

## Lockington, Elliott (SPAC/PSPC)

---

**From:** Parmar, Dovejot (SPAC/PSPC)  
**Sent:** March 24, 2020 1:08 AM  
**To:** Hersi Hujaleh  
**Subject:** Re: Waterloo Region - COVID-19 Government Advertising

Hersi,

Could you chat in the morning?

Sent from my iPhone

On Mar 23, 2020, at 8:39 PM, Hersi Hujaleh <[hersi.hujaleh@communitech.ca](mailto:hersi.hujaleh@communitech.ca)> wrote:

Hi Dove,

I hope this email finds you well.

I don't believe we've met before but I got your email address from my old colleague on the Hill (and your current colleague) Emily Harris. I apologize in advance for the length of this email!

Nowadays, I'm at Communitech, the non-profit innovation hub in Waterloo Region. We work with hundreds of tech start-ups and help them scale-up and succeed. As you can imagine, COVID-19 has been a catastrophe for the local tech sector, which was thriving, and our focus right now is on keeping firms alive. We're working closely with Ministers Morneau, Bains, Ng and PMO (Alyx Holland).

With that said, I'm **reaching out with respect to two issues:** (1) government advertising as it relates to a successful tech firm in Waterloo; and (2) Emily suggested that you may be interested in what our med-tech firms are doing to combat COV-19.

### (1) Government Advertising Issue

[Sortable](#) is a fast growing scale up in Waterloo. They are one of the few international advertising technology companies in Canada and have ranked numerous times as one of the fastest growing companies in Canada. They work with publishers around the world to deliver 10s of billions of ads to users on behalf of advertisers via their ad exchange. Communitech is working hard to ensure this Canadian success story survives COVID-19.

*The Ask:* Since the government has announced it is ramping up advertising as it relates to COVID-19, it would be immensely helpful if the government could request that Google connect to Sortable's ad exchange via ORTB. Fortunately this is incredibly easy to do so, since Sortable and Google are both integrated with Bidswitch, which would be the preferred method for expediency sake and will require minimal effort by Google - simply accepting our connection request. This will ensure that the Federal and Provincial governments are able to support one of only 2 Canadian ad exchanges with their ongoing ad spend, with no additional cost to the government or Google. Sortable has sent a request in bidswitch, Google simply needs to approve the requests to: seat 165 Google Display Ads and seat 16 Google DV360.

Gaining direct access to Google's demand will ensure that Sortable is able to receive directly from Google their ad spend, ensuring that reductions from intermediaries (all of who are US based) will not happen. This will massively increase our competitiveness and provide an instant benefit to our business. The Federal government needs only request that Google includes us alongside others who are able to connect to Google and there is no costs

involved. This would be a reasonable ask that Google support Canadian businesses given the Federal government's ad spend with Google. This is also an action that can be expedited quickly and have an immediate and material impact on our business.

**Is this something that can be done? What would Sortable need to do to make this happen? Who should Sortable be talking to?**

**(2) Medtech Firms in Waterloo Region**

We actually have a pretty thriving med-tech + manufacturing scene in Waterloo Region, and my CEO Iain Klugman is spearhead a community group/conglomerate of businesses to produce critical medical goods such as PPE and ventilators. Early days but we're seeing some good progress already. Take a look a [here](#).

We are mostly going through ISED in our efforts to work with the federal government. If this role for PSPC in all this, please do let me know. Would be happy to discuss in further detail.

Thanks, Dove. Look forward to hearing from you,

Regards,

Hersi

--

Hersi Hujaleh  
Communitech  
Director, Public Policy  
613.700.6813  
[hersi.hujaleh@communitech.ca](mailto:hersi.hujaleh@communitech.ca)  
[communitech.ca](http://communitech.ca)