

REGIONAL DISTRICT OF NANAIMO
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
ADDENDUM

Thursday, May 17, 2018

9:30 A.M.

Oceanside Place

This meeting will be recorded

Pages

6. CORRESPONDENCE

*6.1 T. Unger re Letter of Support for Innovation Island Technology Association

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May 15, 2018

Northern Community Economic Development Program
c/o Regional District of Nanaimo

To whom it may concern,

RE: INNOVATION ISLAND TECHNOLOGY ASSOCIATION ("IITA")

Cloudhead Games Ltd. has been a client of Innovation Island Technology Association's Venture Acceleration Program for close to 5 years. IITA has been an integral part of the success we have experienced in developing and innovating for an emerging technology in an uncertain market. They have supported us during our humble beginnings of operating in our garage with 4 employees to now operating in a studio located in the core of downtown Qualicum Beach with 15 employees. It is our hope that they will continue to support us through our eventual growth alongside the growth of Virtual Reality in the coming years.

With aid and advice from Graham Truax, our Executive-in-Residence ("EiR"), we have raised \$1.3 million from local investors and over \$700,000 in grants and government funding. Support from our EiR has also been paramount in our dealings with industry partners and AAA companies such as Valve, HTC, Oculus, Unity, and Legendary Films to name a few. He has given us confidence and business savvy as entrepreneurs with the knowledge to effectively communicate with these industry giants. The guidance we have received has helped us stay nimble and lean during our early years, allowing us to continue to create award winning Virtual Reality content within our region.

Cloudhead Games Ltd would love to see the proposed project submitted by IITA, "Tech Savvy Talk & Leaders Roundtable" in Qualicum Beach/Parksville areas approved. This will allow Cloudhead Games to connect with other community leaders and CEO's in the tech sector to contribute and learn through discussion in an open environment. IITA's continued support of technology startup companies within the RDN fosters our collective entrepreneurial spirit which allows us to thrive and continue to contribute to our local economy.

Sincerely,

Tracey Unger
General Manager & Co- founder
Cloudhead Games Ltd.