

CIVIC PARTNER 2022 ANNUAL REPORT SNAPSHOT- PLATFORM CALGARY

PLATFORM CALGARY (Formerly Calgary Technologies Inc.)

Mission: Elevate tech. Advance innovators. Create jobs of the future.

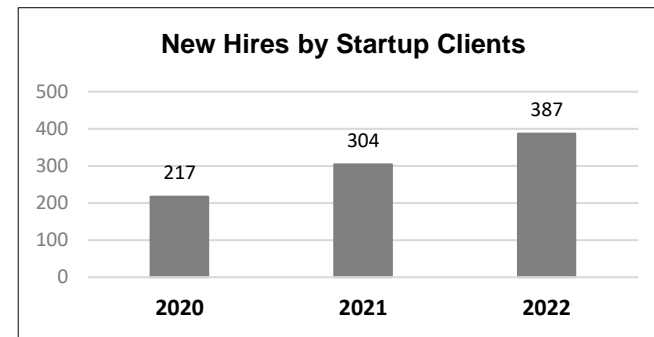
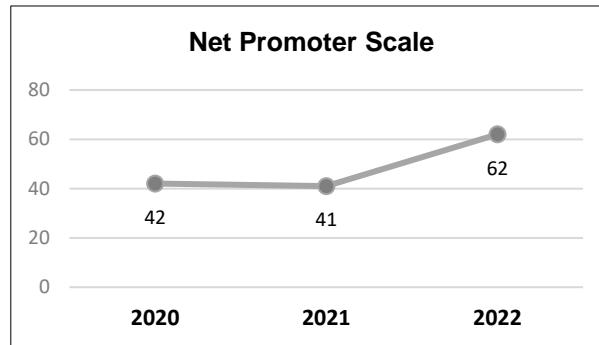
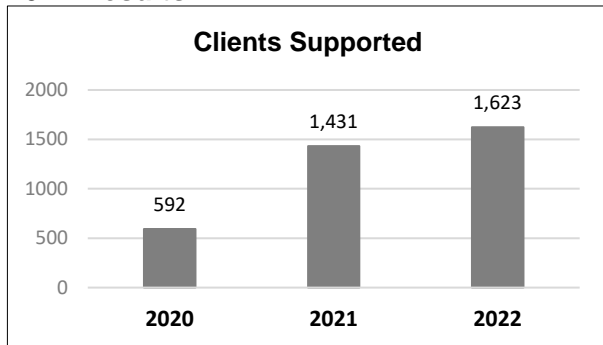
One Calgary Line of Service: Economic Development and Tourism

2022 City Investment

Operating Grant: \$ 1,470,256

Capital Grant: \$406,183

2022 Results



The story behind the numbers

- With the opening of the Platform Innovation Centre, new programming was launched to serve a wider audience, the Venture Mentoring Service was expanded and the facility became an active event and community hub (not yet reflected in the performance measures).
- The Net Promoter Score significantly increased with new programming including the Catalyzer pre-accelerator program (hybrid), Platform Incubator (in-person) and in general, a return to hybrid programming that included both virtual and in person elements.
- Average new hires per responding client has trended relatively flat since 2020 despite a significant growth in client volume.

Addressing climate change

Implemented motion sensor LED lighting throughout the Platform Calgary Innovation Centre, a recycling and composting program to help reduce landfill waste by up to 75 per cent, and a thermal energy system on the second floor. Hosted Energy Future Labs, digital innovation workshops for net zero buildings. Installed bike racks to support The City's cycling strategy.

Advancing equity, diversity and inclusion; and racial equity

Offered staff training on LGBTQ2IA+ through Calgary Queer Arts Society to improve communication and relationship with the queer community. Ran programs for the Calgary immigrant Women's Association, participated as panelists in Calgary's first Social Innovation Summit and acted as pitch coaches at the Black Founders in Tech Pitch Competition. Gathered diversity data for all programs to better understand the current state and how to improve diversity metrics.



PLATFORM CALGARY (FORMERLY CALGARY TECHNOLOGIES INC.)
Civic Partner 2022 Audit Report

Civic Partner Name: Platform Calgary
Legal Structure: Not-for-Profit
Manage/operate a City-owned asset: No

1. What is your organization's guiding mission or mandate?

Platform Calgary is a non-profit, member based impact organization. Our vision is to make Calgary the best place in the world for anyone to start and grow a tech company. Our mandate is to bring together the resources of Calgary's tech ecosystem to help startups launch and grow at every step of their journey, from ideation through to scale. Behind every great innovator is a great community, and the Platform Innovation Centre is Calgary's home for innovators and a single point of access for people as they navigate Calgary's tech sector.

Our Mission: Elevate tech. Advance innovators. Create jobs of the future.

2. What top 3-5 key results did your organization achieve in 2022 that contributed to one or more of key City strategies or plans or [Citizen Priorities](#) (a prosperous city, a city of safe and inspiring neighborhoods, a city that moves, a healthy and green city)?

A Prosperous City:

- Platform Calgary delivered services to 1623 clients in 2022. These clients – founders, startups, and established companies – started and grew companies in Calgary that resulted in jobs and increased GDP. In one sample of program participants, 82 pre-commercial startups that participated in programs in 2018, 2019 and 2020 generated 178 net new jobs over the past two years, adding approximately \$12 million in annual payroll to the Calgary economy.
- Platform Calgary delivered 22 unique programs and events to help global and new local investors meet Calgary startups and consider becoming local tech investors. 175 investors participated in these events. We are just starting to the outcomes of these efforts, but are seeing a correlation with increased investment activity.

Safe and Inspiring Neighborhood:

Platform Calgary has contributed to the revitalization of East Village and Downtown Calgary. After four years of planning and development, the Platform Innovation Centre opened to the public in June 2022. During the year, Platform Calgary welcomed more than 20,000 visitors to East Village through:

- Programming for startups, investors and skilled talent (eg, Tech Talent Tuesday, Alberta Catalyzer, 500 Global Calgary cohort, Platform Investor Network).
- Events (such as DiscoverTechYYC).
- Conferences (such as the Innovation Rodeo and ex. Social West).
- Hackathons (such as YYCHacks).

3. Performance measures help demonstrate the return on The City’s investment in a partner’s operations. Please identify performance measures that reflect your organization’s impact in 2022 (how much you did, how well you did it, and how the people you serve are better off).

	Performance Measure Name	2020 results	2021 results	2022 results	How does this measure reflect your organization’s impact?
How much did you do?	Number of clients served	592	1431	1623	Demand for Platform Calgary’s entrepreneur and venture development programs continues to grow. With the opening of the Innovation Centre the team has been able to also launch new programming within 2022, and expand the Venture Mentoring Service program to include more founders. NOTE: This number does not include startups/founders that have attended one-off events at the center or the various non-for-profit or informal tech groups that have utilized the center for meetings and events.
How well did you do it?	Net Promoter Score	42	41	62	Platform Calgary’s net promoter score significantly increased in 2022, due to the launch of new programming such as the Catalyzer pre-accelerator program (hybrid), the Platform Incubator (in-person) as well as the return to more hybrid programming.
How are Calgarians better off?	New Hires (responding clients and LinkedIn data)	217	304	387	2022 data is based on aggregate employment data over the last 2 years of graduates of our late-stage programming available on LinkedIn, and a survey of graduates in our early stage programming. We note that usually startups can take about 2-3 years to scale their operations, which is reflected in the data. Average new hires per responding client has trended relatively flat since 2020 despite the significant growth in client volume.
	New Hires per responding client (average)	4.3	4.3	4.6	

4. What are examples of benchmarks your organization uses to evaluate and improve performance and operations, and increase your organization’s impact?

a) Please provide examples of benchmarks, and how this information is being used to support continuous improvement.

Platform Calgary, Calgary Economic Development and the Calgary Innovation Coalition benchmark the city’s performance as a Startup Ecosystem against Startup Genome’s Global Ecosystem Rankings. Startup Genome is the world-leading policy advisory and research organization for public and private organizations committed to accelerating the success of their startup ecosystem. Their rankings are based on the evaluation of the following aspects:

- Performance of the ecosystem (based on startup growth, investment and valuation)

- Availability of funding at various stages of the startup life-cycle
- Ability of startups to reach customers (Market reach)
- Availability of experience and talent within the ecosystem

Through our work with Startup Genome, we built our strategic plan and established partnerships to target each of these four areas, methodically targeting service and connectivity gaps for founders, investors, enterprise customers/industry engagement and talent.

b) Please indicate your current and targeted performance in comparison to these benchmarks

Calgary ranks 61 on Startup Genome's Global Emerging Ecosystem rankings report in 2022. Through Platform Calgary's work around 4 key stakeholder groups- Founders, Investors, Industry and Talent- we aim to improve the ranking of our tech ecosystem to be part of the top 50 Global Emerging Ecosystems, and eventually to be within the top 10 Global Emerging Ecosystems (which would put us in the top 50 overall).

5. What key results or progress was achieved in 2022 that reflected your organization's changes to strategies, programs or services to better address equity, diversity or inclusion, or support racial equity?

Successful opening of the 52,000ft² Platform Innovation Centre space, currently accessible by all Calgarians. In 2022, the Platform Innovation Centre hosted 215 not-for-profit bookings, providing more than 1200 hours of subsidized/complimentary meeting space.

Our Startup Advisor team connected with various community organizations in the city to understand how Platform Calgary can support their clients who are looking to do more entrepreneur support. Platform Advisors also taught Marketing at Momentum Calgary, ran our Customer 101 program for the business cohort of the Calgary immigrant Women's Association, shared their insight as panelists in Calgary's first Social innovation Summit in 2022 and supported as pitch coaches at Innovate Calgary's first Black Founders in Tech Pitch Competition (the inaugural event of the BIPOC Rural Tech Founders event series).

Platform Calgary staff undertook a training program on LGBTQ2IA+ through the Calgary Queer Arts Society to better understand how to improve our communication and relationship with the queer community.

The Platform team continues to improve support for female/gender diverse tech entrepreneurs. One such example is that we continue to make an active effort to ensure 50% of our Incubator participants are female/gender diverse, and we are currently gathering data on diversity of all our programming participants in order to better understand our current position and how we can take meaningful steps to improve our diversity metrics.

6. What steps did your organization take in 2022 to advance any respective calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City’s White Goose Flying Report](#)?

- Acknowledge Treaty 7 territory: Platform Calgary currently has an organization wide commitment to Land Acknowledgement. Not only do we conduct the acknowledgment at all of our programs and events, but it is also included in our website and email signatures.
- [Meaningful connections advising program](#): Platform Calgary is working directly with Innovate Calgary on their Meaningful Connections Advising program. This program connects underrepresented founders with minority advisors from across the ecosystem, including Indigenous founders. This addresses action item number three in the Goose Flying report.
- During Innovation Week Platform Calgary hosted the [Indigitech Destiny](#) Symposium, bringing together leaders in the Indigenous tech sector from across Canada, including from the Canadian Council for Aboriginal Business, the Indian Resource Council of Canada, Canadian Blockchain Consortium, Urban Society for Aboriginal Youth, Aboriginal Training Services and Indigenous Friends Association. Supported by Calgary Economic Development, this event provided an opportunity to spotlight conversations on technology through an Indigenous lens, which supports call to action 92 in the Truth and Reconciliation report.
- Platform Calgary included a performance of Indigenous talent (the LaBelle Sisters) in the Launch Party event during Innovation Week. As the signature event of Innovation Week, Launch Party is the largest startup-focused showcase of the year, and by including Indigenous talent in the programming Platform addressed action item 13 of the Truth and Reconciliation Report which focuses on preserving and celebrating Indigenous language and culture.
- Currently the Platform team shares open roles on Indigenous focused job boards in an effort to encourage candidates of various backgrounds to apply to be a part of our team. This directly addresses call to action 92 of the Truth and Reconciliation report (‘ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector’).

RESOURCES

7. Please outline how The City’s operating funding was allocated in 2022.

%	Advertising and promotion
%	Programs or services
17%	Office supplies and expenses
13%	Professional and consulting fees
70%	Staff compensation, development and training
%	Fund development

%	Purchased supplies and assets
%	Facility maintenance
%	Evaluation or Research
%	<i>Other, please name:</i>

8. Did volunteers support your operations in 2022?

How many volunteers?	93 (7 board volunteers, 86 program volunteers)
Estimated total hours provided by volunteers:	2139

9. Did your organization receive any awards or recognition in 2022 that you want to highlight?

In 2022, Platform was mentioned in local and national media more than 2,800 times, nearly tripled from the year prior.

10. What changes did your organization implement in 2022 to address climate change, for example, operational or program changes that reduced greenhouse gas emissions (GHG), air/water pollution, or waste that aligned with [The City's Climate Change Program](#) including Council's Climate Emergency Declaration?

The following changes have been implemented that support the City's Climate Change Program:

- Addition of LED lighting throughout the building with occupied sensors that turn off when a space is not in use
- The Platform Innovation Centre began using the building's thermal energy system on the second floor.
- Implementation of a recycling and composting program to help reduce the amount of waste going into our landfill by up to 75%.
- Coffee cups, lids and utensils are 100% compostable
- In support of Calgary's "Cycling Strategy", bicycle racks have been added throughout the Platform Innovation Centre.
- Hosting Energy Future Labs, a digital innovation workshops for net zero buildings

11. CAPITAL PROJECTS AND ASSET MANAGEMENT (for Civic Partners managing City-owned assets)

Asset: *Not Applicable (Not City-Owned)*

a) What are 3-5 capital projects undertaken in 2022 that were funded by The City?

Project	City Funding (2022)	Benefit (service improvement, efficiency, improved condition)
Platform Innovation Centre Completion	The City of Calgary One Time Capital Grant	<ul style="list-style-type: none"> ● Final construction to close in the offices, board room and investor hub ● Construction/upgrade projects related to improving user experience in the Platform Innovation Centre, such as soundproofing and HVAC adjustments ● Final construction of the café ● Procurement of first floor and kitchen area furniture and equipment ● Procurement of LOOP meeting booths and Fuse 33 Whiteboard Pods ● Wayfinding ● Final AV modifications, electrical and security equipment; and ● Build out of patios