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**CALGARY ECONOMIC DEVELOPMENT AND INNOVATE CALGARY PARTNER TO BRIDGE THE GAP BETWEEN NEW TECHNOLOGIES AND THE ENERGY INDUSTRY**

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Kinetica Ventures will accelerate world-class energy technologies to help industry partners address key challenges and increase competitive advantages via access to emerging innovation.

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**(CALGARY, AB)**- Calgary Economic Development and Innovate Calgary are proud to partner together on Innovate Calgary's recently announced initiative, Kinetica Ventures (Kinetica).

Calgary Economic Development, joining Kinetica as an Associate Member, is providing Kinetica with office space within the centrally located Global Business Centre in downtown Calgary.

The partnership is an example of collaboration outlined in the recently released 10-year Economic Strategy for Calgary, specifically addressing the promotion of innovative advancements in the industry and strengthening linkages between the energy and technology sectors.

"We will work collaboratively with Kinetica to identify the most pressing needs of industry, along with the technology startups that require our support through the maturation process in order to be ready for commercial use", says Bruce Graham, President & CEO, Calgary Economic Development.

Kinetica is an industry-driven program, working with key partners in the energy sector to identify their leading challenges. The program will then find innovative solutions for these challenges and work with technology developers to de-risk and commercialize the solutions, for faster adoption by Kinetica's energy sector partners.

"New technology can help energy companies address some of their key challenges, but implementation can have its own risk," says Stace Wills, Vice President, Company Creation, Innovate Calgary. "Kinetica can help technology developers de-risk their innovations through working with subject matter experts, business consultants, product development specialists and commercial analysts to help accelerate adoption by the energy sector."

The Kinetica team commenced occupancy in the Global Business Centre in November 2014. As a hub for opportunity and collaboration for local and international businesses, the Global Business Centre provides Kinetica and its clients with a centrally located, startup-friendly space in the heart of downtown Calgary. Calgary Economic Development and Kinetica will work together to provide knowledge of industry challenges and solutions to the business community through events at the Global Business Centre in 2015.

### **About Calgary Economic Development**

Calgary Economic Development is an opportunity-maker, helping to spark and fuel Calgary's growth. Our job is to connect people with resources that can help them grow their careers or businesses, thrive in new locations or markets, and feel at home in our community. We offer a wealth of information to help everyone succeed and we tirelessly promote Calgary, in Canada and around the world. We're exhilarated about our role in shaping and sharing Calgary's story and we're proud to be part of the energy. For more information, please visit our website at [calgaryeconomicdevelopment.com](http://calgaryeconomicdevelopment.com) and follow us on Twitter [@calgaryeconomic](https://twitter.com/calgaryeconomic).

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### **About Innovate Calgary**

As a leading technology transfer and commercialization centre, Innovate Calgary works closely with startups, entrepreneurs, researchers and investors from the advanced tech sector to take innovation and ideas to the next stage of growth. Innovate Calgary has been successfully contributing to the growth and acceleration of the advanced technology sector for more than 30 years. Our integrated approach to commercialization focuses on facilitating connections among stakeholders and offering a comprehensive range of programs and services to achieve success. For more information, please visit [innovatecalgary.com](http://innovatecalgary.com)

Kinetica Ventures is a program of Innovate Calgary focused on bridging the gap between industry and energy technology innovators, and is actively seeking emerging energy tech startups — locally, nationally, and from across the globe — to help meet some of the energy industry's most pressing innovation objectives. For more information, please visit [kineticaventures.com](http://kineticaventures.com)

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