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PLATFORM CALGARY
Mission: Make Calgary the best place in the world for anyone to start and grow a tech company.
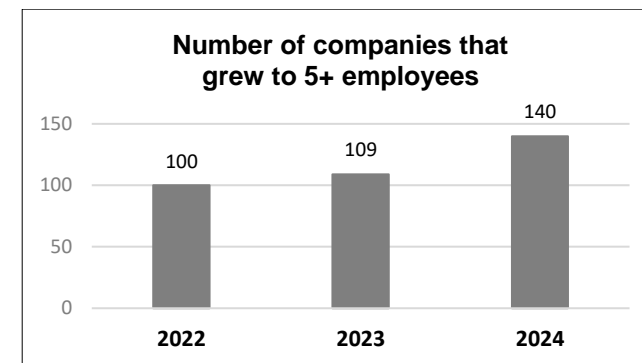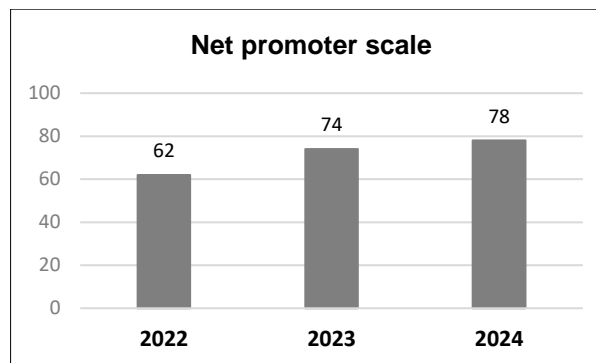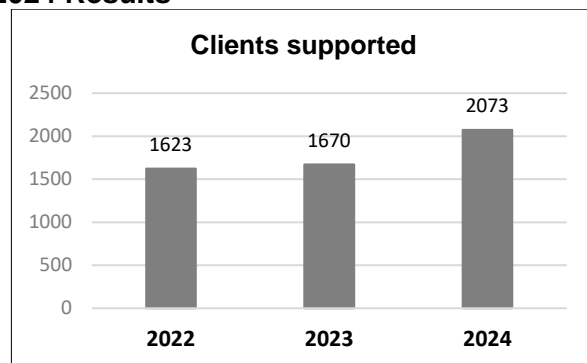*Service Line: Economic Development and Tourism*

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2024 City Investment
Operating Grant: $1,584,116
Operating Grant: $500,000 (one time)

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2024 Results

Clients supported

2022	2023	2024
1623	1670	2073

Net promoter scale

2022	2023	2024
62	74	78

Number of companies that grew to 5+ employees

2022	2023	2024
100	109	140

The story behind the numbers
- Platform Calgary's membership program growth contributed to the 58 per cent increase from 2023 for the number of clients served.
- The Net Promoter Scale score continued to set a new high and reflects the continual improvement of programs and resulting client satisfaction.
- Platform Calgary's early-stage programming helps companies reach milestones and begin scaling into enterprises that drive Calgary's economy. In 2024, continued momentum led to 140 companies expanding to 5+ employees, highlighting the ongoing strength of Calgary's ecosystem.

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 50 emerging startup ecosystems globally and the top 10 within North America for performance.
- *The CBRE Annual Tech Talent Scorecard* ranks Calgary as the 20th tech talent market in North America with the highest growth rate (78 per cent) of any major market.

Looking ahead: 2025 highlights
- Targeting membership program growth by up to 50 per cent to strengthen collaboration and knowledge-sharing among Calgary's tech companies.
- Continue to establish investment pathways and localized resources thorough initiatives like the National Bank Investor Hub, Alberta Catalyzer and Platform Incubator which support over 1,000 founders per year.

PLATFORM CALGARY

2024 CIVIC PARTNER ANNUAL REPORT

Civic Partner Name: Platform Calgary
Legal Structure: Independent External organization (Canada-Not-for-Profit Corporations Act)
Manage/operate a City-owned asset: No
Mission: Make Calgary the best place in the world for anyone to start and grow a tech company.
Mandate: Technology and innovation are forging Calgary's future, driving a more diversified, resilient, and inclusive economy with opportunities for everyone.

Platform Calgary convenes and supports a dynamic community of member companies and partners, accelerating vital connections between talent, ideas, and capital. The Platform Innovation Centre is our central hub, providing Calgary's innovators seamless access to an extensive network of expertise, growth resources, and impactful programs. It's where we gather the ecosystem to help tech ventures launch, grow, and succeed.

Our collective goal is to triple the size of Calgary's tech sector within the next decade. Leveraging Calgary's strong foundations and our community's commitment to collaboration, we are powering the growth needed to achieve this ambitious target.

1. **What 3-5 key results did your organization achieve in 2024 that contributed to:**

   a. **One or more [Council Strategic Directions](#)- economic resilience, social resilience, climate resilience?**

*Council Priority: Economic Resilienc*e

- **Delivered programming to 2,073 clients:** This increased client volume supports more companies scaling and contributing to the local economy. 140 Calgary tech companies grew to 5+ employees, exceeding the goal of 100 companies annually.
- **Platform Incubator program success:** 7 companies graduated, and 2 new cohorts (29 companies) launched. To date, Incubator program participants raised over $8.5 million for growth and hiring.
- **National Bank Investor Hub activation:** In 2024 Platform engaged over 70 investors through various programs to connect them with Calgary's tech entrepreneurs and facilitate investment within the ecosystem..
- **Platform member companies generated significant revenue and jobs:** Over 700 member tech companies generated over $235M in revenue in 2024 and supported approximately 6,750 jobs.

Council Priority: Social Resilience

ISC: UNRESTRICTED

- **Collaboration with partner organizations:** Platform Calgary collaborates with more than 160 partner organizations to provide resources to anyone who connects with the Innovation Centre, thereby reducing barriers and increasing speed to success for early stage entrepreneurs.
- **High visitor volume at the Platform Innovation Centre:** In 2024 Platform Calgary welcomed more than 140,000 people into the Platform Innovation Centre, and hosted more than 1,604 bookings. Since opening its doors in 2022, the centre has welcomed over 204,000 visitors. This accessibility makes technology and innovation open to all Calgarians.
- **Fostering community connectivity:** Platform Innovation Centre also fosters community connectivity by facilitating nearly 30 regular meetup groups, offering opportunities for professional networking, learning, volunteering, and development. This enhances social cohesion.
- **Strategic location for community engagement:** 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, including being open on Saturdays.

b. Your own organization's strategy?

In 2024, Platform Calgary significantly expanded its reach and engagement within the innovation ecosystem, which is a key part of the organization's strategy in growing the tech ecosystem. Two major achievements stand out:

- **Significant Growth in Visitors to the Platform Innovation Centre** – The number of visitors increased from 44,000 in 2023 to 140,000 in 2024. This surge reflects the Centre's growing role as a vital hub for Calgary's tech community. Expanded programming, increased awareness, and the removal of key barriers, such as parking costs, contributed to this rapid growth.

- **Strong Membership Growth** – Our membership base grew from 385 in 2023 to 623 in 2024, demonstrating strong community buy-in and demand for deeper engagement. This growth aligns with our strategy to expand membership offerings and enhance Platform Calgary's role in fostering connectivity and collaboration within the tech sector.

These results highlight our success in creating an accessible and thriving innovation hub while strengthening the sense of community among tech entrepreneurs and startups.

2. **Performance measures help demonstrate the return on The City's investment in a partner's operations, and support continuous improvement. What performance measures reflect your organization's impact in 2024?**

	Performance Measure Name	2022 results	2023 results	2024 results	How does this measure reflect your organization's impact?
How much did you do?	Number of clients served including members	1623	1670	2073	The growth of the membership program contributed significantly to the increase in the number of clients served during the year. At the end of 2024, the Platform membership program included 623

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					members in total, which is a 58% increase from 2023 (394 members)
How well did you do it?	**Net Promoter Scale (NPS) score**	**62**	**74**	**78**	Platform Calgary's net promoter score was maintained at 78, which speaks to the quality of the programs delivered by the team. The team continues to improve program content and delivery every year to ensure it meets the ever evolving needs of the eco system.
How are Calgarians better off?	***Number of companies that grew to 5+ employees**	**100**	**109**	**140**	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.

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: The City of Calgary's operating funding allows Platform Calgary to build a strong foundation for critical economic development work. This foundation enables collaboration with partners like Alberta Innovates to create a suite of programs supporting tech founders at every stage of their journey. This has resulted in a robust pipeline of tech startups with the potential for significant growth and scaling in the future. Enhancing the capabilities of Calgary entrepreneurs accelerates startup growth, contributing meaningfully to Calgary's economy.

There is clear evidence of this impact. In 2024, Platform members generated over $235Mn in revenue. When pairing that with the 6,750 jobs associated with Calgary-based Platform members in 2024, it can be inferred that a considerable contribution is funneled into Calgary's economy.

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. This program attracts top startup teams from around the world to relocate their tech businesses to Calgary. In 2024, the program provided over 150 hours of expert guidance and programming to 14 companies from over 35 countries.

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These companies will be able to contribute to the local economy more quickly once they complete their relocation to Calgary because of the assistance they received during the program. Federal restrictions cap the number of participants in this program, however there is a substantial pipeline of global tech companies looking to move their business to Calgary via this program.

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. Platform Calgary is committed to supporting not-for-profit partners, ensuring they can make meaningful contributions to Calgary's tech community. Since 2022, nearly 11,102 hours of bookings, valued at over $1.7 million, have been donated to Calgary not-for-profit organizations. This support enables these organizations to continue their important work despite their resource challenges.

Global Positioning and Investment Attraction: Our partnership with The City has significantly enhanced Calgary's global reputation. According to CBRE's 2024 Scoring Tech Talent Report, Calgary now ranks as the 20th tech talent market in North America with the highest growth rate (78%) of any major market. Platform members have raised over $1 billion in capital since 2018, including $323 million in 2024 alone. The 2024 Global Startup Ecosystem Report by Startup Genome also places Calgary among the top 50 emerging startup ecosystems globally.

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's Global Startup Ecosystem Report (GSER): This annual report provides critical benchmarking against global tech ecosystems. Calgary is currently ranked in the 41-50 range among Emerging Ecosystems, with an ecosystem value of $8.1 billion. The GSER measures our performance on funding, talent, market reach, and knowledge factors against other similar-sized ecosystems. Through this benchmark, we can track our ecosystem's growth trajectory and compare it to peer cities.
   - Canada's Tech Network (CTN) and Technology Councils of North America (TECNA): Our membership in these organizations enables us to gather operational and program level information that we use to monitor our performance and adopt best practices. Through CTN, we've learned that we are one of the highest volume programming organizations in the country and a top performer in non-government funding. This peer-to-peer benchmarking is invaluable for understanding our relative strengths and areas for improvement.
   - Program Performance Metrics: We benchmark our program success against outcomes from other innovation hubs and accelerators across North America. We track metrics including investment raised by our program participants, jobs created, and revenue generation, comparing these outcomes to industry averages for similar programs.

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

Platform Calgary (and Calgary itself) punches above its weight. When comparing our results with similar organizations across Canada, several key learnings stand out:

5

Startup Genome Global Ecosystem Rankings: Calgary now ranks in the top 60 emerging tech ecosystems globally (up from being outside the top 100 5 years ago). 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. *Our goal is to reach the top 10 emerging ecosystems (making us a top 50 city overall).*

Through our participation in Canada's Tech Network (CTN) and Technology Councils of North America (TECNA), we've discovered that Platform Calgary delivers among the highest volume of programming compared to peer organizations across Canada, while maintaining strong non-governmental funding ratios and a highly efficient team. This validated our approach to program delivery while suggesting opportunities to scale our impact further through strategic partnerships and membership expansion.

Key comparators to the average for Canada's Tech Network in 2024 (26 Canadian hubs reporting) are shown below. Our goal is to remain one of the most efficient and effective hubs in Canada.

- 1.38x FTE compared to the average tech hub in Canada
- 4x total startup clients compared to the average tech hub in Canada
- 1.08x total SME clients compared to the average tech hub in Canada
- 1.05 total Enterprise clients compared to the average tech hub in Canada
- 3.78x total jobs created compared to the average tech hub in Canada

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

The information from these benchmarks is used to:

- Evaluate Calgary's position in the global and North American tech ecosystems.
- Identify areas of strength and areas needing improvement.
- Inform strategic planning and program development.
- Track progress over time and measure the impact of Platform Calgary's initiatives.
- Ensure that efforts are aligned with best practices and global trends in tech ecosystem development.

By using these benchmarks, Platform Calgary ensures it is making measurable progress toward its goals of growing Calgary's tech ecosystem, creating jobs, and establishing Calgary as a globally recognized hub for innovation.

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

The primary objective of Platform Calgary is to make the resources of our ecosystem accessible and relevant to everyone, eliminating barriers to contributing to our prosperity. Therefore all Platform programs and resources are available to Calgarians either for free or for minimal fee, thanks to the support of funders such as the City of Calgary and the Government of Alberta and our donors. In addition, Platform offers our non-profit support organization partners barrier-free access to the Innovation Centre to support their communities.

Among Platform member companies, 33% have at least one founder who is from a racialized community, 35% have at least one founder who identifies as a woman, and 20% have at least one founder who is a Canadian newcomer. We recognize that creating true equity requires ongoing commitment, accountability, and action. We continue to evaluate our programs, partnerships, and initiatives to ensure we're addressing barriers to participation and creating opportunities for all Calgarians to engage in our tech ecosystem.

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)**

At Platform Calgary, we honor the rich heritage of our First Nations. 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 2024 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 Summit: Held as part of Innovation Week, 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 3rd annual IndigiTECH Destiny Seminar during Innovation Week.

RESOURCES

7. **Please estimate how The City's operating funding was allocated in 2024.**

10%	Advertising and promotion
0%	Programs or services
10%	Office supplies and expenses
10%	Professional and consulting fees
50%	Staff compensation, development and training
%	Fund development
%	Purchased supplies and assets
20%	Facility maintenance
%	Evaluation or Research
%	*Other, please name:*

8. Did volunteers support your operations in 2024? (including board and committee members)

How many volunteers?	8 board volunteers
	135 program volunteers
Estimated total hours provided by volunteers:	385 hours

9. Did your organization receive any awards or recognition in 2024, or have any client or participant feedback that you want to highlight?

We regularly collect founder success stories and testimonials. These narratives highlight the human element behind the numbers and demonstrate the tangible ways Platform Calgary supports founders on their journey. A few testimonials from our various stakeholders are given below:

Program Clients:
"Platform Incubator has been instrumental in Stelor's journey. Over the past 18 months, the exceptional programming, unwavering support, vibrant community, and expert coaching have been pivotal to our growth in customers, revenue, team, and capital. The progress of the Platform community and ecosystem over the last two years is remarkable. We are incredibly fortunate to be based in Alberta, where government initiatives actively support and promote technology startups and innovation."

"StartupTNT is one of our largest investors, having invested over $100,000 into our company and which was a direct result of Platform Calgary holding their pitches at this venue. I have also met hundreds of other startups, investors, community advocates and mentors at Platform."
(Nathan Nasseri, CEO & Founder of ResVR-)

Non-Profit Partners

"TechConnect Alberta has proudly helped over 50 individuals secure job opportunities in the past two years, including eight successful placements this year, leveraging our extensive network of 5,000+ members. Currently, we are partnering with five Calgary-based startups to address their talent needs. We also host monthly mentorship sessions and in-person knowledge-sharing and networking events, drawing 60 to 120 attendees each time.Our growth and impact in upskilling individuals and contributing to the province's development would not be possible without the steadfast support of Platform Calgary. They play a crucial role in event planning, providing space, supporting mentorship initiatives, and fostering connections with startups and companies, everything we need to drive meaningful change. As a nonprofit, our continued ability to create a lasting impact relies heavily on Platform Calgary's invaluable support."
(Akshay Gulati, TechConnect Alberta)

"Platform Calgary has been an invaluable partner to CCIS, providing crucial support for our programs and the entrepreneurs we serve. Their commitment to fostering an inclusive and thriving tech ecosystem has opened doors for many of our clients, giving them access to incredible learning opportunities, networking events, and resources that have helped them grow.

We have had the privilege of hosting events at Platform Calgary in collaboration with other community partners, and most notably, they generously provided space for the last cohort of our Build Your Business entrepreneurship training program. Having a dedicated space for 10 weeks made a tremendous difference, creating an environment where our entrepreneurs could learn, connect, and build their businesses with confidence.

Our ongoing collaboration with Platform Calgary has strengthened our ability to support newcomers and underrepresented entrepreneurs, and we deeply appreciate their partnership. We look forward to continuing this meaningful work together."

Bibiana Cala (she/her) II Entrepreneurship Programs Coordinator
Calgary Catholic Immigration Society

Event Clients

"We breathed a sigh of relief when Platform had space for our event. We had the attendees, speakers, keen team, but dang, we lost 2 venues and were a wee bit stressed. Platform (Innovation Centre) came through and supported us on a very important day - International Woman's Day so that women could connect, network, learn, and meet like-minded people. Thank you Platform. The space was perfect."
(Google Women TechMakers Event)

10. How did your organization address climate change in 2024, 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 2025 that you want to briefly highlight?

Platform Calgary has several key initiatives planned for 2025-2026 that will enhance economic, social, and climate resilience while strengthening Calgary's innovation ecosystem:

- **Expanding and subsidizing access to the Platform Innovation Centre** – We will continue operating the Centre as a key public access space with free and/or highly affordable amenities for the tech community, supporting startups, community organizations, and events. With growing demand, we anticipate hosting thousands of space bookings, workshops, and meetups annually.

- **Scaling Core Programs for Startup Growth** – Programs like Alberta Catalyzer and Platform Incubator will continue to support over 1,000 founders each year, providing critical resources and mentorship to help startups succeed and create new jobs in Calgary.

- **Enhancing Investment Pathways for Startups** – Through initiatives like the National Bank Investor Hub, we will strengthen investor connections and increase access to capital, with a focus

on underrepresented founders.

- **Expanding Membership & Community Engagement** – We plan to grow our membership program by up to 50%, strengthening collaboration and knowledge-sharing among Calgary's tech companies. Additionally, we will continue providing significant in-kind space donations to nonprofit partners, ensuring broad accessibility to the innovation ecosystem.

- **Supporting Cleantech & Climate Resilience** – Platform Calgary will deepen its partnerships with cleantech accelerators and industry leaders to drive innovation in energy transition and sustainability. We will also host programming and events that connect cleantech entrepreneurs with investors and industry partners.

These initiatives will ensure continued growth and impact as we work to diversify Calgary's economy, strengthen social connections, and support climate innovation.

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

12. CAPITAL PROJECTS AND ASSET MANAGEMENT

Not applicable