

REPORT TO COMMUNITY

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LAND ACKNOWLEDGEMENT

Indigenous innovation has taken place on these lands, amiskwaciwāskahikan, or Edmonton, since time immemorial. At Edmonton Unlimited, we recognize, appreciate, and celebrate the Indigenous innovators whose footsteps have graced these lands for generations. We respectfully acknowledge that we are situated on Treaty 6 territory and the Métis Homeland, ancestral lands of the nêhiyawak, Dene, Niitsitapi, Nahkawiniwak, Nakota Sioux, and Métis, and the contemporary territory of many other Indigenous peoples. We also encourage, support, and promote the resurgence of Indigenous knowledge and practices and are committed to empowering Indigenous innovation in the spirit of Reconciliation.

SHAREHOLDER'S MESSAGE

On behalf of City Council and the people of Edmonton, congratulations on another exciting year of growth!

The City of Edmonton is proud to partner with Edmonton Unlimited to help local problem-solvers make their positive mark on the world.

Entrepreneurs across sectors are transforming bold ideas into high-growth companies that create skilled jobs, attract investment and strengthen Edmonton's long-term competitiveness. From artificial intelligence and health innovation to clean technology and advanced manufacturing, Edmonton companies are scaling while building opportunity at home.

Their success reinforces Edmonton's position as a leading centre for technology and innovation, powered by our world-class post-secondary institutions and collaborative mindset.

Edmonton Unlimited aligns founders, research, industry and capital to accelerate progress across the ecosystem. Their work remains vital to Edmonton's Economic Action Plan and our city's economic future.

Thank you to the board, staff and partners of Edmonton Unlimited for your dedication and leadership in advancing a more innovative, diversified and economically resilient Edmonton. I wish you every success in making even greater achievements in the year ahead.

ANDREW KNACK
Mayor of Edmonton





BOARD CHAIR'S MESSAGE

This past year has been one of disciplined progress for Edmonton Unlimited.

Following a period of strategic foundation-building, we are now seeing the results of focused execution. The organization continues to mature in its clarity of purpose, operational effectiveness, and measurable impact in support of Edmonton's innovation economy.

As a Board, our responsibility is stewardship – ensuring that Edmonton Unlimited remains aligned with its mandate, accountable to its stakeholders, and positioned for long-term success. We are encouraged by the organization's growing ability to translate strategy into action while remaining responsive to the evolving needs of founders and partners.

That disciplined focus is now visible in tangible results: 1,800 new individuals enrolled in programming, a 36 percent increase in foot traffic through our doors, and more than 10,000 additional cups of coffee shared in our space compared to the previous year. The launch of Venture Pilots: Built World Tech demonstrates this focused execution in action, aligning ecosystem strengths with real market opportunity. Increased stakeholder participation is a testament to the value that founders are realizing in their engagement with Edmonton Unlimited and the wider innovation community.

Sustained impact also requires strong leadership. On behalf of the Board, I would like to acknowledge CEO Tom Viinikka for his steady guidance and commitment to operational excellence. Under his leadership, Edmonton Unlimited has sharpened its focus and strengthened its role within the broader innovation landscape.

We remain deeply grateful to our funders, partners, and all three levels of government for their continued trust and support. Their confidence enables this work to move forward with ambition and responsibility.

Edmonton Unlimited is building not just programs, but institutional strength – ensuring that our city's innovation ecosystem continues to grow with purpose, coordination, and resilience. We are no longer just planning for the future; we are actively building it.

LINDSAY DODD
BOARD CHAIR, EDMONTON UNLIMITED



CEO'S MESSAGE

Entrepreneurship doesn't happen in isolation. It takes a connected ecosystem—one where companies can find early customers, early investors, and partners willing to step up at critical stages. When that happens, momentum builds, confidence grows, and helps the next founder take their shot.

That's where Edmonton Unlimited plays a deliberate role. As a convenor, we bring entrepreneurs, investors, industry, academia and government together to create the space for the right conversations and connections to occur. Our strength isn't just in the programs we deliver—it's in the connections we help unlock. In one recent example, a pitch made at Community Coffee led directly to a founder hiring a senior developer. A simple ask made in the right room, at the right time, translated into tangible progress for the company.

That thinking came to life during Edmonton Startup Week with a message that resonated across the community: Step In. Step Up. Step Forward.

This lens is shaping how we work and where we focus.

As we closed out the year, we launched Venture Pilots: Built World Tech, exploring new opportunities at the intersection of technology, infrastructure, and innovation. It's a strong example of how we're identifying emerging strengths and mobilizing to support them.

We also welcomed new talent to our team—people who believe deeply in the role entrepreneurship plays in shaping our city's future. I'm proud of the team driving this work forward every day.

Our progress is strengthened by committed partners and growing support from all levels of government.

Funders continue to show confidence in our direction and momentum. Our collaboration with Platform Calgary reflects how innovation organizations can work together to unlock programming, resources, and opportunities for founders – ensuring entrepreneurs have stronger pathways to build and scale.

I'm grateful to our Board of Directors for their steady guidance and support. Their leadership ensures we remain focused, ambitious, and accountable as we move ahead.

Thank you to our partners, our team, and most importantly, the founders building what's next. I'm excited about what's ahead, and grateful to be building it together!

TOM VIINIKKA
CEO, EDMONTON UNLIMITED



WHY WE CONVENE

We are **Edmonton's innovation hub and convenor**. We support innovators and companies at every stage – helping them **step in, step up, and step forward**. We connect founders to programs, funding, talent, customers, and partners, and we convene the ecosystem to strengthen collaboration and build the conditions for innovation to thrive in Edmonton.



LEVELING UP WITH PROGRAMMING

Over the past 12 months, our programming had steady participation and engagement across Edmonton's entrepreneurial ecosystem.



682 PITCHES

Pitching is intentionally built into programs, events, and community gatherings. These moments—formal and informal—build confidence, sharpen ideas, and strengthen the culture of entrepreneurship.



80
**NET PROMOTER
SCORE**

National Average is 70*

79
Impact Score

National Average is 78*

Funders Invested
\$69M
in 53 companies we
served since 2022**

DEFINING OUR WORK

STEP IN.

We help people step into entrepreneurship.

We convene the community to spark ideas, inspire builders, and give early-stage entrepreneurs the courage and support to keep going.

We create welcoming spaces where builders find community, confidence, and the relationships that help them grow.

STEP UP.

We help the community step up as mentors, investors, and customers—because it takes a village to build a company.

STEP FORWARD.

We help founders step forward through critical steps by connecting them with key resources, programming and providing best practices.

**National averages for startup incubators and accelerators from BAIPMF.
**Cumulative investment secured since Edmonton Unlimited's inception in 2022.*

CONVENING IN ACTION



339

EVENTS
ACTIVATED
IN OUR SPACE

+119 more events than previous year

Week after week, our space brings the community together, sparking new connections, collaborations, and opportunities.

COMMUNITY COFFEE

Our weekly gathering point for the innovation community—bringing founders, partners, and experts together to connect, share ideas, and build momentum.

As an anchor event, **15 Community Coffee Takeovers**, created space for founders and ecosystem leaders to step forward, share their work, and strengthen Edmonton's growing pitch culture.



THE NEXT WAVE

Entrepreneurship is being explored through pitch contests, hackathons, DevCon, and campus activations by students from our post secondary institutions and high schools across the city.

Programs like YELL Canada, Junior Achievement Northern Alberta, ELITE, and Student Founders help nurture this pipeline of entrepreneurs by connecting them with mentors, resources, and real-world startup experience.



423

STUDENTS STEPPED IN

Programming + Events

14,752

VISITORS IN OUR SPACE

36% increase over previous year

29,674

CUPS OF COFFEE

+10,000 more cups than previous year

FOR THE COMMUNITY

Great ecosystems grow when people come together. Over the past year, Edmonton Unlimited hosted **134 partner-led events** in our space—bringing founders, investors, industry leaders, and community builders together to connect, learn, and collaborate.

By opening our doors to community partners whose work aligns with our mandate, Edmonton Unlimited also invested **\$66,000 of in-kind sponsorship** back into the ecosystem. These events created opportunities for entrepreneurs to share ideas, build relationships, and take meaningful steps forward in their journeys.

134

PARTNER-LED EVENTS

10% increase over previous year

\$66K

IN-KIND SPONSORSHIP

Ecosystem investment

CONVENING IS MORE THAN HOSTING EVENTS—IT'S ABOUT CREATING THE ENVIRONMENT WHERE INNOVATION & COLLABORATION CAN THRIVE.

REDEFINING TEXTILES WITH TREE-FREE FIBRES

Sustainable Materials

Advanced Fibres

Next-Gen Textiles

ZYLOTEX

Global fibre needs are increasing, but cotton and forest-based fibres can't scale without significant environmental trade-offs.

Lelia Lawson teamed up with Wade Chute and Ken Barker, whose collaboration nearly 20 years ago produced the first lyocell fibre from hemp bast. Together, they founded Zylotex, a Canadian company transforming agricultural residues into high-performance regenerated cellulose fibres.

Starting with hemp byproducts from food and oilseed production, Zylotex turns low-value agricultural waste into tree-free fibres, helping build a more resilient domestic fibre supply chain without competing with food crops or forests.

Why it Matters

By turning agricultural byproducts into advanced fibres, Zylotex creates new value from existing supply chains while reducing reliance on forests and petroleum-based materials.

The Difference

Most alternative fibres attempt to adapt new feedstocks to existing cotton or pulp systems. Zylotex takes a different approach by designing its pulping and fibre process around the properties of the feedstock itself.

The result is tree-free lyocell fibres suited for applications such as nonwovens, geotextiles, and composites.

Next Steps

Scaling pulping and fibre production, advancing commercial readiness through toll manufacturing, deepening collaboration with the University of Alberta, and raising matched private capital to support larger-scale deployment.



"Most fibre innovations try to fit new materials into old systems. We start with the material itself and design everything around it—that's what makes Zylotex different."

— Lelia Lawson, Co-Founder & CTO

SIMPLIFYING HOME RENOVATIONS

AI Contractor Matching

Renovation Platform

Tech-Enabled Network



THE MIDDLEMAN
Connecting homeowners with trusted experts.

Home renovations should be exciting—but they're often anything but.

After nearly a decade working across trades and home management roles, Anson Garaba saw how fragmented home renovations can be. Homeowners often face unclear timelines, poor communication, and inconsistent experiences, while contractors are focused on managing jobs rather than guiding the customer journey.

To address this gap, Garaba founded The Middleman, an Edmonton-based company simplifying how homeowners and contractors work together. The platform acts as a standardized interface between both sides, guiding projects from first contact through completion. By introducing clearer communication and expectations throughout the process, The Middleman helps homeowners focus on the outcome of their renovation—not the stress of managing it.



"We're turning renovation projects into a hassle-free process so homeowners can focus on the results rather than stressing about the process."

— Anson Garaba, Founder

The Difference

Most home service platforms are designed for contractors, prioritizing lead generation, scheduling, and internal job management.

The platform introduces structure and transparency into a process that is often fragmented, helping homeowners navigate renovations with clearer expectations while still fitting seamlessly into how contractors already operate.

Why it Matters

Homeowner-first renovation platform focused on clarity, communication, and follow-through. Not lead generation, but a better renovation experience.

Next Steps

The Company now plans to grow across Edmonton and surrounding communities by scaling customer acquisition, expanding contractor partnerships, and preparing for a larger fundraising round to support continued product development and growth.

BUILDING. CONNECTING. GROWING.

INNOVATION BEYOND OUR CITY

Collaboration

Cooperation

Innovation doesn't stop at city limits. In June, we formalized a **Memorandum of Cooperation with Platform Calgary** – a shared commitment to strengthening Alberta's innovation ecosystem together.

The focus is simple: **collaboration over competition**. We are aligning efforts, sharing networks, and actively championing one another's founders. Reciprocal delegations to Edmonton Startup Week and Calgary Innovation Week are one example of that partnership in action.



By working together, we are positioning Alberta as a more connected, competitive home for technology and innovation – strengthening opportunities for entrepreneurs across the province.

WOMEN IN TECH & INNOVATION

Since launching in Fall 2024, **Women in Tech & Innovation** has become an anchor event. The community continues to grow with each gathering, creating space for women to connect, share experience, and strengthen their role in shaping the sector.

Three gatherings—a March luncheon, a Startup Week session, and a year-end wrap up event—brought together women across the ecosystem, including students, founders, investors, funders, and government representatives.

By intentionally convening women across roles and decision-making tables relationships have been strengthened and access to opportunity expanded.



Community

Innovation

MIT REAP TEAM EDMONTON

Collaboration

Ecosystem

Edmonton Unlimited continues to support MIT REAP through our CEO's participation on Team Edmonton, a cross-sector group working with MIT to strengthen the region's innovation-driven entrepreneurship ecosystem.

We also hosted community Town Halls in our space, convening leaders across the **five key stakeholder groups—government, corporate, academia, risk capital, and entrepreneurs**—to share insights and help shape Edmonton's strategy.

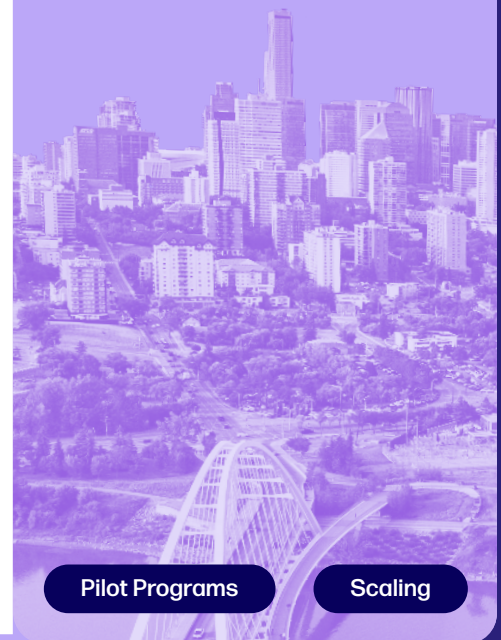


PILOTING THE BUILT WORLD

Venture Pilots: Built World Tech was launched to accelerate the integration of local innovation into the regional economy by connecting high-potential startups with industry partners ready to pilot and adopt new technology.

Focused on the intersection of **technology and the built environment**, the program supports startups developing solutions for **construction, infrastructure, and advanced manufacturing**.

An investment committee was established to identify pilots that are commercially viable, responsive to market demand, and capable of delivering meaningful impact for participating startups.



FABRICATION FOR THE BUILT WORLD

Construction Robotics

Robotic Fabrication

AI-Driven Automation



Construction demand isn't the problem—productivity is.

Labour shortages, rising costs, and housing pressures are slowing projects everywhere.

To tackle this, Bruce Alton, Dr. Jason Yang, and Tim Tsai combined deep experience in construction, robotics, and simulation from the University of Alberta to build a better approach.

They founded RoBIM Technologies Inc., bringing robotic fabrication to construction—reaching paying customers within a year, expanding to 25+ capabilities, and meeting or exceeding traditional cost, quality, and cycle-time benchmarks.

“Construction doesn’t need small improvements—it needs a step change. Robotics gives us the opportunity to build better, faster, and more sustainably.”

— Bruce Alton, CEO & Co-Founder

Why it Matters

Construction is one of the world’s largest industries, yet it remains largely manual—unlike manufacturing, which automated decades ago.

RoBIM believes that’s changing. With robotics, AI, and intelligent planning software, construction can become faster, more precise, and more scalable.

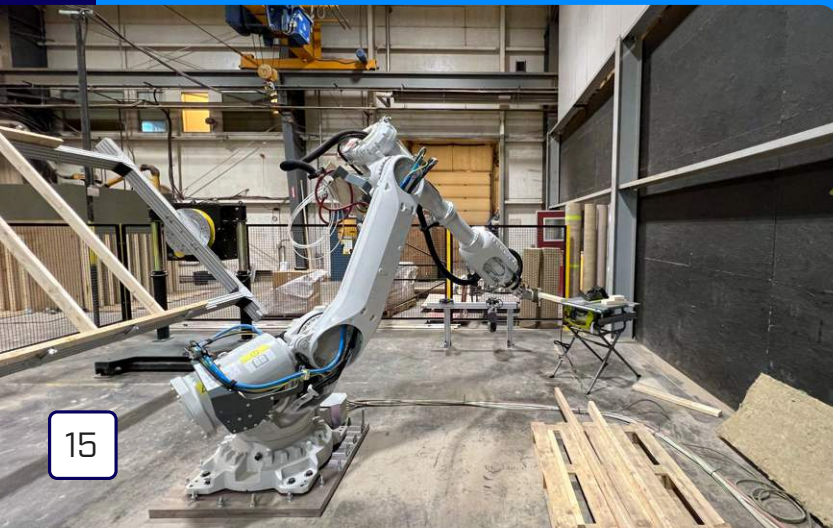
The Approach

Some companies are building massive centralized factories. Others focus on single-purpose robots.

RoBIM built a flexible platform instead. Its HIVE system enables rapid changeover and site deployment, available for purchase or through its Robotic-Fabrication-as-a-Service (RFaaS) model.

Next Steps

Commercial launch, expanded capabilities, AI-driven planning tools, and the first RFaaS facility in Edmonton—followed by expansion beyond Alberta.



MAKING HEALTHCARE BILLING MAKE SENSE

HealthTech

AI-Driven Insights

Billing Transparency



After more than 20 years working in primary care clinics, Dawn Osland saw a familiar pattern: physicians working tirelessly while navigating billing systems that felt opaque, confusing, and discouraging.

She founded Osland Medical Billing Tools to change that—creating tools grounded in real clinic experience that turn billing data into something physicians can actually understand and use. The goal is simple: make billing data a tool for improvement, not a source of frustration.

Why It Matters

When physicians understand their billing data, they can adjust workflows, recover missed revenue, and reduce financial uncertainty—without adding administrative burden.

In a healthcare system already under strain, better visibility leads to stronger, more sustainable practices.

The Difference

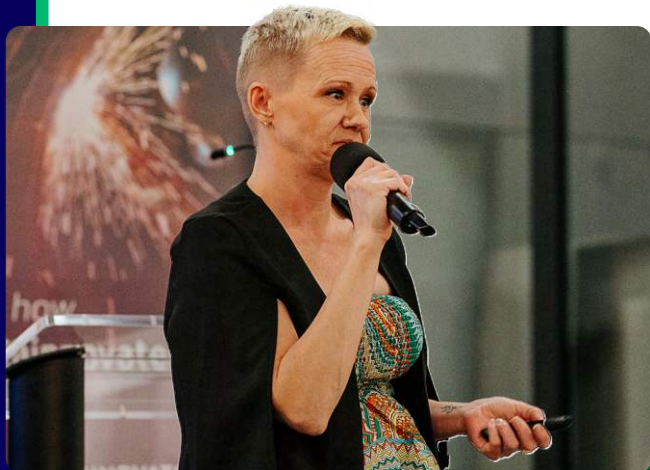
Focusing on insight over compliance.

Rather than just flagging errors or enforcing billing rules, the platform helps physicians and clinic teams understand why their billing outcomes look the way they do—highlighting patterns, workflow impacts, and missed opportunities without requiring deep billing expertise.

It's not about audits. It's about awareness.

Next Steps

With continued adoption of the CMGP Calculator, the launch of Track My Time, and development of BETTI, an AI-powered billing intelligence tool, the Company is refining its platform and exploring expansion beyond Alberta.



“Fall in love with the problem, not the solution. Listen more than you pitch, test before you scale, and don’t underestimate the value of community.”

— Dawn Osland, Founder

EDMONTON STARTUP WEEK

Startup Week celebrates entrepreneurship and innovation in Edmonton. Under the theme “Step In. Step Up. Step Forward.” founders, students, investors, and partners came together for conversations, showcases, and shared experiences that strengthened connections and built momentum.

STARTUP CRAWL

For the first time, the Crawl extended beyond downtown—inviting the community to explore innovation spaces across the city.

The expansion reflected the strength and reach of Edmonton’s startup ecosystem, where founders and builders are creating momentum in every corner.



SPARKING THE NARRATIVE

Storytelling took centre stage in a candid conversation about how narrative builds companies and communities. Moderated by Ryan Jespersen (Real Talk), the panel brought together Tara McCarthy (CBC Edmonton AM), Chris Hogg (Digital Journal), and Mack Male (Taproot Edmonton).

For founders, the message was clear: the right story can open doors, shape perception, and move people to action.

80
EVENTS

5
DAYS

44
EVENTS IN
COMMUNITY

94% SATISFACTION LEVEL

STEP IN. STEP UP. STEP FORWARD.

MOMENTUM, MADE VISIBLE

Launch Party 16 unfolded as both a moment of recognition and a moment of celebration. The showcase introduced **10 emerging companies** to the community, highlighting the **progress, ambition, and ideas shaping Edmonton.**

That momentum was carried under the stadium lights, where founders, partners, and supporters came together to celebrate how far the ecosystem has come—and the shared path forward.



CARM&A HEALTH INC.

Deeleeo

FireSafe AI

FluidInsight

PulseMedica

Recon Intelligence

ReFi.Trading

RL Core

SketchDeck.AI

Space Copy

Launch Party
16

COMMUNITY CHAMPIONS



SUPPORTERS & FRIENDS



WHAT'S NEXT

Edmonton's tech and innovation community continues to grow. More founders are building companies, and more people are exploring what entrepreneurship could look like for them. Over the past year, many of the people engaging with Edmonton Unlimited were new to the community—an encouraging sign that more builders are discovering the opportunities within our innovation ecosystem.

Our focus now is turning that interest into action.

Over the coming year, there is planned development of new programs and pilot initiatives that support founders at key stages of their journey. Programs like the Built World Tech Venture Pilots demonstrate how we are identifying emerging opportunities and working with partners across industry, capital, and community to help founders move forward.

We are also creating more opportunities for entrepreneurs to learn from one another—through peer-to-peer connections, targeted programming, and the everyday conversations that happen in our space. The goal is simple: help founders take the next step, whether that means finding customers, building teams, accessing capital, or preparing to scale.

As new founders enter the ecosystem, our team will continue testing new ideas, strengthening partnerships, and creating an environment where connections lead to progress. The opportunity ahead is not only to support the entrepreneurs already building here—but to welcome the next wave of founders ready to get started.



EDMONTON UNLIMITED

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