EDMONTON STARTUP WEEK BACKGROUNDER

Edmonton Startup Week runs from October 17 to 22 and features six days of events building momentum and opportunity around our city's unique entrepreneurial identity, startup community and innovation culture. It is produced by Edmonton Unlimited and funded in part by Alberta Innovates through the Edmonton Regional Innovation Network and countless community and corporate partners.

Edmonton Startup Week has been running in Edmonton since 2014 and continues to grow each year. This year, it will feature nearly 80 events, from socials and meetups to sessions, workshops and the coveted Launch Party 13, where 10 companies will pitch and launch their startups to an audience of investors, service providers, corporations and the broader innovation communities. Since 2010, 115 companies have launched their startups at Launch Party, including Jobber, Showbie, Poppy Barley, Taproot, etc.

Edmonton Startup Week is part of a global initiative, led by Techstars. In total, there are over 7,000 startup week programs in more than 150 countries, featuring over 19,000 community leaders and 428,000 participants across the globe.

Launch Party 13 companies

AIRmarket Inc., Lindsay Mohr, Founder & CEO

AirMarket's mission is to provide customers with the tools and services required to operate fleets safely and efficiently. AirMarket's offerings include FLYSAFE, a drone management software, and SKYLINK, an integrated framework for Unmanned Traffic Management.

Bladeflex Inc., Derek Nolt, CEO

Bladeflex designs, manufactures and distributes innovative healthcare solutions for various musculoskeletal problems, enabling customers to live a more active and healthier lifestyle.

Cash2Crypto, Graham Hansen, CEO

Cash2Crypto believes that cryptocurrency investment is for everyone. As a cryptocurrency investment platform, Cash2Crypto provides a simpler and safer way to exchange, from fully automated investing and private consultation to easing the process of buying and selling cryptocurrency.

DeepBlueGreen, Javed Shaikh, Founder & Director

DeepBlueGreen is an AgriTech start-up that has developed a full range of novel products for supplying nutrients to plant roots that reduces water, energy, and nutrient use while increasing crop yield in indoor farms.

Kidney-Chek by sn biomedical, Hillary Sweet, PhD, CEO & Co-Founder and Matthew Nickel, PhD, CTO & Co-Founder

sn biomedical was founded by Dr. Hillary Sweet and Dr. Matthew Nickel in 2019 shortly after graduating from their PhDs at the University of Alberta, with the goal of helping pets live longer, healthier lives. Kidney-Chek is a revolutionary saliva test that pet parents can use at home to check their dog or cat's kidney function in only 2 minutes.

Liquid Software Corporation, Ryan Malloy, Managing Director

Liquid's state of the art, cloud-based business software Edge-LQ is designed to supercharge companies' top performers by equipping them with the digital tools they need to flourish. Edge-LQ is used in a wide range of industries, from aviation and aerospace to oil and gas.

Oonnie Food Technologies Inc., Nicole Matos, Founder & CEO

OONNIE is a local online marketplace that aims to connect producers and consumers. As a company OONNIE was founded on the premise that buying local food should not be difficult to add into your regular grocery shop routine.

Ordr, Jade Chiles, Co-Founder and Evan Wain, Co-Founder

ORDR is a to-your-seat delivery service that makes it simple for customers to order food, drinks, and merch from venues without leaving the comfort of their seats. When it comes to premium experiences, it's the moments that make the memories, Ordr helps keep those moments focused on the action and make those memories unforgettable.

The Public, Ken Bautista, Co-Founder

The Public is a marketplace connecting food lovers to their favorite food makers and experiences, no matter their location. Through their online presence and physical retail, combined with neighborhood pickups and pop-up markets, The Public helps more than 400 brands reach their growing community of customers.

Varme Energy, Sean Collins, CEO

Varme is a progressive, modern energy company that aims to shape the future of waste. With solutions that have the capability to divert up to 150,000 tons of waste per facility from Edmonton landfills, as well as established carbon capture and storage technology that reduce ghg emissions considerably, Varme Energy is changing the way we deal with waste in Canada.

Free Edmonton Startup Week Events and Programs

From October 17 to 22, there are nearly 80 free events taking place throughout the city. For example:

- Edmonton Startup Week:
    - Build your schedule here.
- Topics ranging from:
    - Validate and test your business idea;
    - Machine learning in the wild;
    - Managing a fast-growing organization; and
    - Startup to scaleup: Recruitment roadmap.
- Social events including:
    - Startup Week welcome mixer;
    - Women in tech breakfast ($);
    - Startup TNT Happy Hour; and
    - Farewell Party.
- Launch Party
    - Thursday, October 20, 5:30pm, Edmonton Convention Centre, tickets here.

Edmonton Unlimited?

Formerly called Innovate Edmonton, Edmonton Unlimited is the municipal innovation authority for the City of Edmonton. We work collaboratively across industry, academia, civil society, and leading peer cities to foster our innovation ecosystem for the benefit of all. We position Edmonton as an inclusive global innovation capital, a city of innovators tackling great global challenges, including the climate emergency, food security, public health, digital inclusion, social justice and Reconciliation.

We're mobilizing our innovation communities for maximum international impact and support a triple bottom line of people, planet, and prosperity. We measure success against typical economic development metrics such as jobs and investment, as well as our contributions to sustainability, downtown vibrancy, and inclusion. Among our goals is to empower local innovators, connect them with high-impact investment and new markets, help them to achieve their vision and make a global impact.

“Edmonton Unlimited” Defined

Edmonton Unlimited harnesses the power of possibility and brings the best of Edmonton to the world. We are welcoming, inclusive and unconstrained by traditional definitions of innovation, business and entrepreneurship.

When we think about innovation in Edmonton, the potential is endless. From the sticky problems we solve to the brilliant people who solve them, Edmonton has always been a place that sees opportunity instead of barriers, that supports and encourages one another, and a place where people come to do big things. We are a city of people solving “big enough problems,” and offering solutions that international markets demand and where enlightened investors want to put their capital.

Our new tagline, *Innovation from here for the world*, completes the solution offered by Edmonton Unlimited - a place and an organization committed to tackling the world’s big problems. It supports the audacity and the aspirations of the organization while also being clear, direct and purpose-led.

Edmonton is Delivering

With an educated population, outstanding quality of life, and low cost of living, Edmonton is a magnet for young talent, new startups, and global positioning as an innovation capital. Our local ecosystem is anchored by renowned post-secondary institutions and acclaimed for strengths in artificial intelligence, big data, analytics and life sciences. Edmonton is also home to twenty startup support organizations and accelerators, including Edmonton Unlimited.

In 2021, CBRE Scoring Tech Talent Report named Edmonton as the fastest growing tech ecosystem in North America with 50% growth in talent pool over five years (2015-2020). The 2022 Global Startup Ecosystem Report (GSER) by Startup Genome highlights the following stats about Edmonton’s tech innovation ecosystem:

- Ecosystem value increased by 236% since 2020: currently $641 million, up from $191 million in the 2020 report and $435 million in the 2021 report;
- #4 North American ecosystem in affordable talent, measured by ability to hire tech talent
- Top 25 North American emerging ecosystem in funding, measured by innovation through early-stage funding and investor activity;

  - Early-stage funding increased 50%: from $89 million in the 2021 report to the current $134 million;
  - Median seed round increased 47%: from $400K in the 2021 report to a current $588K;
- Skilled talent and affordability are cited as reasons a startup should move to Edmonton; and
- Artificial intelligence (AI), machine learning (ML), big data and analytics, and life sciences sectors are highlighted for their density of talent, support resources and startup activity.

Interview Requests

Edmonton Unlimited CEO, Catherine Warren is available for an interview by contacting:

Erin Gobolos, Director, Marketing & Communication at 780.721.5519 or egobolos@edmontonunlimited.com.

About Catherine Warren, CEO, Edmonton Unlimited

Living and working in Canada, the US, UK and Europe, Warren has served as a C-suite executive for publicly-traded companies, academic institutions and government-business enterprises. Most recently, as Chief Executive Officer of Vancouver Economic Commission, she led the team in attracting $3B in foreign direct investment to the region, with a portfolio including the Vancouver Film Commission, the world's largest animation and visual effects sector, smart cities technologies such as AI, 5G and quantum computing, and the green and impact economies.

In more than two decades as a tech advisor, Warren's track-record includes mergers and acquisitions for digital distribution and digital IP, raising capital and liquidity events for tech companies, consulting to national media funds, hedge funds, crowdfunds, and coaching executives on strategic growth and monetization.

Earlier in her career, she was the startup COO of a broadcast software company that she and her partners took to the Nasdaq and grew to a $300M market cap. Warren has a bachelor's degree in physics from Reed College in Portland, Oregon, with a focus on climate change; and a master's degree from the Columbia University Graduate School of Journalism in New York, where she did her original thesis work onsite at MIT covering the launch of its digital Media Lab.