

Michel Pepin on Cisco's Record Revenue Growth in 2023 and Key Executive Appointment

written by InvestorNews | January 29, 2024

In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISC) President and CFO Michel Pepin shared insights into Cisco's strong [revenue growth](#) for 2023 and strategic initiatives moving forward. Michel proudly announced that Cisco achieved a 95.9% increase in revenue in 2023, growing from \$14.766 million to \$35.014 million. This growth was also reflected in their gross profit, which rose from \$2.785 million to \$6.772 million, marking a 143.2% increase.

Michel attributed this success to the dedicated efforts of the Cisco team and the company's robust and profitable business model. Central to this model is a client-centric approach, a strategic focus, minimization of overhead costs, and investment in future opportunities. Michel also shared Cisco's ambitious acquisition plans. Targeting one to two acquisitions annually, Cisco is currently exploring a potential third acquisition for 2024. He stressed the importance of strategic alignment and rigorous due diligence in their acquisition process to ensure that they are accretive to Cisco.

To bolster its leadership and operational capabilities, Cisco announced the appointment of Sheri Rogers as the EVP Managing Director of Prospect Media Group (PMG), one of its key subsidiaries. Michel shared that Sheri brings a wealth of experience and a track record of success in leading major agencies and client portfolios.

To access the rest of this interview, [click here](#)

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About Ciscum Corp.

Ciscum Corp. is a Canadian company investing, acquiring, and managing companies in the ICT sector. Potential acquisition targets are entrepreneurs seeking equity, transition, or that do not have a defined succession plan. Target companies are generally substantial SMEs and have a proven track record/history of profitability.

With this approach Ciscum enables owners/founders to crystalize their equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders' value.

To learn more about Ciscum Corp., [click here](#)

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Cisco Surges Forward with Strong Q3 Results and ICT Strategic Acquisitions

written by Tracy Weslosky | January 29, 2024

In a remarkable financial turnaround, Cisco Corp. (CSE: CISC), a leader in the Information, Communication, and Technology (ICT) sector, has recently announced its Q3 2023 earnings, showcasing a period of significant growth and positive results. The acquisition of PMG, a key player in AdTech/MarTech, has been a catalyst in this upward trajectory, reflecting a strategic move by Cisco in expanding its market reach.

John Putters of Visionstate on the path to profitability for WANDA and its portfolio companies

written by InvestorNews | January 29, 2024

In this InvestorIntel interview, host Tracy Weslosky talks to [Visionstate Corp.](#)'s (TSXV: VIS) CEO John Putters about the increase in sales and diversification of its client base for its WANDA family of facility management software, as well as its

investment in portfolio companies.

John tells Tracy the need for facilities maintenance software increased dramatically during Covid, and “we’re seeing a dramatic increase not only these sales but the adoption of our software across many different sectors.” As a result of increased sales, he continues, “based on the last six months in terms of growth and installations, we fully expect to be profitable by the end of our fiscal year 2023, which would end September 30th in 2023, and we’re well on that path.”

In the interview John also talks about Visionstate’s portfolio companies, including Freedom Cannabis Inc., a Canadian producer of cannabis products, that signed a definitive agreement to acquire the assets of Calgary-based Boaz Pharmaceuticals and recently set a record for monthly revenue at \$2 million. “They’re growing fast and they’re one of the dominant companies now in the Canadian landscape in terms of their sales on the retail side of things,” John says. “The reason why Visionstate invested in them is because we worked with them on IOT [Internet of Things] technology... and we’re working with them to expand that throughout the cannabis sector.” The goal, John explains, is for Freedom Cannabis to become a public company, providing Visionstate with liquidity.

To access the full InvestorIntel interview, [click here](#)

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About Visionstate Corp.

Visionstate Corp. (TSXV: VIS) is a growth-oriented company that invests in the research and development of promising new technology in the realm of the Internet of Things, big data and analytics, and sustainability. Through Visionstate Inc., it

helps businesses improve operational efficiencies, reduce costs and elevate customer satisfaction with its state-of-the-art devices that track and monitor guest activities and requests. The footprint of its WANDA™ smart device now extends to hospitals, airports, shopping centres and other public facilities across and beyond North America. Through building up a collection of synergistic technologies, Visionstate Corp. will continue to innovate, reduce environmental impact and transform consumer experiences.

To learn more about Visionstate Corp., [click here](#)

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John Putters of Visionstate talks about doubling its WANDA facilities software subscribers

written by InvestorNews | January 29, 2024

In this InvestorIntel interview with host Tracy Weslosky, [Visionstate Corp.](#)'s (TSXV: VIS) CEO John Putters talks about the recent rapid growth in company's "software as a service model" (SAAS) customer base and revenue, particularly its WANDA™ family of facility management software.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here](#)), John explains how Visionstate provides IoT [Internet of Things] software through

its proprietary WANDA product which tracks, verifies and validates cleaning protocols in hospitals, seniors homes, airports, shopping centres and other public facilities. Covid, he says resulted in a “renewed commitment to meeting these protocols,” making “this technology more important than ever.”

John also talks about Visonstate’s recent success. “Customer acquisition is a very common way of measuring the performance of software as a service models, and our subscription base has doubled in the past year. In fact that happened over the last nine months.” Looking forward, John says that Visonstate is “adding new customers at a pace that we’ve never experienced before,” largely due to the introduction of the low-cost and easy to deploy wandaMOBILE™ app.

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Visionstate cleaning up with the Internet of Things

written by InvestorNews | January 29, 2024

The Internet of Things (IoT) is just taking off now. The Global IoT market size is [forecast](#) to grow from US\$478.36 billion in 2022 to US\$2,465.26 billion by 2029, at a CAGR of 26.4%. In some cases, the current global supply chain disruptions and rising costs are highlighting the need to have good IoT processes in place and thereby accelerating the rollout of the IOT.

[Visionstate Corp.](#) (TSXV: VIS) (Visionstate) is a growth oriented company that invests in the research and development of promising new technology in the realm of the Internet of Things, big data & analytics, and sustainability.

Visionstate has developed their WANDA™ family of IoT software products which are used in hospitals, [seniors/aged care centres](#), airports, shopping centres and other public facilities across and beyond North America. The products include wandaNEXT™ and wandaMOBILE™.

Some common applications for the WANDA™ family of products include:

- [wandaNEXT™](#) – Is a system that offers real-time ‘notifications, analytics & reporting’ as well as an

understanding of staff performance and facility needs. One example might be cleaning services in a hospital or other facility. wandaNEXT™ preassigned managers and designated cleaning staff are instantly notified when a patron requests service through wandaNEXT™. Cleaning staff then use wandaNEXT™ to record their response. wandaNEXT™ captures the exact time service is requested, the specific type of service required, and how quickly the cleaning staff responds to the request. There is also a dashboard where you can summon reports that give a detailed deep dive into a facility's data (results).

- [wandaMOBILE™](#) – Uses quickscan QR codes to track the hard work and supplies of frontline cleaning and maintenance workers. As above, staff is automatically notified when someone uses their mobile device and a WANDA™ Quickscan QR Code to request service. Then, with either WANDA™'s available hand-held devices or their own personal phones and tablets, cleaning and maintenance staff use the WANDA™ Mobile App and the Quickscan QR Code to record their response activities.

Recent news

In some interesting news [reported](#) in April 2022, Visionstate announced that their Internet of Things software solution for facilities (WANDA™) has gone global, with adoption accelerating due to COVID-19. The news [stated](#): “WANDA™ has quickly become an important tool in the fight against COVID-19 and other diseases as the sixth wave of the virus continues to create health concerns across Canada and beyond. WANDA™ is a mobile application, incorporating QR code functionality, that tracks cleaning and maintenance activities and measures those activities against new and more stringent protocols. “We are very pleased with the growth of Visionstate IoT Inc.,” said

Company CEO John Putters. “WANDA™ is quickly becoming the primary tool for businesses, municipalities, and governments to ensure cleaning protocols are met in order to reduce the impact of COVID-19.”

Visionstate investments

Apart from its WANDA™ products, Visionstate has invested in two organizations, [Exceed Solar](#) and [Freedom Cannabis](#).

Exceed Solar specializes in solar applications including backyard garden suites and greenhouses that are powered by renewable energy. They use cutting edge technology and building materials to maximize efficiency. The Company is currently developing a smaller, secure, solar-powered backyard greenhouse that caters to the home growing market for cannabis.

Freedom Cannabis is a private, seed-to-sale cannabis company currently in the application process with Health Canada to become a licensed producer. They are completing the first phase of their growing operations of approximately 73,000 square feet in Acheson, Alberta, Canada.

Closing remarks

The IoT sector looks set for very high growth (one forecast is a CAGR of 26.4%) in the next few years and companies that can succeed in this area stand to do very well. Visionstate’s primary focus is their suite of IoT software products under their WANDA™ brand. A global rollout is still in the early stages but has been helped by increasing demand as a result of COVID-19.

Visionstate’s 2021 revenue was [~C\\$540K](#) and the Company trades on a market cap of [C\\$3 million](#).

Datable Technology's revenue growth is accelerating as it provides consumer data analytics to top tier global brands

written by InvestorNews | January 29, 2024

In the 21st Century 'data is the new gold'. That is because artificial intelligence, AI, algorithms, which detect consumer interests from the analysis of online searches, have become so sophisticated that it makes sense to only market your product or service to those that have an observed interest in them. In my case, for example, I have an interest in buying an electric car. This means that whenever I am on Google, Facebook, or any number of other sites, my PC or smartphone can be programmed to automatically insert electric car ads in front of me. Companies know to do this because they have mined the data from my previous searches and web page visits and analyzed it with AI.

With the above in mind, you can see why companies that provide advertisers with great first party data (i.e.: direct from the customer) can have a great business. In fact, data-driven organizations are [23 times](#) more likely to acquire customers than their peers. One emerging company that does just that is [Datable Technology Corporation](#) (TSXV: DAC | OTCQB: TTMZF).

Datable Technology has developed a proprietary, **mobile-based consumer marketing platform** with an innovative subscription

service (SaaS model) **that allows brands to access first-party data and detailed analytics**, leading to enhanced consumer engagement and optimized marketing strategies. The Company's PLATFORM³ incorporates proprietary technology to monetize the consumer data, including demographics and purchasing behavior, by sending consumers targeted offers by email and text messages. The PLATFORM³ encourages consumer engagement and loyalty via the use of rewards.

Data is the new gold



Source: [Datable Technology company presentation](#)

Datable Technology has been operating since 2014 and serves a growing number of the world's largest consumer goods companies, including over 50 valuable brands such as Universal, General Mills, Unilever, Red Bull, Molson Coors, Toro, P&G, and Kimberly-Clark.

In terms of growth Datable Technology is growing both via organic growth and through acquisitions. A recently [announced](#) acquisition was of Adjoy, Inc. (Dabbl). Datable technology [stated](#): "This agreement was designed to leverage Dabbl's large community of consumers (encompassing over 1.3 million downloads) and first-party data relationships and to accelerate consumer participation in the marketing programs that leading consumer brands launch on **PLATFORM³**."

Datable Technology financials

On November 24, Datable Technology [announced](#) some great Q3 results (in Canadian dollars), including:

- **"Revenue for three months ended September 30, 2021,**

increased by 91% to \$ 827,283 and revenue for the nine months ended September 30, 2021 increased by 73% to \$ 2,147,543, compared with the same periods in 2020, due to an overall increase in average contract value, project deliveries and transactional orders with higher demands in the quarter from both new and returning customers.

- Deferred revenue as of September 30, 2021 increased by 140% to \$1,979,095 compared to \$816,495 in the same period in 2020. Deferred revenue accounts for services that have been contracted and paid for by customers that will be delivered and recognized as revenues in subsequent periods.
- Datable currently has approximately \$5 million in contracted revenue for 2021 and future periods, of which **about 57% (approximately \$3 million) is expected to be recognized as revenue in 2021.**"

2019 revenue was [C\\$1.56 million](#) and 2020 revenue was [C\\$1.97 million](#). Based on the quoted figures above it is looking like 2021 revenue will potentially reach at least C\$3 million, which would be about a 50% increase in revenue on 2020. This would mean revenue growth is now accelerating significantly. Certainly, the YTD revenue growth of 73% is very encouraging. The Company is not yet profitable.

Datable Technology's CEO, Robert Craig, [stated](#) (re the Q3 results): "We had a significant growth in the first nine months of 2021 despite logistics challenges due to the COVID-19 pandemic and expect growth to accelerate as we add senior salespeople to our team, and the world and consumers open up later in 2021 and into 2022. We believe that the acquisition of Dabbl will position us to accelerate growth with an improved product and scaled up team to serve our growing customer base of world's leading consumer brands."

Why invest in Datable Technology Corporation?

First-party data solutions are necessary for engaging today's consumers: Datable Technology's disruptive SaaS platform provides the infrastructure; data collection and analysis; and monetization brands need in this explosive market.



Best-in-class product



76.2% CAGR Bookings Growth between 2018-2020; 2020 bookings growth 132%



Growing customer base of Fortune 500 customers



\$4.4 million in contracts signed including \$2.9M for 2021 and \$1.5M for 2022, compared to \$1.9 million revenue in 2020



Increased revenue every year of operations– Q2 2021 revenue increased by 89% compared to Q2 2020



90% license renewal rate

Source: [Datable Technology company presentation](#)

Closing remarks

Datable Technology is having a very good 2021 with 2021 revenues on track for at least 50% growth over 2020. 2022 contracts already of ~C\$2 million suggest 2022 will also be another solid year.

Datable Technology Corporation trades on a market cap of [C\\$9.7 million](#), or only ~3.2x, my conservative estimate for 2021, sales of C\$3 million. One to watch in a rapidly growing specialized market, data analytics.

Chris Thompson on eResearch

Corp.'s Update Report on EQ Inc. (TSXV: EQ)

written by InvestorNews | January 29, 2024

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 14-page [Update Report](#) on [EQ Inc.](#) (TSXV: EQ).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris explained that EQ's proprietary SaaS platform mines insights from proprietary and third-party locations will play an important role for businesses in understanding consumer behaviour in a post-COVID-19 market. The EQ geospatial data, which enables businesses to track and target customers, is integrated into the eResearch [Update Report](#) on [EQ Inc.](#) Touching on EQ's acquisition of Paymi, a cloud-based rewards and marketing platform, Chris explains how Paymi provides another new proprietary dataset and opens a new consumer line of business that should generate revenue for EQ.

To watch the full interview, [click here](#)

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About EQ Works

EQ Works enables businesses to understand, predict, and influence customer behaviour. Using unique data sets, advanced analytics, machine learning and artificial intelligence, EQ Works creates actionable intelligence for businesses to attract, retain, and grow the customers that matter most. The Company's proprietary SaaS platform mines insights from movement and geospatial data, enabling businesses to close the loop between digital and real-world consumer actions.

To learn more about EQ Inc., [click here](#)

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