She emphasized building trust, leveraging diverse perspectives, and fostering team dynamics to achieve shared goals. Her expertise set the tone for a day of practical, impactful insights.

Jacqueline Riselay introduced participants to the 21 Toys empathy activity, a hands-on exercise that highlighted the importance of understanding others' perspectives, sparked creativity and reinforced the role of empathy in effective collaboration.



Michelle Ross delivered a powerful session on Mastering Difficult Conversations. Through her approachable style, she provided tools like the "story vs. fact" framework, helping participants tackle challenging dialogues with confidence and clarity. Her session resonated deeply, equipping attendees with strategies to navigate real-world conflicts.

The Community Project component of the program offer the opportunity to work on a --- that foster collaboration, creativity, and problem-solving skills among the team members. We are excited to announce the community organizations the participants are working with this year: ATTCH Niagara, Big Brothers Big Sister of Niagara, REACH Niagara, Positive Living Niagara, Wellspring Niagara, Withdrawal Management Services and Corners Run Crew.



This impactful day, made possible by its generous sponsor Walker Industries, left participants inspired, better equipped to lead, and committed to driving collaboration in their organizations and communities.

# LIFEBLOOD OF THE COMMUNITY: THE CASE FOR SAVING LOCAL NEWS

*By Ryan Li*

Local news is more than a source of information—it is the thread that weaves communities together. From covering municipal decisions to celebrating local sports and businesses, it enriches neighborhoods in ways national networks cannot. Yet, these vital institutions are disappearing at an alarming rate.



Since 2008,<sup>1</sup> over 516 local newspapers in Canada have shut down. In an age where media profits depend on vast readerships, smaller outlets struggle to compete with larger news organizations that focus on broad, high-traffic content. As these giants dominate the market, local newsrooms—already stretched thin—find themselves edged out.

The impact is especially pronounced in rural areas, where smaller populations and fewer nationally significant events make local outlets indispensable. Without these newsrooms, stories that matter deeply to the community—such as the closure of a local hospital or Old Bob's grocery store opening a second branch—often go untold.

The disappearance of local news doesn't just leave a void in reporting; it erodes the sense of identity that binds people together. When residents can no longer celebrate a community baseball team's victory or learn about upcoming local festivals, they lose shared experiences that foster connection. Given that nearly 60% of Canadians already report difficulty feeling a sense of community, the decline of local news only deepens this disconnect.<sup>2</sup>

Local outlets also play a crucial role in promoting civic engagement. They shine a spotlight on municipal politics, school board decisions, and infrastructure projects—stories that directly impact daily life but often fly under the radar of national media. Access to this information empowers residents to participate in public discourse, hold leaders accountable, and advocate for change. Without it, communities risk becoming disengaged and disempowered.



The rise of the Internet has exacerbated these challenges. While online platforms offer a global reach, they generate little revenue for local outlets. Most readers gravitate toward larger organizations, leaving smaller ones struggling to stay afloat. Canada's Online News Act, which seeks to require tech giants to compensate news organizations for shared content, highlights the complexity of this issue. Platforms like Meta have responded by blocking Canadian news access, causing a 30% drop in web traffic for smaller outlets.<sup>3</sup>

This is not to suggest that larger news organizations are unimportant—they are a critical component of the media ecosystem. However, a balanced “news diet” requires diverse sources, including local perspectives. The decline of small outlets reduces the variety of stories available and limits the voices shaping public narratives.

Supporting local news is essential for ensuring Canadians can stay informed, feel connected, and engage with their communities. Subscribing to a local paper, sharing their stories, or advocating for policies that support independent journalism are all steps in the right direction.

Local news isn't just about information; it's about connection, representation, and community. If we want to preserve these bonds, we must act before they fade away entirely.

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

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2."Six in Ten Canadians Surveyed Have Little or No Sense of Community, New YMCA Research Reveals." YMCA Canada, 3 Sept. 2024, [www.ymca.ca/news/six-ten-canadians-surveyed-have-little-or-no-sense-community-new-ymca-research-reveals](https://www.ymca.ca/news/six-ten-canadians-surveyed-have-little-or-no-sense-community-new-ymca-research-reveals).

3. Patterson, Jessica. "How Meta's News Ban Reshaped Canadian Media." Digital Content Next, 12 Sept. 2024, [digitalcontentnext.org/blog/2024/09/12/how-metas-news-ban-reshaped-canadian-media/](https://digitalcontentnext.org/blog/2024/09/12/how-metas-news-ban-reshaped-canadian-media/).

# UPCOMING EVENTS FOR DECEMBER AND JANUARY

**21**  
**SAT**

## CIRQUE DU SOLEIL

**December 21 & 22, 2024**

**Meridian Centre, 1 David S. Howes Way, St. Catharines.**

The show plunges the audience into the hidden universe alive at our feet; an ecosystem teeming with life and unseen beings – insects that work, eat, crawl, flutter, feast, fight and court among each other in an ongoing explosion of energy and movement.

[Event Tickets](#)

**22**  
**SUN**

## CHOIR! CHOIR! CHOIR! UN-SILENT NIGHT

**Sunday, December 22, 2024 | 3PM & 7PM**

**FirstOntario Performing Arts Centre, 250 St. Paul Street St. Catharines**

Choir! Choir! Choir! is the fully interactive, participatory show that turns audience into performer! So get ready to laugh, dance and SING! your hearts out with hundreds of other music-lovers just like you. It's like a big birthday party for the greatest songs of all time and you're invited!

[Event Tickets](#)

**02**  
**THU**

## WINTER BREAK AT THE MUSEUM

**Thursday, January 2, 2025 1:00 PM**

**Niagara Falls History Museum, 5810 Ferry Street**

Join us this winter break for a craft and some tasty science! Create a holiday ornament, then shake up some homemade ice cream to enjoy with all the toppings! Explore the Museum galleries and complete a special scavenger hunt.

[Event Tickets](#)

**10**  
**FRI**

## ICEWINE FESTIVAL

**January 10 - 26, 2025**

**Niagara Parks Power Station, 7005 Niagara River Pkwy, Niagara Falls**

The weather outside may be frightful, but Niagara's Icewine sure is delightful! The Niagara Grape & Wine Festival has a series of events that allow you to explore Icewine in all its myriad characters - from sophisticated and stylish at the Cool As Ice Gala, to showcasing its versatility when paired with different culinary dishes through the Discovery Pass.

[Event Tickets](#)

# EMPOWERING WOMEN ENTREPRENEURS IN CANADA

## THE WOMEN ENTREPRENEURSHIP STRATEGY

The Women Entrepreneurship Strategy (WES) is a forward-thinking initiative by the Government of Canada aimed at dismantling barriers that hinder women entrepreneurs from reaching their full potential. By offering crucial support in financing, mentorship, and networking, WES empowers women to thrive in business, fostering both economic growth and gender equality. This strategy plays a pivotal role in leveling the entrepreneurial playing field, ensuring that women-owned businesses have the tools to succeed in today's competitive landscape.

### Addressing Persistent Gaps

Despite significant progress, women entrepreneurs continue to face unique challenges. Research indicates that women-owned businesses often struggle to access capital, grow their networks, and scale effectively compared to businesses led by men. This is partly due to systemic issues such as unconscious bias in funding and limited representation in high-growth industries. The Women Entrepreneurship Strategy was created to address these inequities and ensure women have equal opportunities to excel.



## Access to Capital: A Game-Changer

A core component of WES is the Women Entrepreneurship Loan Fund, which provides loans tailored to the needs of women entrepreneurs. These loans support business growth, enabling women to expand operations, invest in innovation, and pursue new markets. The Women Entrepreneurship Fund (WEF) complements this by providing grants that promote innovation and sustainability, helping women develop products that have a lasting impact on their communities.

## Mentorship and Networking: Key to Success

WES also emphasizes the importance of mentorship and networking. Women entrepreneurs are connected with experienced mentors who provide guidance on navigating the complexities of business growth. Networking opportunities offered through WES help women establish valuable relationships with potential partners, investors, and clients, creating a collaborative ecosystem where women-led businesses can thrive.

## Promoting Innovation in Tech and High-Growth Sectors

Women remain underrepresented in high-growth sectors like technology and engineering, areas that are critical to the future economy. To address this gap, WES provides specialized programs that support women in these industries, ensuring they have access to the resources needed to succeed in innovation-driven fields. This focus on inclusion in tech helps diversify the industry and drives the creation of more sustainable, future-ready businesses.

## Driving Economic Growth and Future Potential

The impact of WES extends beyond individual success stories. By supporting women entrepreneurs, Canada is fostering broader economic growth. Women-led businesses contribute to job creation, community development, and the diversification of the economy. As more women enter entrepreneurship, the ripple effects of WES are felt in local economies and beyond.

Looking ahead, the strategy has significant potential to expand its influence. With the rise in women-owned businesses, WES will play a critical role in navigating the evolving business landscape. By continuing to provide targeted support, mentorship, and opportunities, WES will help build a more inclusive, innovative, and prosperous economy.

In conclusion, the Women Entrepreneurship Strategy is a vital tool in promoting gender equality in business. Through its comprehensive approach, WES empowers women to succeed, transforming Canada's entrepreneurial landscape and fostering a more dynamic and diverse economy.

For more information on the Women Entrepreneurship Strategy and how it is helping women in business, visit the <https://ised-isde.canada.ca/site/women-entrepreneurship-strategy/en>

# CANADA TAKES LEGAL ACTION AGAINST GOOGLE OVER ALLEGED ANTI-COMPETITIVE ADVERTISING PRACTICES



In a significant legal move, Canada has filed a lawsuit against Google, accusing the tech giant of engaging in anti-competitive behavior in the digital advertising space. The legal action, which was filed in Federal Court, alleges that Google has used its dominance in the online advertising market to unfairly restrict competition, manipulate prices, and disadvantage both consumers and publishers.

At the heart of the lawsuit is Google's alleged monopoly over the digital ad ecosystem, which includes exclusive agreements with publishers and other restrictive practices that allegedly prevent competitors from accessing ad inventory. The Canadian government claims that these practices not only harm smaller competitors but also result in higher advertising costs for businesses and reduced options for consumers.

The lawsuit echoes similar legal challenges that Google has faced in other jurisdictions, including the United States and the European Union, where the company has been accused of anti-competitive conduct and violations of antitrust

laws. In fact, Google is already facing significant scrutiny in these regions, where authorities have imposed fines and implemented regulations to curb its influence over the digital ad market.

Canada's legal action comes as the government ramps up efforts to regulate Big Tech, particularly in areas where market dominance can stifle innovation and limit consumer choice. The Canadian government argues that Google's actions have led to a concentration of power in the hands of a few players, which has resulted in an uneven playing field for other digital advertisers and publishers.

The lawsuit highlights several key areas where Google's advertising practices may be causing harm. One of the central claims is that Google has allegedly made it more difficult for rival ad platforms to gain access to ad inventory, instead funneling advertisers and publishers into using Google's own advertising tools. This, according to the government, creates a barrier to entry for smaller players in the industry and drives up advertising costs.

The case has the potential to reshape the digital advertising landscape in Canada. If successful, it could result in hefty fines for Google and force the company to alter how it operates in the country. The government is also calling for a broader investigation into Google's conduct to ensure fair competition in the online advertising market.

The outcome of this legal battle is likely to have broader implications for other tech companies that dominate the digital advertising space. It may also serve as a test case for how Canadian regulators handle anti-competitive practices in the digital economy, and could signal the beginning of increased scrutiny of Big Tech in Canada.

As of now, Google has not yet responded publicly to the lawsuit, but the company has previously defended its advertising practices, arguing that its tools help improve the efficiency and relevance of online advertising. Nevertheless, this legal action underscores the growing concern over the market power of tech giants and their impact on competition and innovation.

This lawsuit is part of a broader global trend of increased regulatory attention on tech giants like Google, Amazon, and Meta, as governments seek to level the playing field in the digital economy and protect consumers and businesses from anti-competitive practices.

Canada's case against Google will likely be watched closely by other nations, as it could provide a model for future regulatory actions in the digital advertising industry. With the power of Big Tech under increasing scrutiny worldwide, this case may play a pivotal role in determining how the digital advertising market evolves in the years to come.

Article Source:

<https://www.nytimes.com/2024/11/28/world/canada/google-complaint-ad-monopoly.html>

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Phone number: 647-395-9669

# 5 PROFITABLE BUSINESS IDEAS IN DEMAND FOR 2025

As the business landscape evolves rapidly, entrepreneurs have a unique opportunity to leverage emerging trends for success in 2025. Consumer preferences, technological advancements, and sustainability goals are reshaping industries. Identifying high-growth sectors allows business owners to stay ahead of the curve and maximize profits. With economic recovery underway and new innovations on the horizon, several business ideas stand out as particularly promising. These opportunities align with the demands of a dynamic market, where customization, efficiency, and responsibility are key.



## 1. Sustainable Products

Eco-conscious consumers are driving demand for sustainable goods. Businesses offering environmentally friendly products, like biodegradable packaging, sustainable fashion, and zero-waste home items, are well-positioned for success. As green alternatives gain popularity, this trend aligns with global environmental goals, offering long-term growth potential.

## 2. AI and Automation

AI and automation are transforming industries. From personalized marketing to predictive analytics and automated customer service, businesses embracing these technologies will gain a competitive edge. These solutions streamline operations and improve customer interactions, increasing efficiency and reducing costs in sectors like manufacturing and logistics.

### 3. Personalized Health and Wellness

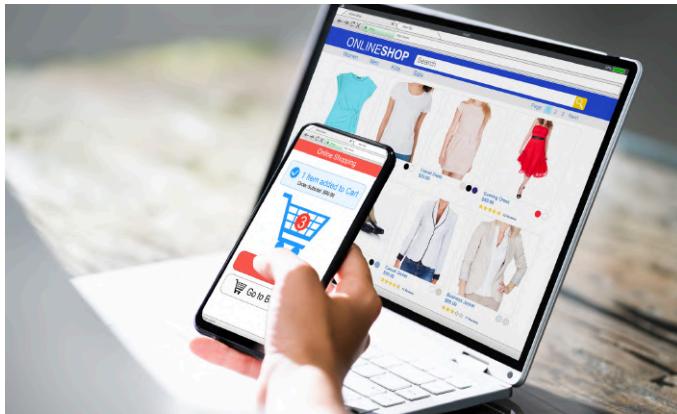
AI and automation are transforming industries. From personalized marketing to predictive analytics and automated customer service, businesses embracing these technologies will gain a competitive edge. These solutions streamline operations and improve customer interactions, increasing efficiency and reducing costs in sectors like manufacturing and logistics.

### 4. E-Commerce Innovation

With online shopping booming, e-commerce businesses that innovate stand to thrive. Offering enhanced shopping experiences through augmented reality, virtual try-ons, and AI-driven customer support will differentiate successful companies. As consumers expect more interactive and seamless experiences, e-commerce businesses must adapt to stay competitive.

### 5. Remote Work Solutions

As remote work becomes permanent for many, businesses providing solutions for remote teams will see substantial demand. This includes collaboration tools, cybersecurity services, and productivity platforms. Remote work optimization tools that foster engagement and well-being will continue to grow as companies maintain flexible work models.



The industries outlined—sustainability, AI, personalized health, e-commerce, and remote work solutions—are poised for significant growth in 2025. Entrepreneurs tapping into these sectors will be well-positioned to meet evolving consumer needs and capitalize on emerging market trends.

Article Source: <https://www.forbes.com/sites/melissahouston/2024/10/18/5-profitable-business-ideas-in-demand-for-2025/>



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# AMAZON'S OLYMPUS THE AI MODEL SET TO REVOLUTIONIZE VIDEO CONTENT CREATION

Amazon has taken a bold leap into the future of video content with its latest AI innovation, Olympus. Developed in partnership with Anthropic, the AI research firm that Amazon has heavily invested in, Olympus is poised to reshape how videos are produced, edited, and consumed. This AI model stands out not just for its technical prowess but also for its potential to enhance the creative process, offering efficiency and personalization at a scale previously unimaginable.

## The Power of Olympus: A New Frontier in AI Video Creation

Olympus is designed to perform a wide array of video-related tasks, including automated scene generation, real-time editing, and adaptive content customization. These capabilities could be transformative for industries such as entertainment, marketing, and education. By automating labor-intensive video production processes, Olympus empowers creators to focus more on storytelling and creative direction while the AI handles technical details.

Unlike traditional video editing software, Olympus uses machine learning to understand context, aesthetics, and user preferences. This means it can dynamically edit content based on audience engagement patterns, making it ideal for platforms like Amazon Prime Video or Twitch, where personalized content plays a crucial role in retaining viewership.

## Amazon and Anthropic: A Strategic Alliance

Amazon's \$8 billion investment in Anthropic underscores the tech giant's commitment to AI leadership. By establishing AWS as Anthropic's primary cloud provider, Amazon ensures that Olympus is backed by scalable infrastructure capable of processing massive data sets in real time. This collaboration places Amazon at the forefront of AI innovation, allowing it to compete more aggressively with other tech giants like Google, Meta, and Microsoft, who are also investing heavily in AI-driven content solutions.

The partnership with Anthropic is part of a broader trend where cloud and AI companies align to push the boundaries of machine learning capabilities. Anthropic, known for its focus on ethical AI, brings expertise that could help Amazon position Olympus as not only powerful but also responsible in its applications, ensuring it meets evolving standards for AI transparency and accountability.



## Implications for the Media Landscape

The introduction of Olympus could significantly impact the entertainment and advertising industries. In streaming services, for example, Olympus could enable more dynamic and personalized viewing experiences by automatically curating content based on individual preferences and real-time feedback. For advertisers, it could facilitate the creation of targeted video ads that adapt to different demographics and behaviors, maximizing engagement.

Moreover, Olympus might serve as a vital tool for content creators on platforms like YouTube or TikTok, allowing them to produce high-quality videos faster and with fewer resources. Its ability to generate, edit, and optimize videos seamlessly could democratize access to professional-grade video production, opening new opportunities for creators at all levels.

## Olympus and the Future of AI-Driven Content

Olympus is part of a growing trend where AI models are no longer just supplementary tools but central to the creative process. As AI continues to evolve, its role in shaping how stories are told and how content is delivered will become even more pronounced. The potential applications extend beyond entertainment—Olympus could play a role in education, healthcare, and corporate training by producing engaging, customized video content for diverse audiences.

Amazon's unveiling of Olympus marks a pivotal moment in the AI and media industries. By leveraging its partnership with Anthropic, Amazon is setting new standards for what AI can achieve in video production. Whether it's enhancing the streaming experience, empowering content creators, or transforming advertising strategies, Olympus is poised to redefine the possibilities of video AI.

As AI becomes more deeply embedded in creative workflows, models like Olympus will be instrumental in driving innovation and delivering content that is not only efficient but also tailored to individual user experiences. Amazon's investment in this cutting-edge technology signals a future where AI-driven video creation is the norm, setting the stage for the next wave of digital media evolution.

Article Source:-

<https://www.businessinsider.com/amazon-video-ai-model-olympus-anthropic-2024-11>



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# WEB3: THE INTERNET'S BOLD NEW FRONTIER

The internet is undergoing a transformative evolution with the advent of Web3—a decentralized, blockchain-powered ecosystem designed to give users greater control over their online experiences. This new model moves away from centralized platforms, prioritizing individual ownership of data, secure transactions, and transparent operations. Web3 represents more than just a technological shift; it redefines the relationship between users and the digital world, fostering a more equitable and inclusive internet.

## Binance Wallet: Bridging the Gap to Decentralization

Leading the charge in Web3 adoption is Binance, with its revamped Binance Wallet. This innovative tool simplifies asset management and provides seamless access to decentralized applications (dApps). Features such as unified asset tracking and an intuitive airdrop center make it easier for users—whether tech-savvy or beginners—to engage with Web3. By removing technical barriers, Binance Wallet empowers a broader audience to explore blockchain technologies and decentralized finance (DeFi).

## NexGenWeb3: Empowering the Future of Blockchain

At the forefront of the Web3 revolution is NexGenWeb3, a hub for innovation and collaboration. NexGenWeb3 is committed to transforming digital landscapes through expert project management and strategic product launches. Their thriving community welcomes both seasoned blockchain professionals and newcomers, offering resources, events, and networking opportunities tailored to every need.

NexGenWeb3's team comprises specialists in smart contracts, tokenization, and public chain development, ensuring that projects are executed with precision and insight. By leveraging proven methodologies and cutting-edge marketing strategies, NexGenWeb3 creates impactful narratives that resonate with diverse audiences. Their focus on collaboration and continuous improvement empowers individuals and organizations to unlock the full potential of decentralized technologies. NexGenWeb3 is paving the way for a more transparent and equitable future in the Web3 space, making it an essential player in the ongoing digital revolution.

## Separating Myth from Reality in Web3

As with any groundbreaking innovation, Web3 has its skeptics. Critics question its scalability, privacy, and energy consumption. However, ongoing advancements in blockchain technology address these challenges, from improving transaction speeds to implementing eco-friendly solutions. What sets Web3 apart is its tangible impact, evident in the growing adoption of decentralized platforms and blockchain-based applications that already empower users in finance, gaming, and digital ownership.

## Why Web3 Matters: A Paradigm Shift

Web3's most significant promise lies in its ability to decentralize power. Traditional internet structures rely on centralized entities that control data and dictate terms of engagement. Web3 flips this model by enabling users to own their data, control their digital identities, and participate in governance. This decentralized approach not only fosters trust and privacy but also creates new economic opportunities. Individuals can now earn through tokenized economies, trade digital assets securely, and participate in decentralized organizations (DAOs) that democratize decision-making.

## The Dynamic Future of Web3

The road to widespread Web3 adoption is not without hurdles, but the potential is undeniable. Tools like Binance Wallet and initiatives like NexGenWeb3 signal a shift toward more user-centric digital ecosystems. Whether it's facilitating seamless financial transactions, enabling decentralized social networks, or fostering innovation in gaming and digital art, Web3 is rapidly becoming a reality.

The future of the internet is here, offering endless possibilities for innovation and empowerment. Web3 invites everyone to take an active role in shaping a decentralized, transparent, and inclusive digital landscape. The question isn't if Web3 will redefine our online experiences—it's how soon. Are you ready to embrace the journey?

Article sources:

<https://www.macaubusiness.com/binance-unveils-the-new-binance-wallet-a-seamless-gateway-to-web3/>  
<https://bitperfect.pe/en/unlocking-the-secrets-of-web3-how-the-internets-future-puts-power-in-your-hands/>  
<https://coinist.com/web3-myth-or-reality/> check their privacy.



## EMPOWERING THE FUTURE OF BLOCKCHAIN WITH NEXGENWEB3

At NexGenWeb3, we're leading the charge in the Web3 revolution, transforming digital landscapes with cutting-edge project management and strategic product launches.

### Join Our Thriving Community

Whether you're a blockchain veteran or just beginning your journey, NexGenWeb3 is your gateway to exclusive benefits:

- Resources
- Events and networking opportunities
- Workshops and webinars

Visit [NexGenWeb3.xyz](https://NexGenWeb3.xyz) to get started!

# ELEVATE YOUR BRAND: ADVERTISE IN BUSINESS LINK'S 2024 SIGNATURE MAGAZINE

## ALL IN THE FAMILY

Family — a simple yet profound word — resonates deeply with all of us. It binds us, reveals our identity, traces our journey, and points toward our future. This essence is the cornerstone of All In The Family Magazine.

Over our 20-year journey, we've connected with countless individuals in the successful business landscape of the Golden Horseshoe area. A common thread among these thriving enterprises is strong family ownership.

In this publication, we spotlight these family businesses, acknowledging their unique strengths.

Within these pages, you'll find stories of their challenges and triumphs, offering valuable insights to educate and inspire the next generation of business owners. Our goal is to celebrate the resilience of family businesses and foster a dynamic, informed community of entrepreneurs.



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# MASTERING JET LAG

## PROVEN STRATEGIES TO ADAPT QUICKLY ACROSS TIME ZONES

Jet lag is a common physical and mental challenge faced by travelers crossing multiple time zones. It occurs when rapid travel disrupts the body's circadian rhythm (internal clock), causing a misalignment with the day-night cycle at your destination. This often results in fatigue, mood swings, and difficulty sleeping. The severity varies depending on the individual, the number of time zones crossed, and, notably, age. In this article, we'll explore strategies to mitigate jet lag's effects and align quickly with a new time zone.

### Why Eastward Travel Is Harder

Traveling east tends to be more challenging because it requires falling asleep earlier, which is harder for most people than staying up later. Fortunately, adjusting your circadian rhythm before traveling east can ease the transition.

#### Tips for Eastward Travel:

##### **Get Early Light Exposure:**

Two days before departure, start waking up 30 to 45 minutes earlier than usual and expose yourself to bright sunlight or artificial light immediately upon waking.

##### **Shift Caffeine Intake Earlier:**

Consume caffeine earlier in the day to promote alertness in the morning, helping your body adjust to earlier wake-up times.

##### **Incorporate Morning Exercise:**

Engage in light physical activity, such as jogging or walking, within 60 minutes of your new wake-up time to reinforce your body's new rhythm.

##### **Adapting to Westward Travel**

Traveling west is typically easier, as it involves staying up later, something the body naturally finds more manageable. However, preparing your circadian rhythm still enhances adjustment.



#### Tips for Westward Travel:

##### **Delay Your Schedule:**

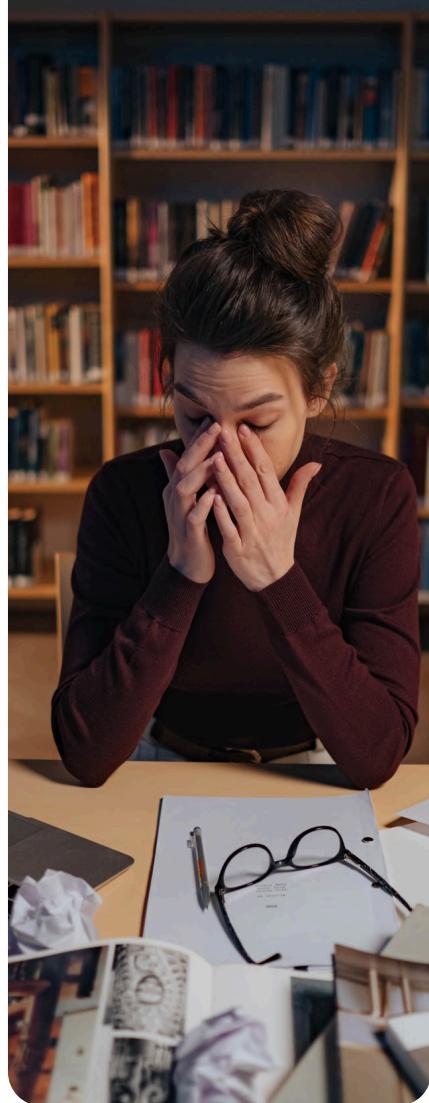
Shift your wake-up time, caffeine intake, and exercise routine 30 to 45 minutes later each day before departure.

##### **Evening Light Exposure:**

Ensure exposure to bright light in the one to two hours after sunset to prepare your body for later sleep times.

##### **On Arrival: Key Strategies**

Regardless of whether you travel east or west, the following tips will help you adjust once you arrive at your destination:



### **1. Eat on the Local Schedule:**

Eating meals at local times helps reset your internal clock. Even if you're not hungry, aligning with local meal times can accelerate adjustment. Alternatively, fasting for 14–16 hours before your first local breakfast can also help.

### **2. Manage Light Exposure Based on Your Temperature Minimum:**

Your "temperature minimum" is the time when your body's temperature is lowest, usually two hours before your usual wake-up time.

**Traveling East:** Expose your eyes to light in the one to two hours after your temperature minimum to shift your clock earlier.

**Traveling West:** Get light exposure in the one to two hours before your temperature minimum to push your clock later.

### **3. Use Artificial Light & Red-Lens Glasses:**

If natural sunlight is unavailable, travel with a portable light device (5,000–10,000 lux). In the evening, reduce exposure to blue and green light by wearing red-lens glasses to maintain melatonin production and avoid cortisol spikes.

### **4. Maintain a Consistent Exercise Routine:**

Exercise early in the local day to support your circadian rhythm and promote quicker adaptation. Activities like walking or light aerobic workouts are beneficial.

### **Stay Connected**

New Huberman Lab episodes are released every Monday on YouTube and all major podcast platforms, including Apple Podcasts and Spotify. Please subscribe on YouTube and follow the podcast on Apple Podcasts and Spotify. I regularly post additional science and science-based tools on Instagram, X (formerly Twitter), Facebook, Threads, and LinkedIn.

We're always interested in feedback and encourage you to reply directly to this newsletter with your thoughts. While we can't always respond to each message, we do read each one.

Thank you for your interest in science™!

Best wishes,  
Andrew

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# NEWS

## WORLD

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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## BUSINESS NEWS

ECONOMY • INVESTMENTS • CORPORATION • STOCK EXCHANGE

### 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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# DECEMBER GLOBAL NEWS HIGHLIGHTS





## Amazon's Pharma Sales Surge Towards \$2 Billion Mark

Amazon's entry into the pharmaceutical market is rapidly gaining momentum, with expected revenue from its pharmacy business reaching \$2 billion in 2024, according to Evercore.

### **Key highlights:**

- Consumer interest in Amazon Pharmacy has climbed to 45% this year, up from 34% in 2023.
- Sales of prescription medications on Amazon are rising, with 13% of surveyed customers having purchased pharma products in 2024.
- Analysts predict Amazon's long-term potential to capture significant market share in the \$435 billion U.S. prescription market.

<https://www.businessinsider.com/amazon-to-reach-2-billion-pharma-sales-rising-customer-interest-2024-12>

## Google's Willow Chip: A Milestone in Quantum Computing

Google Quantum AI's latest innovation, the Willow chip, marks a breakthrough in quantum computing technology, promising advancements in error correction and computational reliability.

### **Key Highlights:**

- Enhanced Qubit Design: Willow employs superconducting quantum processors with improved coherence and connectivity.
- Error Correction: Advanced methods maintain data integrity, critical for scalable quantum systems.
- Quantum Advantage: Progress in solving complex problems surpasses classical computing.

<https://www.businessinsider.com/why-google-quantum-willow-chip-breakthrough-big-deal-researchers-2024-12>

## Starlink Traffic Triples in 2024

Starlink's rapid growth continues as traffic usage tripled in 2024, highlighting its rising popularity and expanded reach.

### **Key Highlights:**

- Global Expansion: Starlink's satellite internet service now serves millions, increasing connectivity in underserved regions.
- Usage Surge: Tripled network traffic demonstrates significant user adoption and reliance on the service.
- Strategic Wins: The achievement solidifies Elon Musk's vision for affordable and accessible global internet.

<https://www.businessinsider.com/starlink-traffic-tripled-2024-in-another-win-for-elon-musk-2024-12>

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