

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RBC Social Enterprise Accelerator Program Connecting Business to Community

CALGARY, AB – The RBC Social Enterprise Accelerator program is designed to build sustainable business models in startups with a mission to create social impact. The 2018 program featured six startups focused on: health and wellness, persons with disabilities, non-profit management, the arts, and anti-bullying/online safety.

“As a purpose-driven company, creating a positive social impact – not just an economic one – is integral to how we do business. Social entrepreneurs share these values and are addressing social issues in ways that are both profitable and make a positive impact on our communities. We’re honoured to partner with Calgary Technologies Inc. to provide programming and support to these social enterprises through the RBC Social Enterprise Accelerator.”

Jeff Boyd, Regional President, ATB

Participating startups were matched with a business advisor from Calgary’s innovation ecosystem. These mentors brought decades of business, technical, and entrepreneurial experience to the program and helped address specific business challenges, with the goal of increasing impact and growing revenue.

“The RBC Social Enterprise Accelerator contributes to building the kind of city we want to live in: an inclusive city with a thriving innovation ecosystem. CTI aims to help Calgary become a global innovation hub by being a collaboration-first provider of programming that accelerates startups and entrepreneurs. We’re proud to have partnered with RBC to help social entrepreneurs amplify their social and economic impact with innovative technologies.”

Terry Rock, President & CEO, CTI

CTI is committed to amplifying the impact of social enterprises through innovative uses of technology, as a key part of our overall mission, and intends to continuing to apply the knowledge built through this successful three year partnership with RBC.

Additional quotes:

"I have enjoyed working with and getting to know a group of dedicated founders with an underlying social purpose. The ongoing CTI/RBC sessions have provided new perspective, our Go-To-Market strategy has matured, my pitch has gotten tighter and biweekly meetings with my mentor have provided accountability, new contacts and ideas."

Derek Manns, Co-founder & CEO, Stagehand

"Thanks to the RBC SEA 2 Universal Access has been able to see growth not only through the attraction of new clients but also, in securing an investor, as well as growing our team. With the direction of our mentor, and the new skills learned through the program, we have been able to accelerate our progress and get ourselves closer to becoming truly sustainable."

Sean Crump, Co-Founder, Universal Access

"Through participation in the RBC Social Enterprise Accelerator and the commitment of RBC and Calgary Technologies Inc, GenerousTickets was able to achieve significant growth. The accelerator provided invaluable guidance from experienced mentors and like-minded social entrepreneurs that enabled us to more than double our revenue during the six months of the accelerator, compared with the six months before."

Derek Deacon-Rogers, Founder & CEO, GenerousTickets

"6 months ago PwrSwitch was just an idea. The accelerator kept us accountable and motivated in our business in ways we may not have been otherwise. We received micro-financing to complete a discovery and design phase of our app; have created a robust go-to-market strategy and budget forecast and assembled an enviable advisory team. Currently we're raising funding to develop our software and have it in users hands by fall."

Carrie Gour, Founder, PwrSwitch

"After a year and a half of operating as a social enterprise startup, we were lucky to be selected into RBC SEA 2. The six months of office space at The Inc., the ongoing support from Richelle, Scott and Kevin at Calgary Technologies, and training from industry experts was amazing. Everyone in our cohort was amazing - and we shared lots of highs and lows and built a great support network in the social enterprise space. Better yet, our team jelled, we got to focus on getting ready to scale. Highly recommend. "

Laura Sullivan, Co-Founder, Director of Operations, PlayCity

"Going through the RBC Social Enterprise Accelerator has been like a mini-MBA for the Re-able team. We've learned and grown many aspects of our company from the programming, and we've found that the high quality mentorship and community available through the program continues to push our company to new heights. Thanks, RBC SEA team!"

Jacob George, Co-Founder, Re-able

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The RBC Social Enterprise Accelerator (SEA) is a six-month program for Calgary-based startups for whom the combination of social impact and profitability is core to their mission and business model. CTI, delivers the program that focuses on accelerating impact, profitability and technology. There is no cost for participants as SEA was generously supported by RBC.

About CTI

Calgary Technologies Inc. (CTI) accelerates the impact of innovation-driven ventures by providing access to space, programs, mentorship and capital. From first-time entrepreneurs to established enterprises, CTI advisors, coaches and partners are there to help at each stage of your business.

To learn more visit: www.calgarytechnologies.com or visit us on twitter @yyctechnologies.