

# INNOVATION FROM HERE FOR THE WORLD

2022 ANNUAL REPORT





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# MESSAGE FROM THE SHAREHOLDER



As we all work to financially and personally recover from the lasting impacts of the COVID-19 pandemic, we know that we must find creative and collaborative solutions to many of the issues that the Edmonton region is facing.

To do this, we must work together to breathe life back into our downtown, to create more economic opportunities for Edmontonians, and to support those who are in core housing need, battling addictions and experiencing mental health issues.

Addressing these issues requires creative collaboration, proactive leadership and innovation – qualities that Edmontonians have in tremendous volumes. Our city is fortunate to have an organization that is dedicated to supporting our city's businesses, organizations and community leaders who make the most of those qualities, in the form of Edmonton Unlimited.

Like my Council colleagues, I look forward to seeing how Edmonton Unlimited works alongside the City to support our shared goals for Edmonton's future. Some of this work includes directly contributing to our Economic Action Plan by supporting innovators and entrepreneurs to launch and grow new businesses. It also includes helping our city

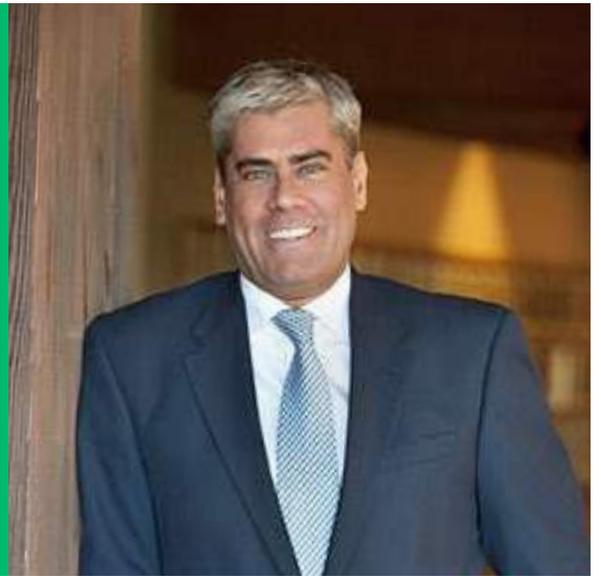
transition to a lower-carbon future and advancing sustainable development goals, which will help improve quality of life for all Edmontonians as we work to become more climate-resilient.

As a recently-launched initiative, Edmonton Unlimited has already made an impact on our downtown. As an innovation destination, the organization is bringing more people into our city's core and serving as a vital gathering place that supports new enterprises, creates more jobs, retains existing talent and generates economic growth and opportunity for the Edmonton region.

Many thanks to the board, staff and partners of Edmonton Unlimited for their commitment to innovation and creativity. Together, we can build an economically thriving Edmonton for all of us.

**Amarjeet Sohi**  
Mayor of Edmonton

# MESSAGE FROM THE BOARD CHAIR



It's remarkable how far we've come in a short period of time – in terms of our organization, and Edmonton's innovation ecosystem.

During the past twelve months, the dedicated Edmonton Unlimited team has collaborated to develop, nurture, and energize all kinds of connections. These include ties with 1200+ founders, supports for entrepreneurs in every ward, mapping of more than 2,000 local innovation companies, and distributing local innovation stories to about 6,000 Edmontonians monthly. We continue to connect our city's innovators and a wide array of investors, coaches, and mentors, service providers, and partners – with the goal of helping Edmonton's innovators launch and lead their companies, target international markets, and achieve success-at-scale.

In combination with these activities, we also co-created a bold new brand. "Edmonton Unlimited" fittingly represents an inclusive innovation culture and our city's limitless potential. Success means huge opportunities for Edmontonians, including a growing and diversified economy, new and plentiful jobs, and an enhanced and sustainable quality of life.

While we continue to build this foundation, we've also laid down roots. This spring, we're opening Edmonton's newest innovation destination, designed as a thriving centre for program delivery, events, meetups, and collaborations with investors, multinationals, and other city-builders. Not only are we opening the door to new ideas, products, and ventures, but we're revitalizing downtown with an accessible and welcoming new corner at Jasper Avenue and 101st Street.

With these milestones and more, I'm upbeat and confident about the future of Edmonton Unlimited and the impact it will continue to have on our city. As I move on from my role as Board Chair, I feel privileged to have guided the organization's vision and strategic roadmap together with the inaugural Directors. Best wishes to the Edmonton Unlimited leadership, team, and stakeholders, and to the innovators they collectively support.

**Naseem Bashir, P.Eng., ICD.D**  
Board Chair

# MESSAGE FROM THE CEO



## Whenever I'm asked the question "Why Edmonton?" I have both a long and a short response.

The long answer is a cavalcade of buoyant statistics and descriptions of our city's many assets, such as our tech, talent, and investment rankings; our young and growing population; our incredible complement of post-secondary institutions; and our diverse demographics and international connections. We are a city of global groundbreakers in artificial intelligence, at a time when AI is becoming the backbone of all digital infrastructure. Made-in-Edmonton solutions deliver just what international markets demand and compel enlightened investors to deploy capital.

The short answer is: Edmontonians are wired for innovation.

Our city has a spirit that I like to call "massively mutually supportive." Edmonton is a place where people are happy to make introductions, to open new doors, and invite you to come along for the ride. It doesn't matter where you come from, or how you got here, Edmontonians want you to be part of where we're going together.

**You could say Edmonton's collaborative mindset is our global competitive advantage.**

That's why we work with partners across Edmonton, in finance, urban infrastructure, foreign direct investment, social enterprise, academia, tourism, and the arts to

make sure that our city is a place where people thrive. We multiply municipal dollars with corporate partnerships and significant funding from the provincial and federal governments to reinvest in local entrepreneurship. We help accelerate growth, we fund global accelerators, and together we position our city as an inclusive global innovation capital. Ultimately, today's budding companies and best innovators will want to say here, build community here, invest, reinvest, and reinvent here.

In spring of 2023, we'll open Edmonton's newest innovation destination, a flagship in the heart of downtown. With free programs for thousands of entrepreneurs, a 100-seat "pitch deck" event space, hot desking, industry labs, and a meet-up café, we're contributing to urban vibrancy while catalyzing innovation for people, planet, and prosperity.

Without question, innovation is a team game. Thank-you to all who co-created this community space, together we will make it a home.

**Catherine Warren**  
Chief Executive Officer



# EDMONTON'S GLOBAL OPPORTUNITY

As the City of Edmonton's innovation agency, we position Edmonton as an inclusive global innovation capital, supporting innovators as they create companies and solutions to solve the planet's toughest challenges, including the climate emergency, public health, food security, digital inclusion, and Reconciliation.

By providing local innovators with the right assistance at the right time, we help Edmonton's entrepreneurs translate their ideas into tangible, growing companies. These made-in-Edmonton solutions are uniquely designed to meet international market demands, attract enlightened investment, and bolster our reputation as a destination-of-choice for entrepreneurs, accelerators, and bold multinationals. We contribute to the city's enduring economic vitality, resiliency, and identity, while also fueling jobs, economic opportunities, and civic pride for all Edmontonians.

To nurture this growth, Edmonton Unlimited convenes and supports our city's varied innovation communities – including academia, civil society, post-secondary and research institutions, and major industries. We are pioneers in the

field of “inclusive innovation,” the notion that innovation excels when it is open to all, when it is interdisciplinary, and when it's recognized and supported in all sectors.

Through a broad prism, we define innovation as anything net new that contributes to significant positive change. By characterizing innovation in this inclusive and expansive way, and uniting innovation with a triple bottom line of people, and planet and prosperity, we can best deliver unlimited returns to Edmontonians.

**EDMONTON UNLIMITED —  
INNOVATION FROM HERE  
FOR THE WORLD.**



# EDMONTON DELIVERS

We might be a new organization, but we're not starting from scratch.

We're mobilizing our city's innovation communities at a time when Edmonton's ecosystem is growing, dynamic, and gaining national and international recognition. Having more than doubled in value since 2020, Edmonton's tech sector is making strides on several notable fronts, taking a prominent place among North America's top emerging ecosystems.

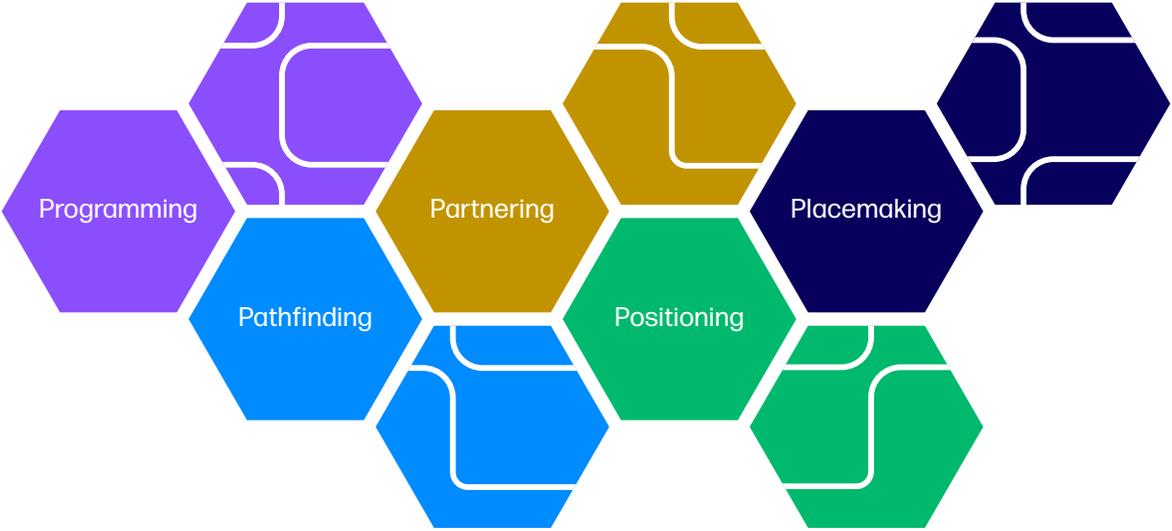


Note: Data from the [2022 Global Startup Ecosystem Report](#)



We operate on five major pillars, each carefully targeted to reinforce, expand, and boost the impact and reach of our innovation ecosystem.

Supported by a progressive city, and emerging from the pandemic, we've wrapped our first full year of program delivery. And through the grit of local entrepreneurs, bolstered by the optimism of investors, we're achieving success together.



# 2022 HIGHLIGHTS

**1,200+**

Total participation in 2022 Edmonton Unlimited Programs

**9,750+**

Hours of 1:1 industry-specific business support delivered

**125+**

Companies tackling a Global Challenge

**250+**

Companies working on a Sustainable Development Goal

**80+**

Community-Led Events hosted at Edmonton Startup Week

**261%**

Increase in funding: EU built on core funding to raise an additional \$8.07M

**2.8B**

Average potential reach of EU media releases in 2022

**>75**

World class NPS scores for all EU programs

**100%**

Of City Wards have citizens engaged in Innovation via Edmonton Unlimited

**2022**

Launched Innovation U and Innovator in Residence Program with EPL



# Programming

Edmonton Unlimited supports local innovators to build and scale companies and solutions to meet global demands, advance homegrown ingenuity, and contribute to the local economy. We leverage a deep understanding of the conditions that early and mid-stage companies face, to offer free programming for sustainable growth.

Through our three program streams: Startup, Scaleup, and Accelerate, we deliver business content focused on the entrepreneurial journey, including the commercialization of innovation, revenue growth, raising capital, and international expansion. By providing local innovators with the right assistance at the right time, we help Edmonton's entrepreneurs translate their ideas into tangible, growing companies.

In 2022, we launched a fourth program stream, Capital City Pilots, for local innovators to pilot their intellectual property on City-owned assets, providing entrepreneurs with a flagship client, innovating City Hall, and showcasing innovation in the public realm.



# Program Participants

In 2022, we filled 1,200+ seats in our programming, including 392 founders in Business Model 101; 253 attended Get Started meetings; and 70+ growth-stage Edmonton-based companies participated in the Experts on Demand program.

These numbers are conservative and not yet comprehensive. At the time of publishing, the Scaleup GAP program has just reached its three-year mid-point and preliminary outcome data will be available shortly.

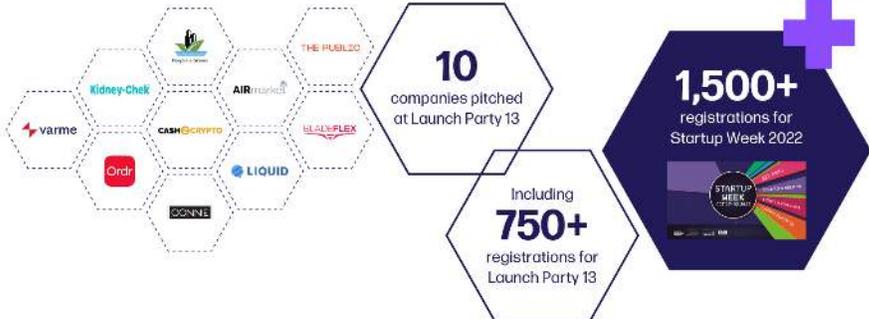
Unique Founders	Unique Companies	Program Category	Program	Seats
<b>670</b>	<b>651</b>	<b>Startup</b>	Get Started	253
			Business Model 101	392
			Discover & Validate	142
			Build, Test, Learn	40
			Market, Sell, Pitch	31
			Propel	40
<b>79</b>	<b>73</b>	<b>Student Startup</b>	Student Founders	13
			ELITE	44
			Anza	22
<b>29*</b>	<b>29*</b>	<b>Innovation U</b>	Idea Generation	33
			Creating a One-Page Business Plan	19
			Design Thinking	31
			Perfecting THE Pitch	27
<b>113</b>	<b>113</b>	<b>Scaleup</b>	Experts on Demand	73
			PSI – Business Development Support (BDS)	44
<b>+</b>	<b>+</b>	<b>Alberta Scaleup and Growth Accelerator Program (GAP)</b>	Alberta Catalyzer (Pre-Accelerator)	+
			Alberta Accelerator by 500	+
			Plug and Play Alberta	+
			TELUS CSW Accelerator (powered by Alchemist)	+

**891+**  
Founders

**866+**  
Companies

**1,204+**  
Seats Filled

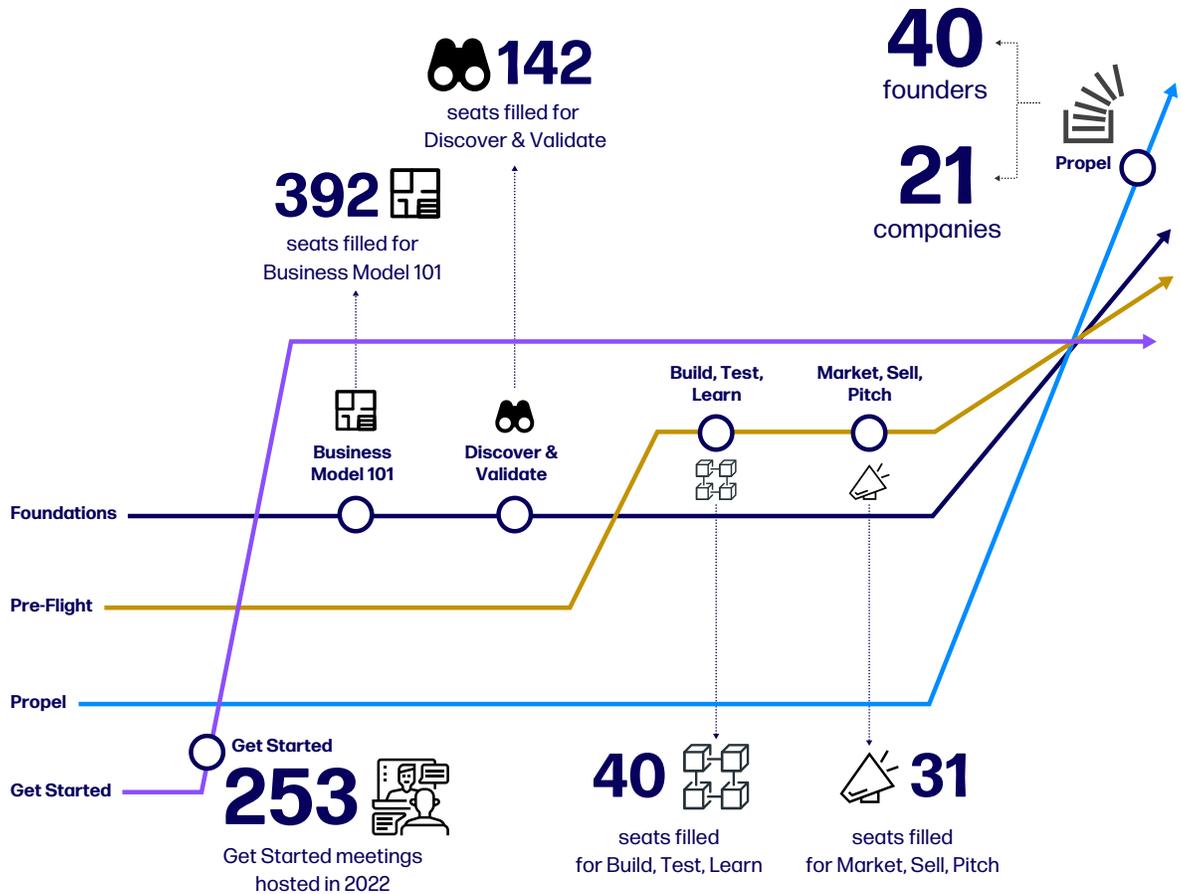
Outside of registered programming, Edmonton Unlimited produces Edmonton Startup Week: five days of workshops, socials, and events, showcasing and uniting our city’s startup communities and culture of innovation. In 2022, we achieved impressive results and brought together more than 1,500 people, including 750+ at Launch Party 13.



Notes: (\*) Estimated unique count based on duplication ratio available in registration data; (+) In 2021, Edmonton Unlimited invested \$5M in the Alberta Innovates led Scaleup GAP program to bring global accelerators to Edmonton-based founders, as part of the funding consortium with Alberta Innovates and Prairies Canada Development Council (PrairiesCan). At the time of publishing, the Scaleup GAP program has just reached its three-year mid-point and preliminary outcome data will be available shortly.

## Startup Programming

Edmonton Unlimited acquired Startup Edmonton in 2021, which continues to deliver free programs under the Edmonton Unlimited umbrella brand. Through this Startup programming, Edmonton Unlimited provides founders with the support they need to build capacity, skills, and competencies from ideation to validation and beyond. Founders can easily transition from one program to the next, receiving the support they need at the time they need it.



Note: Data based on participation in Startup programming (Get Started, Foundations, Pre-Flight, and Propel)

# MOMENT DISCOVERY

Moment Discovery is an employee-owned, multi-disciplinary, multi-generational art-tech company working at the intersection of art and science. They are innovators in the fields of body-based computing, immersive experiences, and building of interactive digital spectacles powered by live body sensing. In 2022, Moment Discovery celebrated some major milestones including moving into their studio space in City Center Mall, expanding the interactivity of their DotBox, hosting two demo events, growing their team, and building partnerships with the performing arts community including Kristi Hanson, Mile Zero Dance and RISER Edmonton.

In 2022, Moment Discovery's Market Research and Development Associate, Meghan Desjardins, attended a number of Startup programs through Edmonton Unlimited, including Preflight: Market, Sell, Pitch and Propel 6. She leverages her learning to help with customer discovery and refine the company's business development goals for commercialization.

In 2023, Moment Discovery has many things on the horizon including expanding their suite of technological and content offerings, growing their team, hosting open door demos, and collaborating with local artists (e.g., Jesse Thomas) and pursuing downtown vibrancy initiatives.

To learn more about Moment Discovery, please visit [www.momentdiscovery.ca](http://www.momentdiscovery.ca)

“I feel very equipped to work through our business development goals, such as updating our business plan, writing for and communicating with different audiences, transitioning from strategic thinking to daily operations, and efficient time management of many moving parts.”

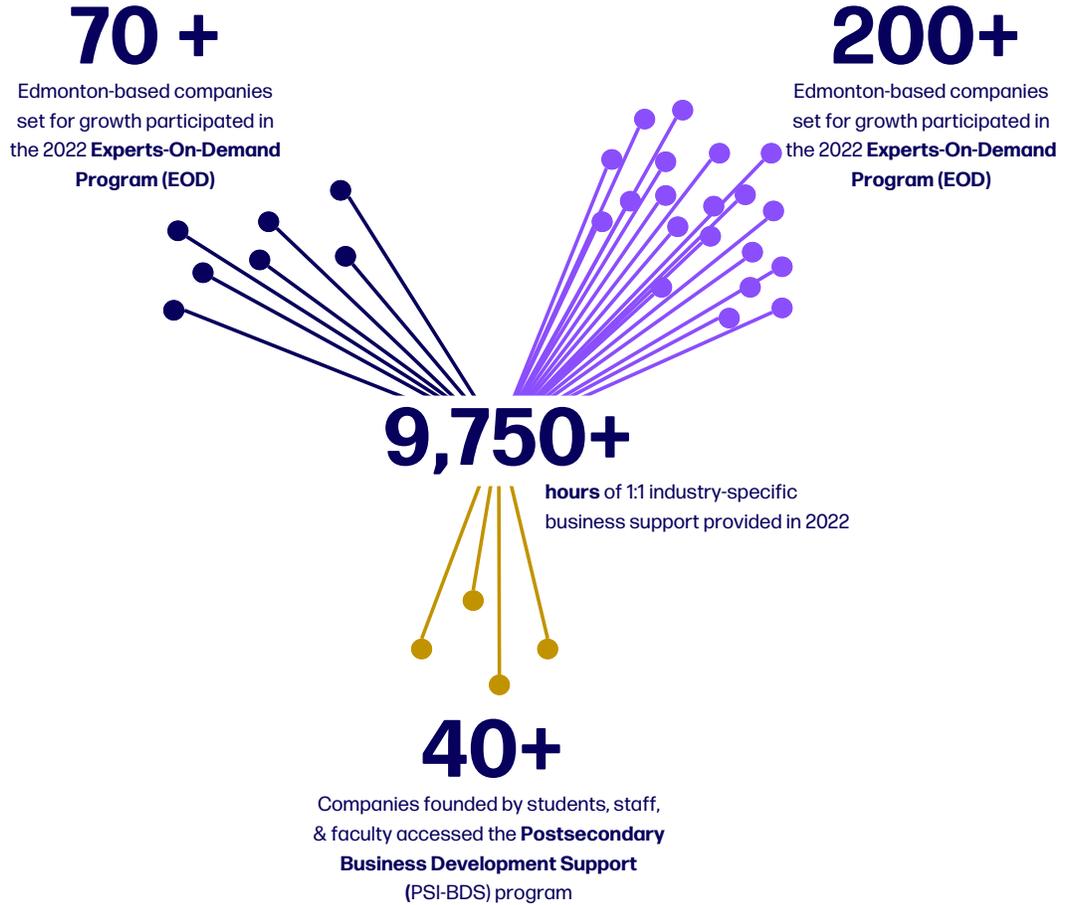
**Meghan Desjardins**

Market Research & Development Associate,  
2022 Startup Programs Participant

Photo Credit: Brianne Jang with bb collective [www.bbcollective.com](http://www.bbcollective.com)

## Scaleup Programming

In 2022, Edmonton Unlimited connected emerging companies with the expertise they needed to build their networks and momentum. Through our network of experts, we connected 200+ experts with 70+ growth stage companies to provide 9,750+ hours of industry-specific business support at no cost to participants.



“...[Experts on Demand] gives me the opportunity to give back to the tech startup community while helping entrepreneurs achieve their ambitious growth and funding goals. It’s a win-win for both parties and helps elevate the overall tech ecosystem in Edmonton.”

**Mark Benning**  
Sprout.vc Partner,  
2022 EOD Program Expert

# SARCOMERE DYNAMICS

Sarcomere Dynamics Inc. is on a mission to make the most advanced robotic hand in the world. Their innovation will change labour and productivity by replicating human functionality and automating tasks in dynamic environments. The opportunities for this technology are limitless and can be leveraged to address challenges such as sustainability, food security, and/or health. Sarcomere Dynamics Inc. was the recipient of the 2022 ASTech Award for Significant Achievement in Innovation: Start-up Company. In 2022, Sarcomere Dynamics Inc. celebrated many major milestones including completing R&D, bringing their first product to market, growing their team, raising pre-seed funds, securing grants, and building their local, regional, national, and international networks.

In 2022, Edmonton Unlimited connected Sarcomere Dynamics Inc. with business leaders and experts through the Experts on Demand (EOD) program. These connections provided the team at Sarcomere Dynamics with invaluable support in real time as the team prepared to bring their unique product to market. Harpal Mandaher (co-founder and CEO) described the EOD program as follows:

“A flexible resource catered to where the company is in its development. Initially, we needed to polish our message for funding – the expert from Edmonton was excellent! Then we were ready to go to market and needed guidance on ‘how best do we do this?’.... That’s where another experienced expert helped identify priorities and methods to get our name out there, so we’re not chasing everything.”

**Harpal Mandaher**  
Co-Founder and CEO,  
2022 EOD Program Participant



2023 will be an exciting year for Sarcomere Dynamics as they prepare to launch their active sales campaign bringing their innovation to global markets in North America, Europe, and Asia, while establishing their manufacturing at home in Edmonton.

To learn more about Sarcomere Dynamics, please visit [www.sarcomeredynamics.com](http://www.sarcomeredynamics.com)

# Accelerate Programming

Edmonton Unlimited is part of a consortium led by Alberta Innovates that funds the Alberta Scaleup and Growth Accelerator Program (Scaleup GAP). The consortium which also includes the Government of Alberta and Prairies Economic Development Council (PrairiesCan), allocated \$35 million over three years to contract with five world-class accelerators: Plug and Play Alberta, Alberta Accelerator by 500, TELUS Community Safety & Wellness (CSW) Accelerator powered by Alchemist X, SVG Thrive, and Alberta Catalyzer. This is part of an overall strategy to address scaleup gaps to help Alberta ventures to scale and grow, contributing to a thriving innovation ecosystem in Alberta. Diversifying Alberta's economy by

supporting entrepreneurship and innovation in new technology areas will create high quality jobs, revenue, and drive Alberta's global innovation mindset by attracting global technology firms and investment to Alberta via a world-class acceleration ecosystem.

The Alberta Catalyzer pre-accelerator is delivered by Edmonton Unlimited in partnership with Platform Calgary, with a new suite of programs for early-stage founders, supporting pathways to success and economic diversification.

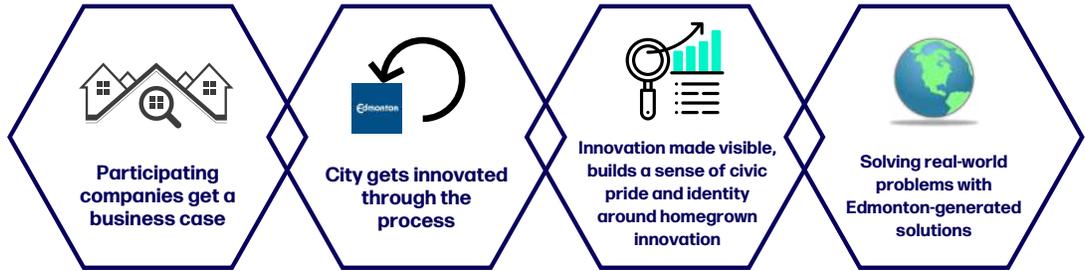
At the time of publishing, the Scaleup GAP program has just reached its three-year mid-point and preliminary outcome data will be available shortly.



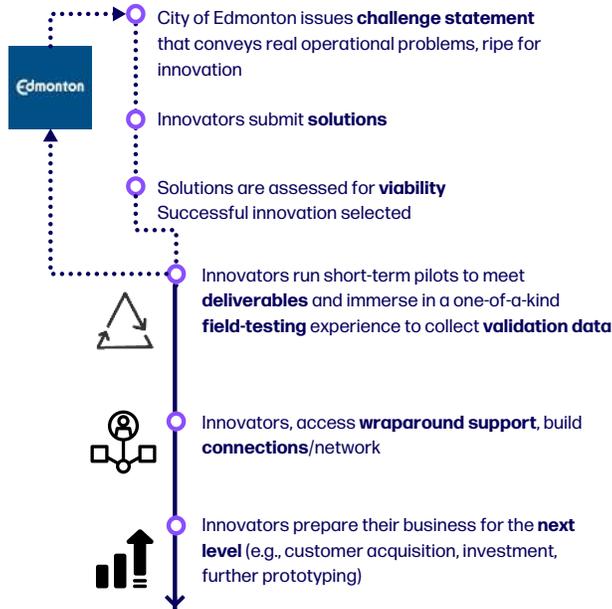
## Capital City Pilots

A collaboration with the City of Edmonton, Capital City Pilots helps local entrepreneurs pilot their products on City-owned assets, providing companies with the best-in-class case studies and models of excellence that will support future commercialization. This program is also designed to “innovate City Hall” and to showcase local

innovations in the public realm, contributing to civic innovation pride and identity in Alberta’s capital city. With the bulk of foundational operations established in 2022, Edmonton Unlimited looks forward to launching these municipal challenges to Edmonton-based founders and companies in 2023.



### Capital City Pilots At-A-Glance



### Aligned to Economic Action Plan



**Principle 1: Support new and established businesses and entrepreneurs to thrive in the new economy**

- building capacity & access to resources outreach
- to historically absent groups (e.g., equity-deserving groups)



**Principle 2: Seize the potential of existing land, assets, & physical attributes**

- frame challenges to leverage Open Data leverage
- existing digital infrastructure



**Principle 3: Support growth and diversification of our economy in a sustainable and equitable way**

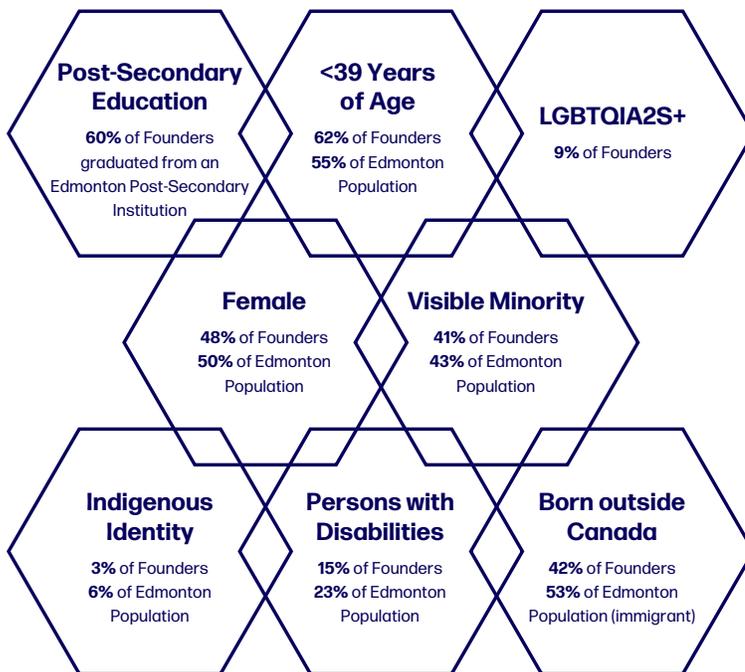
- challenges framed in the UN Sustainable Development Goals
- supporting emerging made-in-Edmonton technologies



## Diversity

Great ideas are everywhere, but too often the opportunity to turn those ideas into reality is not equally accessible to all. Through our commitment to inclusive innovation, Edmonton Unlimited engages innovators at all stages of growth, from early-stage to multinationals, and is equitable and accessible to people of all genders, ethnicities, backgrounds and abilities. The future of our city, and global security overall, depends on economic inclusion.

In 2022, Edmonton Unlimited supported founders that reflected the diversity of Edmonton, to build capacity and grow companies. We continued to advance partnerships with community organizations and collaboratively deliver targeted programs that educate and encourage diverse founders, such as Black entrepreneurs. These include ANZA “New Beginnings” and ELITE. We recognize and acknowledge that we can and must do more to engage Indigenous innovators, and in 2022 engaged with local experts to develop our collaborative roadmap to this end.



Young Black entrepreneurs participated in 2 cohorts of the **Anza Black Entrepreneur Ecosystem Program** delivered in part by the Edmonton Unlimited Team

delivered in partnership with

**AFRICAN CANADIAN**  
CIVIC ENGAGEMENT COUNCIL

Young Black Founders (ages 15-22) participated in the 2022 Experiential Learning in Innovation, Technology, and Entrepreneurship (ELITE) Program

delivered in partnership with

UNIVERSITY OF ALBERTA  
& Dr. Andre McDonald

Notes: (1) Founder demographic data from EU Annual Survey (January 2023), 26% response rate (N = 138), population: 2022 EU Program Participants (i.e., participants in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS, Catalyzer) programs in 2022; (2) Edmonton Demographic data from Census Profile 2021 ([link](#)); (3) Edmonton demographic data regarding persons with and without disabilities Census metropolitan areas ([link](#)); (4) ELITE; (5) Anza.



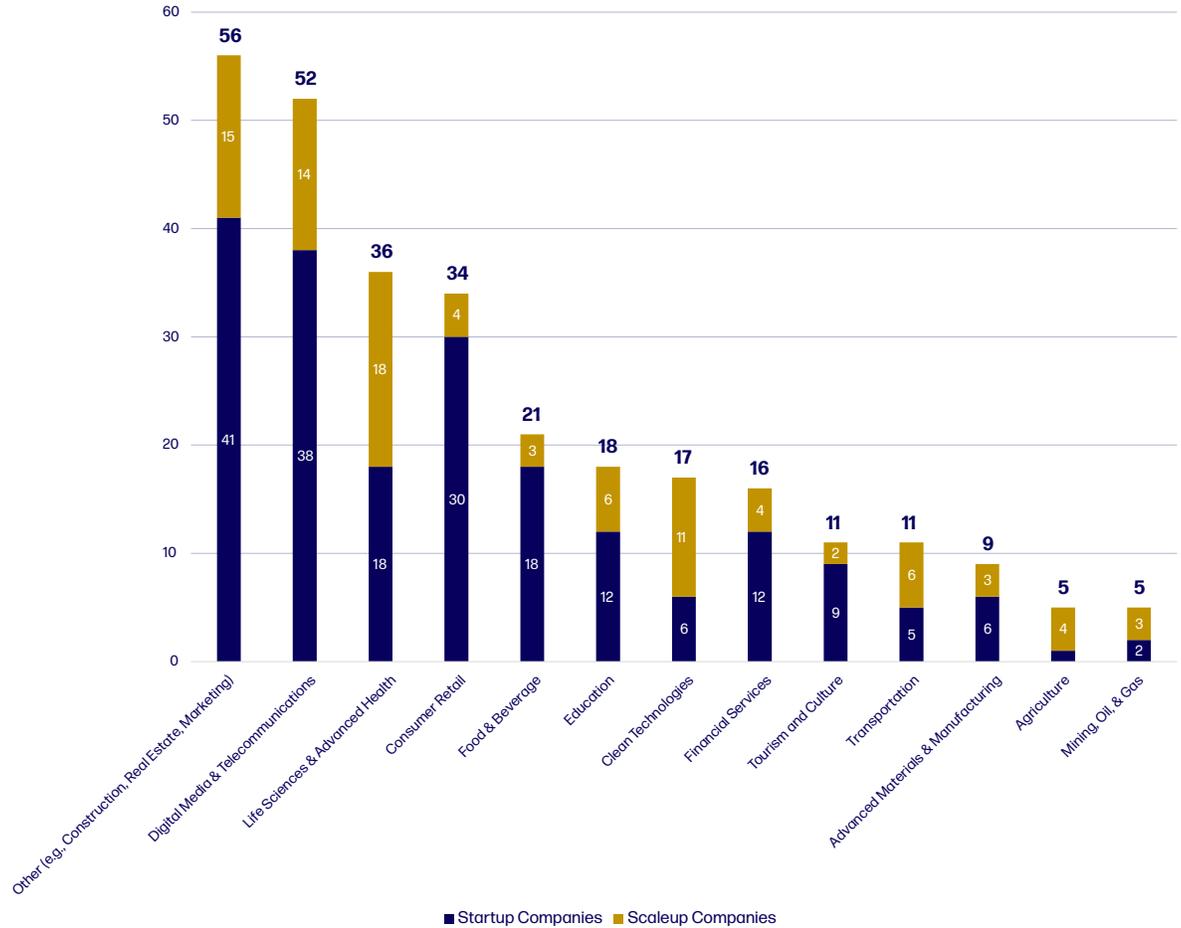
# Pathfinding

Edmonton’s high-growth startups and scaleups include a diverse group of innovators with solutions to some of the world’s biggest challenges.

Edmonton Unlimited helps local founders and companies in all industries and at all stages to navigate the ecosystem. We direct them to our programs and relevant third-party services, pinpoint grants and investment, and illuminate municipal and regulatory opportunities to help them growth their business, reach investors, capture international markets, and generate returns.



## Industry Sectors



Notes: (1) Categorization based on categories used by Business Accelerators and Incubators Performance Measurement Framework (BAI-PMF); (2) "Other" includes: Construction, Legal, Marketing/Advertising, Real Estate, Human Resources (staffing/recruiting), and Other; (3) This analysis includes companies that participated in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS) programs in 2022. At the time of publishing, the Scaleup GAP program has just reached its three-year mid-point and preliminary outcome data will be available shortly; (4) This analysis only includes companies where company information was available and sufficient for categorization (N=291).

## DIVETHRU

DiveThru is on a mission to ensure no one struggles alone. They are addressing the mental health crisis by connecting young people with therapy, peer communities, and self-guided resources. In 2022, DiveThru celebrated huge successes including pivoting to their new innovative model of hybrid bricks and mortar offering, launching their first studio, reaching profitability, and being the only Canadian company accepted into Techstars, a world-renowned, US-based tech accelerator.

In 2022, DiveThru founder, Sophie Gray, participated in the Edmonton Unlimited Experts on Demand (EOD) Program. Sophie was connected to an experienced entrepreneur with a similar business background in the same industry. The expert provided support for DiveThru to open their first studio and grow their team.

2023 will be another big year for DiveThru as they look to open another location, plan for Series A financing, continue to expand revenues, and systemize operations. As a bonus for emerging entrepreneurs, Sophie has joined Edmonton Unlimited's network of Experts-on-Demand.

To learn more about DiveThru, please visit [www.divethru.com](http://www.divethru.com)



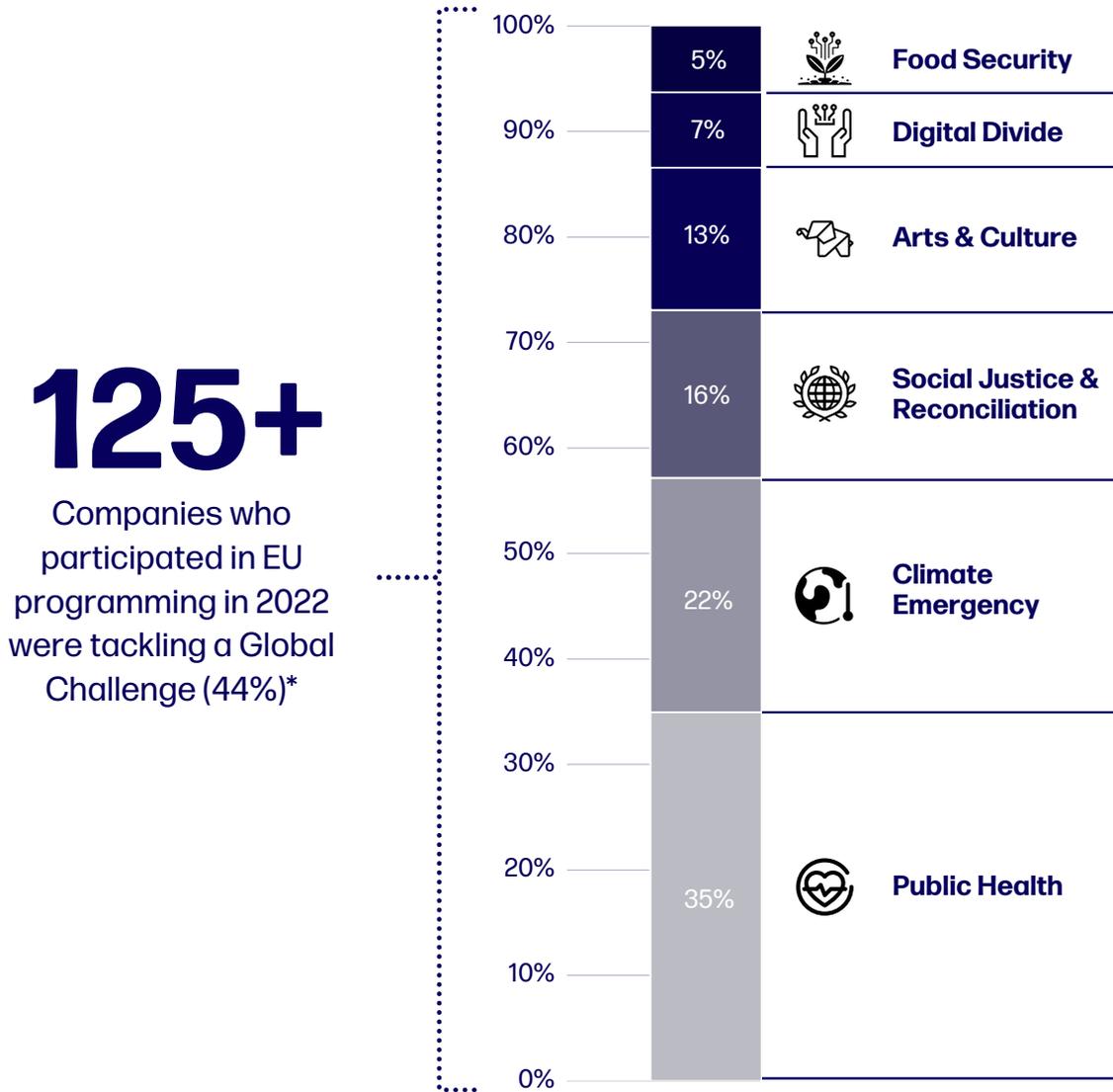
“Through the Experts on Demand program, we were able to gain expert advice from someone in our industry....we had SO many... questions that we were easily able to get answered”

**Sophie Gray**  
Founder, DiveThru,  
2022 EOD Program Participant



## Global Challenges

Edmonton is a city of innovators creating innovative solutions to the world's thorniest problems. These solutions are exactly what international markets demand and where enlightened investors want to deploy



capital.

In 2022, more than 125 companies in our programs were tackling a global challenge.

Notes: (\*) This analysis includes companies where company information was available and sufficient for categorization (N= 288). This analysis includes companies that participated in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS) programs in 2022.

# CITY LENDING CENTERS



City Lending Centers offers credit building solutions and modern banking for Black Canadians and Newcomers to Canada. Founders Margaret Adekunle and Ben Adekunle started City Lending

Centers to ensure families would not go through financial struggles alone. They provide customized and personalized services to help equity-deserving communities build credit, increase financial literacy, and learn to navigate the Canadian financial landscape.

City Lending Centers was looking to scale their operations across Canada when they reached out to Edmonton Unlimited. When Margaret enrolled in Market, Sell, Pitch, she specifically sought to improve her pitch to investors. Edmonton Unlimited's programming directly aligned to her needs:

“This is an amazing program that every entrepreneur should have the opportunity to be a part of — you learn so much! We learned about market entrance, marketing as a whole, pitching, writing those pitches, we learned a lot of things along the process. They also brought a lot of partners...such as investors...to talk to us about what they look for in entrepreneurs when they are looking to invest. Edmonton Unlimited played a huge role in our growth.”

**Margaret Adekunle**  
 Founder, City Lending Centers  
 2022 Startup Program Participant

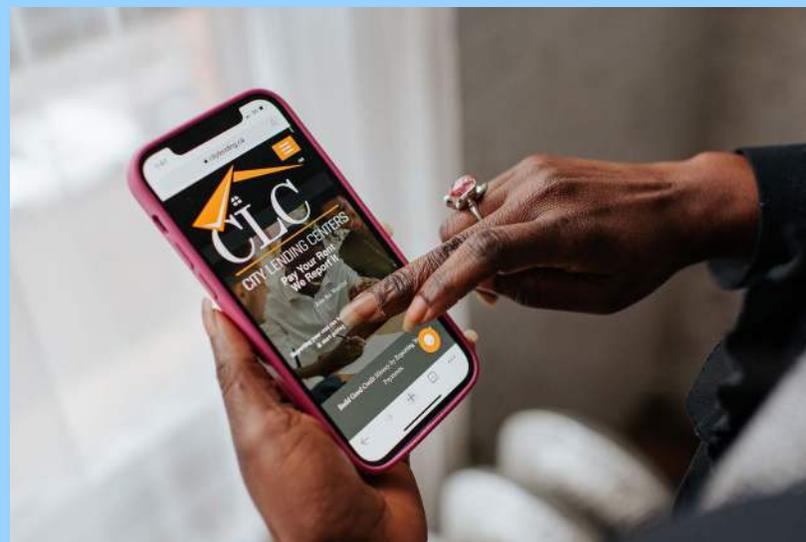
In Edmonton Unlimited programs, Margaret also found a supportive community of early-stage founders and facilitators.

“Meeting other entrepreneurs — that helped a great deal. That was huge! Just having the opportunity to share the challenges that we’re going through...Having that peer support was just amazing — that was another thing I wasn’t even thinking of that I also got....These are all new entrepreneurs sharing their own perspectives and how they deal with situations. It does go a long way when you’re new to business.”

**Margaret Adekunle**

In 2023, City Lending Centers continues to build on this momentum by expanding product offerings, growing staff, and advancing new partnerships.

To learn more about City Lending Centers, please visit [www.citylending.ca](http://www.citylending.ca)

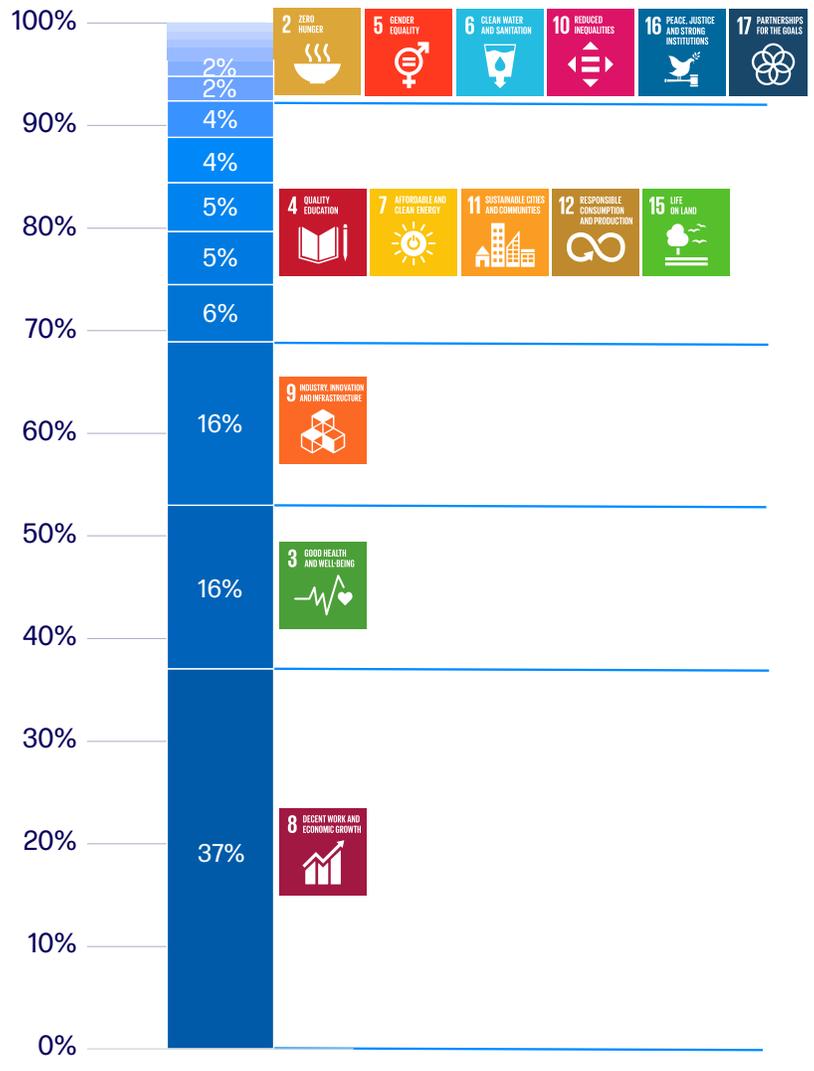


## Sustainable Development Goals (SDGs)

In 2022, more than 250 companies that participated in our programs were working on at least one United Nation Sustainable Development Goal.

**250+**

Companies that participated in EU programming in 2022 were working on at least one Sustainable Development Goal (87%)\*



Notes: (\*) This analysis includes companies where company information was available and sufficient for categorization (N= 289); This analysis includes companies that participated in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS) programs in 2022.

# HABILLER

Habiller offers a zero-waste, subscription-based baby clothing rental service. Their business model is fully circular and focused on the most consumptive stage of growth – the first 2 years of life. Habiller delivers quality, ethical, local, and sustainable bundles of baby clothing directly to parents at a cost 70% less than retail. Parents can use, swap, and/or return the bundles as their baby grows and their needs change. Habiller’s business model is focused on the UN Sustainable Development Goal (SDG) #12 – Responsible consumption and production.

In 2022, Habiller founder, Elizabeth Godfrey attended all of the Startup programs offered by Edmonton Unlimited, from Business Model 101 to Propel 6. She came to Edmonton Unlimited to “get the basics” about starting her own business. With the support of the team at Edmonton Unlimited, Elizabeth was able to move from an idea to market all during 2022. Elizabeth said:

“I was not expecting the level of value and support that I received...it went way beyond what I realized I needed...they [the EU team] held my hand through the entire process – from nothing but a lean canvas to starting to actually grow and generate revenue...”

**Elizabeth Godfrey**  
 Founder, Habiller,  
 2022 Startup Programs Participant

Elizabeth was positioned to immediately transfer her learning from Edmonton Unlimited programming to her business, as she felt the momentum building. In fact, she saw the number of monthly subscriptions grow by 150% while she was moving through the Propel program:

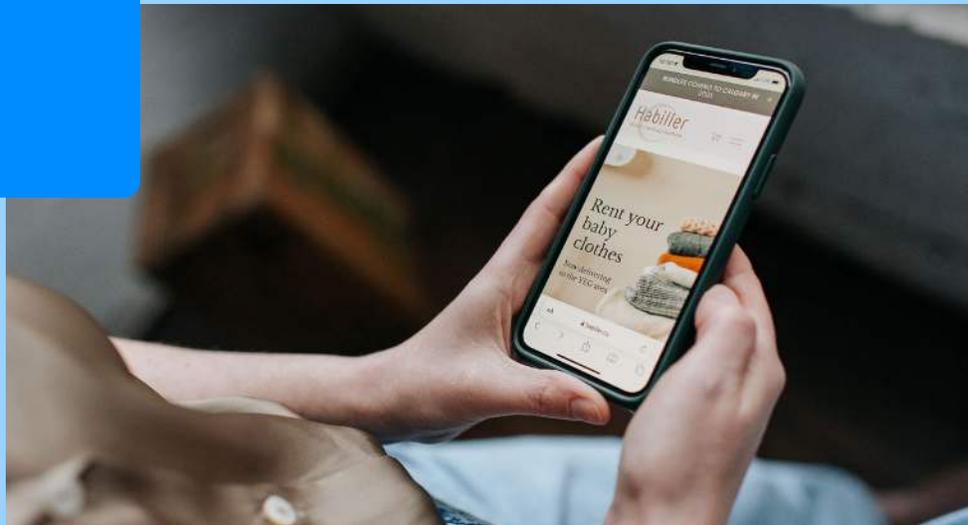
“Because things were sort of happening simultaneously... I was able to almost immediately apply it. So, if we were doing some marketing work...right away I was putting that into advertisements, and every single course was kind the same thing – I was simultaneously putting it into practice as soon as it was being taught.”

Elizabeth Godfrey

2023 will be another exciting year for Habiller as they look to expand into new regions (e.g., Calgary), increase subscriptions, and continue support a growing community of conscientious new parents.

To learn more about Habiller, please visit [www.habiller.ca](http://www.habiller.ca)

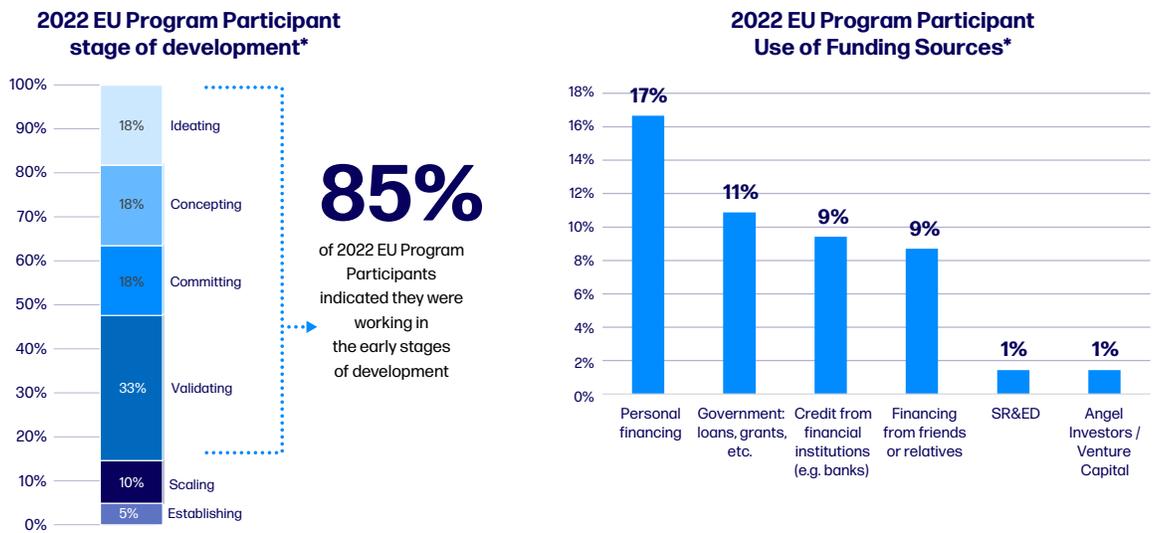
*habiller*



## Program Participant Stage and Needs

In 2022, Edmonton was named in the top 25 North American emerging ecosystems for funding, measured by innovation through early-stage investment and investor activity. From 2021 to 2022, early-stage funding increased 50%, from \$89 million to \$134 million; and median seed rounds increased 47%, from \$400K to \$588K. (GSER, 2022)

Edmonton Unlimited works with founders at the very early stages of their journey. By participating in our programming, founders gain the skills they require to seek investment, grants, loans and other forms of capitalization in the future. One quarter of program participants indicated they'd be seeking funding and financing in 2023.



### Looking Forward



**1/4**

of 2022 EU Program Participants will be **seeking funding and financing in 2023\***



**48%**

of 2022 EU Program Participants identified Funding and securing funding as a top **challenge** their company is facing\*



**EDMONTON UNLIMITED**

In 2023, EU is developing and launching a program about **Financial Literacy** for Founder & Entrepreneurs

Notes: (\*) From EU Annual Survey (January 2023), 26% response rate (N = 138), population: 2022 EU Program Participants (i.e., participants in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS, Catalyzer) programs in 2022.

# Partnering

A robust and supportive innovation ecosystem depends on plentiful, healthy, and collaborative relationships. At Edmonton Unlimited, we seed creative collisions to spark innovation across all sectors.

Shaping a spirited ecosystem means busting silos, eschewing isolation, and building bridges between diverse individuals, organizations, and governments. From academia and research, to business, investors, and supporters, Edmonton Unlimited forges partnerships to enrich the innovation ecosystem and benefit innovators of all stripes.





## Partnerships with Edmonton Post-Secondary Sector

Edmonton Unlimited delivers a Post-Secondary Institution (PSI) program that uniquely taps into Edmonton's 144,636 students, faculty, and administrators with a team of Executives-in-Residence (EIR) who provide advisory and wayfinding services to those pursuing entrepreneurship. They work as a team to provide unique, inter-campus opportunities for founders, ensuring that students and researchers have access to the full breadth of support across all institutions.

In 2022, EIRs provided 5,200+ hours of consultations to aspiring entrepreneurs and new startups. They offered mentorship and referrals to free programming, supporting commercialization through company creation.



# ELEV

Elev is a team of students and new graduates on a mission to build a virtual ecosystem to support students in their off-campus housing journey. Their user-friendly app matches students with trustworthy hosts and facilitates secure rent payment. This team is challenging the status quo, stereotypes, and building bridges to more equitable, affordable housing opportunities for diverse students. Their work is aligned to UN SDG #11: Make cities and human settlements inclusive, safe, resilient, and sustainable. In 2022, Elev solidified partnerships with the largest post-secondary institutions in Edmonton, improved the user experience of their app, and secured close to \$100,000 in funding.

Elev has been connected closely with Edmonton Unlimited programming since they were part of the inaugural cohort of Student Founders in 2020. In 2021, they built on their learning and refined their business plan as part of the Propel 4 cohort. In 2022, they participated in the Post-Secondary Institution Business Development Support Program and tapped into Edmonton Unlimited’s network of business leaders and experts for 1:1 targeted support.

Elev embraced Edmonton Unlimited’s programming and grew their idea in a fully supportive environment. Kevin Mpunga (CEO, Elev, Former Student Founder, 2022 PSI-BDS Program Participant) shared that participating in Edmonton Unlimited programming “... set us up on a brand-new course, which evolved into what Elev is today.”

“[Edmonton Unlimited] were able to provide the support that we needed and... they still are providing the support that we need...we’re able to... reach out to the people within EU to ask for help. And if they aren’t able to provide the help...they definitely know someone who knows someone...who they can connect us with that can provide that help.”

**Jean Bruce Koua**  
 COO, Elev,  
 Former Student Founder,  
 2022 PSI-BDS Program Participant



From left to right: Kevin Mpunga, co-founder & CEO, Jean Bruce Koua, co-founder & COO, Kwasi Boateng, co-founder & CTO).

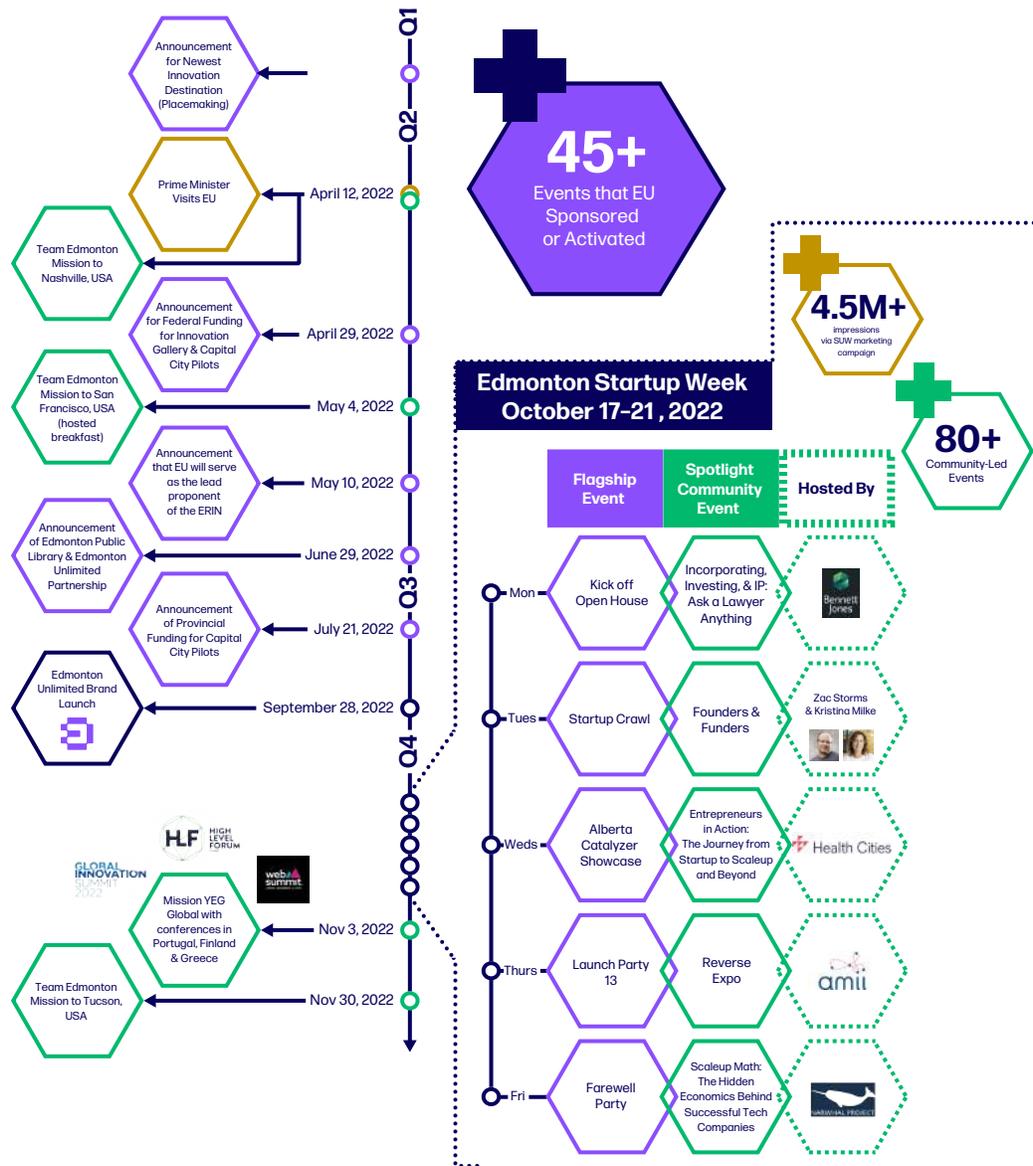
In 2023, the team at Elev is focused on scaling and building partnerships across Alberta and Canada. They plan to keep evolving their user experience while launching some pilots, including a program designed to provide enhanced support to low-income students, and developing a Host Guarantee to create a risk-free pathway for landlords to join the Elev community.

To learn more about Elev, please visit [www.elevhomes.ca](http://www.elevhomes.ca)

## In the Community

In addition to many events and activities throughout the year, Edmonton Unlimited produces Edmonton Startup Week, a 6-day event celebrating and showcasing Edmonton's unique entrepreneurial identity, startup community, and innovation culture.

In 2022, this meant 80+ community events with 1,500+ attendees, including 750+ at Launch Party, the annual flagship event of Edmonton Startup Week. Since 2010, 115 celebrated Launch Party companies have built their businesses and raised more than \$278M USD in investment and \$22M CDN in grants to grow and scale.

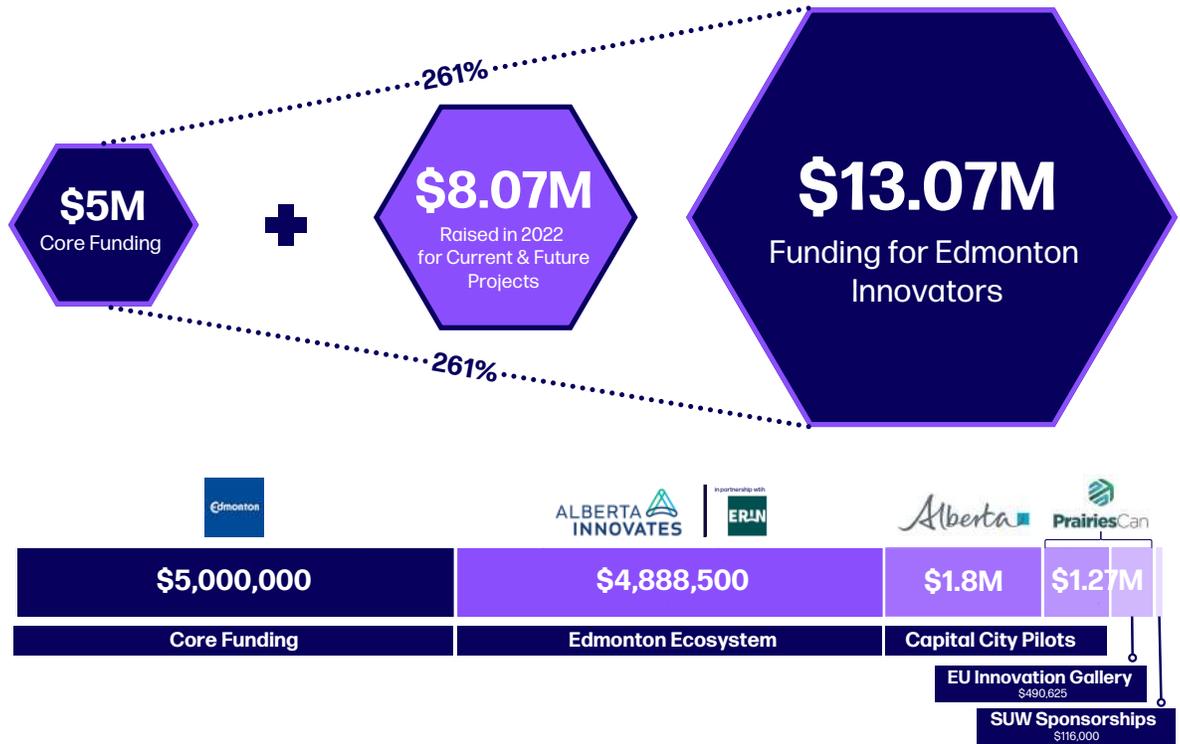


Note: (1) For EU Archive of Announcements please visit <https://edmontonunlimited.com/news/>; (2) For more information about Edmonton Startup Week, please visit <https://www.edmontonstartupweek.com/>

## Funding and Multiplier Effect

Collaboration is key to unleashing innovation and generating benefits for Edmonton’s innovation ecosystem. Through our funding partnerships we continue to expand our programming and support to local founders and companies to start, grow, and scale companies and solutions for global markets. In 2022, Edmonton Unlimited built on City of Edmonton core funding to raise an additional \$8.07 million – a 261% increase – for local innovators through grants from other orders of government and corporate sponsorships. This funding is for programs and projects in 2022 through 2025.

For a full list of our current partners, visit our [website](#).



# Positioning

Edmonton has a longstanding reputation as a city for innovative industry, research, and risk-taking. As our economy diversifies through novel ventures and increased deal flow, we have that much more to champion!

At Edmonton Unlimited, we carefully map, strategically position, and colourfully showcase Edmonton's innovative startups and scaleups, and our inclusive innovation ecosystem.

We aim to ensure that national and international audiences get to know Edmonton as a crucible for clever solutions that address the big challenges shared by cities around the world. We tie

Edmonton's innovators to global needs, with the goal of meeting international market demands, opening new trade channels, and attracting enlightened investment. In so doing, we're nurturing new connections with talent, capital, and customers, creating opportunities for Edmonton's innovators to extend their reach and impact.



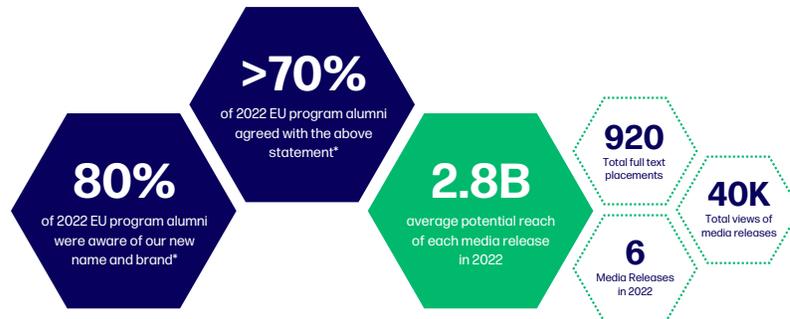
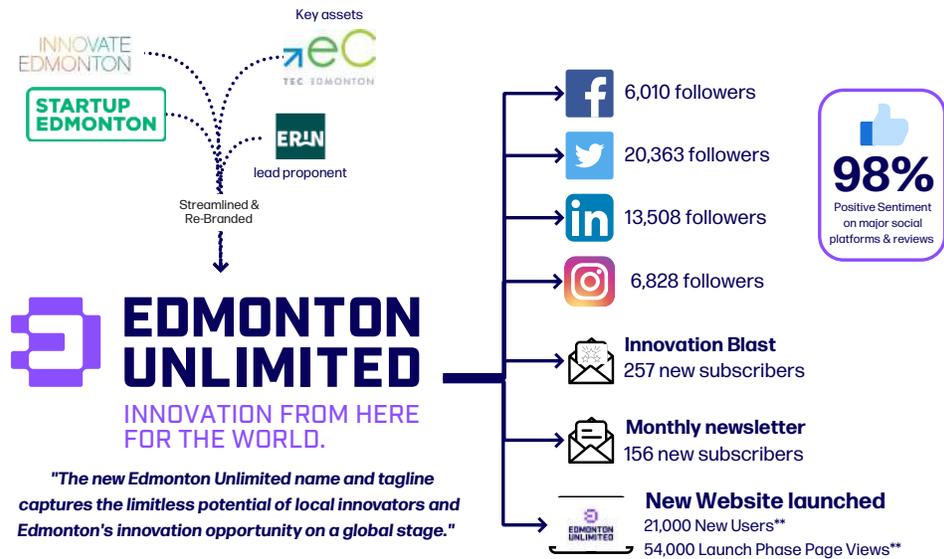
## Reach

On September 28, 2022, Edmonton Unlimited announced its new name and identity: *Edmonton Unlimited: Innovation from here for the world.*

Edmonton Unlimited harnesses the power of possibility and brings the best of Edmonton to the world. It is welcoming, inclusive and unconstrained by traditional definitions of innovation, business, and entrepreneurship. When we think about innovation in Edmonton, the potential is endless. From the sticky problems solved right here, to the brilliant people who solve them, Edmonton has always been a place that sees opportunity instead of barriers, that supports and encourages

collaboration, and a place where people come to do big things. We are a city of people solving “big enough problems,” offering solutions that international markets demand and where high-impact investors will deploy capital.

Since launching our new identity, Edmonton Unlimited has engaged a diverse audience, receiving a 98% positive sentiment on major social media platforms. Within two months, 80% of founders were aware of our brand and 70% felt that it captured the potential of local innovators and our city’s potential on a global stage.



Notes: (\*) From EU Annual Survey (January 2023), 26% response rate (N = 138), population: 2022 EU Program Participants (i.e., participants in Startup (Get Started, Foundations, Pre-Flight, Propel) and Scaleup (EOD, PSI-BDS, Catalyzer) Programming in 2022); (\*\*) Data from 2022-09-28 to 2022-12-31.

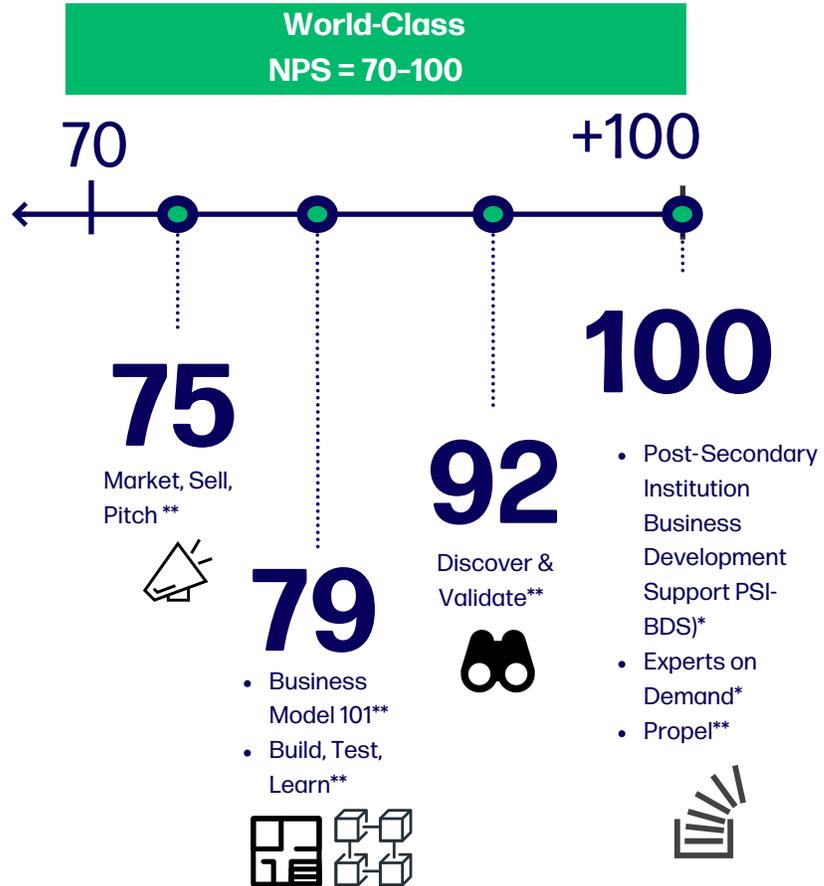
## Thought Leadership

Edmonton Unlimited is proud to work alongside a community of partners and stakeholders who look to us to provide content and thought leadership to their audiences. In total, our team delivered 38 presentations, in addition to podcasts, panels, and media appearances, on innovation issues and topics to audiences across the province.



## Net Promoter Score (NPS)

Edmonton Unlimited continues to receive exceptional reputation scores from founders for our programs and our organization overall. In 2022, Experts on Demand (EOD) and Post-Secondary Institution Business Development Support (BDS) program participants rated Edmonton Unlimited with a Net Promoter Score (NPS) of 100.



Notes: (\*) Data from mid-year data collection (June 2022, EOD N = 26, PSI-BDS N = 7); (\*\*) Data based on participant surveys completed after programs (BM101 N = 132; D&V N = 27; BTL N = 14; MSP N = 8; Propel N = 15)

# ZANIS TECH INC.

Zanis Tech Inc. is a health tech company revolutionizing the way people track and manage their health. They are developing innovative standard medical devices that integrate seamlessly with AI, mobile devices, and analytics.

Zanis' first product is TempBuddy, a thermometer that connects to mobile devices and leverages infrared technology to measure body or object temperatures without contact. TempBuddy is portable, user-friendly, and produces highly accurate results every time. In 2022, Zanis Tech Inc. ran a crowdfunding campaign and quickly raised more than \$128,000 from over 1,300 backers. 2,500+ TempBuddy units have already been pre-ordered, and the production line was finalized in late 2022.

Milad Zoghi, an experienced engineer, CEO and Founder of Zanis Tech Inc., has participated in both Startup and Scaleup Programs through Edmonton Unlimited, including Propel and Experts on Demand in 2022. He had dreams of starting his own tech company and turned to Edmonton Unlimited to build up his skills and experience in business development.

“As a tech founder, I had limited to no background in some areas of business development. I was hoping to learn more about the different matters that a founder needs to have the right understanding and vision required to successfully grow a tech startup...with all the incredible guidance and insights from Edmonton Unlimited, participant startups avoid many pitfalls and find out about the vital dots they need to connect to thrive.”

**Milad Zoghi**  
 Founder & CEO, Zanis Tech, Inc.  
 2022 EOD Program Participant



While working with Edmonton Unlimited, Zanis Tech Inc. has tapped into our Expert network, developed their technology (from Technology Readiness Level 5 to TRL 6), and refined their strategic business model.

“From Business 101, Pre-flight, Propel, and Experts on Demand, we received a tremendous amount of education, resources, and support from Edmonton Unlimited. I can’t imagine how we could come this far without EU help.”

TempBuddy will be hitting Canadian and American marketplaces in 2023. This technology has the potential to disrupt markets and reach diverse target markets, including parents, older adults, and healthcare professionals.

To learn more about Zanis Tech, please visit [www.zanis.io](http://www.zanis.io)





# Placemaking

Vibrant, supportive, and industrious spaces help stimulate great innovations. To capitalize on this reality, we secured and announced construction on a new innovation destination in the heart of downtown Edmonton.

With deliberate innovation placemaking front and centre, the design is informed by input from more than 200 stakeholders. Innovators from every sector, at any stage of growth, and across every demographic will find this an inclusive, welcoming environment to support and propel their pursuits.

The future of work is evolving, and we aim to be at the forefront of what resonates with local entrepreneurs, adapting to fresh needs over time. Serving up free community programs and events, and serving as the central home for our team, this new destination provides ample room for innovation to thrive. Built with accessible and sustainable practices, the 18,000+ square

foot, loft-style atrium offers plenty of natural light and a healthy mix of flexible spaces, including collaboration hubs, hot desking, a 100-seat program room, 100-seat retractable event space that we call the “pitch deck,” industry innovation labs, and a meet-up cafe.

Of course, innovation happens in all corners and wards of Edmonton, from the Edmonton Public Library to our brilliant post secondaries, from the Edmonton Research Park to the original startup foundry, the Mercer Warehouse. A mainstay in the downtown community, Mercer’s third floor remains a valuable co-working space for entrepreneurs, operated by Work Nicer.



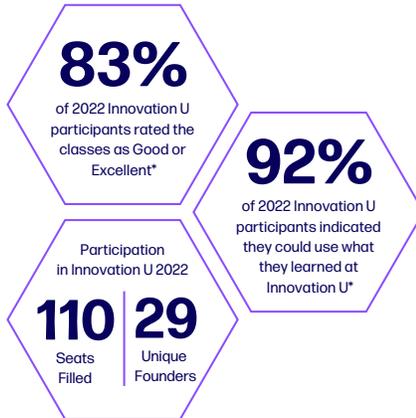
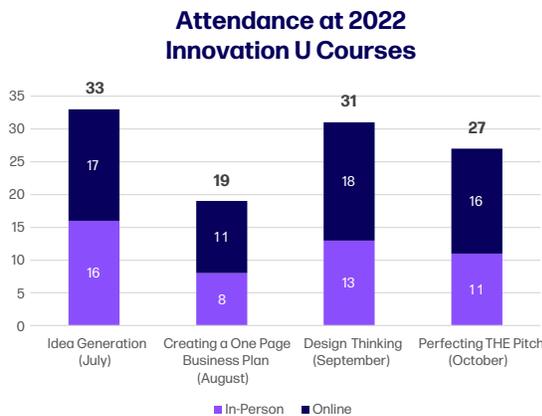
## Partnership with Edmonton Public Library

In October 2022, under the stewardship of Edmonton Public Library (EPL), Edmonton was named Canada's first UNESCO City of Learners, an educationally rich urban centre that offers lifelong learning pop-ups and pathways. Earlier in the year, Edmonton Unlimited and EPL announced a partnership to encourage and develop new

entrepreneurs in the city. Edmontonians with big ideas had access to a series of four classes and one-to-one advice from the first Innovator in Residence – Edmonton's Unlimited's own CEO Catherine Warren – at the Stanley A. Milner Library. The pilot program was such a success that this partnership will continue in 2023.



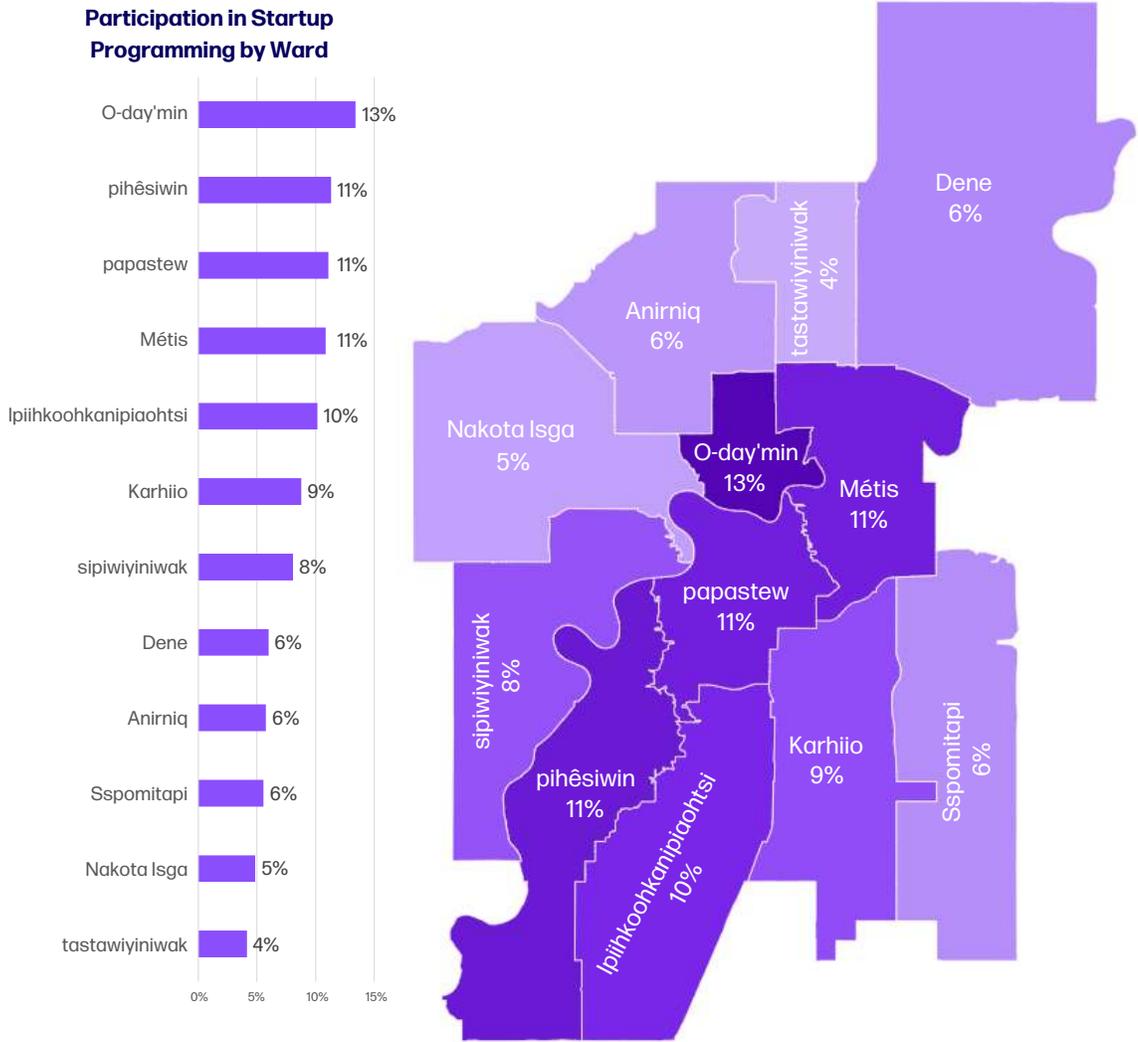
## Innovation U



Note: (1) Unique founder count estimated based on duplication ratio available in registration data; (\*) from end of program survey gathered by Edmonton Public library (N = 14)

# Distribution of Startup Program Participants Across City of Edmonton Wards

With most of Edmonton Unlimited programs delivered online versus “in community” due to COVID-19 restrictions, we tracked participants-by-ward. Every ward was represented by Edmonton Unlimited Startup program participation.



Notes: (1) This analysis includes companies where company information was available and sufficient for geolocation (N= 433); (2) This analysis includes companies that participated in Startup (Get Started, Foundations, Pre-Flight, Propel) programs in 2022; (3) Geocoding provided by GeoCoder.ca.



# THE TEAM

Edmonton Unlimited cultivates 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. We are pioneers in anti-bias recruitment and our diverse team reflects the pluralities of our city.

Reach out to the team serving you in 2023:

## LEADERSHIP

**Catherine Warren**

Chief Executive Officer

**Darrell Petras**

Vice President, Programs & Business Development

**Erin Gobolos**

Vice President, Marketing & Community Relations

**Sangeet Brar**

Vice President, Finance & Administration

## BOARD MEMBERS

Edmonton Unlimited would like to thank and recognize the contributions and governance from our Board Directors in 2022.

<b>Naseem Bashir</b>	Board Chair and President and CEO of Williams Engineering Canada and Chairman of the Board for Williams Group of Companies
<b>Farzad (Haider) Alvi</b>	Assistant Professor of Innovation Finance at Athabasca University
<b>Aaryn Flynn</b>	CEO, Inflexion Games
<b>Shaheel Hooda</b>	General Partner, Sprout.vc
<b>Nicole Janssen</b>	Co-Founder and Co-CEO at AltaML
<b>Sheetal Mehta Walsh</b>	Chief Investment Officer, Innovation Fund, University of Alberta

## INNOVATION GROWTH COUNCIL

The Innovation Growth Council is dedicated to exploring and connecting a diverse range of innovators in Edmonton. They are ambassadors and champions for innovation in all its forms in Edmonton.

<b>Abby Aiyeleye</b>	Co-founder, Clavis Studio
<b>Carolyn Campbell</b>	President & CEO, NorQuest College
<b>Claire Theaker-Brown</b>	Founder, Unbelts
<b>Connie Stacey</b>	Founder & President, Growing Greener Innovations, Inc.
<b>Gail Powley</b>	P.Eng President, Technology Alberta
<b>Ghalia Aamer</b>	CEO, TalkMaze and University of Alberta Student Representative
<b>Jacquelyn Cardinal</b>	Co-founder and Managing Director, Naheyawin
<b>Jason Suriano</b>	Founder & CEO, TIQ Software
<b>Karra-Lee Gerrits</b>	VP Strategy & Business Development, Protein Industries Canada
<b>Keenan Pascal</b>	Founder & CEO, Token Naturals
<b>Lana Cuthbertson</b>	Founder & CEO, Areto Labs
<b>Pilar Martinez</b>	CEO, Edmonton Public Library
<b>Ron Mills</b>	CEO and Founder, Northernmost; former CEO, Tevosol
<b>Sandra Stabel</b>	Founder & Principal, Grey Cube Innovations

# INNOVATION FROM HERE FOR THE WORLD

With support from all corners of our city, Edmonton Unlimited is committed to supercharging local innovators.

Capitalizing on natural assets, rich diversity, northern grit and relentless optimism, our city-of-innovators are solving the world's toughest challenges. From feeding and powering a hungry planet, to reducing disparities and extending lifespans, to solutions for ethical AI, Edmontonians have a deep-seated passion to improve things for the better — for doing good, while also doing well.

We invite you to join us in mobilizing Edmonton's diverse communities and the groundbreaking innovations built from here for the world.

