

# STRATEGIC PLAN

2025 - 2027



# EDMONTON UNLIMITED STRATEGIC PLAN

2025 - 2027

## WINNING ASPIRATION

A critical mass of entrepreneurs working to scale technology & innovation companies towards global impact.

## WHERE TO PLAY

We support growth-ambitious innovators as they build solutions for real-world challenges and contribute to the economic prosperity of Edmonton.

## HOW TO WIN

### INCREASE NUMBER OF ENTREPRENEURS

Increase the number of entrepreneurs by actively removing barriers to entry, connecting with diverse sources of entrepreneurs, and gathering them together to inspire each other, have ideas together, and build courage to move forward.

### INCREASE NUMBER OF ATTEMPTS

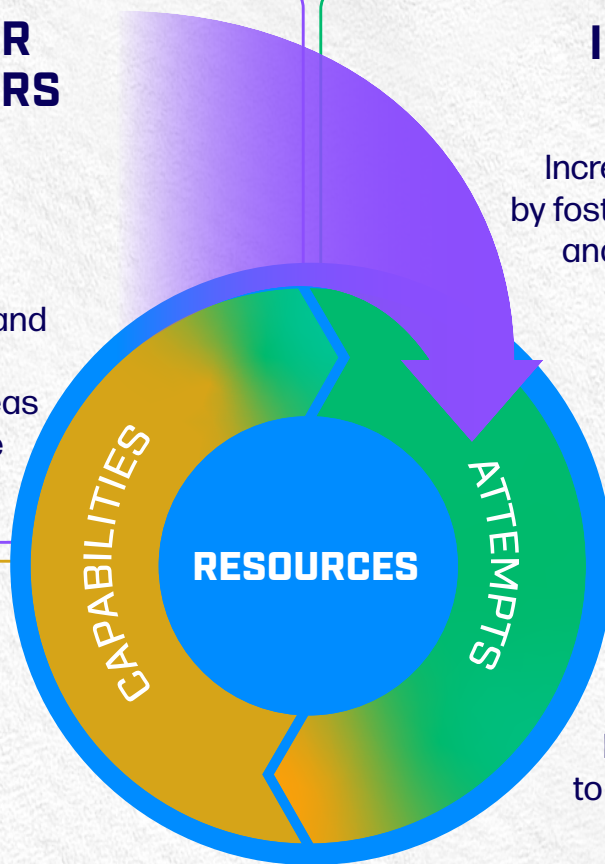
Increase the number of attempts by fostering a culture of failing fast and ensuring our programming powers progress, systemic learning, and rapid iteration.

### INCREASE CAPABILITIES

Increase entrepreneurs capabilities through entrepreneur led learning, experience sharing, and access to frameworks, best practices, and new markets for global expansion.

### INCREASE RESOURCES

Increase resources available to entrepreneurs by developing a strong integrated investor network, fostering connections to global networks, supporting the development of talent and providing strong data insights.



# OUR FIVE KEY INITIATIVES FOR 2025

**01**

## **LEGACY PROGRAM STRATEGIC ALIGNMENT**

Ensure all programs are aligned with strategy, effectively targeting the right audience, and delivering clear, compelling utility tailored to their needs.

**02**

## **DEVELOP COMMUNITY HUB**

Establish a centralized community hub designed to convene entrepreneurs, foster collaboration, provide access to critical resources, and enhance ecosystem visibility.

**03**

## **DEVELOP VENTURE HUB AND GROWTH PROGRAM**

Develop a dedicated Venture Hub to increase investment activity, grow the local investor base, enhance alignment between entrepreneurs and investors, and support venture grade entrepreneurs as they scale their businesses.

**04**

## **IMPROVE COMMUNITY INTERACTION & COLLABORATION**

Build robust connections and communication channels with the community, foster alignment among stakeholders, and create meaningful opportunities for community involvement.

**05**

## **IMPROVE & INITIATE KEY SYSTEMS & PROCESSES**

Develop key strategic management systems to improve organizational effectiveness, enhance data collection and analysis, and cultivate a strong, sustainable organizational culture.