

ESTABLISHING A GLOBAL INNOVATION CAPITAL

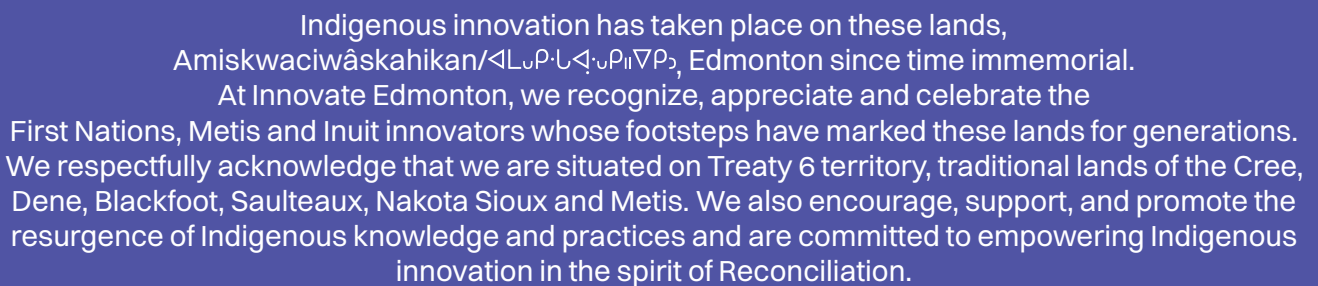




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IT STARTS HERE
IT STARTS IN EDMONTON



It's a complex world today, filled with tough challenges—like the climate emergency, public health, food security, the digital divide, social justice and Reconciliation. Challenges that will influence the course of our planet—and our society. Challenges that demand innovators of all stripes and require new models of collaboration.

Confronting these challenges will require solutions of many kinds—solutions that Edmonton is poised to find, develop and market to the world.

That's the spirit we bring to our work every day. At Innovate Edmonton, we're mobilizing our city's highly talented and diverse entrepreneurs, investors, community leaders and organizations to position Edmonton as a global innovation capital.

In alignment with the City of Edmonton's Economic Action Plan (EAP), the United Nations Sustainable Development Goals (SDGs) and modern environmental, social and governance (ESG) principles, we encourage and elevate Edmonton's innovators across every stage of evolution and growth.

**WHO ARE EDMONTON'S INNOVATORS?
IN OUR VIEW, EVERYONE.**

OUR VISION OF INNOVATION IS WIDE OPEN AND INCLUSIVE.

Innovation isn't the purview of a single community. It's not owned by specialists nor is it specific to tech. Anybody can be an innovator, no matter their age, sector, experience or background. So, we champion innovation by all and are welcoming to all.

In the process, we're helping create jobs, foster economic growth, boost downtown vibrancy, inspire a new generation of talent and build a higher quality of life for all Edmontonians.

BECAUSE WHEN WE INNOVATE, WE MAKE THINGS BETTER — FOR THE ENVIRONMENT, SOCIETY AND THE ECONOMY. TOGETHER.

Our first year in business has been a whirlwind, propelled by dynamic efforts across our four main roles of positioning, placemaking, programming and partnerships. We're excited about our progress and what's to come.

This report reflects on our achievements, celebrates our local innovators, and invites all Edmontonians to actively participate in our growing innovation communities.

A MESSAGE FROM OUR MAYOR



My heart is always warmed when I see communities and organizations step up to make the lives of Edmontonians better. Innovate Edmonton exemplifies this spirit.

As your Mayor, I see our city's strengths, but I also know there are improvements that Edmontonians long for and deserve. Difficulties and stresses caused by COVID-19 have brought new attention to longstanding challenges across our community. But, these past two years have also helped us identify new opportunities to help Edmontonians from all backgrounds benefit from the thriving city they own and create.

Innovation plays a big role in making our ideal city a reality. By encouraging new ways of thinking we can create new jobs, new wealth and a better quality of life for all. With that in mind, City Council made sure that Innovate Edmonton built on and learned from previous economic development organizations.

Innovate Edmonton champions innovation in all forms. This could look like a novel product that boosts a new business, or a new collaborative response by non-profits to address a social problem. Innovation could even be a group of neighbours creating a new program to make their streets safer. I recommend a visit to one of Edmonton's innovation spaces to see how our city's innovators are tackling big global challenges.

Thank you for all you do as a beacon for problem solvers and innovators across many sectors and throughout the city. Together, we can shape Edmonton to be a vibrant and prosperous place to live, work and raise a family.

I congratulate Innovate Edmonton on a successful first year. I know this community has a bright future as you continue to energize our city in the months and year ahead.

Amarjeet Sohi
Mayor of Edmonton

In 2020, Edmonton City Council established Innovate Edmonton with a mandate to harness the transformational power of innovation and community building under a single entity.

A MESSAGE FROM OUR BOARD CHAIR



Standing up a new organization is challenging at the best of times. During a global pandemic, it's that much more difficult.

Yet as we reflect on our inaugural year, those challenges are dwarfed by the impressive milestones that Innovate Edmonton has already achieved. It's a testament to the agility, bold decision-making and substance that we're determined to deliver for Edmonton's innovators.

We take seriously our mission to harness innovation across Edmonton and to include all parts of our community in that effort. Whether by good fortune, hard work or a combination of both, Edmonton is working from a position of strength—with many entrepreneurs involved in cutting-edge innovations that are highly relevant to today's world. Energizing and building on that community is a big part of Innovate Edmonton's mission.

Getting there means being strategic. To that end, Innovate Edmonton's board ensures that the organization is guided by modern standards of governance and accountability. This includes being forward-thinking in our outlook and leaning into global trends such as environmental, social and governance (ESG), so that we're positioned to effectively promote and help welcome investment to Edmonton's innovation communities.

We're also following the same methodologies that are encouraged by our local innovators: measure what matters, analyze the implications and adjust course accordingly. The result is an organization that is relentlessly working to deliver meaningful and relevant programming and support to our innovation communities.

In this annual report we offer information about our mandate, work and philosophies—along with some great stories and examples of Edmonton's innovation communities in action.

Naseem Bashir
Board Chair

Appointed by Edmonton City Council,
the Innovate Edmonton board represents
a diverse mix of entrepreneurs
and governance experts.

A MESSAGE FROM OUR CEO



What a difference a year makes. Edmonton, like other innovation capitals the world over, has continued to diversify the economy, navigate the pandemic and launched an ambitious energy transition strategy. We are in good company. But we are also a stand-out city, a city with unique value propositions, a city of innovators with purpose, a city poised to compete on the global stage on our own terms.

At Innovate Edmonton, we are positioning Edmonton as a global innovation capital, with innovations that tackle the world's greatest challenges, such as the climate emergency, public health, food security, digital divide, social justice and Reconciliation. This is not only the right thing to do, but it has the potential to be our making.

Edmonton's 21st century solutions are exactly what international markets demand and precisely where enlightened investors put their capital. Local companies are right place, right time to capitalize on these bench strengths for a world in transition—and we are here for them.

Following a competitive national search, veteran media tech entrepreneur and economic development leader Catherine Warren joined Innovate Edmonton on December 1, 2020 as its first Chief Executive Officer.

Now's the time to support non-traditional innovators too. With market attention on equity, diversity and inclusion, and shareholder focus on environmental, social and governance (ESG), our progressive, multicultural city has what it takes to be a global role model, while benefitting from intergenerational returns.

Innovate Edmonton is also in the business of building out our city's innovation infrastructure. From sustainable innovation placemaking, to convening innovators of all stripes, to funding accelerators that catalyze startups and scaleups, we are on a roll. In fact, Edmonton was recently cited as North America's fastest-growing tech sector. Our city is a renowned global centre of excellence in artificial intelligence and machine learning. Edmonton's post secondaries excel in innovation research and are crucibles for talent. These essential "base layers" are set to insulate every sector the world over, in turn future-proofing our local economy.

Ultimately, Innovate Edmonton is a public trust, we work for the public good in the public eye and we depend on dialogue to succeed. And as a startup ourselves, we know we can't go it alone. To these ends, we invite you to join us in building a thriving innovation ecosystem for an evolving world.

Catherine Warren
Chief Executive Officer



AN INCLUSIVE WELCOMING MINDSET

The philosophy we bring to our work aligns with our view of innovation—that it can be done by anyone, that it can happen anywhere and that it’s about making things work better for us all.

EQUITY, DIVERSITY AND INCLUSION

A critical touchstone of our work is inclusivity. We make space for innovators from all sectors, experiences and backgrounds—and bring equity deserving groups into the local innovation communities and international markets.

Innovate Edmonton cultivates a diverse and collaborative work culture that supports and celebrates innovation within an open and inclusive environment. In our programming, approach, interactions, management, governance, strategy, and through our impact, we are creating an innovation capital that is welcoming for all, empowering for all and draws strength from the harmonies and the dissonance of many voices.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG)

Each year, billions of dollars in capital are increasingly deployed in line with environmental, social and governance (ESG) principles. Just as this represents huge opportunities for our local innovators, it serves as vital guidance for the way we work.

Our innovation trajectory corresponds with global trends and interests. Consumers the world over are looking for products and services from progressive companies that value sustainability and workers. Today’s enlightened investors seek funding opportunities that provide ESG returns.

SUSTAINABLE DEVELOPMENT

Countless innovations that have improved the environment, economy and society have also improved our quality of life and added years to human lifespans. We recognize the potential of our local innovators in developing solutions that will help enhance life across earth.

We join other leading innovation authorities around the world and have aligned our operations with the United Nation Sustainable Development Goals (SDGs) and the City of Edmonton’s Economic Action Plan (EAP).



TACKLING GLOBAL CHALLENGES

We're mobilizing our innovation communities for maximum international impact with a focus on people, planet and prosperity. With natural strengths in artificial intelligence, machine learning and life sciences, Edmonton's solutions are exactly what the world needs right now.

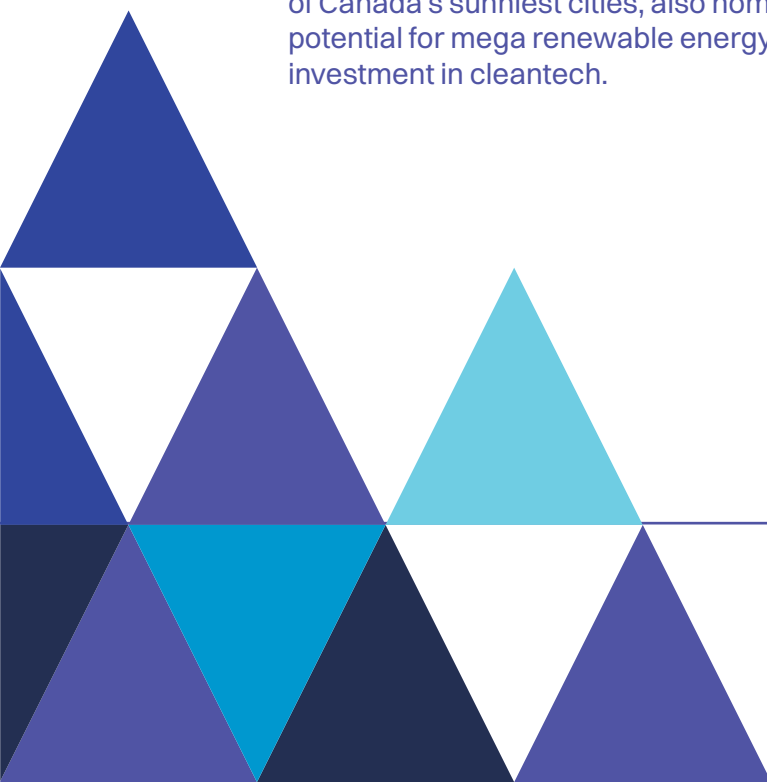
To that end, we're supporting and showcasing how our passionate and vibrant innovators are positioned to tackle some of the toughest global challenges, including the climate emergency, public health, food security, the digital divide, social justice and Reconciliation. Among our goals is to empower local innovators, connecting them with high-impact investment, helping them to achieve their vision and make a global impact.

CLIMATE EMERGENCY

The climate emergency is an existential crisis, plain and simple, yet civilization has been seasoned to depend upon energy for everything from economic growth to modern conveniences.

Luckily, energy comes naturally to Edmontonians. The Alberta Carbon Trunk Line passes by our city, which is the world's largest capacity pipeline for CO₂ and serves as critical infrastructure to stimulate innovation around carbon capture and storage. And our decades of expertise in oil and gas is helping us lead in hydrogen—a crucial product for the grand energy transition. We're already the world's second-largest low-cost hydrogen producer. That offers a powerful proving ground for local innovators developing new solutions aimed at net zero emissions, waste reduction and efficient, clean energy production.

We've committed to become a low-carbon city by 2050, with an action plan to transform how Edmontonians design, build and move around. We will pioneer green buildings and construction, particularly for cold climates. And as one of Canada's sunniest cities, also home to utility-scale winds, we're building potential for mega renewable energy projects, generating dealflow and investment in cleantech.



wild + pine

SUSTAINABILITY

Wild + Pine leverages technology to tackle climate change, developing net-zero carbon capture projects through the restoration of Canada's forests.

WATCH
VIDEO



G2V

G2V Optics Inc. is an emerging global leader in smart, precision lighting and is committed to creating enabling technologies to power & feed the world of tomorrow. G2V currently provides technology solutions to world-leading researchers, Fortune 500 technology firms and aerospace companies in over 25 countries. Their customers are the real heroes, using the photons created by G2V's Engineered Sunlight to make better solar cells, enhance space exploration and cultivate food more efficiently. They are obsessed with using new technology to make a difference.

WATCH
VIDEO

PUBLIC HEALTH

The past two years have shown how crucial public health is for the proper functioning of society. We've seen how economies come to a standstill in its absence. With factors such as aging, chronic conditions and diseases that jump the human-animal barrier, the situation is complex.

Keeping children and families healthy without breaking the bank—that's the paradox countries everywhere face. In Edmonton we've got solutions for this conundrum, with 70 per cent of all life sciences in Alberta calling our community home. With cutting-edge research facilities, Canada's largest provincial health-care system and industry-leading leadership in pharmaceutical, biotech, diagnostics, MEDtech and devices, it's easy to understand why life science innovators are putting Edmonton on the global stage and reaching international markets.



WATCH
VIDEO

TRUE ANGLE

Enjoy the life you're living

Jana Rieger, Founder & CEO, birthed True Angle from the labs of the University of Alberta, and started the commercialization of the Mobili-T®, a wearable device with biofeedback technology that allows patients to complete swallowing exercises from the comfort of their own homes—or everywhere. True Angle is a participant in our ERIN Coach program.

WATCH
VIDEO



MACH32

Dr. Marc Curial, CEO & Co-Founder, MACH32, is an Edmonton ER doctor creating innovative solutions to help save lives. The company has created an “EpiPen for trauma,” allowing first-responders to deliver life-saving drugs to people who have suffered extreme trauma, like a vehicle crash. In response to COVID-19, MACH32 has devised an Aerosol Containment Tent to protect healthcare workers from infectious aerosols.

FOOD SECURITY

By 2050, our planet will be home to over 9 billion people. That's a lot of mouths to feed—and at a time when the amount of arable land on earth is steadily shrinking. The challenge of global food security has never been more acute.

Yet here in Edmonton, where we already generate over \$6.5 billion per year in agri-food exports, meeting this challenge is baked into our DNA. From supply chain innovations to plant genomics that improve nutrition and digital solutions from farm to fork, Edmonton is set to capture agribusiness markets and feed the world. With rich, arable land and a deep history in agriculture, our local innovators work from a place of strength—finding new solutions to enhance yields, reduce waste through circular agri-food supply chains and make crops resistant to disease.

WATCH
VIDEO



2S Water, an Edmonton-based startup, offers world-class water monitoring, serving various industries, including agriculture, food production, and textiles, so businesses can know what is in their water, in real-time. CEO and Co-Founder Anthea Sargeaunt shares more on the company's innovations.

DIGITAL DIVIDE

The digital divide is among the biggest gulfs between the haves and the have nots. Broadband internet and wireless connectivity are now essential for modern living. Those without these vital resources risk being left behind and face barriers to education, community and essential real-time information.

Digital education and inclusion are also cornerstones for global competition. From open government to big data, to high-speed access, Edmonton is leading the charge. As the first organization to adopt the International Open Data Charter, the City of Edmonton is helping lay a solid foundation to support greater digital participation. Through crowdsourcing to delivering data, Edmonton is enhancing services, stimulating economic activity, encouraging innovation and unlocking new social values to inspire founders, organizations, residents and newcomers.

WATCH
VIDEO



The revitalized Stanley A. Milner Edmonton Public Library is changing the way we share information, technology, and space. With ample reading and creating space, including a Makerspace equipped with 3D printing, recording studios, workstations, and more, all Edmontonians can learn, connect, create, and discover in a public space that fosters equity, diversity, and inclusion, and makes learning accessible for all.



WATCH
VIDEO

Areto Labs is a SaaS company that offers a content moderation and generation platform that enables organisations to successfully navigate the toxic frontiers of the social media world. The company uses natural language processing enhanced by proprietary algorithms to detect both obvious and subtle toxic language. This technology helps organizations support and protect their staff—from frontline representatives to back-office administrators—from abuse that leads to stress and burn-out. Areto Labs helps organisations protect their personnel, their culture and their brand.

Co-Founder & CEO, Lana Cuthbertson, is a member of our Innovation Growth Council and is passionate about gender equality and meaningful change. Areto Labs is also a Edmonton Startup Week Launch Party 12 alumni.



WATCH
VIDEO

When two entrepreneurial partners recognized a significant gap between their children's education and technology, Jennifer Lam and her husband Johnny Huynh founded Discover Coding, a coding and technology program for kids ages 5-15. Discover coding is empowering our littlest citizens to create with technology and thrive with new knowledge.

SOCIAL JUSTICE & RECONCILIATION

Achieving gender equality. Promoting peace, justice and strong institutions. Ending poverty. These United Nations Sustainable Development Goals speak to the heart of our society. Money alone cannot tackle these goals. Instead, solutions depend upon diverse communities working together in new and creative ways. This calls for a new level of social and cultural innovation—and in Edmonton we're exploring what that means through a mix of institutes, socially-focused accelerators, community-based pilots and a growing number of B-Corps.





LEARN
MORE

The TELUS Community Safety & Wellness Accelerator (CSW) is a first-of-its-kind accelerator focused on addressing the social and safety challenges facing our communities. In partnership with AlchemistX, the Edmonton Police Foundation, Innovate Edmonton and Alberta Innovates, the TELUS CSW Accelerator is bringing proven Silicon Valley acceleration programming to help grow tech companies and provide artificial intelligence solutions that address community and social challenges faced here in Edmonton and around the globe.



LEARN
MORE

Naheyawin is a social enterprise that offers sustainable, practical, Indigenous-based solutions for the improvement of diversity and inclusion in businesses and organizations across Turtle Island. They work alongside entrepreneurs, educational institutions, nonprofits and government helping them become stewards of Treaty and realize their capacity to create conditions of abundance in their organizations and beyond.

Co-Founder and Managing Director of Naheyawin, Jacquelyn Cardinal, is a woman of many accolades and member of our Innovation Growth Council.



CORE INITIATIVES

Our strategic approach is anchored around six core initiatives, each with its own set of performance measures. Collectively, they're helping to mobilize, energize and focus our work in fresh and data-driven ways. Read on to learn about some of our accomplishments as well as local innovation successes.



INNOVATION LEADERSHIP

Taking our place as a global innovation capital takes real work. It involves thinking, planning and incorporating a fresh mindset, galvanizing diverse communities to move in the same direction.

To get there, we follow the same guidance as the entrepreneurs we serve—using data, analysis and creativity to face the challenge. Through benchmarking, mapping and other research we're using evidence—not guesswork—to determine the resources our innovation communities need.

Then, we're actively working with the City of Edmonton, post-secondary institutions and other stakeholders to infuse that knowledge into policies, programs and services. In this way, we're helping our communities to understand their innovation strengths—and how we can punch higher.

Over the past year, we've done a lot of heavy lifting to carve out our role in innovation leadership.

KEY ACCOMPLISHMENTS:

Established relationship with Edmonton Global:

- Early-stage mapping of Edmonton's innovation ecosystem
- Created a harmonized Edmonton Pitch Deck
- Joint mission to High Level forum and Web Summit, exposing Edmonton-based founders to international investment and opportunity; positioning Edmonton's innovation leadership on a global stage; guiding diplomats in our positioning and strengths

NUMBER OF ARTICLES, PUBLICATIONS AND PRESENTATIONS MADE BY INNOVATE EDMONTON:

29
INCLUDING

- 2021 Web Summit, Lisbon
- Canadian Startup Opportunities
- High Level Forum, Grenoble
- Speeding Up Innovation
- Canadian Management Consultants
- Evolution of Innovation
- Enlightened Economy Summit
- Innovation for Social Impact
- SMART CREATE Entrepreneurial Workshop Panel

NUMBER OF EDMONTON POLICIES AND PLANS TO WHICH WE CONTRIBUTED INNOVATION INSIGHTS AND RECOMMENDATIONS:

13
INCLUDING

- Downtown Vibrancy
- Edmonton International Airport
- Energy Transition
- Economic Action Plan
- Edmonton Regional Innovation Network
- Business Friendly Edmonton



STARTUPS & SCALEUPS

It's the minds and muscles of Edmonton's founders that will power our city's way forward. We help them build, adjust and fuel their innovative engines.

To do that, we offer programming to support them through various stages of growth—whether they've got an early idea, have a built-out solution for the world, or are somewhere in between. Through a lively mix of events, mentorship and curated opportunities, we empower innovators with the skills and connections they need to startup, scaleup and rise up.

We've already assisted hundreds of local innovators in our first year alone, paving the way to strengthen Edmonton's reputation as the fastest growing tech ecosystem in North America.

KEY ACCOMPLISHMENTS:

- Acquired and onboarded Startup Edmonton on May 31, 2021
- Transitioned ERIN Post-Secondary Institution (PSI) and ERIN Coach programs from TEC Edmonton on June 26, 2021
- Established Scaleup Edmonton and Accelerate Edmonton program divisions
- Hired program division leads for Startup, Scaleup and Accelerate to manage current programs and develop new strategies for the future of the programs to be more inclusive and welcoming of all entrepreneurs at each stage of growth
- Launched Alberta Catalyzer in partnership with Platform Calgary
- Partnership with Startup TNT to pilot the Fundraising SWAT Team Program

NUMBER OF COMPANIES HOSTED BY INNOVATE EDMONTON:

Startup Edmonton and Scaleup Edmonton Programming and Membership

In total, 1,746 founders and companies were hosted by Innovate Edmonton. The following table reflects data from May 31, 2021 (Startup Edmonton programming) and June 26, 2021 (ERIN Coach and ERIN PSI) to December 31, 2021.

STARTUP MEMBERS 62 INDIVIDUALS	BUS 101 526	PREFLIGHT 196
PROPEL 10 COMPANIES	36 INDIVIDUALS	STUDENT FOUNDERS 11 COMPANIES
29 INDIVIDUALS		
ELITE 39	STARTUP MONEY SERIES 617	GET STARTED MEETINGS 183
ERIN COACH 41	ERIN 17 POST-SECONDARY (PSI)	TOTAL 1,746

Coach/Mentor Hours

Founders and companies access coaching and mentorship through several Innovate Edmonton programs.

The following provides an overview of the number of coaching and mentorship hours provided across all programs.

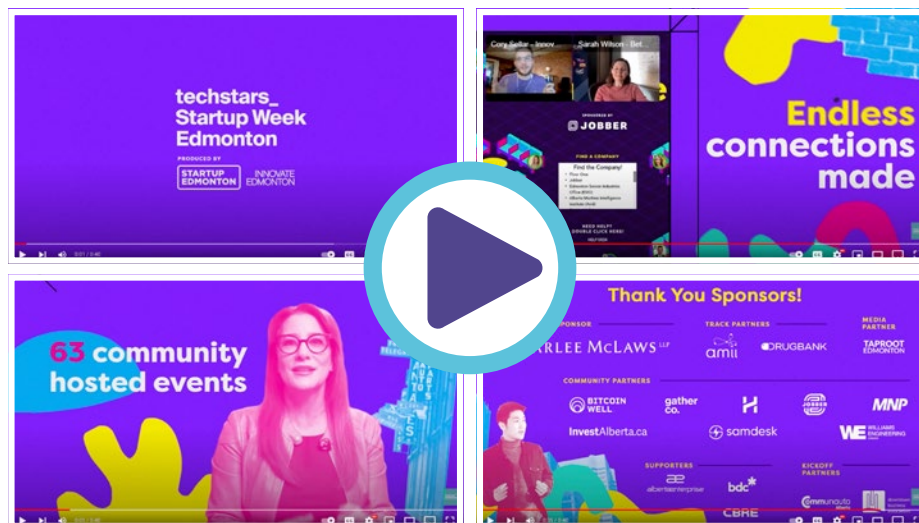
ERIN COACH	1,699
EXPERTS ON DEMAND	414
FUNDRAISING SWAT TEAM	106
ERIN PSI BUSINESS DEVELOPMENT SUPPORT (BDS)	899
TOTAL 3,118 HOURS	

Edmonton Startup Week

Edmonton Startup Week is an annual five-day event and part of a global movement to support and accelerate startups. In 2021, the event ran from October 18–22 and included virtual workshops, networking socials and events celebrating the vibrancy of Edmonton’s startup community. It was a time to build connections, discover what is possible, celebrate new companies during the anticipated Launch Party and inspire entrepreneurship.

In 2021, Edmonton Startup Week was host to 63 events, 3,036 participants RSVP’d “yes,” and 12 new companies were launched.

See the wrap-up video here:





BIG TENT & CITY BUILDING

An improved process that reduces waste. A novel intervention that prevents poverty. New intellectual property that makes our neighbourhoods safer.

Ideas happen all over—and not just in the pursuit of capital. They can be about cleaner skies, fuller stomachs or happier people. Sophisticated innovation is about making things better.

We don't just preach that philosophy, we live it too. Through a combination of outreach and training, we're welcoming wider communities to the table. While pushing the spirit of innovation far and wide, we're bringing in fresh perspectives from voices that have been under-represented for too long. We are building a sense of innovation identity and pride, focused on innovation placemaking, placing innovation in the public realm and aiming to lift the veil on home-grown innovation for all to see.

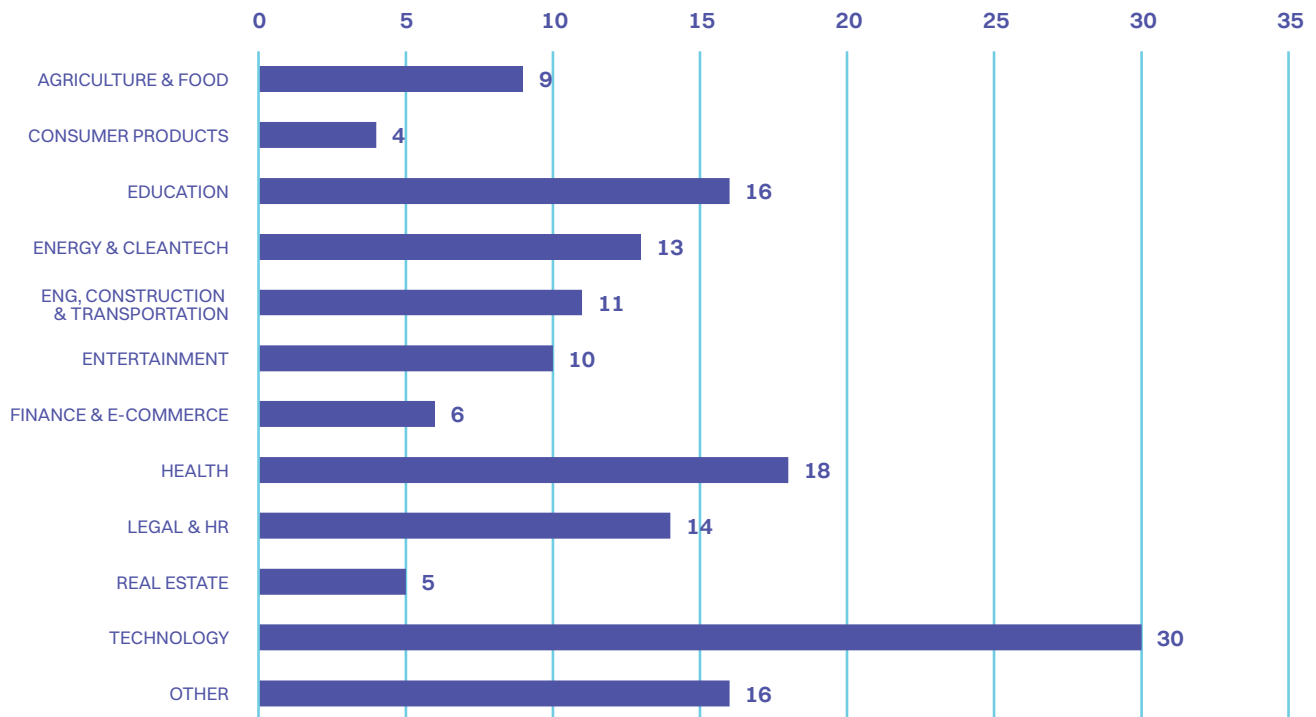
In the process, we're building a pathway for talent and a bigger tent. One that makes room for all kinds of new solutions across the private, public and non-profit sectors. One that brings together a kaleidoscope of innovators of different ages, experiences and backgrounds. One that reflects the modern city we've become.

KEY ACCOMPLISHMENTS:

- Partnered with Anza “New Beginnings” — a program designed to foster entrepreneurship among at-risk youth in Alberta, in collaboration with the African Canadian Civic Engagement Council (ACCE), supported by Business Link and the Edmonton Police Service
 - Over 36 months: 5 cohorts & 75 youth participated
 - Current cohort completed 68 hours of training
- Partnered with ELITE, Program for Black Youth, in collaboration with the University of Alberta and Dr. Andre McDonald, Faculty of Business
 - 38 student founders supported (ages 15–22)
- Established the Innovation Growth Council (IGC) encompassing 14 local leaders that reflect the diversity of innovators within the region:
- Sponsored the 2021 Start Alberta Tech Awards
 - Most Promising Startup Entrepreneur of the Year Award went to IGC member Abby Aiyeleye
- Participated in working groups including:
 - City of Edmonton’s Economic Action Plan
 - City of Edmonton’s Downtown Vibrancy
 - City of Edmonton’s Business Friendly Edmonton evolution
 - Government of Alberta’s Small Business Red Tape Reduction Task Force

DIVERSITY OF INNOVATION SECTORS AND ACTORS THAT WE SUPPORT:

The following graphs shows the sectors represented by the companies that participated in ERIN Coach, ERIN PSI, Preflight and Propel, highlighting the diversity of the companies and sectors supported.



NUMBER OF PEOPLE BROUGHT INTO INNOVATE EDMONTON'S PROGRAMMING:

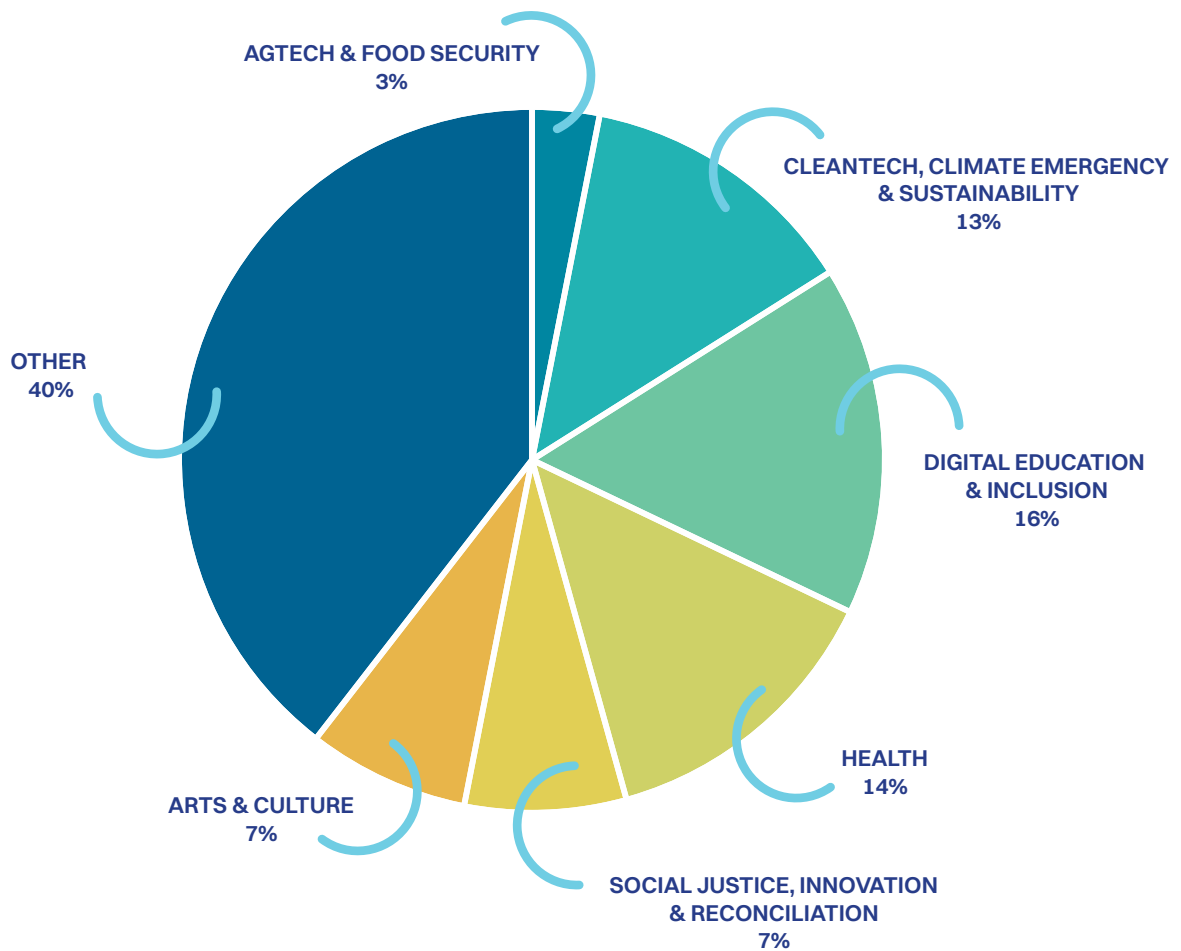
In 2021, Innovate Edmonton attracted 1,684 founders and companies to programming. Of the 526 founders and companies that participated in BUS 101, 98 (18%) went on to participate in other programs.

The following table reflects data from May 31, 2021 (Startup Edmonton programming) and June 26, 2021 (ERIN Coach and ERIN PSI) until December 31, 2021.

BUS 101	526
PREFLIGHT	196
PROPEL	10 COMPANIES 36 INDIVIDUALS
STUDENT FOUNDERS	11 COMPANIES 29 INDIVIDUALS
ELITE	39
STARTUP MONEY SERIES	617
ERIN COACH	41
ERIN POST-SECONDARY (PSI)	17
GET STARTED MEETINGS	183
	TOTAL 1,684

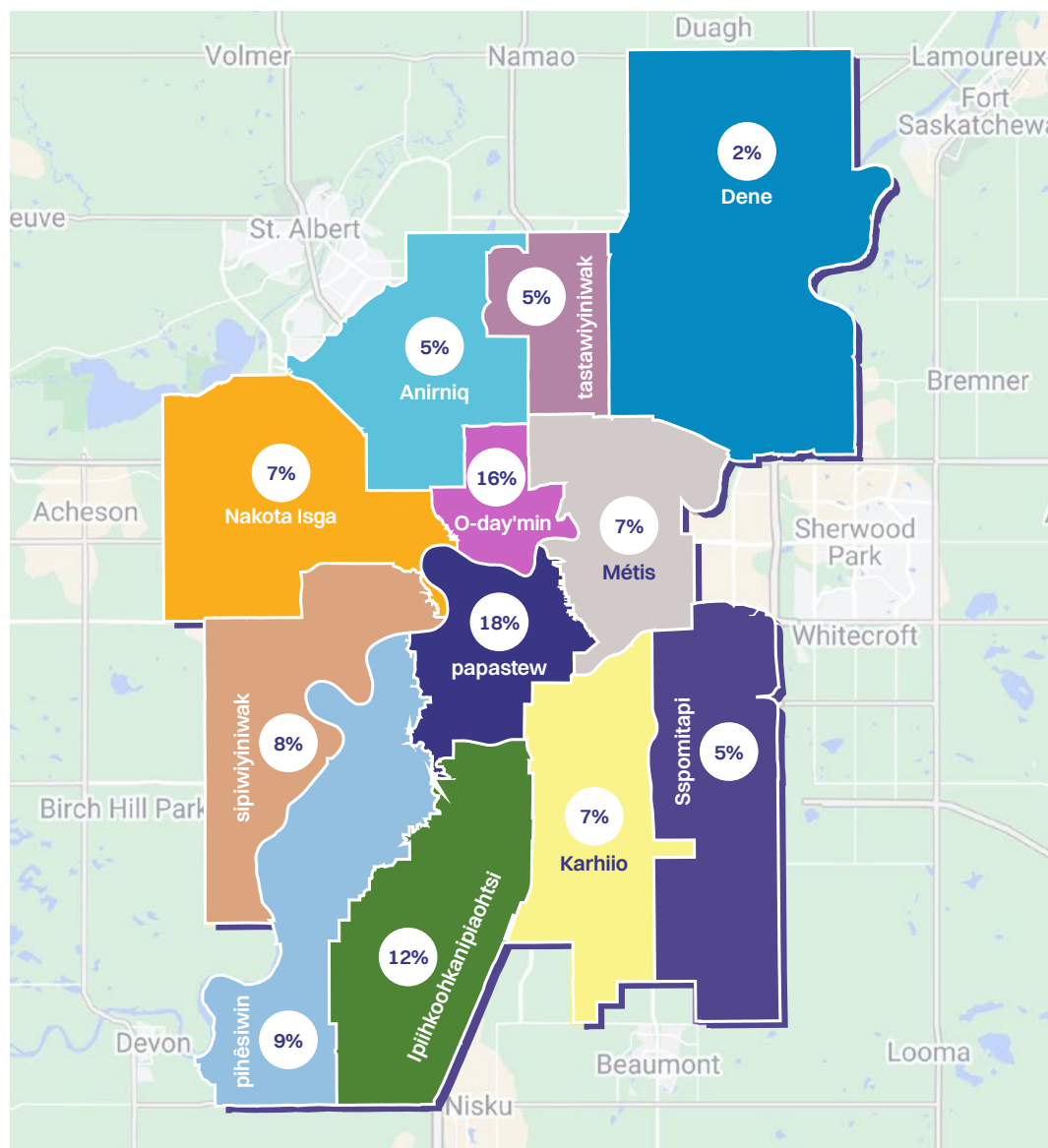
ALIGNMENT OF ISSUES ADDRESSED AND GLOBAL ISSUES:

In 2021, Innovate Edmonton supported 290 founders and companies in the Preflight, Propel, ERIN Coach and ERIN PSI programs. Overall, 60% of participating companies align to the global challenges, as defined below.



NUMBER OF WARDS THAT HAVE HOSTED INNOVATE EDMONTON PROGRAMS OR EVENTS:

With most of our programs delivered online versus “in community” due to COVID-19 restrictions, we tracked participants-by-ward. Every ward was represented by an Innovate Edmonton program participant, with the Papastew ward ranking highest, hosting 18% of total participants.





INNOVATION MARKETING

Taking a cue from the old business adage of “service what you sell,” we’re proud to “sell what we service.” We pitch Edmonton’s innovations and innovators across the continent and around the world—to attract partnerships, investments, talent and market share.

To maximize our marketing impact, we work with the business community, post-secondary institutions, and economic development agencies. The result: an energetic push that sparks global interest in the developments, solutions and opportunities that Edmonton offers.

While our work on this front is just starting, it’s already attracted tens of thousands of new followers—with a flavour of “innovation engagement” that our city can begin to savour. Despite a global pandemic, we’ve increased Edmonton’s touchpoints with the broader innovation world—laying a strong foundation for our evolving brand as we pitch, promote and propel Edmonton’s innovators on the global stage.

KEY ACCOMPLISHMENTS:

- 76 Media and PR events
- Developed and executed the mixed media “Innoversary” campaign positioning Edmonton’s innovation community as “one,” working in harmony to solve global challenges
 - Launched new microsite
 - Profiled 12 local innovators
 - Hosted Twitter space event called “Startups Navigating the Pandemic”
- Developed 12 videos that highlighted 20+ local innovators and innovations that support global challenges
- Grew online engagement:
 - 2,186 growth in social media (LinkedIn, Twitter, Facebook) followers for Innovate Edmonton (6,140 total followers)
 - 865 growth in social media (LinkedIn, Twitter, Facebook) followers for Startup Edmonton (35,633 total followers)
 - 28,036 total interactions across all platforms (reply, comment, click, follow, share and retweet)
 - 35K unique website visits to Startup Edmonton website and 80K page views
- Issued Request for Proposal (RFP) and selected FKA to support brand development project
- Partnered with Taproot to launch “Bloom” podcast

EDMONTON'S BRAND RECOGNITION AS AN INNOVATION CITY, AS DETERMINED BY SURVEYS:

The data for this performance measure will come from the City of Edmonton's brand and reputation survey that was put on hold due to COVID-19. Once the survey resumes, Innovate Edmonton will report on Edmonton's brand recognition as an innovation city. Until then, here are external performance measures.

In 2021, the CBRE Scoring Tech Talent Report named Edmonton as the fastest growing tech ecosystem in North America with a 50% growth in talent pool over 5 years (2015-2020)

Startup Genome lists Edmonton as having strengths in health technology and artificial intelligence and ranks the University of Alberta as 3rd in the world for artificial intelligence programming

25% of all net new jobs in Canada over the last 5 years are in the Edmonton region (Statistics Canada)

Edmonton is ranked 3rd in Canada for number of employees supported by VC investment at 7138, with industries supported primarily in ICT, life sciences and agribusiness. (Canadian Venture Capital & Private Equity Association, Canadian Venture Capital Market Overview 2021 Year in Review)

Urban Work Index ranked the Edmonton Metropolitan Region as the best community in the country for youth work Urban Work Index ranked the Edmonton Metropolitan Region as the best community in the country for youth work

Edmonton created \$435 million in ecosystem value with \$89 million in total early-stage funding over the last 2.5 years

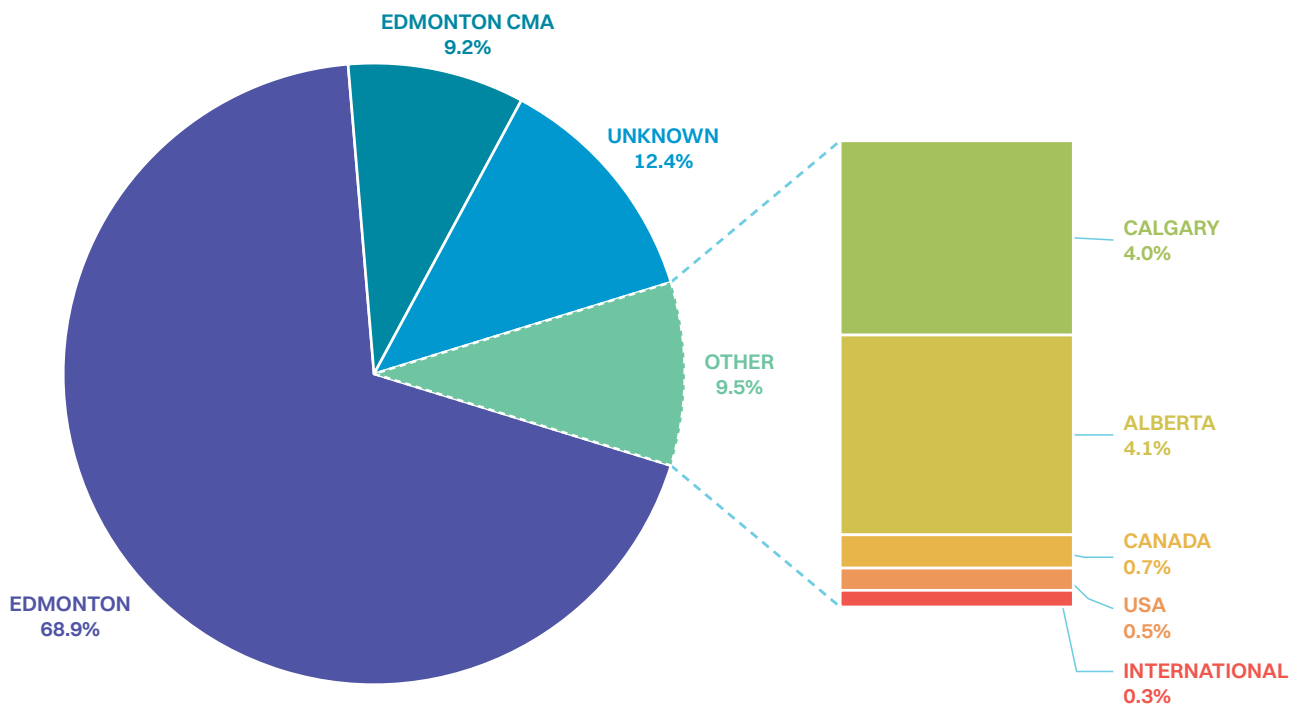
(GSER 2021)

\$400k median seed round funding in Edmonton (Startup Genome)

\$4.2M average series A, compared to \$2.7M global average (Startup Genome)

THE NUMBER OF PEOPLE ATTRACTED TO INNOVATE IN EDMONTON FROM OUTSIDE OUR JURISDICTION:

In 2021, 10% of program participants were attracted to Edmonton from outside of the city, as demonstrated in the following graph. Of the participants from outside of Edmonton, one was from Enoch Nation and the other Canadian participants were from B.C., Manitoba, and Ontario. International participants joined from the United States, India, Brazil and Argentina.





INNOVATION MONITORING

When it comes to Edmonton's "innovation ecosystem," we think it's important show its breadth and scope, to ferret out hidden talents and illuminate underrepresented clusters.

To that end, we're bringing more colour and clarity to what's in our communities —companies, investors, service providers, educators and more. Our monitoring and mapping efforts are also designed to put practical resources into the hands of innovators and to position Edmonton to receive our fair share of press, of capital and more.

Our approach also helps shine a bright light on the diverse mix of entrepreneurs, funders and mentors who call Edmonton home. This twenty-first century Rolodex will lead to new relationships and collaborations, while offering insights into the people, skills, expertise and services that our city still needs.

KEY ACCOMPLISHMENTS:

- Partnered with UPPlift to launch EDGI (Edmonton's Great Innovations) to map Edmonton innovations, highlighting strengths of Edmonton's innovation communities and alignment with global challenges
- Sponsored Start Alberta, a digital platform and database for Alberta's tech community that was integrated into our website and powered by dealroom
 - In partnership with VCAA, Alberta Enterprise, A100, ATB Financial, SAIT School for Advanced Digital Technology, Calgary Economic Development, Edmonton Screen Industries Office, Health Cities, Platform Calgary, Edmonton Global and Accelerate Fund
- Collaborated with post-secondary presidents, university innovation leads and faculty regarding current research on innovation, talent and enlightened economies, to understand what local monitoring is underway that we may tap and what business research we may want to seed

There were no performance measures established for this core initiative for year one of our two-year Business Plan. Performance measures for year two of the Business Plan are:

- Creation and publication of an Edmonton innovation ecosystem map highlighting all founders, innovations and service organizations in the region, aligned to global challenges and UN SDGs.



INNOVATION FUNDRAISING

Sustaining the growth and development of global innovation capital requires strategic resources. We work with public and private sector partners to secure and infuse new investments into our programming, so that we can continue to effectively harness, support and showcase local innovators.

As a public trust, accountability is paramount. We're ensuring that we offer a solid and well-grounded proposition to our funding partners, anchored in metrics and aimed at achieving tangible outcomes.

MULTIPLIER EFFECT OF ADDITIONAL FUNDING
FOR INNOVATE EDMONTON RESULTING FROM
OUR IMPACT AND STEWARDSHIP OF CORE
CITY FUNDING:

In 2021, our core City funding of \$5 million was leveraged to generate \$3,809,936 —a multiplier effect of 0.76X—in additional government grants for projects in 2021 —through to 2024, including:

\$1,794,936

IN NEW PROGRAM FUNDING FROM EDMONTON REGIONAL INNOVATION NETWORK (ERIN)
AND ALBERTA INNOVATES:

\$660,489
FOR ERIN PSI

\$519,447
FOR ERIN COACH

\$500,000
FOR STARTUP EDMONTON

\$65,000
FOR DATA MAPPING AND
GATHERING

\$50,000
FOR ERIN COACH SWAT
FUNDING

\$2M
FOR ALBERTA CATALYZER FROM ALBERTA
INNOVATES

\$15,000
FOR MITACS INTERNSHIP IN PARTNERSHIP
WITH THE UNIVERSITY OF ALBERTA

IN ADDITION TO THE LEVERAGED DOLLARS, INNOVATE EDMONTON ALSO RECEIVED
\$5M IN NEW MUNICIPAL FUNDING
FOR ACCELERATORS WITH AN EDMONTON FOOTPRINT



PILLARS OF OUR WORK

In our inaugural year, we established four pillars that guide the way we think, plan and work across all our initiatives: positioning, placemaking, programs and partnerships. And to these four pillars, we'll soon add a fifth—pathfinding—as companies, governments and non-profits look to us to help them navigate the local innovation ecosystem and global innovation marketplace.



POSITIONING

As we harness the diverse elements of our innovative city, we're finding opportunities to tell a compelling story about what Edmonton offers the world.

We have a strong value proposition. Among our local innovators, we're proud to count leaders in technology, sustainability, life sciences, agriculture, design, and social justice. And they're developing solutions desired to tackle some of the planet's toughest challenges—such as climate change, public health, food security, digital divide, social justice and Reconciliation.

Edmonton offers what the world needs right now. Each day, as we empower our innovators, we're putting more flair on their stories and pumping up the volume for more people to hear.

AND THE WORLD IS TAKING NOTICE:

- Edmonton was recently named North America's fastest-growing tech sector (2021 CBRE Scoring Tech Talent Report), a sector valued at nearly \$500M (Startup Genome)
- The average series A investment in Edmonton is \$4.2M, compared to \$2.7M globally (Startup Genome).

Edmonton's newest innovation destination
OPENING FALL '22
10107 Jasper Avenue



PLACEMAKING

Imagine a space with a unique collection of visual, cultural, natural and social qualities. A place where people and ideas collide, intersect, evolve and grow. A destination for those exploring better ways to work and a catalyst for attracting strategic investment. A demonstration centre for innovation and a showpiece that contributes to downtown revitalization.

That's our vision as we set about developing our first home in downtown Edmonton. Taking innovation into the public realm, our home will be more than an office. With a design that incorporates stakeholder input, it will be a dynamic gathering spot, cater to a mix of programming and feature:

- **18,000 square feet of loft-style space with natural light and awe inspiring wrap-around windows**
- **Flexibility, including collaboration space spaces, a 100-seat programming room, pitch stage, podcast and production studio, café and event amphitheatre.**
- **Accessible and sustainable retrofits**
- **Street-level presence and naming rights, reinvigorating a prominent downtown corner at 101st Street and Jasper Avenue.**

Above all, our new location will be welcoming to all, serving as an invitation to innovation.

PROGRAMMING

To support the tireless efforts of local innovators, to help them build companies and creations to meet global demands, almost half of Innovate Edmonton's budget is focused directly towards front-line, on-the-ground program delivery. We leverage a deep understanding of the conditions that early and mid-stage companies face, to offer programming that makes a tangible difference.

Through our three program departments, we deliver coaching, curriculum, mentorship and more to boost business development for companies at various stages of growth—including for commercialization, revenue generation, raising capital and international sales.

Startup Edmonton

From foundational mapping, through preflight building, testing and pitching, to early stage launching, Startup Edmonton helps innovators translate their solutions into viable business concepts.

Scaleup Edmonton

Through a range of coaching, training and other supports, Scaleup Edmonton helps innovators prepare for investment, raise capital and build their networks, to take their nascent businesses to the next level.

Accelerate Edmonton

In partnership with Alberta Innovates and PrairiesCan, we offer world-class accelerators with an Edmonton footprint and a focus on technology, AI and community safety and wellness. Accelerate Edmonton also developed and launched Alberta Catalyzer, in partnership with Platform Calgary.

PARTNERSHIPS

It takes the whole community working in concert to make our mark as a global innovation capital. By forging partnerships locally, nationally and internationally, we bolster the reach and strength of our impact.

In 2021, we're proud of the following new partnerships that allowed us to connect with a broader audience of innovators. Thank you to our partners.

FUNDERS



With the support of
Prairies Economic
Development Canada



PARTNERS



PRIVATE/CORPORATE PARTNERS





MOVING AHEAD TOGETHER

As we look ahead, we're enthusiastic about Edmonton's possibilities and potential as a global innovation capital. We are motivated by the global challenges that others might find daunting. We know that opening the doors to equity-deserving innovators is long overdue and deserving of our resources. We appreciate that we are the isthmus between City government and local companies—and we are here for you. We invite all Edmontonians to participate in our joint mission —it's going to be a great ride together.



ABOUT US

Innovate Edmonton is cultivating a diverse and collaborative work culture that supports and celebrates innovation at all levels. We continuously strive for excellence, attracting top-talent, and are committed to providing team members meaningful and challenging work in an open and inclusive environment.

In 2021, we added 20 members to our team, joining Innovate Edmonton CEO, Catherine Warren, who was hired on December 1, 2020 and Kris Cotter, Director, Finance & Administration, who joined on December 21, 2020. In order of hire date, the Innovate Edmonton team consists of:

James Hampshire
Manager, People & Culture

Nevin deMilliano
Content Strategist

Anna Knight
Program Coordinator

Allan Waine
Program Facilitator,
Startup Edmonton

Tristan Ham
Program Facilitator,
Startup Edmonton

Erin Gobolos, Director
Marketing & Communication

Jaime Hayes
Accountant

Heather Klimchuk
Government & Agency
Liaison

Nathan Ip, Manager
Integrated Program Delivery

Darrel Petras
Director Business &
Community Development

Seanna Baxter
Executive Assistant

Shamelle Pless, Manager
Brand & Digital Presence

Cory Sellar
Marketing & Communications
Specialist

Dawn Newton
Head of Accelerate Edmonton

Barbara McKenzie
Director, Strategic &
Operational Growth

Chloe Chalmers
Head of Scaleup Edmonton

Christian Tokarski
Head of Startup Edmonton

Shalon McFarlane
Manager, Research

Fatima Farah Mohamed
Coordinator, Community
Research

Maxan Ferguson-Dyer
Community Coordinator

BOARD MEMBERS

Innovate Edmonton would like to thank and recognize the contributions and governance from our inaugural Board. These leaders set the foundation for our success and vision.

Naseem Bashir
Board Chair and President
and CEO of Williams
Engineering Canada and
Chairman of the Board for the
Williams Group of Companies

Aaryn Flynn
CEO, Inflexion Games

Ashlyn Bernier
Chief Operating Officer,
samdesk

Farzad (Haider) Alvi
Assistant Professor of
Innovation Finance at
Athabasca University

Joanne Fedeyko
CEO, Connection Silicon
Valley

Nicole Janssen
Co-founder and Co-CEO,
AltaML

Shaheel Hooda
Managing Partner, Sprout. VC

Sheetal Mehta Walsh
Senior Advisor, University
of Alberta Office of the
President; former Chief
Strategy Officer, Ministry
Jobs, Economy and
Innovation Alberta

INNOVATION GROWTH COUNCIL

In July 2021, Innovate Edmonton established the Innovation Growth Council, dedicated to advising our CEO and Board while connecting Edmonton's diverse innovators. The 14 members are ambassadors and champions for innovation in all its forms in Edmonton and represent strengths across numerous innovation sectors, from tech to sustainability, arts, culture and finance, to post-secondary and Indigenous ingenuity.

Abby Aiyeleye
Co-founder, Clavis Studio

Carolyn Campbell
President & CEO, NorQuest
College

Claire Theaker-Brown
Founder, Unbelts

Connie Stacey
Founder & President,
Growing Greener
Innovations, Inc.

Gail Powley P.Eng
President, Technology
Alberta

Ghalia Aamer
CEO, TalkMaze and
University of Alberta Student
Representative

Jacquelyn Cardinal
Co-founder and Managing
Director, Naheyawin

Jason Suriano
Founder & CEO, TIQ Software

Karra-Lee Gerrits
VP Strategy & Business
Development, Protein
Industries Canada

Keenan Pascal
Founder & CEO, Token
Naturals

Lana Cuthbertson
Founder & CEO, Areto Labs

Pilar Martinez
CEO, Edmonton Public Library

Ron Mills
CEO and Founder,
Northernmost; former CEO,
Tevosol

Sandra Stabel
Founder & Principal, Grey
Cube Innovations

CITY LEADERSHIP

A special thank you to our City leadership supporters: Andre Corbould, City Manager, Stephanie McCabe, Deputy City Manager, Urban Planning & Economy, and Catrin Owens, Deputy City Manager, Communications & Engagement, for your guidance and brain trust in working together to establish Edmonton as a global innovation capital.

Thank you to Edmonton City Council for your inclusive vision and support.

