

# Press and Media

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## MEDIA CONTACT



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## OUR STORY

*Our company is open, human and solutions oriented.*

*We exist to solve the inefficiencies in the private markets and help those involved make informed decisions.*

*That means transforming the way the markets operate – for the better.*

*What inspired us to do this?*

In 2010, while Raymond was helping venture-backed startups with their go-to-market strategy, he started to notice something: The public markets offered tremendous transparency for companies to tell their stories and attract investments while the private markets did not. Additionally, the tried and true tactics of portfolio management (spreadsheets, emails, phone calls) were simply not effective anymore.

After researching software solutions to meet these needs and coming up short, it was clear that if Raymond was going to get a handle on this he was going to need to solve it himself.

He called that solution, Hockeystick.

***“At Hockeystick, we work passionately to help our customers achieve the growth curve dream their after.”***

**- Raymond Luk**, Founder and CEO

## LEADERSHIP



**RAYMOND LUK**

Founder and CEO



Raymond Luk is the Founder and CEO of Hockeystick. He sets the vision and direction for Hockeystick, and oversees all company strategy, business activities and operations. Raymond is also an active angel investor, having invested in numerous startups and sat on the board of one of Canada's most active angel groups, [Anges Quebec](#).

Raymond has a diverse background, with seven businesses, a music degree and an EMBA under his belt. He launched his first business HBE Software immediately after graduating from McGill University in 1996. He continued to start and build companies including Year One Labs – a Montreal-based accelerator that had a portfolio company exit to Airbnb – over his 20 year career.

When Raymond isn't building businesses, he can be found at Toronto's high-fashion events supporting his wife's company Zvelle or spending time with his cocker spaniel, Chilby.

## INTERVIEW STRENGTH

Raymond is well-versed in public speaking and is well-spoken in media interviews. He has a natural on camera ability and extensive industry knowledge – allowing him to contribute thought-provoking industry insights in an engaging way. It is because of this that Raymond is frequently asked to speak and participate at conferences across North America.



## OUR PARTNERS

Hockeystick is the official data partner of prominent private market and academic associations. Members of these organizations or groups may qualify for group-specific packages or special rates on our product. Learn more about these partnerships and what may be available to you below.



### [Read Press Release](#)

Hockeystick's partnership with the CVCA – the voice of Canada's venture capital and private equity industry – enables us to be its official data platform, supporting the organization across all data reporting activities and offering its members with advanced portfolio management tools.



NACO is the national champion of Canada's angel investing community, working with individuals, groups and industry partners by supporting best practices and professional development. Hockeystick's partnership with NACO enables Hockeystick to be its official data platform, supporting the organization across all data reporting activities and offering its membership with advanced portfolio management tools.



### [Read Press Release](#)

Wilfrid Laurier University's Lazaridis University works to increase national prosperity by making Canadian tech entrepreneurs globally competitive. It provided funding to give every Canadian accelerator, incubator and hub a free Hockeystick account to increase the industry's performance measurement framework.



## [Read Press Release](#)

Hockeystick and UEDA's – the cornerstone membership organization representing higher education, the private sector and community economic development stakeholders across North America – partnership enables Hockeystick to be its official data platform and aims to bring the Hockeystick platform to universities across the United States.

## TESTIMONIALS

*“Hockeystick makes analysis and reporting more efficient, allowing funds to get more insights and value out of their data, while increasing the amount of time that they can spend supporting their portfolio companies. This means lower costs, more revenue, and a better bottom line.”*

– **Matthew Leibowitz**, Partner at [Plaza Ventures](#)

*“More data means more possibilities. In just a few clicks, Hockeystick allows us to produce dynamic reports that keep our investors, and ourselves, updated. Now we can focus more energy on doing deals and adding value to our companies.”*

– **Nicole LeBlanc**, Associate Director of Strategic Initiatives and Partnerships, [BDC Capital](#)

*“Hockeystick has provided us with greater visibility into our portfolio – both in relation to dollars invested as well as the anticipated value of the portfolio and the companies within it. We have been able to leverage the platform to present quarterly updates on the performance of our portfolio which has provided enhanced value to our membership.”*

– **Karen Grant**, Managing Director of [Angel One](#)

*“Hockeystick provides my angel group with reliable record retention, company reports, portfolio industry weightings and helpful and timely service. Having one location to hold all our portfolio information is a lifesaver.”*

– Rob Douglas, Manager Director of [GTAN](#)

*“Data-based decision making should be an fundamental part of every accelerator’s operational strategy. Data is only as good as the methods that are used to collect it. Sound, consistent company reporting is the starting point and Hockeystick gives us that and more.”*

– Tabatha Laverty, Marketing and Community Manager at the [Accelerator Centre](#)

*“Hockeystick allows us to easily track, manage and report on our portfolio and better tell our story to the community. It has raised our level of professionalism as an organization and helps us report out to sponsors efficiently.”*

– Lori Smith, Community Manager at [OneEleven](#)

## BRAND | MEDIA GALLERY

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