

PLATFORM CALGARY

Mission: Make Calgary the best place in the world for anyone to start and grow a tech company.

One Calgary Line of Service: Economic Development and Tourism

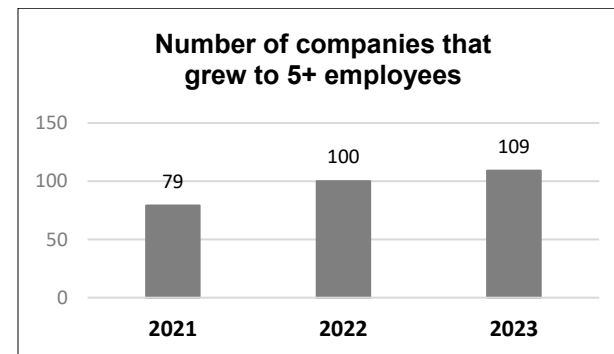
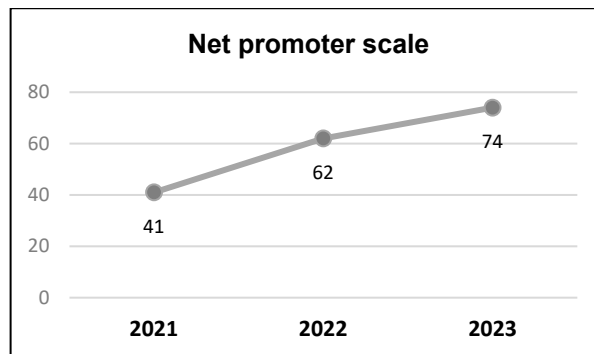
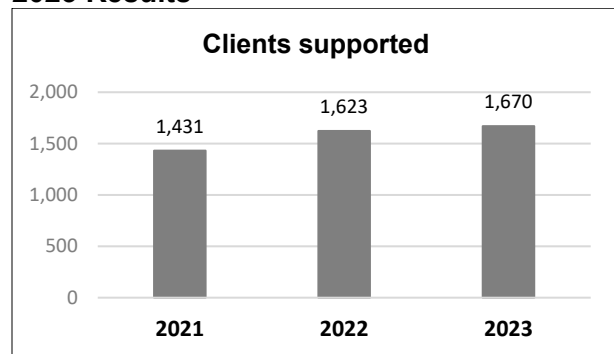
2023 City Investment

Operating Grant: \$1,529,066

Operating Grant: \$500,000 (one time)

Capital Grant: \$1,093,817 (one time project)

2023 Results



The story behind the numbers

- Platform Calgary streamlined programming and events in 2023 to ensure maximum impact and improve the experiences of program attendees.
- The organization’s Net Promoter Scale score increased by 12 points in 2023, demonstrating the enhanced impact of programming and events.
- Platform’s early-stage programming helps more companies reach milestones and begin scaling into enterprises that contribute to Calgary’s economy. 109 Calgary tech companies grew to more than five employees in 2023. Platform Calgary had targeted reaching more than 100 companies hitting this milestone by 2026.

Benchmarks

- Calgary’s performance as a startup ecosystem is benchmarked through the *Startup Genome Global Ecosystem Ratings* that rank ecosystems based on performance, funding available at various startup stages, ability of startups to reach customers and availability of talent. Calgary is currently ranked in the top 60 emerging ecosystems.
- The *CBRE Annual Tech Talent Scorecard* ranks 50 of North America’s leading tech talent markets. Calgary is one of the fastest growing markets and is ranked 21st out of 50.

Looking ahead: 2024 highlights

- The Tech in YYC: Telling the Story project will transform public spaces in the facility to connect with Calgary’s culture and entertainment district.
- New programming at the National Bank Investors Hub will be launched and scaled to support Calgary’s startups
- Innovation week in November will bring together the tech community to celebrate, culminating in the Launch Party event.



PLATFORM CALGARY
2023 Civic Partner Annual Report

Civic Partner Name: Platform Calgary

Legal Structure: Independent External organization (Canada-Not-for-Profit Corporations Act)

Fiscal Year End: December 31

Manage/operate a City-owned asset: No

Mission and Mandate:

Our Mission: Make Calgary the best place in the world for anyone to start and grow a tech company.

Our Mandate: Tech is driving Calgary's future economy. Across all sectors, innovation will play a critical role in building a diversified, resilient, and inclusive tech-led economy that creates opportunities for everyone.

Platform Calgary unites a community to drive faster connections between talent, ideas, and capital. We serve Calgary's dynamic community of innovators through the Platform Innovation Centre, Calgary's front door to the innovation community. Through this resource network, we bring together the partners and the programs to accelerate Calgary's tech ecosystem. Our goal is to triple the size of Calgary's tech sector within the next decade. With Calgary's strong economic foundations and a community dedicated to inclusion and collaboration, we are well on our way to hitting this target.

1. What 3-5 key results did your organization achieve in 2023 that contributed to:

- a) one or more Council Strategic Directions- economic resilience, social resilience, climate resilience?
- b) Your own organization's strategy?

Council Priority: Economic Resilience → Platform Calgary Priority: Advancing early stage startups through the best possible training and coaching.

- In 2023 Platform delivered programming and supports to 1,670 clients. The more client volume we can support, the greater the volume of companies that begin to scale and contribute to the local economy. In 2023, 109 Calgary tech companies grew to 5+ employees. This is exceeding our goal of having 100 companies annually reach this threshold by 2026. Scaling and refining programs will allow for these targets to keep growing.
- The Platform Incubator program provides high potential entrepreneurs with the resources and connections they need to build world-class companies. In 2023, 27 companies participated in the program. Companies in the incubator raised more than \$8.5 million which will help enable their growth. In 2024 our incubator roster will grow to 45 companies with the possibility of future scaling dependent on resourcing.

Council Priority: Economic Resilience → Platform Calgary Priority: Activating the best and easiest to access supports for startups.

- Startups that can access capital can turn into world class companies. The supply of early-stage startups is growing faster than the supply for capital available. Globally, this challenge has been shown to be a major barrier on creating impact. Platform Calgary is tackling this issue head on with the creation of the National Bank Investor Hub. This tool will grow investor relations for the

Calgary tech community which will result in more connections and opportunities for Calgary entrepreneurs to raise the capital they need for their growing enterprises.

Council Guiding Principle: Build strong communities → Platform Calgary Priority: Creating the most welcoming home for innovators in Calgary

- In 2023 Platform Calgary welcomed more than 44,000 people into the Platform Innovation Centre, and hosted more than 1,841 bookings. With 2023 being the first full year of operations for the Innovation Centre, we will continue to find ways to optimize the activation of the space to serve our community.
- The Platform Innovation Centre is strategically located within East Village and Calgary’s Culture & Entertainment District. Events and programs run by Platform Calgary and our partners drive more activations and vibrancy at all hours of the day. As the rest of East Village and the district continue to be built out, the Platform Innovation Centre will cohesively connect the downtown from Olympic Plaza and Stephen Avenue into East Village and the emerging Culture & Entertainment District.

2. Performance measures help demonstrate the return on The City’s investment in a partner’s operations, and support continuous improvement for Partners. What performance measures reflect your organization’s impact in 2023?

| | Performance Measure Name | 2021 results | 2022 results | 2023 results | How does this measure reflect your organization’s impact? |
|---------------------------------------|--|---------------------|---------------------|---------------------|---|
| How much did you do? | Number of clients served including members | 1431 | 1623 | 1670 | Programming and events were streamlined in 2023. Programs were tailored to ensure maximum impact. This means the experiences of the program attendees will be higher value compared to previous years. |
| How well did you do it? | Net Promoter Scale (NPS) score | 41 | 62 | 74 | Platform Calgary’s NPS score increased by 12 points in 2023. This demonstrates the enhanced impact of programming and events. |
| How are Calgarians better off? | *Number of companies that grew to 5+ employees | 79 | 100 | 109 | Platform Calgary identified a goal of having 100 companies grow to more than 5 employees by 2026. Reaching this number three years ahead of schedule shows the impact of early stage programming that helps more companies hit important founding milestones and begin scaling into enterprises that make a meaningful contribution to Calgary’s economy. |

*This is a new metric included in the Platform Calgary 2024 Annual Report.

3. Are there any additional stories or information you wanted to share beyond performance measures that demonstrate the impact of your organization’s programs or services?

Annual operating funding from The City of Calgary allows Platform Calgary to leverage significant contributions from other orders of government and the private sector, enabling long-term impacts that are difficult to quantify in an annual report, including:

Calgary’s Innovation Pipeline: Support from the City of Calgary builds the foundation for the critical economic development work that Platform Calgary does. From this foundation Platform Calgary is able to

work with partner organizations, like Alberta Innovates, to build a suite of programming that supports tech founders at every stage of their journey.

Through a variety of early-stage programming and support structures, Calgary has a strong pipeline of tech startups that have the potential to grow and scale in the years ahead. By enhancing the capability of Calgary entrepreneurs, we can accelerate the growth trajectory of startups which will in turn make a meaningful contribution to Calgary's economy.

We have clear evidence of where this is already making an impact for Calgary's economy. 34 companies that were supported by Platform Calgary raised more than \$40 million in investment and grants in 2023. PayShepherd, a contractor management platform, recently announced \$7 million CAD in seed funding. PayShepherd had been in Platform programming in 2019.

Attracting Global Innovators: Platform Calgary is designated to run the Global Startup Visa program in partnership with the Government of Alberta and the Government of Canada. Through this program, we are attracting some of the best and brightest startup teams in the world to relocate their tech or tech-enabled businesses to Calgary. We have made recent refinements to the program to ensure we are reaching more entrepreneurs that see the unique opportunities and quality of life that Calgary can offer. In 2023 we worked with 5 companies from all over the world that have either arrived in Calgary or are going through the process to land here in the months ahead. The number of companies engaged will grow in 2024.

Connecting to the Community: Behind every great innovator, is a great community. Platform Calgary is committed to working with our not-for-profit partners to ensure that they can make a meaningful contribution to Calgary's tech community. In 2023 we donated nearly 1,800 hours of bookings to Calgary not-for-profit organizations at an estimated value of more than \$1 million. Support from our government funders ensures that we can continue to support these organizations that do important work, but face their own resource challenges.

4. Does your organization use benchmarks to evaluate and improve performance and operations, and increase your organization's impact?

a) Examples of benchmarks:

Startup Genome Global Ecosystem Rankings: Platform Calgary benchmarks 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 exits and valuations)
- 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

CBRE Annual Tech Talent Scorecard: CBRE develops an annual tech talent scorecard. The report provides an analysis of labour market conditions, cost and quality for high skilled workers that can help decision-makers fulfill critical business and innovation objectives. The report ranks 50 of North America's leading tech talent markets by a range of criteria including:

- Depth, vitality and attractiveness to companies seeking tech talent and to tech workers seeking employment
- Relative importance to innovation and job creation
- Tech talent concentration
- Labour costs and office rents

b) What is your current and targeted performance in comparison to these benchmarks?

Startup Genome Global Ecosystem Rankings: Calgary now ranks in the top 60 emerging tech ecosystems globally. We are also recognized as a top 10 ecosystem in North America for performance, top 30 ecosystem in funding, and top 40 emerging ecosystem in talent & experience.

CBRE Annual Tech Talent Scorecard: Calgary is now ranked in the 21st position among the top 50 markets in the study. Our talent workforce grew by 61% between 2017 and 2022, making Calgary one of North America's most improved tech talent markets.

c) How this information is being used to support continuous improvement?

Analysis of Calgary's ranking in these global and North American benchmarking exercises helps identify programming gaps or barriers that may prevent startups from reaching their full potential. Comparisons with peer markets can provide useful case studies on how we can become more competitive and establish Calgary as a global tech hub. For example, our pursuit of partners and funding for our new Investor Hub was based on our analysis of our Startup Genome rankings and the examples of peer cities that faced similar challenges as they sought increased economic impact from their startup community.

5. How does your organization address equity, diversity or inclusion, or support racial equity?

The Platform Innovation Centre is Calgary's home for innovators. Our goal has been to make this an accessible and welcoming place for everyone, from those that are actively building the next great Calgary tech company to members of the public that want to learn more about Calgary's innovation journey. In 2023 the Platform Innovation Centre welcomed more than 44,000 visitors, had 1,841 space bookings, and donated 1,795 booking hours to not-for-profit organizations. By supporting these not-for-profit organizations, we have been able to identify unique program opportunities to ensure that Calgary's tech community is connected, inclusive, and impact driven.

Underrepresented groups are an important part of that vision and underpins our strategic plan. Platform Calgary works with a network of strategic partners focused on programs and services that benefit underrepresented groups. Examples include:

- **2023 Mayor's Environmental Expo** - The goal of the expo was to empower and educate Calgary's youth to practice and promote environmental actions, shaping a healthier and greener city for tomorrow. Platform Calgary was a partner and a host for events.
- **Newcomer Founders in Tech Pitch Competition** - This series is dedicated to fostering greater access to the innovation sector by accelerating startup companies led by diverse founders. Platform Calgary was a partner with Innovate Calgary during Innovation Week.
- **BBVA Launch Party** - The BBVA Launch Party is an annual event featuring black founders pitching their startups, and space to network with other experienced black entrepreneurs. The event was hosted at the Platform Innovation Centre and Platform Calgary supported as a partner with in-kind sponsorship.
- **Tribe Ventures: Investing in Racialized Founders** - In 2023, Tribe Ventures launched their venture capital fund to invest in early-stage businesses led by people of colour. Platform Calgary

partnered with Tribe Ventures on their Calgary kick off event, inviting racialized Founders and local investors to learn about the new fund, connect with investors and to provide a space for racialized founders to showcase their businesses.

6. **How is your organization advancing Indigenous Truth and Reconciliation? (For example addressing specific calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City’s White Goose Flying Report](#))**

In the heart of Mohkinstsis, where the Bow and Elbow Rivers meet, lies a sacred ground cherished by indigenous communities of Treaty 7. At Platform Calgary, we honor this rich heritage. Through our collaborative efforts and empowering programs, we strive to foster economic reconciliation, inviting First peoples to play integral roles in our vibrant tech community. Together, we strive, create and build a future where everyone thrives. Specific 2023 initiatives include:

Acknowledge Treaty 7 territory: Platform Calgary has an organization wide commitment to Land Acknowledgement at all programs and events. Land acknowledgements are also included on the Platform Calgary website and on all Platform Calgary employee email signatures.

IndigiTECH Destiny: The seminar fosters unity, learning, and technological progress with indigenous communities. Central to this is embracing the rich tradition of sharing knowledge inherent to indigenous culture. Platform Calgary partnered with the Indigenous Friends Association for the 2nd annual IndigiTECH Destiny Seminar during Innovation Week.

RESOURCES

7. **Please estimate how The City’s operating funding was allocated in 2023.**

| | |
|-----|--|
| 10% | Advertising and promotion |
| % | Programs or services |
| 10% | Office supplies and expenses |
| 10% | Professional and consulting fees |
| 40% | Staff compensation, development and training |
| % | Fund development |
| % | Purchased supplies and assets |
| 30% | Facility maintenance |
| % | Evaluation or Research |
| % | <i>Other, please name:</i> |

8. **Did volunteers support your operations in 2023? (including board and committee members)**

| | |
|---|--|
| How many volunteers? | 9 board volunteers 152 program volunteers |
| Estimated total hours provided by volunteers: | 2,636 hours |

9. **Did your organization receive any awards or recognition in 2023, or have any client or participant feedback that you want to highlight?**

Ecosystem Supporter of the Year - Platform Calgary was recognized as the Ecosystem Supporter of the Year at the 2023 Start Alberta Tech Awards. This award recognizes an organization known for its dedication to helping startups, scaleups, and entrepreneurs grow in Alberta.

10. How did your organization address climate change in 2023, for example, operational or program changes that reduced green house gas emissions (GHG), air/water pollution, or waste that aligned with [The City's Climate Change Program](#) including Council's Climate Emergency Declaration?

Platform Calgary is currently making use of an advanced thermal energy system to efficiently heat the Platform Innovation Centre. This innovative system provides reliable heating and contributes to our sustainability efforts by maximizing energy efficiency and reducing environmental impact.

11. Are there any projects, initiatives or plans for 2024 that you want to briefly highlight?

- **Tech in YYC: Telling the Story** - Inviting Calgarians into a more immersive experience showcasing the past, present, and future of Calgary's innovation journey. This visionary project will transform the public spaces within the Platform Innovation Centre and tie-in with broader experiences throughout Calgary's culture and entertainment district.
- **National Bank Investor Hub** - New investor engagement programming will be launched in 2024. These programs will make Calgary startups more competitive by enhancing their access to investors.
- **Innovation Week** - In November, Platform Calgary will bring together the local tech community to celebrate another year of progress. Innovation Week 2023 saw 50 organizations activate 118 different events, with 70 of them being hosted at the Platform Innovation Centre. Launch Party was the culminating event of the week where more than 1,300 Calgarians gathered to celebrate ten of Calgary's most exciting tech startups. Calgarians can learn more about how to get involved with Innovation Week 2024 in the months ahead.

THE FOLLOWING SECTION IS FOR CIVIC PARTNERS MANAGING CITY-OWNED ASSETS

12. CAPITAL PROJECTS AND ASSET MANAGEMENT

Asset: *Platform Innovation Centre is not a City-owned asset*