

Element Human



Element Human is the Canadian subsidiary of UK-based company Crowd Emotion. The company develops Artificial Intelligence to better understand people and their emotions so that companies can gain deeper insight into their customers. With a new office setup in Victoria, the company intends to make this their Research & Development hub and grow the AI ecosystem for the province right from Greater Victoria.

Operations

Element Human teaches machines how to read body language and connect with other information, like what people think and do, so that individuals and organizations can measure, model, and simulate the human experience.

Year founded 2013 (Crowd Emotion), 2019 (Element Human)

Primary Market

Media and creative.

Q&A

Matt Celuszak | CEO

www.elementhuman.com

What prompted you to explore Canada as a place to expand your business?

Canada on the world stage is really good at Artificial Intelligence and the talent is strong. It's hard in Europe to find people that have built billion-dollar platforms, and a lot of Canadians have worked for Microsoft, Amazon and Google. Finally, Canada is a really close market to the U.S and, for us, that was really important in terms of the talent that we can get here, and the tax benefit with Scientific Research & Economic Development (SR&ED).

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Matt Celuszak

What are the key strengths the Greater Victoria region offered your business over other Canadian regions?

Victoria is great because it offers lifestyle. When you're balancing that with economics, it works really nicely in that you can attract really good talent, but not have to deal with the high cost of living like Toronto and Vancouver have. Secondly, it is the seat of the provincial government, which is really important when you are dealing with an ethically hot topic such as personal data.

**What are your plans for growth in Victoria?**

Victoria will be our big innovation hub. We are recruiting into the Victoria area quite a bit, with at least two new staff members a month. I expect Victoria to first operate as our R&D hub and then move that into a proper sales and services hub for the North America market. I'm very excited about Victoria, I think there's huge potential for growth, and I think it aligns with the VIATEC goals. There is a feeling of growth that I felt both in New York and London. Those are really big markets—we are at that little turning point where Victoria can take a leadership role in economic development for both the province and Canada.

What did SIPP do that set us apart?

The defining difference of SIPP over a lot of the economic bodies that I've dealt with was the incredibly honed business acumen. Unlike a lot of other places that try to connect you with government, SIPP took an active role in understanding the business and applying that business to the local area so that when I got here it was really full steam ahead. I really appreciated that. I haven't experienced that anywhere else. I've experienced the governance side and plugging into public systems, but it's more the private focus, the commercialization. I think that's really cool and that's what SIPP does uniquely well.

