

STARTUP OF THE WEEK: OSPREY INFORMATICS

Web-based app cuts travel time

New product only the first step to success

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CALGARY HERALD

Osprey removes the distance between remote assets in the oil and gas industry, and the stakeholders responsible for them by providing instant visual access via a Web-based application.

Any person within the company can instantly see remote sites, receive alerts, inspect past activities, images and related data, and use the images and data in reports unique to every client.

Osprey says it saves companies money and improves worker safety by enhancing security, reducing incident response times and the amount of travel to remote sites.

After its showing at the recent Startup Calgary launch party, we caught up with co-founders Michael von Hauff and Lukasz Skalka.

How did you come up with the idea for your startup?

In a brief stint working for a major Canadian oil and gas company, I was surprised at how much unnecessary travel, delays and miscommunication is incurred because of operators travelling to the site instead of using technology to inspect remote sites, and everyone else relying on the operators ability to describe what they saw.

What has been the biggest challenge so far?

The technology has been built from ground up to be very low bandwidth, low power, massively scalable, hardware agnostic, and most

importantly, easy to use. It took us two years to meet those stringent criteria.

So, engineering has been the biggest challenge to date.

Are there any key individuals outside of your organization that have been of great help?

Ryan McDonald and Jason Innes of Uncommon Innovation have been invaluable. They provided us with direction, focus, marketing support, sales coaching, and most importantly reassurance that we had really hit the perfect pain point to go after.

What's new with your startup that we can share?

We recently signed a major oil and gas customer who, after testing the product, has ordered installations for several new sites.

Before year-end our product will be integrated into a drilling rig services package, and we are in the closing stages of adding another large oil and gas customer to the mix.

Is it more difficult to raise capital or find the right talent?

Both are challenging, but success in both is often the result of selling your company's strengths to the right person at the right time.

People want to work for and invest in an exciting company with significant potential. There is no secret answer.

That excitement doesn't always surface on its own, you have to work at it.

What has contributed to your success to date?

Building a great product is only the first step on the path to success.

Marketing, selling and operations is a lot of work and in the business-to-business space it might take you a few years to get the traction you expected (or hoped for). So, don't be disappointed if you still haven't bought that "dream" yacht by month nine. As well, you have to really believe in your product and want to build it into a "business", remembering of course that a great product is not the same as a great business.

You are likely committed for five to seven years, so enjoy the small wins along the way because you will not (or should not) be exploring new product ideas every day!

What are your thoughts on Calgary's startup community?

Critical to a high percentage of success is a) lots of startups and b) people willing to invest in startups.

While there may be a lot of wealth in Calgary I don't think it is being used as efficiently as it could be.

So, we need to work on improving both parts of the equation.

What's your ask right now?

More exposure. We think we have a great product that solves a key problem in the industry.

Our product is more effective, easier to use and more affordable than any other solution available today.

Now, we need more industry participants to know about us.

LLOYD LOBO COVERS CALGARY'S TECH COMMUNITY. HE IS A PARTNER AT BOAST CAPITAL AND A BOARD MEMBER AT STARTUP CALGARY. IF YOU ARE WORKING ON SOMETHING THAT COULD POTENTIALLY CHANGE THE WORLD, WE'D LIKE TO HEAR ABOUT IT. SEND US A TWEET AT @BOASTCAPITAL OR EMAIL US AT LLOBO@BOASTCAPITAL.COM.



Michael von Hauff, left, CEO, and Lukasz Skalka, CTO, of Osprey Informatics.

Deposit rates

Nov 15, 2012	Short-term deposits						Long-term GICs						
	Min. dep.	30 day	60 day	90 day	120 day	180 day	270 day	Min. dep.	1 year	2 year	3 year	4 year	5 year
CHARTERED BANKS													
B2B Bank	5000	-	-	0.650	0.700	0.850	0.850	1000	1.450	2.050	2.150	2.200	2.450
Bank West	5000	-	-	0.900	0.950	1.200	1.250	5000	1.700	2.000	2.150	2.250	2.300
Bank of Montreal	5000	0.600	0.750	0.900	0.900	1.000	1.000	1000	1.150	1.300	1.400	1.600	2.050
Bank of Nova Scotia	5000	0.150	0.150	0.150	0.150	0.200	0.200	1000	0.900	1.100	1.250	1.400	1.750
CIBC	1000	-	0.500	0.500	0.550	0.750	0.800	1000	0.900	1.100	1.250	1.400	1.750
Canadian Tire Bank	-	-	-	-	-	-	-	500	1.150	1.450	1.750	1.900	2.200
Canadian Western Bank	5000	0.500	0.750	1.000	1.050	1.150	1.150	1000	1.500	2.000	2.200	2.250	2.350
HSBC Bank Canada	5000	0.700	0.800	0.950	0.950	1.050	1.050	1000	1.200	1.300	1.400	1.600	1.900
HomeEquity Bank	-	-	-	-	-	-	-	5000	1.700	1.950	2.150	2.350	2.450
ICI Bank Canada	1000	0.500	-	0.500	-	0.500	0.500	1000	r1.550	r1.850	r2.100	r2.350	r2.650
ING Direct	1	-	-	1.000	-	1.000	1.500	1	r2.000	r1.750	r2.000	r2.000	r2.250
Korea Exchange Bank	-	-	-	-	-	-	-	3500	1.700	2.050	2.100	2.150	2.200
Laurentian Bank	3000	0.400	0.500	0.500	0.650	0.800	0.850	500	0.900	1.200	1.250	1.600	1.750
Manulife Bank	25000	0.500	0.650	0.750	0.750	0.800	0.950	2500	1.400	1.750	2.100	2.300	2.500
MonCana Bank of Canada	10000	0.300	0.300	0.300	0.400	0.400	0.400	5000	1.200	1.500	1.700	1.800	1.900
National Bank	5000	0.400	0.500	0.550	0.600	0.700	0.750	1000	0.900	1.200	1.250	1.600	1.750
President's Choice Fin'l	-	-	-	-	-	-	-	100	1.250	1.550	1.750	2.100	2.200
Royal Bank	5000	0.500	0.650	0.800	0.800	0.900	0.900	1000	1.400	1.300	1.800	1.600	2.050
State Bank of India (C)	-	-	-	-	-	-	-	2000	1.650	1.900	2.250	2.350	2.500
TD Canada Trust	5000	0.450	0.650	0.750	0.800	0.850	0.900	1000	1.000	1.100	1.350	1.600	1.900
TRUST COMPANIES													
Ally	1	-	-	r1.250	-	r1.250	r1.250	1	r1.750	r2.000	r2.150	r2.250	r2.600
Concentra Financial	-	-	-	-	-	-	-	1000	1.150	1.300	1.400	1.600	2.000
Equitable Trust	5000	1.350	1.350	1.450	1.450	1.500	1.600	5000	1.600	2.000	2.150	2.250	2.350
Home Trust Company	5000	1.150	1.200	1.400	1.450	1.500	1.600	5000	1.750	2.050	2.250	2.350	2.400
Peace Hills Trust	1000	0.200	0.200	0.200	0.200	0.250	0.250	1000	1.450	2.000	2.150	2.300	2.400
ResMor Trust	25000	0.200	0.400	0.750	0.800	1.150	1.150	10000	1.650	2.000	2.200	2.300	2.450
OTHER INSTITUTIONS													
ATB Financial	1000	0.650	0.800	0.950	1.150	1.250	1.250	1000	1.200	1.300	1.450	1.650	2.000
Achieva Financial	-	-	-	-	-	-	-	1000	2.050	2.250	2.450	2.600	2.850
Canada Life	5000	r0.250	r0.275	r0.300	r0.300	r0.375	r0.375	1000	r0.500	r0.750	r0.800	r1.200	r1.300
Coast Capital Savings	1000	0.600	0.650	0.700	0.700	0.750	0.850	1000	1.750	2.000	2.200	2.250	2.400
First Calgary Financial	5000	0.500	0.500	0.750	0.750	1.000	1.000	500	1.250	1.650	1.950	2.000	2.300
Great West Life	-	-	-	-	-	-	-	500	0.750	1.000	1.050	1.450	1.550
Industrial Alliance	-	-	-	-	-	-	-	1000	r0.900	r1.450	r1.800	r1.900	r2.100
London Life	1000	-	-	-	-	-	r0.550	10000	0.750	1.000	1.050	1.450	1.550
MAXA Financial	-	-	-	-	-	-	-	500	r2.050	r2.250	r2.450	r2.600	r2.850
MCAN Mortgage Corp.	10000	0.100	0.100	0.750	0.750	1.300	1.300	5000	1.650	2.000	2.100	1.650	1.950
Outlook Financial	-	-	-	-	-	-	-	1000	r2.050	r2.250	r2.450	r2.600	r2.850
Servus Credit Union	5000	0.600	0.750	0.900	0.900	1.000	1.000	1000	1.150	1.300	1.400	1.650	2.050
Standard Life	5000	r0.300	-	r0.300	-	r0.300	r0.300	1000	r1.500	r1.675	r1.825	r1.825	r1.825
Sun Life Financial	-	-	-	-	-	-	-	1000	r1.250	r1.250	r1.650	r1.850	r1.900

Table was prepared by CANNEX Financial Exchanges on 15-Nov-2012 at 13:00
Short-term deposits and long-term GICs are non-redeemable. Redeemable rates are indicated by an 'R.'

Business Profile

Nature's rare treasure — a timeless fashion necessity

A pearl is one of nature's most rare treasures. From the innermost part of an ordinary oyster, a tiny secretion of calcium carbonate grows and hopefully forms into a perfectly cylindrical and dynamic-coloured pearl. It can take two to five years to create this completely organic south sea gemstone. Unlike a diamond, which relies on cutting and polishing to create a faceted gem, Kaviar pearls are simply rinsed in freshwater to reveal their beauty.

For Calgarian Kristin Richard, this process is what intrigues her. Owner of Kaviar South Sea Pearls, Richard travels to Indonesia, French Polynesia and Hong Kong to personally harvest these delicate gems. Working with local families in pearl regions, she searches out the best selection post-harvest to bring back to Calgary. After sorting and drilling the pearls, she then creates all of the jewellery in her shop by hand.

"It can take years to put one beautiful strand of pearls together that work harmoniously side by side, to me, this is spectacular," says Richard. "I appreciate and love what they become because of what they've gone through to get there."

Located in Fashion Central's lower level on Stephen Avenue, Kaviar South Sea Pearls carries a variety of pieces for any woman's taste. These long, luxurious strands can be worn around the neck, layered, wrapped on the wrist or knotted with a sweater, pearls are one of fashion's staple trends throughout time.

A symbol of strength, confidence, class and demureness — a woman in pearls makes a statement. Richard says after working in the jewellery business for years selling a variety of gemstones, she noticed pearls had a certain allure to men.

"Men always tell me they notice a woman in pearls," says Richard. "They don't just buy them for birthdays or special occasions. They buy them for the woman that has captivated them."

Richard says the other buyer, of course, is the woman who buys them just because — because she is fabulous, because she is confident and because she can.

With a focus on quality, Richard searches out the most unique colours and lusters to



Kaviar South Sea Pearls offers a stunningly unique collection of handmade pieces, from large pearl rings to delicate bracelets.

diversify her portfolio. She hopes customers can find a special piece or gemstone that speaks to them; one they recognize as theirs for years to come. For special occasions such as upcoming Christmas and New Year's parties, Kaviar also has a variety of show-stopping pieces that are the perfect finishing touch for a cocktail dress or gown.

By appointment only, customers can call to arrange a time to meet with Richard to look through the selection. However, if you're in the neighbourhood of Bridgeland, XO Fine Jewellery and Design Gallery on Marsh Road also carries a large selection of Kaviar South Sea Pearl's products.

"Pearls aren't a trend that fly by the wayside from season to season," says Richard. "They are timeless like the woman that wears them. They are a celebration of authentic, real earned beauty."

For more information, go to KaviarPearls.com.

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*Rate subject to change without notice. Available at branches only. Interest is calculated daily and paid monthly. See branch for full details.

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Hand crafted by the original career woman. Mother Nature.

It's time for a piece that's as unique and elegant as you.

Kaviar Pearls is home to the finest selection of custom cultured pearls. Visit us at Fashion Central or online at kaviarpearls.com

It's time for timeless.

Kaviar works with the highest quality, ethically and environmentally sustainable cultured salt water pearls available in today's trade. Each piece is constructed of the finest organic materials and is handcrafted right here in Calgary. Kaviar is one of the only brands to bring first hand experience from harvesting the pearls at their source, selecting, matching and creating each item exclusively for our clients.

At Kaviar, each pearl has a story that truly, begins at the beginning.

Lower Level of Fashion Central • 805 1st Street SW 403.264.1020
Available by appointment or online at kaviarpearls.com

Also available at
XO Fine Jewellery • 601 Marsh Road NE • xofinejewellery.ca