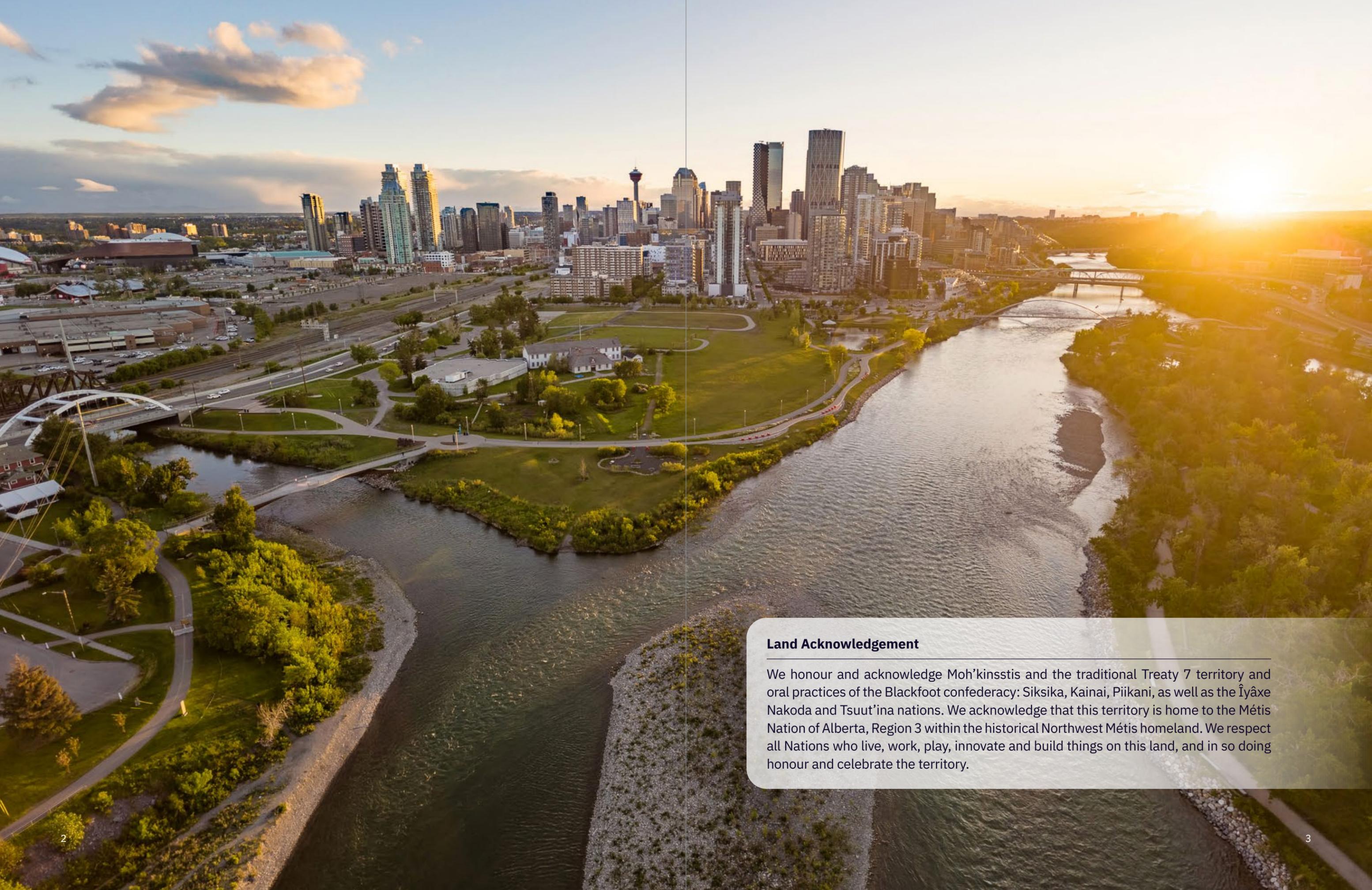


# 2025

**PLATFORM**  
calgary



Platform Calgary Impact Report



### **Land Acknowledgement**

We honour and acknowledge Moh'kinsstis and the traditional Treaty 7 territory and oral practices of the Blackfoot confederacy: Siksika, Kainai, Piikani, as well as the Îyâxe Nakoda and Tsuut'ina nations. We acknowledge that this territory is home to the Métis Nation of Alberta, Region 3 within the historical Northwest Métis homeland. We respect all Nations who live, work, play, innovate and build things on this land, and in so doing honour and celebrate the territory.

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# Foreword

## A Message from the Board Chair

“ What began as an ambitious vision for a 'centre ice' location for innovators has blossomed into a thriving reality. ”

Since joining the Platform Calgary Board of Directors over five years ago, I have had the privilege of witnessing a profound transformation in our city.

What began as an ambitious vision for a “centre ice” location for innovators has blossomed into a thriving reality. As we enter a new year, we reflect on 2025 as a year of record-breaking engagement and look forward to continued growth for the organization.

The success we celebrate today is linked to the leadership of Terry Rock, who left as our President and CEO in October 2025. We are deeply grateful for his dedication, which helped establish Platform Calgary as a keystone organization in the innovation community, and we wish him the very best as he continues to serve the provincial ecosystem at Alberta Innovates.

Calgary’s innovation ecosystem is gaining undeniable momentum, and Platform Calgary continues to look to the future. More entrepreneurs are starting ventures, more investors are finding opportunities, and more customers are recognizing Calgary tech as a viable business solution. This activity is driving unprecedented demand for Platform Calgary programs and support, with more people gathering at the Platform Innovation Centre than ever before. Platform Calgary is prepared to support this tremendous growth, ensuring a vibrant and successful next chapter for our city.

The work Platform Calgary does would not be possible without support of the Government of Canada, the Government of Alberta, and the City of Calgary—we thank them for being our partners. Following the 2025 federal and municipal elections, we extend our gratitude to the outgoing political leaders for their service and commitment to innovation, and we welcome new leadership as we continue to build a thriving tech ecosystem together.

The board also acknowledges Platform Calgary’s members, donors, and partners: thank you for believing in the power of this community. Lastly, to the passionate city builders on the Platform Calgary team: thank you for your tireless work. Our best days remain ahead of us.

**Dean Prodan**  
Board Chair, Platform Calgary



# About Platform Calgary

## Fueling Calgary's Future

Calgary is a city of builders, defined by a spirit of community and a "blue sky" mindset that rises to meet global challenges. Platform Calgary was born from that spirit, emerging as the physical and cultural "front door" for innovators that want to build something great. Together with a city-wide network of partner organizations, Platform Calgary ensures that companies can start, commercialize, and scale faster.

A startup ecosystem is a network of entrepreneurs, investors, organizations, and institutions where PEOPLE are the most valuable resource driving innovation and economic growth. While each part's impact is limited in isolation, coordination and focus allow the ecosystem to deliver compounding results.

Platform Calgary connects and unites Calgary's tech ecosystem serving as the hub for the entrepreneurs who are building our city's next economy. We accomplish this by bridging the gap between founders and the critical pillars required for their success:

### ACCESS TO COACHING AND MENTORSHIP

Providing the education and expert guidance founders need to navigate the early stages of their entrepreneurial journey.

### ACCESS TO TALENT

Connecting tech companies with skilled job seekers and the next generation of tech talent.

### ACCESS TO CAPITAL

Engaging a network of investors to ensure startups can find the capital they need to grow.

### ACCESS TO CUSTOMERS

Helping founders connect to potential customers to build traction and viability for their growing companies.

Our mission:

To strengthen Calgary's future in the global economy by building a thriving tech ecosystem for generations to come.

We are unified by a single, ambitious goal:

A 10x increase in the rate of startup creation and scaling in Calgary by 2031.

To achieve this, Platform Calgary focuses our efforts across **three strategic areas:**

1

THE PEOPLE

Supporting a diverse community of over **850+ member companies** ranging from startups to scaleups.

2

THE PLACE

Stewarding the Platform Innovation Centre as a purpose-built hub welcoming hundreds of thousands of visitors annually.

3

THE PROGRAMS

Delivering high-impact cohorts and coaching that have supported **4,500+ founders** since 2022.



Calgary is helping to drive the national conversation on economic diversification, innovation and growth. We are a city with an unmatched entrepreneurial spirit where people can dream big and build innovative solutions that will change the world. As we rise to meet the challenges and opportunities of a city of two million people, Platform Calgary remains a vital partner in ensuring that we continue to build and foster the nation-leading innovation ecosystem that will create prosperity and opportunities for generations to come.

**Jeromy Farkas**

Mayor of Calgary



Platform Calgary is where startups take their first real step in Calgary—connecting what-if ideas to what's next through access to capital, talent and networks. When founders can start in good company, it becomes possible to build real businesses, create jobs and scale lasting impact. That's what becoming Canada's innovation capital looks like, a city where startups can start, scale and succeed right here.

**Brad Parry**

President and CEO, Calgary Economic Development  
CEO, Opportunity Calgary Investment Fund

# Executive Summary

A Year of Big Ideas and Big Outcomes

## Economic Contribution

Membership grew to

**850+ tech companies**

↳ **403** of these member companies were started in 2022 or later

**109%** increase since 2023

---

Together in 2025, these companies generated

**\$235M in revenue**

---

**64,600** Calgarians } **24,500** jobs

work in tech today<sup>1</sup> } added in the last 5 years<sup>1</sup>

In 2025, Platform Calgary member companies secured

**\$323.9M in investment**

---

**More than \$1B in capital** raised since 2018

In 2025, Calgary firmly established itself as a global player in the innovation economy. While global markets navigated economic uncertainty, Calgary’s tech sector demonstrated remarkable resilience, growing in value by **13%**. That meant more Calgary companies finding investors, finding customers, and growing their teams. This momentum is powered by a collaborative and people-first ecosystem guided by [Calgary’s Innovation Strategy](#).

Platform Calgary has a central role as the keystone of the ecosystem—serving as the “**front door**” where talent, ideas, and capital collide.

The data and statistics noted in the following sections are based on information provided by Platform Calgary. While efforts have been made to ensure accuracy, the information originates from various sources and, in some cases, reflects self-reported information provided by Platform Calgary Member companies. The data has not been comprehensively evaluated and is subject to further updates in the event that more detailed information is received.

Based on self reported data from Platform Calgary member companies, program data, and publicly available information collated by Canadian Accelerator and Incubator Network (CAIN).

<sup>1</sup> CBRE—Scoring Tech Talent 2025: CBRE Canada.

## Ecosystem Building

**1,563** founders

↑ **36%** from 2024

directly supported through 2025 programming

**400+** volunteers

supporting events and ecosystem partners

**75+** non-profit partners

making use of the Platform Innovation Centre

**360** investors

+ **400** founders

engaged through investor relations activities

**3,596** space bookings

in 2025

↑ **106%** since 2022

Value of donated rental space: **\$2,072,223** since 2023

In 2025: **172,502** people welcomed through the doors of the Platform Innovation Centre

Since opening in 2022: **376,000+** visitors total



Platform Calgary acts as an engine for Calgary’s economic growth by harnessing the power of community. Central to that is providing support and space to community organizations and partners providing impactful resources to the ecosystem. By donating over **\$2M** in rental space value to host non-profit tech support organizations since 2022, we have ensured that innovation remains accessible and community-driven.

In 2026, Platform Calgary projects to welcome **300,000+ visitors** and support **1,200+ founders** in active programming. The mission remains clear: to create seamless access to resources so that companies can start, commercialize, and scale **faster**. Together, with a network of partners, we are building one of the most collaborative ecosystems in the world.

# The People

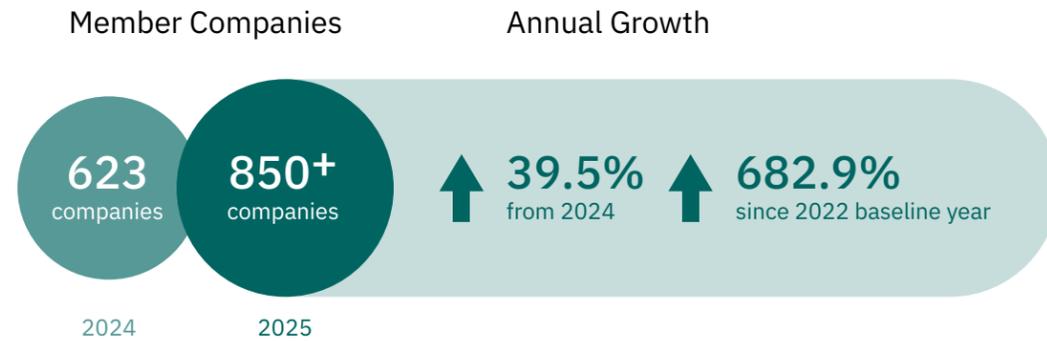
## A Community of Builders

At the center of every thriving tech ecosystem is a network of people. Behind every line of code or breakthrough product is a founder who saw a problem and refused to let it go unsolved.

No founder should have to build alone. Platform Calgary connects entrepreneurs with the resources they need to succeed. In 2025, this community grew and became more diverse and interconnected than ever before.

The momentum of Calgary's tech sector is visible in the sheer volume of founders and companies engaging with the ecosystem. Since the opening of the Platform Innovation Centre, Platform Calgary has seen exponential growth in membership, driven by a shared belief that Calgary is the best place to build the future.

Platform Calgary member companies now represent a significant portion of the city's tech landscape. These companies range from "pre-startup" individuals to established anchor tenants with 500+ employees.



A healthy ecosystem requires a constant "top-of-funnel" of new ideas. A thriving local economy needs more risk takers who are brave enough to start something. The tech ecosystem provides a community that makes the entrepreneurial journey less daunting.



### CASE STUDY

## Mary Llaneta Co-Founder and CEO of Hoodo



Meet **Mary Llaneta**, the Co-Founder and CEO of **Hoodo**, a tech startup redefining the automotive dealership experience. Her journey is a testament to the power of a "front door" for founders, where specialized support meets relentless entrepreneurial drive.

Mary's path to tech began in nursing and healthcare operations. Healthcare to automotives may seem like a big jump, but Mary sees a direct parallel in the problem-solving process. Her "aha moment" came when she observed car dealership operations had a level of complexity comparable to healthcare, yet lacked equivalent frontline tools to support work execution.

"Cars are cool, but buying them sucks".

This simple idea created an opportunity for Mary to apply her experience in healthcare to improve customer experiences. Mary co-founded Hoodo to modernize dealership processes and deliver an "Amazon-level experience" for car buyers.

Mary sees Calgary as the ideal place to launch and grow a startup, calling it an ecosystem defined by continuous growth and a supportive community. As she puts it, an entrepreneurial mindset is "bred into Calgary's DNA."

Navigating the transition to a small startup wasn't without growing pains. Mary found her roadmap through **Platform Calgary's programming**. Access to the community at the Platform Innovation Centre helped her flatten the learning curve, offering a level of support she calls "invaluable" and "rare". She even met her first investor through Platform Calgary programming.

Having recently completed the **Platform Incubator Program** and secured new investment, Hoodo is poised for expansion. Over the next three to five years, Mary's goal is to see Hoodo supporting online sales across **every province in Canada** and establishing a significant footprint in the **United States**.

Her advice to new founders? Embrace being brave.



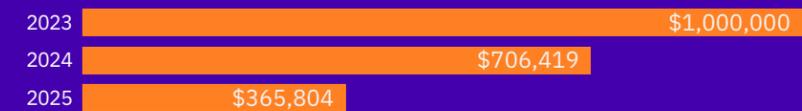
Action creates action...  
being **brave** is so important.  
A business can't grow in a  
comfort zone.

# The Place

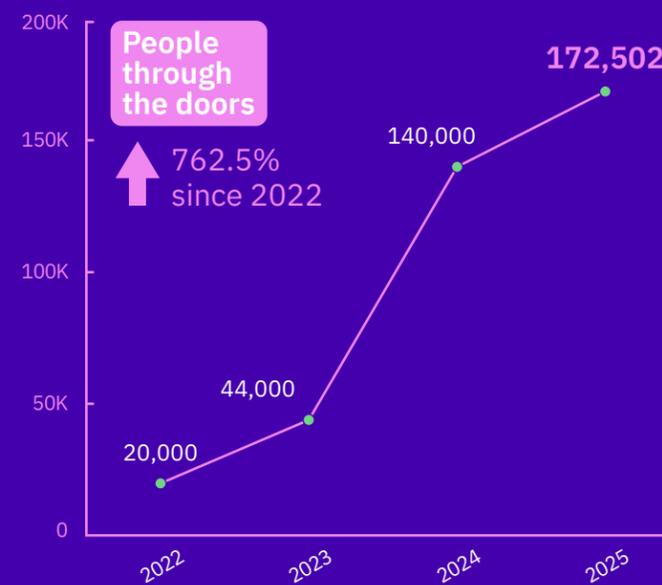
## Calgary's Front Door for Innovators

The Platform Innovation Centre is the "front door" to Calgary's tech ecosystem—a 55,000 square foot hub where partners, founders, investors, and community leaders collide to build Calgary's future. In 2025, the Centre hit its stride as a vital nexus for connections, welcoming **376,000+ people** since opening in 2022.

- A MAGNET FOR COMMUNITY:** The home for flagship initiatives like **Calgary Innovation Week**, a monthly gathering event for startups and the support organizations serving them, **Community Connect** and the **Tech Stampede Social**, created high-energy connection points for the entire city.
  - POWERED BY VOLUNTEERS:** **400+ volunteers** supported events at the Platform Innovation Centre. These volunteers, which include many newcomers and students with technical skills, were also deployed to events hosted by Platform Calgary partner organizations. Through volunteering, these important community members built their networks, developed their skills, contributed to their resumes, and demonstrated their passion for Calgary's innovation community.
  - THE NATIONAL BANK INVESTOR HUB:** The primary place for faster connections between tech startups and the investor community. Since 2022, Platform Calgary has engaged over **350 investors and 400 founders** through targeted programming and networking.
  - A CORPORATE INNOVATION SANDBOX:** Established industry leaders utilized the space to advance their corporate innovation objectives. In 2025, Platform Calgary hosted key industry gatherings, including the **PropTech Showcase** and the **Trimac Innovation Summit**, bridging the gap between legacy industries and emerging tech.
- Platform Calgary serves as a curator for the ecosystem, providing essential infrastructure for community groups and non-profits to gather, ideate, and build.
- NON-PROFIT SUPPORT:** In 2025, over **75 non-profit partners** relied on the Platform Innovation Centre to convene their communities—a 400% increase from 2022.
  - DONATED SPACE:** Platform Calgary believes in lowering barriers to entry. Since 2023, Platform Calgary provided over **\$2 million** in donated rental space value to non-profit tech community groups.



**Total value of donated space:**  
**\$2,072,223** since 2023



## Calgary Game Developers Association (CGDA)



**Brett Miller**  
Vice-President, CGDA

The **Platform Innovation Centre** serves as the "front door" to Calgary's tech ecosystem, but for the **Calgary Game Developers Association (CGDA)**, it is more than just an entry point—it's home. It is where their ten-year effort to build a powerful intersection of technology and creativity has been given the stability and network to grow.

The CGDA supports a diverse membership of roughly **more than 50 gaming studios**, ranging from "scrappy" home-grown outfits to established names like **ISTO Inc.** and **Zugaloo**. Attendees at CGDA events range from newly graduated developers to folks with decades of experience in the sector. For **Brett Miller**, Vice-President of the CGDA, the organization's mission is to provide the critical peer network necessary for these creators to scale.

"We're building the community around games and helping people find the support and resources they need to pursue it as a career and build their own studios."

For a non-profit that prioritizes free or low-cost participation, finding a stable, accessible space is a constant challenge. Through the Platform Innovation Centre, the CGDA found a space that made sense.

The relationship between Platform Calgary and the CGDA is deeply symbiotic. By serving as the **venue sponsor**, Platform Calgary provides the stability the CGDA needs to move beyond just starting studios and focus on scaling opportunities. In return, the Platform Innovation Centre has the opportunity to host a dynamic stream of talent and innovators, strengthening Calgary's tech ecosystem.

The impact of this work is significant. Beyond its cultural value, the gaming industry represents a massive economic opportunity **generating nearly \$200 billion in global revenues**, surpassing combined revenues of both music and box office.



This is about building an international gaming hub right here in Calgary, creating thousands of jobs and driving millions of dollars of economic impact. Together with partners like Platform Calgary, we're making that a reality.

## Trimac Innovation Summit Impactful Corporate Innovation

The **Trimac Innovation Summit in September** was a landmark example of the Platform Innovation Centre's value as a corporate innovation asset for Calgary's established industries. By facilitating a direct bridge between **Trimac**, their direct partners and customers and our community of tech founders, Platform Calgary helped accelerate the digital transformation of the supply chain and logistics industry.

The two-day summit was designed to solve real-world industrial challenges. Eleven member companies from the Platform Calgary ecosystem pitched their business solutions to Trimac's panel executive leadership team partners and customers, including prominent oil and gas companies.

This event was about more than just a pitch; it was about addressing "high-impact" operational hurdles such as **predictive maintenance, billing accuracy, and process automation**.

For Platform Calgary, this summit highlighted the essential role of a "neutral ground" where established enterprises can engage with agile startups. Trimac's innovation approach, as well as their commitment to safety and reputation as an industry-leading bulk transportation and logistics provider made them an ideal partner for founders looking to scale specialized equipment or advanced telematics solutions.



“The Trimac Innovation Summit provided a much-needed platform to align multiple stakeholders around complex industry challenges. The **collaboration** has sparked promising conversations and is opening new doors between established industries and Calgary-based innovators.

**Amit Bhargava**

Co-Founder and CEO, EnviroApps

### OUTCOMES

#### STRATEGIC SELECTION

**50%**

of the pitching companies (5 out of 10) were invited for immediate

**1:1**

deep-dive discussions with Trimac and their customers to explore implementation with one of the customers moving forward with trials.

#### EXECUTIVE DIALOGUE

Following the pitches, top industry executives met with Platform Calgary leadership to discuss the shifting corporate innovation landscape and the vital importance of collaboration with the local tech community.

# The Programs

Platform Calgary’s programming provides a tiered pathway that supports founders from the initial spark of an idea through to global scaling. The focus remains on lowering barriers for early-stage entrepreneurs while providing high-performance coaching and sector-specific connections for mature ventures ready to expand their impact.



1

## Talent Development

Talent development initiatives focused on bridging the gap between skilled individuals and the rapidly growing needs of the tech sector. Key activities included [Tech Talent Tuesdays](#), a bi-weekly series connecting job seekers with hiring startups and recruitment insights. Additionally, Platform Calgary hosted large-scale connection events like the **ConnectED Expo**, which linked employers with student talent and wage subsidies, Platform Calgary also partnered with youth partner organizations like **TKS, Yell Canada**, and other schools in the Calgary area and provided support through the [10X Future Founders Scholarship](#).

1,905 ATTENDEES at Tech Talent Tuesday

25.54%	Mid-career exploring tech roles
14.49%	Student exploring tech careers
12.08%	Early-career tech professional

“Tech Talent Tuesdays has become the go-to place for tech professionals to connect, build key skills, and share real-world learnings, strengthening a resilient and competitive Calgary tech workforce.”

**Zachary Novak**

Founder and CEO,  
Careers in Technology & Innovation

2

## Early-Stage Support

These programs create high-volume early-stage support for the ecosystem by lowering barriers to entry. The goal is to build a community around founders to help them move from an idea to a validated product leading to company formation and initial traction.

"Front-door" services focus on rapid navigation through the ecosystem. Key initiatives include community level events designed to improve wayfinding and navigation. Further founder development focuses on the human side of innovation by building skills for entrepreneurs. By rapidly developing skills the ecosystem can support more early-stage innovators in their first steps.

3,715 PROSPECTIVE ENTREPRENEURS served since 2022

819 entrepreneurs in 2025

“Coming from a non-tech, non-business background, I thought I'd feel out of place at Platform Calgary events. However, the staff, coaches, and presenters were all incredibly helpful and reassuring, and despite the unfamiliar territory, I had an amazing experience.”

**Donya**

Participant at Startup Weekend

3

## Venture Growth

As founders gain an initial foothold into the ecosystem, the next tier of programming focuses on sustained growth. This includes programs focused on gaining initial traction and preparing for growth, through to customized support for companies with established revenues or early investment to help them scale their market presence.

Programs include:

ALBERTA CATALYZER	Pre-acceleration programming for companies that are ready to grow
PLATFORM INCUBATOR	A 12-month program for early stage founders who are ready to scale with intention
VENTURE MENTOR SERVICES OF ALBERTA (VMSA)	An entrepreneurship mentoring program supporting founders at the scale-up stage
PEER-TO-PEER	Connecting individuals, working in the same functional role, within local tech companies to network, problem solve, and share knowledge. The Platform Calgary Peer-to-Peer program was the winner of the 2025 TECNA Innovation Award for Member and Client Services.

375 FOUNDERS served through this stage of programming since 2022

151 founders in 2025

“Participating in the Platform Incubator was an incredible experience! The program provided invaluable resources, mentorship, and a supportive community that helped me grow my startup. I highly recommend it to any entrepreneur looking to take their ideas to the next level!”

**Davi Paraguai**

Founder and CEO, BCloudier

(Continues on the next page)

## Investor Development



The [National Bank Investor Hub](#), located within the Platform Innovation Centre, serves as a centralized access point for investors to engage with the tech community. In 2025, investor development activities were anchored by high-impact events designed to educate new investors and streamline deal flow.

### CAPITAL GROWTH

Platform Calgary member companies have secured **over \$1 billion** in cumulative investment, with **\$323 million** of that total raised in 2025 alone.

### FAMILY OFFICE ENGAGEMENT

Office hours and direct engagements with family offices to uncover and explore more pathways for venture investing in Calgary.

### EMERGING FUNDS

Targeted support was provided to emerging fund managers focused on deploying capital to support underrepresented founders and unlocking capital for inclusive growth. This work was supported through the generous support of the Opportunity Calgary Investment Fund (OCIF).

### FOUNDER SUPPORT

The Hub's **Raising Capital 101 & 201** series served as a vital pipeline, providing entrepreneurs with funding literacy and direct assignments to **Investor Coaches** to refine their pitch and strategy.

2023–2025

121

Events hosted

800+

Attendees

400

Founders engaged

360

Investors engaged

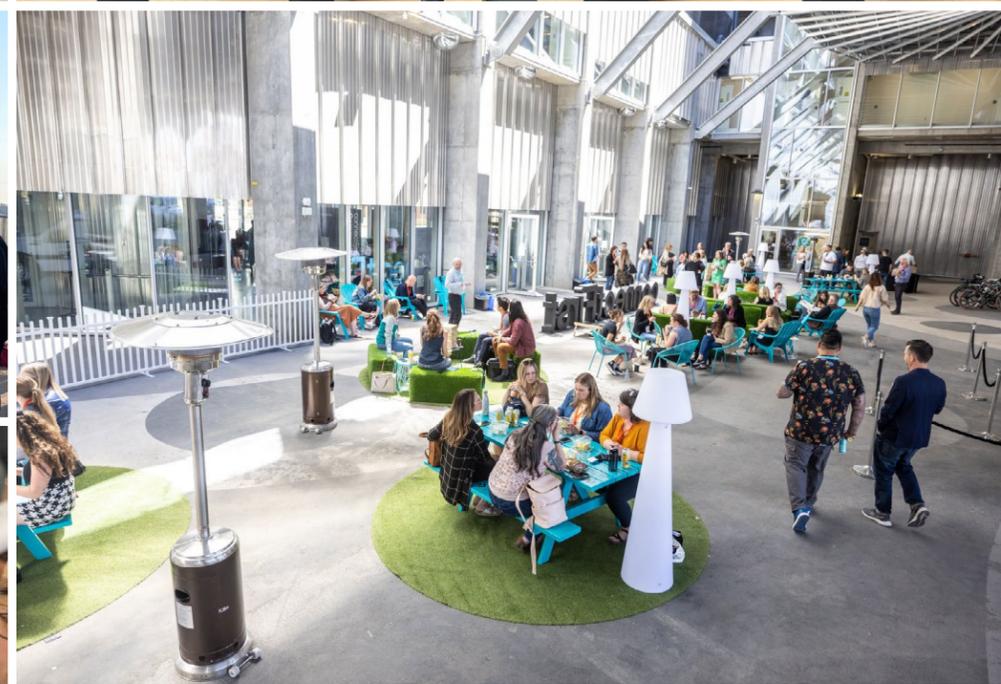
55

Founders matched to investors

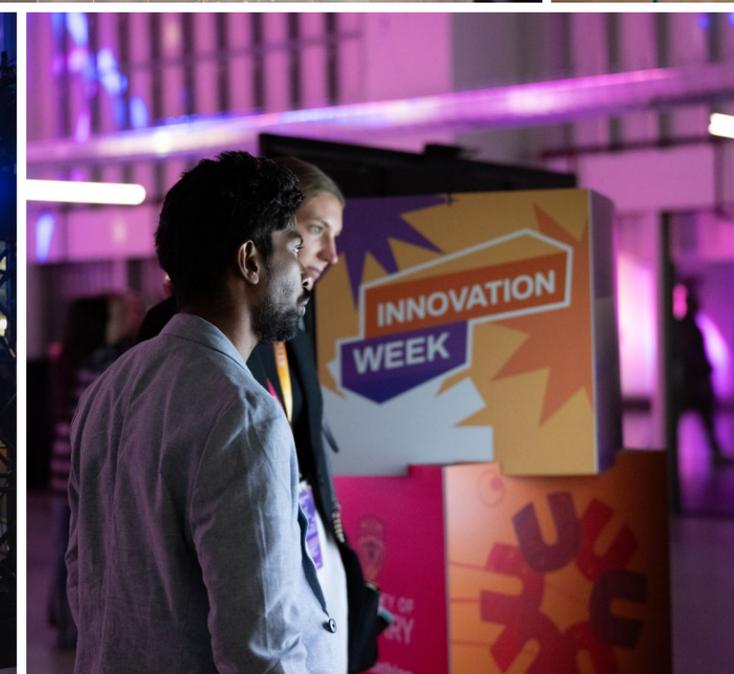
Platform Calgary and the National Bank Investor Hub have been instrumental in opening up new capital pathways, providing the high-quality investor connections and visibility that allow scaling startups like MedEssist to turn ambitious ideas into reality.

### Joella Almeida

Co-Founder and CEO, MedEssist



Internally aggregated data derived from event registration and program attendance records for the period 2023–2025.



# Calgary Innovation Week



[Calgary Innovation Week](#) continued to be a defining moment for the city's tech and innovation ecosystem, while evolving to increase focus, accessibility, and community value. In 2025, a cross-ecosystem steering committee convened to guide the week's vision and programming, ensuring an inclusive, community-wide lens and reinforcing Innovation Week as a city-wide celebration of the ecosystem powered by the community it serves.

Based on the feedback from the community, the week was shortened from nine-days to four, concentrating energy into a more cohesive, city-wide experience that was easier to navigate. Programming was anchored at the **Platform Innovation Centre** and complemented by community-led events across Calgary. New additions included a public showcase of the **Launch Party Top 10 Startups** and a **Tech Talent Expo** featuring homegrown startups actively recruiting for open roles—expanding community engagement and access to opportunity.

Pitch Stage content was refocused on key ecosystem conversations and co-hosted with community and ecosystem organizations. For the first time, Launch Party—the culminating moment of Innovation Week—was hosted at the Platform Innovation Centre, bringing the community together at Calgary's Home for Innovators.

About  
**1,400 attendees**  
across  
**4 days**

**102 unique organizations**  
engaged  
**10+ industries**  
represented across content

**47 events**  
hosted at HQ  
(Platform Innovation Centre)  
**26 community-hosted events**

**37% first-time attendees**  
**41 volunteers**  
engaged

## Launch Party Top 10 Companies

Click logo to go to company website



HAZTRACK





# The Final Word

## A Message from the Platform Calgary Management Team

### Fueling the Next Wave Together

As we reflect on 2025, it is clear that Calgary’s tech momentum is no longer just a trend—it is a transformation. As a keystone organization, Platform Calgary has carried the role as a central hub that links the community together with the resources needed to succeed. But this report is more than just a collection of statistics; it is a testament to the collective spirit of Calgary.

#### To Our Partners: Building the Calgary Way

Platform Calgary does not do this work in isolation. Our success is built upon a deep resource network of over 180 partner organizations. From sector specific experts, to government agencies, to post-secondary institutions, to purpose driven not-for-profits, and everything in between—this community has come together in the most Calgary way possible: with collaboration, grit, and a shared vision.

#### To Our Team: Behind the Scenes of Innovation

Our work is powered by a dedicated team of city builders who wake up every day to help people pursue their dreams. You are the engine of our work, committed to serving this community and building a better Calgary for generations to come.

#### To Our Courageous Builders

Finally, to the founders and member companies: thank you for being brave. Calgary is the city it is today because of risk-takers like you. From the 388 new companies formed since 2022 to the member companies generating hundreds of millions of dollars in annual revenues, you are the primary drivers of this city's future economy. We know that starting a tech company is a big endeavor. Our mandate remains to ensure you don't walk that path alone, providing the seamless access to resources you need to start, commercialize, and scale faster.

At their core, innovation ecosystems are about people. We have momentum, and together, we will continue to fuel a future of opportunity for generations to come.

# Acknowledgements

### 2025 Board of Directors

Dean Prodan (Chair)  
 Victoria Bradbury (Vice-Chair)  
 Ray DePaul  
 Laura Sullivan  
 Neeraj Gupta  
 Chett Ing

### Platform Calgary Advisory Council

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### Corporate Partners



## Thank You to Our Funders





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