

Connecting Business to Community



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Social enterprises are helping to transform Calgary's community, and CTI's RBC Social Enterprise Accelerator program ensures entrepreneurs are not only creating a social impact but are also building sustainable businesses with a financial return on investment and scalable market. The 2018 program wrapped up with a Demo Day on June 14 and featured six startups focused on areas ranging from health and education to persons with disabilities.

Each startup was matched with a business adviser from within Calgary's innovation ecosystem. Mentors bring decades of business, technical and entrepreneurial experience to the accelerator and help address specific business challenges, with the goal of increasing their social impact while growing revenue.

Meet the startups

GenerousTickets

GenerousTickets makes non-profits more effective by providing tools that help raise money, save time and build stronger relationships. The tools are only part of the story. Their business model includes a profit-sharing component to produce sustained long-term growth, for both GenerousTickets and the non-profit groups they partner with.

For more information, visit www.GenerousTickets.com.

Lumin Arts Inc.

Lumin supports local talent by providing them with a digital platform that makes it easy for grassroots artists to connect with venues so that they can work together to create and promote live events. For more information, visit <http://lumin.life>.

PlayCity

Understanding that most of life's best connections are made through a common interest, PlayCity's goal is to connect

as many people as possible through physical activity. PlayCity creates a more active and connected world by using technology to bring people together off-line. For more information, visit www.playcityapp.com.

Re-able

Up to 80 per cent of stroke survivors have some form of upper limb disability and Re-able is working to provide survivors with accessible and affordable technology to help maximize recovery. A wearable activity tracker and app offers features like exercise and medication scheduling, inactivity alarms, and can be leveraged to monitor recovery programs. For more information, visit www.re-able.ca.

PwrSwitch

PwrSwitch helps victims of digital harassment, whether being threatened, abused or persecuted via text, email, social media or voice call. Entirely mobile, the app instantly captures and securely stores all communication (the abuse record) for use by lawyers, the court system or the police service. PwrSwitch gives control back to those who feel like they've lost it, and power back to those who feel like they have none. For more information, visit www.pwrswitch.com.

Universal Access (UA)

Accessible spaces create immersive communities where all people, regardless of age or ability, feel comfortable going out without anxiety. UA increases accessibility for people with mobility, visual or age-related disabilities. They audit and certify spaces based on self-developed universal design standards. Once a business is certified, UA creates awareness of their space through social media, online platforms and via partnerships with care facilities, disability organizations and more. For more information, visit www.universalaccess.me.

To learn more about Calgary Technologies Inc. (CTI) and how it's accelerating the impact of innovation-driven ventures, visit calgarytechnologies.com. **B**