

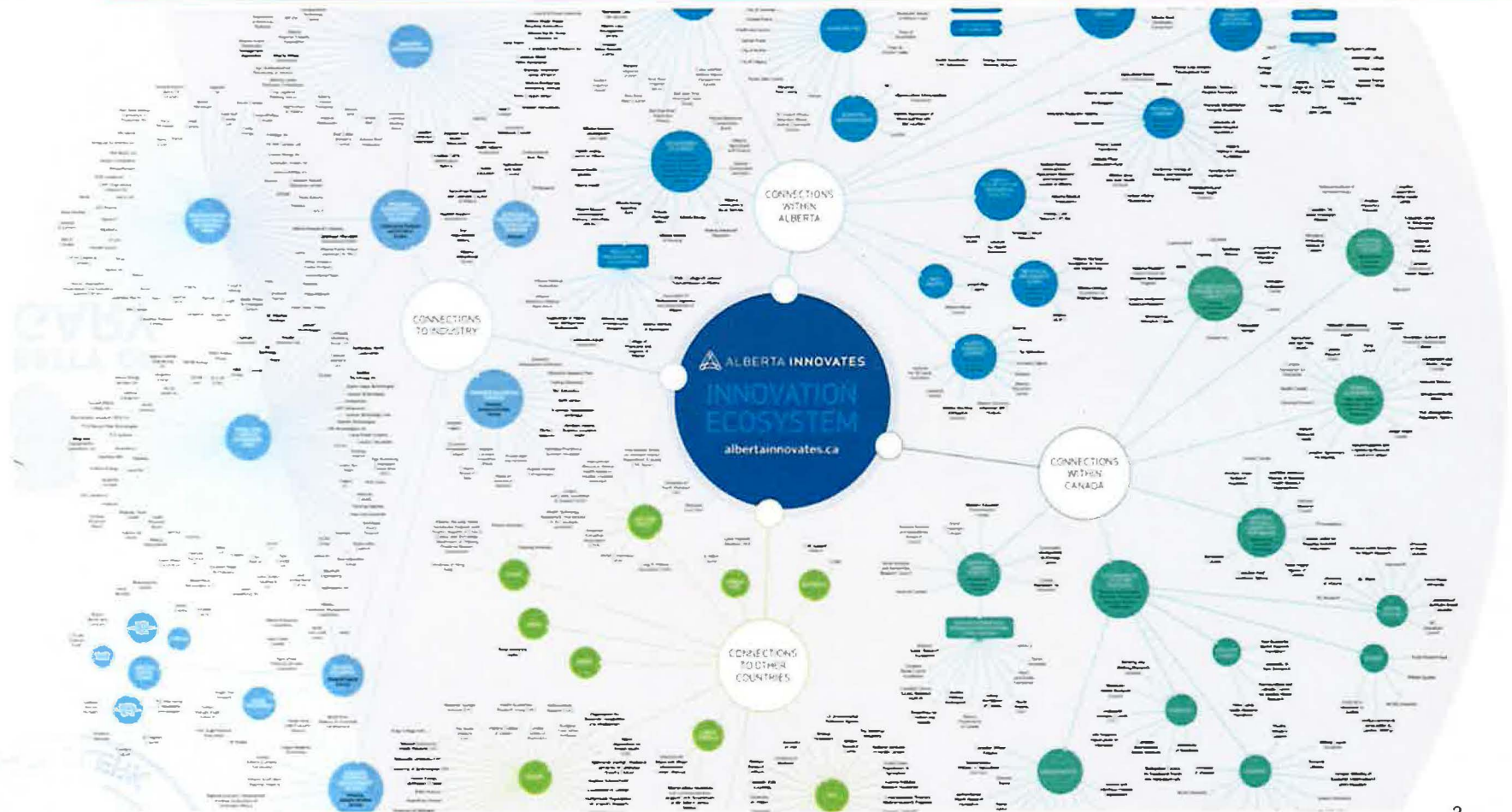


**UNIVERSITY OF
CALGARY**

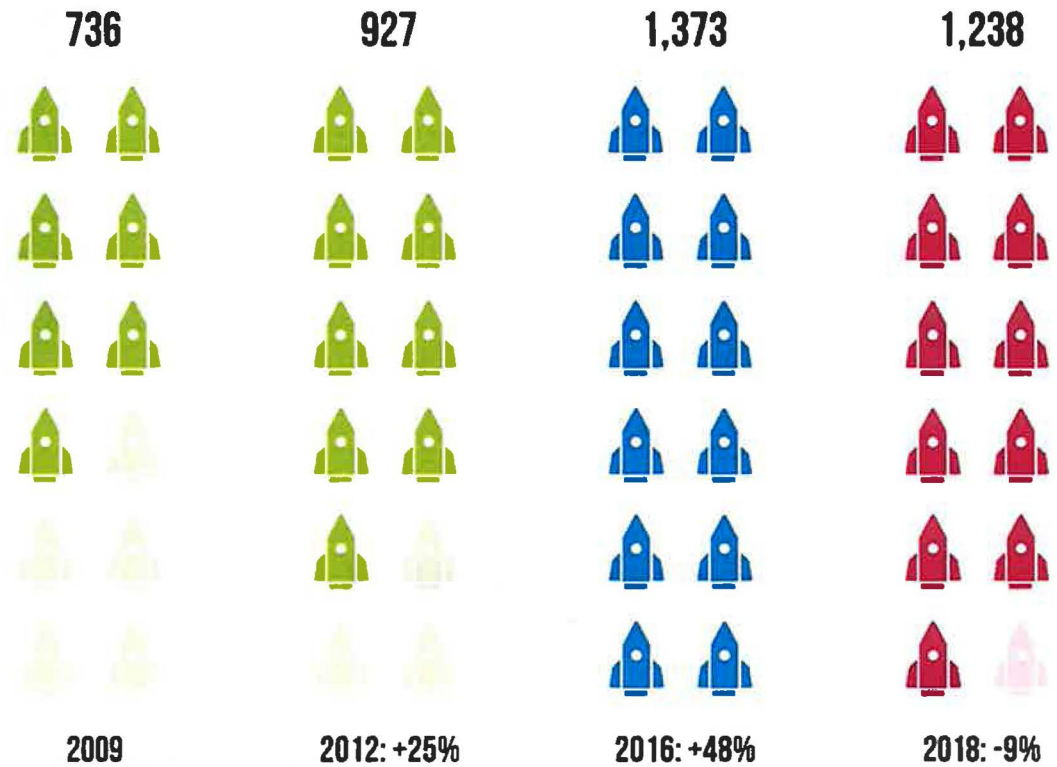
Innovation at UCalgary and Beyond

March 2nd, 2020

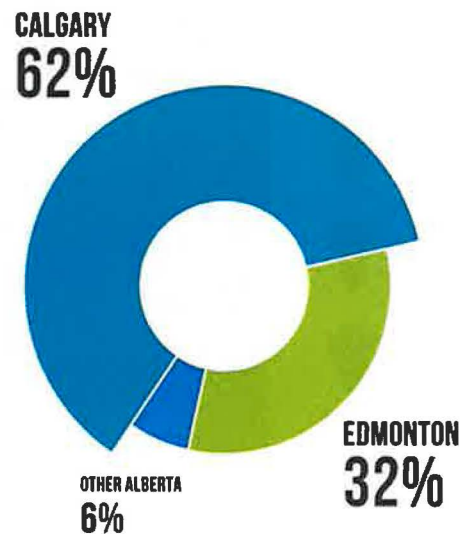
Alberta Innovation Ecosystem



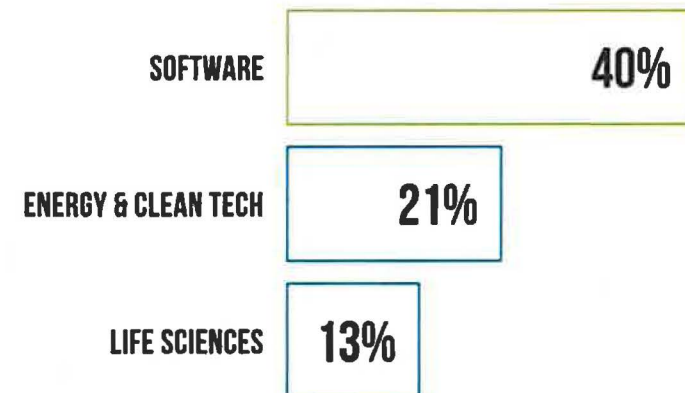
Alberta Innovation Ecosystem



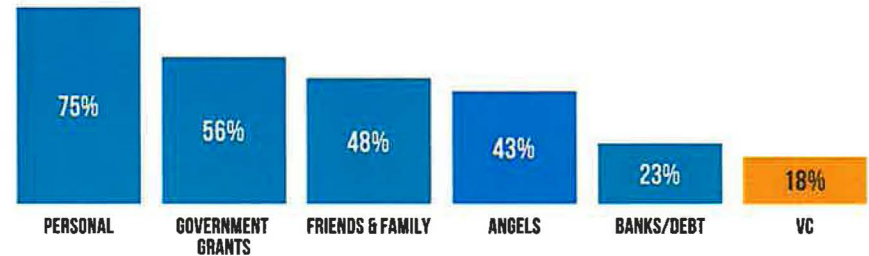
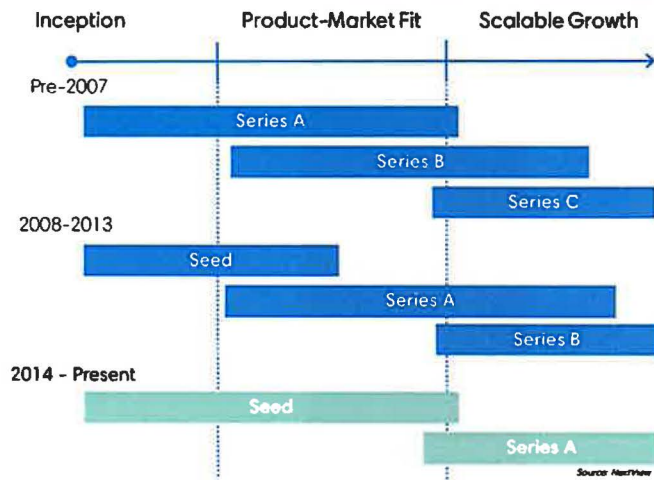
DEAL FLOW LOCATION



2018: SECTOR SEGMENTS



The New Seed Stage

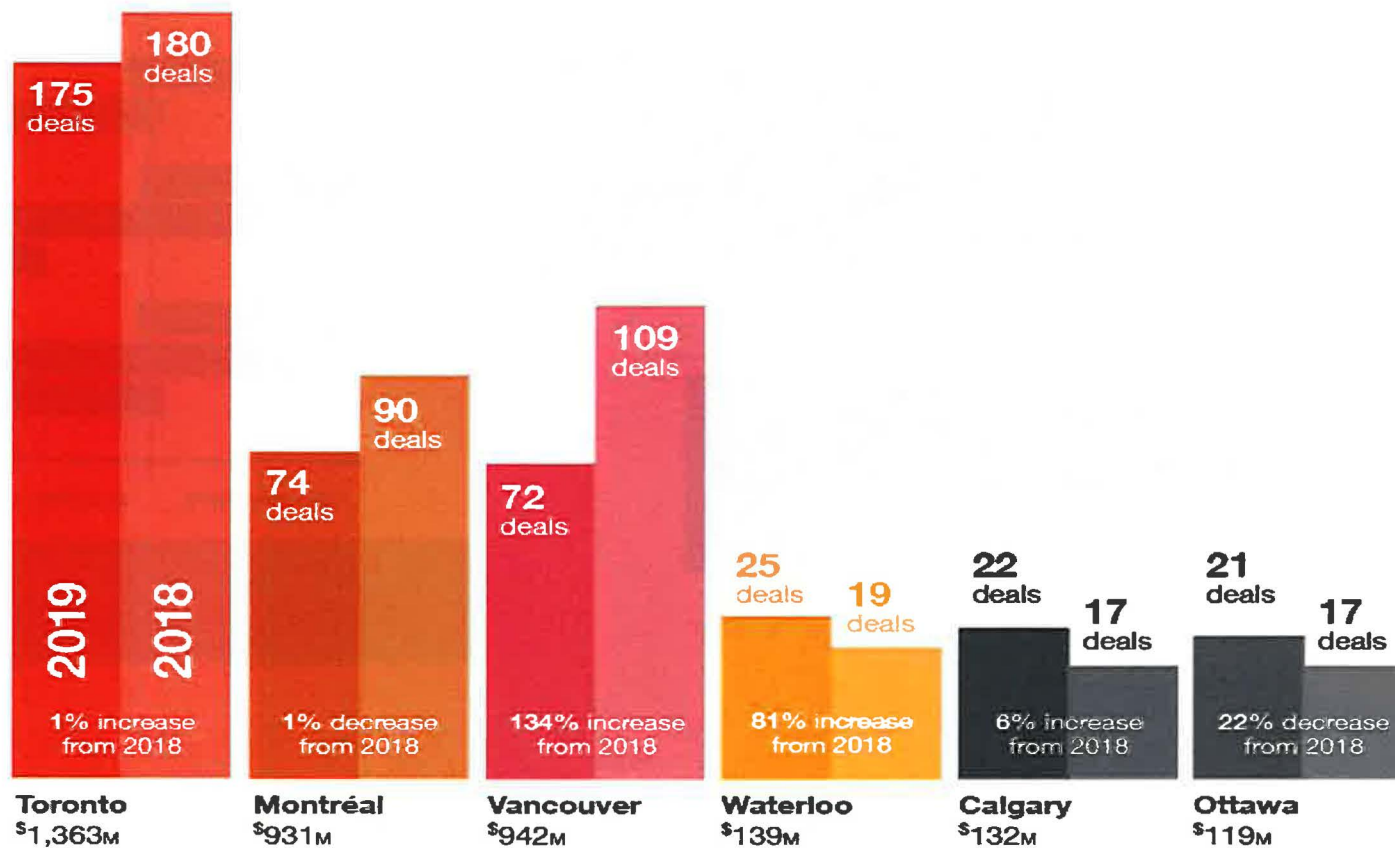


PRE-SEED & SEED COMPANIES

SERIES A

SERIES B

Calgary Innovation Ecosystem



All figures in USD



Calgary Innovation Ecosystem

STELLARALGO

VALIDERE

MobSquad

PROVISION ANALYTICS

G2V
ENGINEER THE SUN

SMART Technologies
CHATA
CHAT WITH YOUR DATA

Mikata Health

INGU SOLUTIONS

Solium



ATTABOTICS

ZayZoon

eThor

solarwinds
Passportal

AltaML

benevity

Athennian

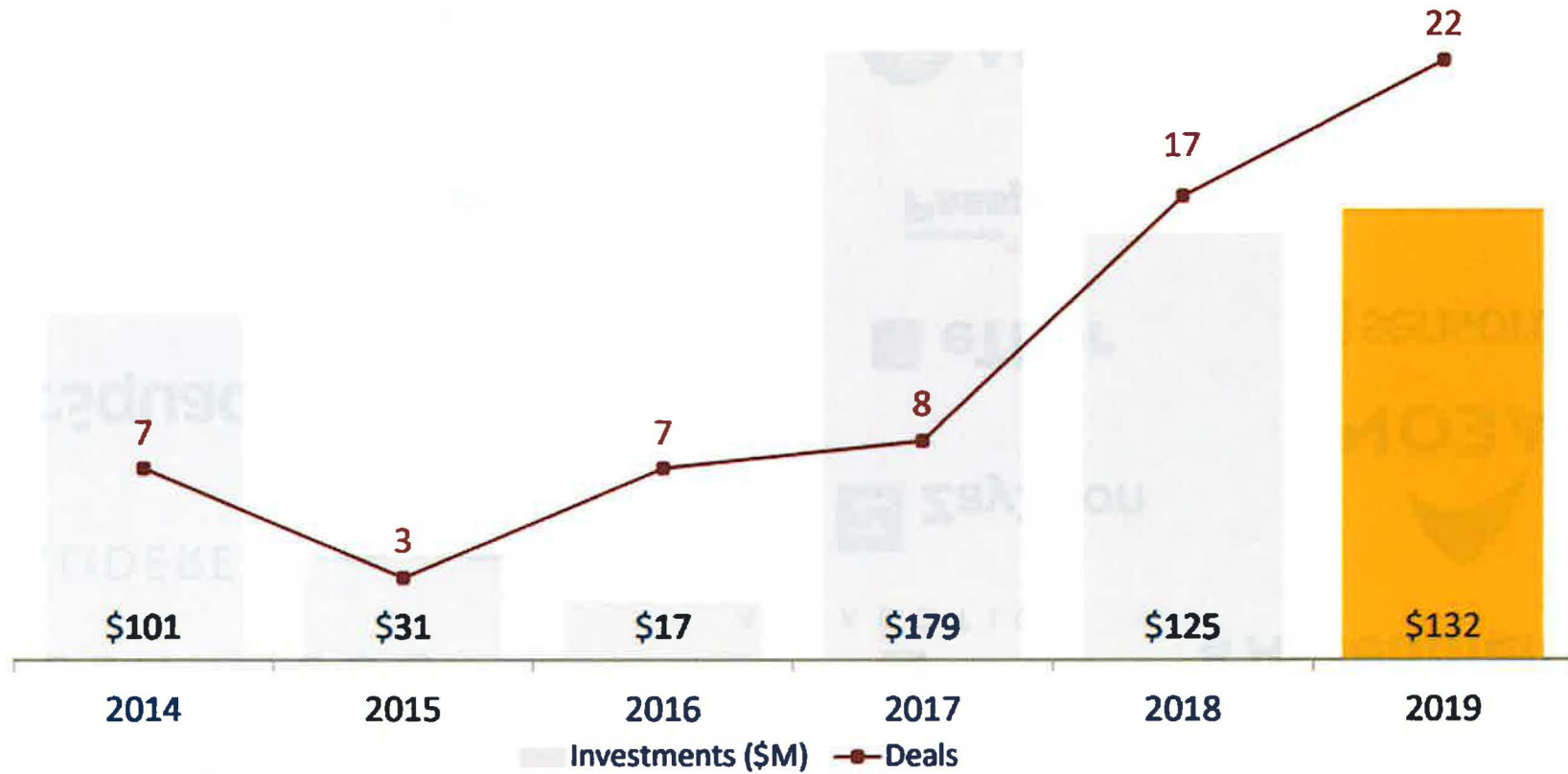
NO3AL

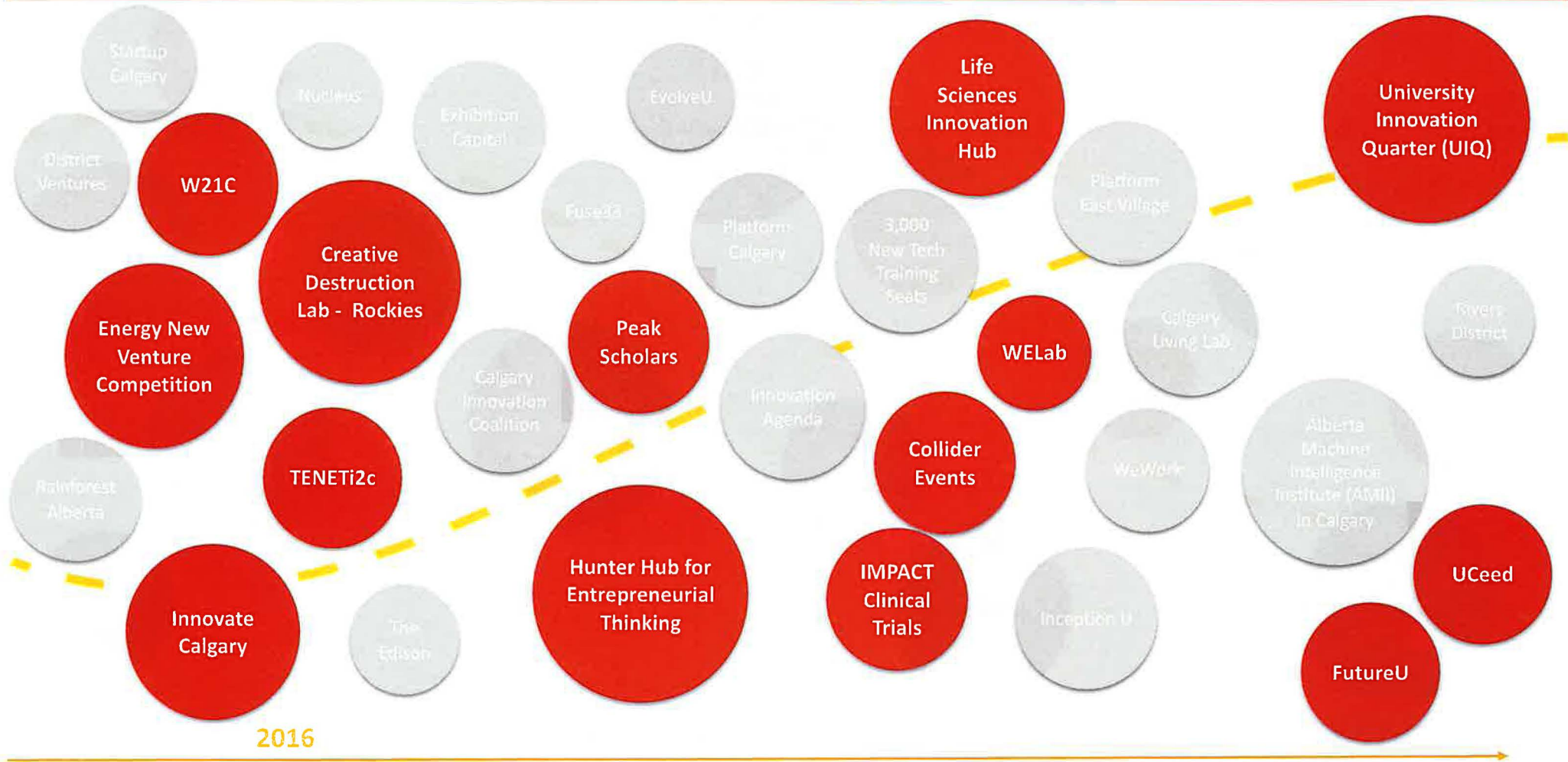
sensorup

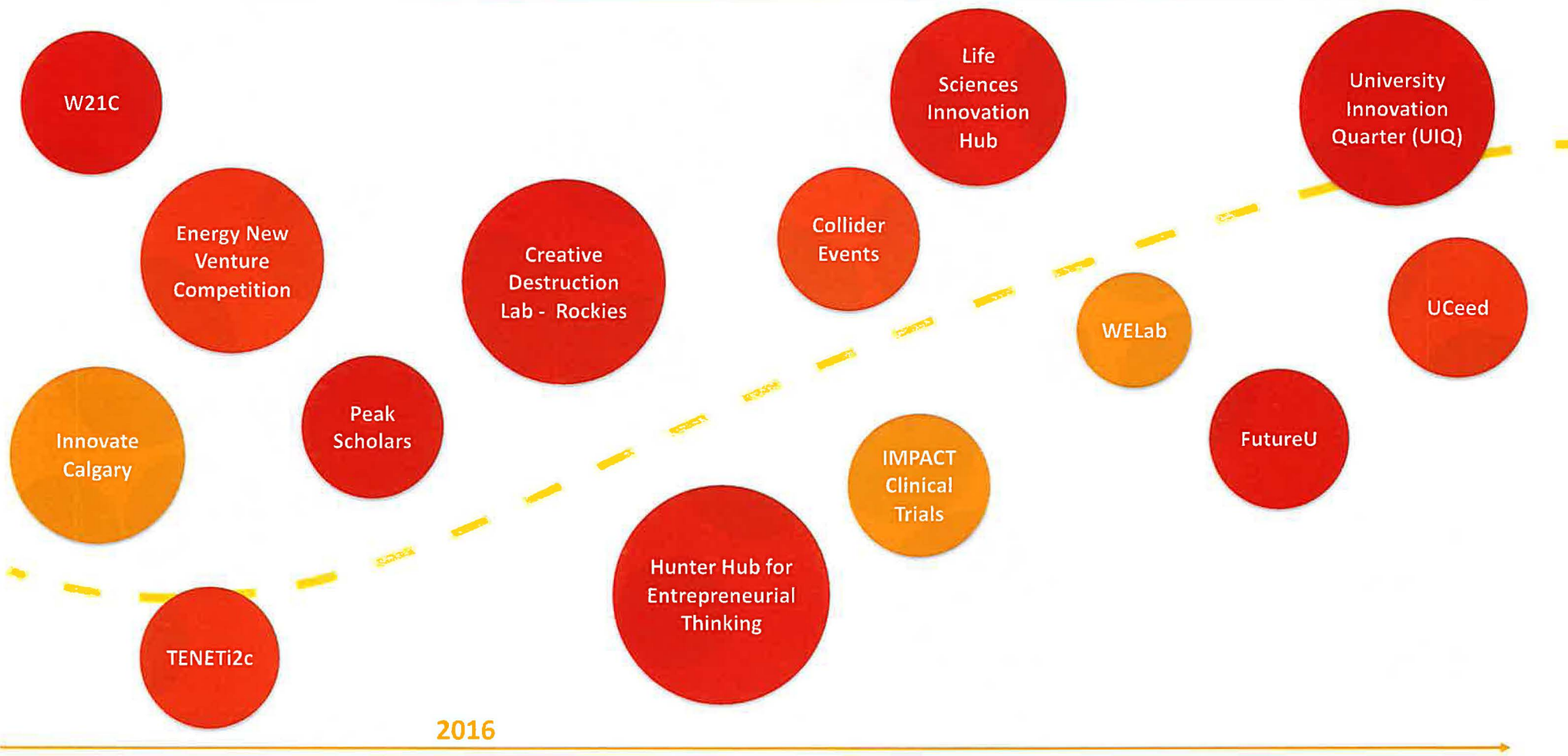
Interface
FLUIDICS

Decisive™
FARMING

Calgary Innovation Ecosystem









CREATIVE DESTRUCTION LAB

CREATIVE DESTRUCTION LAB

BUILD SOMETHING MASSIVE

The Creative Destruction Lab is a **seed-stage program** for massively scalable, **science-based** ventures. The program employs an **objective based mentoring process** with the goal of maximizing equity-value creation. The Lab is particularly suited to early stage companies with links to university research labs.





AI



Blockchain



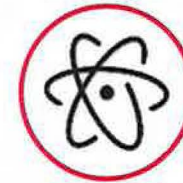
Energy



Health



Prime

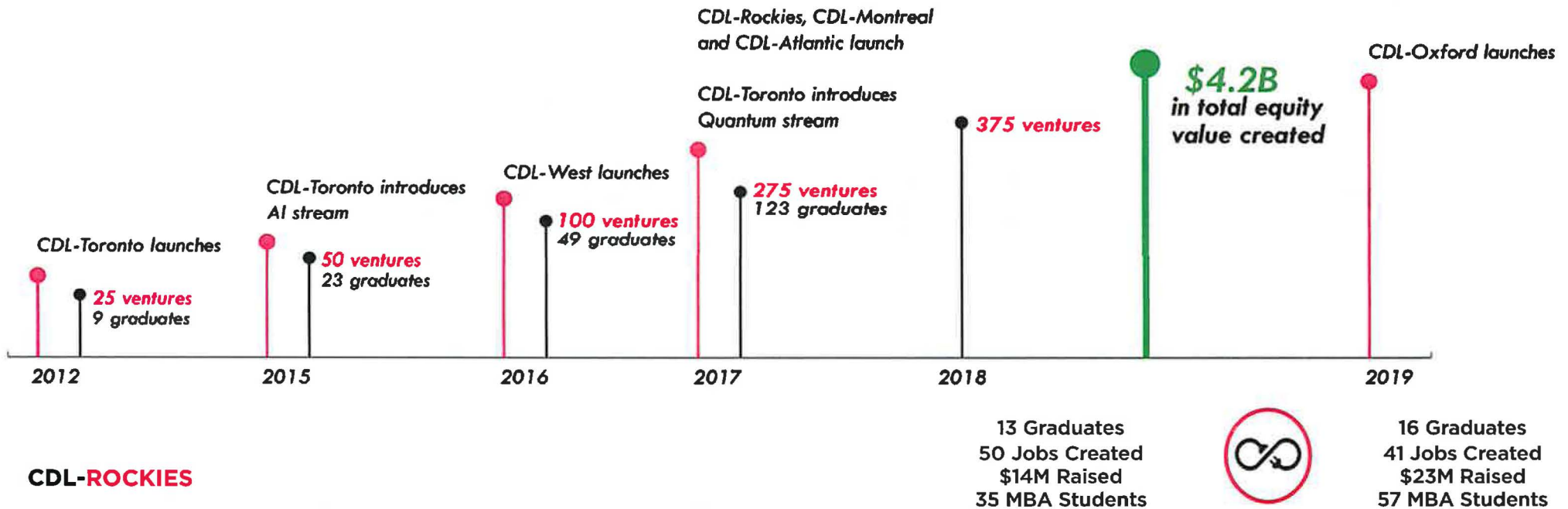


Quantum



Space





CDL-ROCKIES

CDL-ROCKIES ALUMNI

BUILD SOMETHING MASSIVE



FluidBiotech

Fluid Biotech is developing a dissolving, flow-diverting brain stent to treat aneurysms with minimally invasive technology.



SensorUp provides an open interface which enables interoperability, analytics, and device management across different IoT sensor systems.



NIMBLE Science is developing a non-invasive microbiology extraction that aims to autonomously collect a microbiome sample at a targeted site in the small intestine.



Carbonova has developed a proprietary chemical process technology to convert carbon dioxide and waste heat from power plants into high-strength carbon fibres.

AG-TECH | AGRI-FOOD INNOVATION

STREAM EXPANSION

Plant-based proteins | precision agriculture | crop and animal science | indoor & vertical farming
| manufacturing & logistics | live stock monitoring | IOT | sensors | robotics | innovate food &
food safety | farm management | biotechnology





INNOVATION UCALGARY

JOIN US

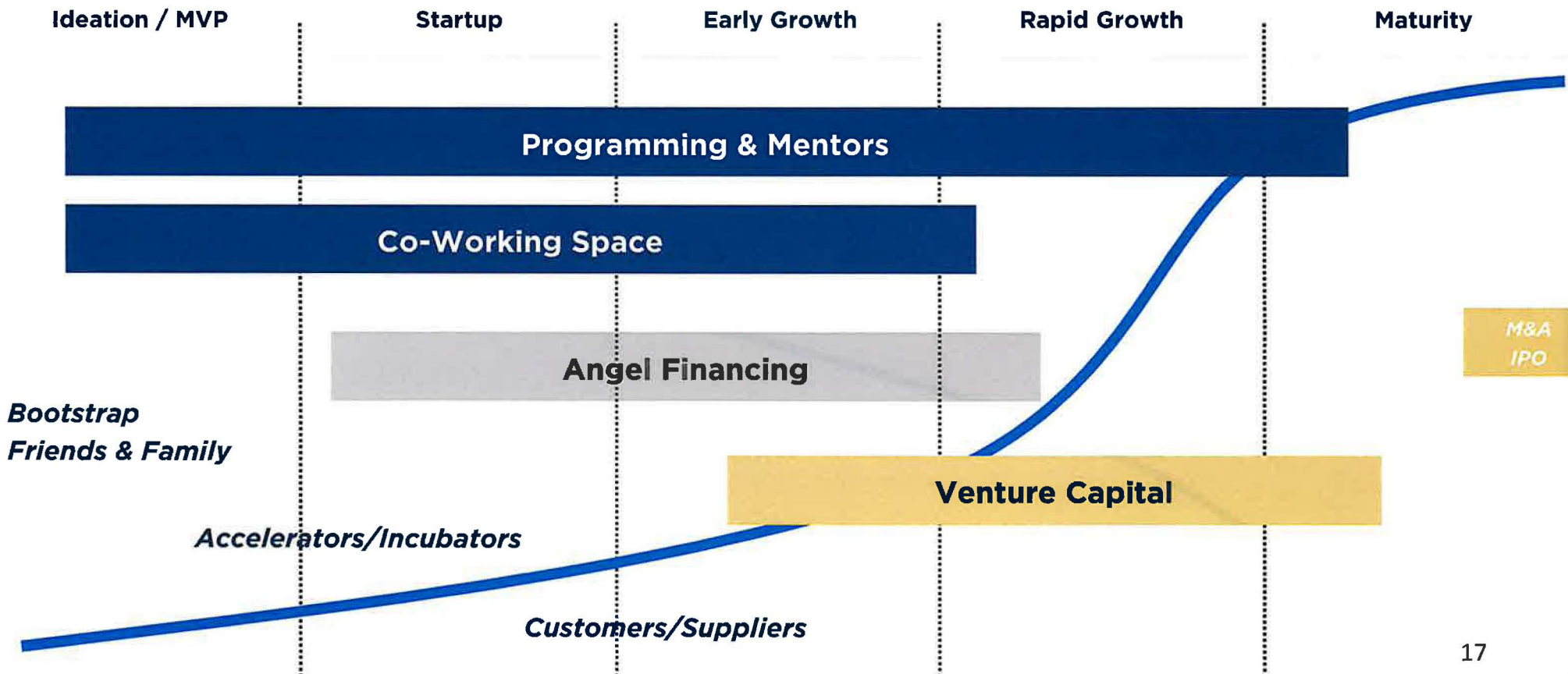
MOST ENTREPRENEURIAL UNIVERSITY IN THE MOST ENTERPRISING CITY

“It’s not about picking **winners**. It’s about making the rules that **increase** the odds that more entrepreneurs **play the game** in the hope that many of them will **win.**”

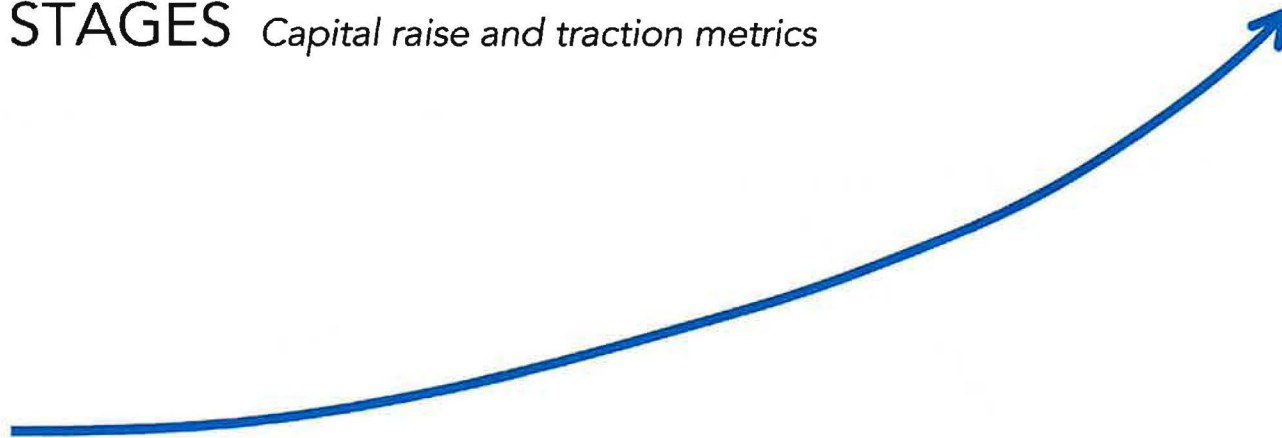
“The Entrepreneur State”, The Atlantic, Feb 2012



Innovation Company Lifecycle



INVESTMENT STAGES *Capital raise and traction metrics*



STAGE	IDEATION	PRE-SEED	SEED	SERIES A	SERIES B	SERIES C+	IPO
CAPITAL RAISE	<\$250K	\$250K - \$1M	\$1M - \$3M	\$4M - \$10M	\$10M - \$25M	\$25+	
INVESTORS	Self funded, loans	Friends & family, Angels, VCs	VCs, Angels	Institutional VCs	Institutional VCs	Growth VCs, Private Equity	
TRACTION	Initial concept, identification of customers and market opportunity.	Initial prototype, beta customers in target segments, MRR \$0-25k	Strong usage from early customers, POCs convert to customers. MRR \$25k-100k	PMF, strong customer growth & management team. ARR \$2m+, 3x Y/Y growth.	Expansion of product lines, proven channels to scale customer acquisition. ARR \$6m+, 3x Y/Y	Market leading tech/platform, customer trust. Predictable, profitable. ARR \$15m+, 2 Y/Y	

MRR: Monthly Recurring Revenue **ARR:** Annual Run Rate **PMF:** Product Market Fit **POC:** Proof of Concept