

# HELIX entrepreneur sells startup to Canadian unicorn

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When Jimmy Battaglia joined [HELIX](#), Seneca's innovation and entrepreneurship incubator, he was looking for guidance from like-minded people to take his startup to the next level. He had developed a web platform called Panda Portal to help postsecondary recruiters learn more about the institutions they promote to international students.

"The journey of an entrepreneur is very lonely," he said. "I was looking to expand the offerings I had. I was not looking to sell my company."

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