



Virtual Trade Mission to Chicago

w/c 22nd March 2021

Hosted by Inverness Chamber of Commerce

Inverness Chamber of Commerce are delighted to be hosting a virtual trade mission to Chicago with support from the Scottish North American Business Council. This trade mission aims to promote businesses opportunities in Chicago for our Scottish delegates, as well as providing a platform for valuable business connections to be established between Scotland and Chicago.

- ✓ Connecting businesses to potential partners
- ✓ Supporting delegates with their international trade ambitions
- ✓ Representing Scottish businesses



About Inverness Chamber of Commerce



Inverness Chamber of Commerce is the largest and most ambitious independent business organisation based in the Highlands & Islands. We connect, support and represent our dynamic business community through our programme of events and projects on a local, national and international level to help drive business growth.



Inverness Chamber of Commerce have been supporting businesses in International Trade since 2014, through provision of export documentation, bespoke training workshops, handling technical export enquiries as well as delivering a number of projects in partnership with public and private sector organisations to encourage and support Scottish businesses to grow their international trade activity.

Purpose of our Virtual Trade Mission to Chicago



The USA is Scotland's top international export destination with annual exports worth up to £5.5 billion. In total, US companies account for 34% of the total foreign inward investment in Scotland and employ around 90,000 people across the country. Scotland and the USA share a natural affinity and with such strong connections between our two countries, Inverness Chamber of Commerce are keen to encourage collaboration between Scottish companies and Chicago businesses.



Chicago's strong and diverse economy makes it a highly attractive place to do business and its central location provides endless opportunities for global trade, transit and data networks.



This is a cross-sector mission comprising of a range of Scottish companies interested in making key connections in Chicago and the surrounding areas within the state of Illinois.

List of Delegates

Before I Go Solutions

Broughton Ales

Caithness Yarns

Cohesion Medical

eCom Scotland

Ionburst

Mapix Technologies

Robop

ScotApps

SnapDragon Monitoring Ltd

University of the Highlands and Islands



Before I Go Solutions

Key Contact – Jane Rogers

Position within the Company – Director

Website – www.beforeigosolutions.com

Email – Jane@beforeigosolutions.com

Sector – Healthcare

Founded in 2016, Before I Go Solutions offer online and print products to help customers get their end of life plans completed. We also run a training academy, training students to be end of life plan facilitators.

Only around half of the USA population have a will and have the necessities in place for a good end of life plan. Before I Go Solutions have a social mission and aim to have end of life plans become as commonplace as birth plans.

We work all over the United Kingdom and have training facilitators in the USA, Canada as well as India, Ecuador and Spain. We are looking for partners in the USA who wish to create a USA-specific version of our products.

Products Include:

- Book – The Essential Guide to Creating a Good End of Life Plan
- Workbook (PDF and print version) – completion of this constitutes a complete end of life plan
- End of Life Planning Made Easy – online course, self-study or with coaching
- Facilitators Training – online live training, run 3 times per year



Broughton Ales

Key Contact – John Hunt

Position within the Company – Director

Website – www.broughtonales.co.uk

Email – John@broughtonales.co.uk

Sector – Food & Beverages

Broughton Brewery is Scotland's oldest original independent brewery, founded in 1979. Since 1979, we have been hand-crafting our award-winning range of ales, IPAs, lagers, stouts and specialist Scottish beers. The 4 co-owners are brewing industry veterans, formerly with Scottish & Newcastle, Heineken and Diageo. Since 2015, the business has doubled sales of its brands with distribution across Scotland in retail, pubs, exports and online sales.

Retail – 1,800 UK Distribution points/stores

On-Trade & Wholesale – 300+ pubs across Scotland

Online – Direct to Consumer & Direct to Business

Product Range:

The Old Jock Family – Traditional Dark Beers of Substance

Old Jock is a traditional Scotch Ale, a beer of substance, strong, rich and full bodied with bold caramel aromas and roasted maltiness. For Centuries, Scottish soldiers or 'Jocks' have proved powerful fighting men, winning many battle honours. Old Jock reflects the strength and character of these brave men.





Caithness Yarns

Key Contact – Graeme Bethune

Position within the Company – Director

Website – <https://www.caithnessyarns.com/>

Email – caithnessyarns@gmail.com

Sector – Farming & Textiles

Caithness Yarns offer premium quality artisan yarns made from sheep sourced from high welfare small-medium sized farms in the North of Scotland.

Our yarn is a natural sustainable product, produced with the welfare of the animals as the priority, traceable to specific years and flocks, even sometimes to individual sheep like the Great and Bold “Boss Ewe”.

Caithness Yarns are committed to farming *properly*. From the great fleece we get from happy healthy sheep, you get great yarns. We are committed to high ethical and welfare standards.



Ganseley Yarn from ethically sourced black sheep in several Highland flocks.

100g, 5 Ply Naturally Coloured



Cohesion Medical

Key Contact – Euan Cameron

Position within the Company – CEO

Website – <https://www.cohesionmedical.com/>

Email – Euan.cameron@cohesionmedical.com

Sector – Healthcare (Digital Health)



COHESION specialise in AI-driven Digital Health solutions for real-world patient and clinical data capture, transforming long-term citizen care outcomes across various disease areas.

Having made numerous relationship-building trips to the Mid-West USA, COHESION was the first UK company to gain a place on the Chicago-based AVIA Connect platform in 2019. In 2020, COHESION was named one of the Top 15 UK Digital Health Innovators. COHESION works with partners from the NHS, NGOs, MedTech and Life Sciences, covering multiple complex disease and wellness areas including, but not limited to: Population Health, Brain Health (Mental Health, Dementia, Palliative Care) and Inflammation (Rheumatology, Oncology, Cardiology, Dermatology and Gastroenterology).

An award-winning global digital health system, COHESION.OS provides a seamless person-centred record of lifelong health journeys within a Connected Health System (CHS). Our innovative Citizen Digital Health Wallet captures real-world, human-level data including Social Determinants of Health (SDoH). The system connects across care services to provide more efficient value-driven healthcare to providers and payers while generating deeper research insights into complex disease understanding to accelerate medicines discovery and deliver long-term market monitoring compliance for pharma.

COHESION.OS is underpinned by computational intelligence principles, data models and dynamic architectures underlying Complex Systems Theory to deliver innovations in Mobile/Cloud Computing, Artificial Intelligence, Neural Networks, Machine Learning and Ethical Blockchains. Using COHESION.OS, health becomes more proactive and predictive with citizens more empowered, health services more efficient, and life sciences more innovative.



eCom Scotland

Key Contact – Wendy Edie

Position within the Company – Managing Director

Website – <https://www.ecomscotland.com/>

Email – wendy.edie@ecomscotland.com

Sector – Technology

eCom Scotland specialise in the delivery, tracking and reporting of workforce learning and development through innovative technologies. We recognise the skills of your staff, their knowledge and the way they work will drive your business success, so we have developed a range of innovative digital learning solutions to play our part in developing a capable workforce to accomplish your business goals.

We work with organisations in the Private, Public and Third Sectors to help these organisations develop a digital learning strategy; overcome time, resource or technology limitations; comply with regulatory and compliance mandates, and manage risk; design digital learning programs that are aligned with your business; deliver innovative workforce learning and development solutions.

Our products and services focus on a range of workforce management and development challenges:

 eLearning eLearning solutions to help you develop a capable workforce Tell me more	 Learning Management System Our cloud-based learning management system (LMS) Learn more	 Assessment Flexible eAssessment system for creating and managing bespoke tests securely Find the answer	 Accreditation Recognise learning experiences and achievement How this works
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Ionburst

Key Contacts – Anne Lanc

Position within the Company – CFO

Website – <https://ionburst.io/>

Email – anne_lanc@ionburst.io

Sector – Technology & Data

Supported by Innovate UK and member of UK Government’s Digital Catapult, Ionburst is a game-changing start-up that launched its self-service MVP on AWS marketplace in March 2020. The initial product was PAYG followed by monthly subscription in August 2020. In September 2020 we launched both Flex products on AWS marketplace in the USA to sell via our US subsidiary, Ionburst (US) LLC, registered in Michigan.

Ionburst keeps online data completely secure and recoverable in the event of simultaneous failures. Our products are relevant to any organisation that has sensitive data that needs to be protected, but particularly relevant to Defence, Security and Military organisations.

The USA is a key market for Ionburst:

- There is a greater appetite to adopt new technology,
- Cloud providers and technology providers are a key target market for Ionburst and these are largely US-based
- We have a base in Michigan that we will use to drive Ionburst’s growth in the US
- Chicago is next logical US market for Ionburst to target





Routescene

(by Mapix Technologies)

Key Contact – Emma Thomas

Position within the Company – Director

Website – <https://www.routescene.com/>

Email – emma@mapix.com

Sector – Technology

Mapix Technologies Ltd, established in 1996, is a geospatial company and an authorized distributor of LiDAR (type of laser) products in the UK, Ireland and Benelux. The Routescene brand, established in 2005 is wholly owned by Mapix Technologies and was an earlier adopter of LiDAR technology in 2009. In 2013, we identified a gap in the market for a lightweight LiDAR solution for use on drones (Unmanned Aerial Vehicles or UAVs). We developed an integrated end-to-end system in-house which we launched in 2014. Our focus is on the North American market as the appetite for new and emerging technology is more open and curious than in Europe.

Routescene design, develop and manufacture integrated 3D mapping solutions specifically for use on drones (Unmanned Aerial Vehicles or UAVs). Our product offering includes workflow, software, hardware and firmware. We have a comprehensive software, firmware and design IP portfolio.

Routescene work with a number of sectors including:

- Government Agencies (Local and State Government Agencies with a remit for land management)
- Engineers
- Environmental Agencies
- Commercial Survey Companies
- Drone Service Companies
- Landowners and Managers
- Universities and Colleges



((the robotic bird control system))

Robop

Main Contact – John A Donald

Position within the Company – Managing Director

Website – <https://www.robop.com/>

Email – john.donald@robop.co.uk

Sector – Technology

Robop are committed to providing an innovative and successful bird deterrent package. We are a systems engineering firm that blends bird behavioural science with technology and a consultancy approach. Robop aim to design a system tailored to you and your site to solve complex, high-impact bird problems. We also work extensively with architects and construction firms on new builds in areas known to suffer from problems with invasive bird species. Our system ensures your beautiful new building will never suffer from bird problems, extending the life of the building and avoiding the cost of expensive roof repairs and catastrophic flooding.

The R:Falcon is a patented autonomous robot that looks, moves and sounds like a Peregrine Falcon (the world's fastest bird of prey, travelling at speeds of up to 155mph). The R:Falcon works to deter birds nesting and roosting on the buildings and properties of businesses worldwide. R:Falcons are manufactured to order and are easy to install and maintain.

We have installed our products in over 17 countries and we work with companies across all sectors including commercial, manufacturing, energy, transport, sports and construction.





Scot Apps

Main Contact – Lynne Hunter

Position within the Company – Director

Website – <https://www.scotapps.co.uk/>

Email – hello@scotapps.com

Sector – Technology

ScottApps build progressive Web Apps suited to all types of businesses at any stage of their journey. The main grip about building a mobile app is the cost of building the app and the fact that no-one is downloading the app. The only way to stop this issue is to bypass the app stores and ScotApps through building Progressive Web Apps can send a link using various methods, SMS, email, social media to download the app direct to any device.

The Progressive Web App is great for spreading content to your customer database. The app goes straight onto the home screen of the device, desktop, iPad, tablet and mobile phone. This in turn increases product awareness by boosting sales, which is a compelling proposition for any B2B or B2C business.

Features include live streaming of performances, reservations, e-commerce, menus, reviews, push notifications amongst many more.

Scott Apps are hoping to widen the scope of collaboration between companies and individuals in Chicago, as well as raise awareness of app build costs to highlight that they are considerably cheaper in Scotland.



Snap Dragon Monitoring Ltd

SnapDragon

Fighting fakes online

Main Contact – Mary Kernohan

Position within the Company – Head of Nurture

Website – <https://snapdragon-ip.com/>

Email – Mary.kernohan@snapdragon-ip.com

Sector – Technology

SnapDragon is an online brand protection company dedicated to fighting fakes online. Our innovative Swoop platform helps businesses of all sizes successfully tackle and remove online counterfeits. We use intellectual property to prove the originality of your products and defend your brand on e-commerce sites around the world. Our multilingual team of data analysts and brand specialists help keep your brand and customers safe and your business healthy; enabling you and your team to remain sane in the face of adversity.

Our online platform, Swoop, can:

- Search & Detect – Swoop’s powerful search capability automatically gathers suspected infringements of your product(s). It searches across the world’s busiest marketplaces including Amazon, eBay, Alibaba and Aliexpress.
- Report – easily review your data and identify key infringements
- Take Down – report infringements for removal quickly and efficiently, before they have a chance to impact your product(s).
- Ongoing Monitoring – Swoop then continues to notify you of any new infringements.

In April 2020, SnapDragon was honoured with a Queen’s Award for Enterprise: Innovation. This is an accolade rarely awarded to technology businesses.

Our product is simple and affordable brand protection, designed specifically with SMEs in mind. SnapDragon is interested in expanding our online brand protection software and services with a focus on Chicago, Illinois. We look forward to making valuable connections on this virtual trade mission.



University of the Highlands & Islands (UHI)

Scotland Foundation

Main Contact – Alison Wilson

Position within the Company – Head of Development

Website – <https://www.uhisf.com/>

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Sector – Education

The University of the Highlands and Islands of Scotland Foundation is an independent 501©(3) charity which aims to promote education, particularly amongst marginalised populations. We believe that providing access to higher education to the broadest range of people is vital and we want to support institutions make this happen. The Foundation was established to promote higher education, particularly among geographically dispersed populations and to support programs and institutions which bring education to the broadest range of people possible.

We are raising funds in support of buildings, academic leaders, teaching programs and research. We invite prospective USA donors to connect and learn more. This is a unique opportunity to connect to your Scottish ancestral roots as well as ignite a passion to learn more about a distinctive educational model, fascinating region and culture.

As an independent charity, the UHI Scotland Foundation fundraises from individuals, companies and foundations in a manner that allows US donors to benefit from charitable deductions available to US taxpayers.

We are looking for an insight into the Chicago market as a potential location for the university to build connections to ultimately increase our academic and business partnership, grow US student population and develop relationships which assist our fundraising efforts in the US through our Foundation.

Projects currently supported by the UHI Scotland Foundation:

