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## News Release

### Kinetica and PTAC Help Accelerate Ground-breaking New Energy Technologies

Kinetica Ventures is pleased to announce Petroleum Technology Alliance Canada (PTAC) as a Strategic Partner.

(Calgary, AB) Kinetica, powered by Innovate Calgary, works closely with the energy industry to identify its leading challenges and makes connections to the world's most promising emerging technologies. PTAC is a not-for-profit association that facilitates collaborative research and technology development to improve the financial, environmental and safety performance of the Canadian oil and gas industry.

Through this partnership, Kinetica and PTAC will jointly help support technology developers in accelerating and de-risking of new technologies, and deliver better, more-effective solutions to industry's toughest challenges. Kinetica's role in this collaborative effort will be to provide business services to technology developers, while PTAC's role will be to provide technology facilitation services.

As a Strategic Partner, PTAC will provide a suite of services and resources to Kinetica including:

- Access to subject matter experts to provide technical evaluations on Kinetica client opportunities;
- Introductions to key opinion leaders, decision makers, influencers and procurement representatives to help advance Kinetica opportunities with PTAC members;
- Hosting information sessions with PTAC members to help Kinetica clients evaluate market potential and refine value propositions; and
- Coordinating workshops to identify key industry challenges and explore collaboration opportunities between PTAC members and technology developers.

Kinetica will offer PTAC's SME clients access to business expertise (including coaching and mentoring services), capital referrals, and other strategic relationships. Kinetica will also introduce clients to PTAC that may be candidates for potential PTAC-led joint industry projects and provide networking opportunities with Kinetica Charter Members, Associate Members and other Partners.

"PTAC has a strong track record that spans nearly 2 decades in facilitating technology development, demonstration, and deployment. We are pleased to partner with Kinetica in order to assist our hydrocarbon sector in articulating challenges, identifying their needs, and finding technology solutions which lead to the launch future innovation projects" commented Dr. Soheil Asgarpour, PTAC president, when reflecting on the benefits that the collaboration will deliver to innovators and small and medium enterprises.

"Kinetica's demand pull focus and strong connections with energy tech developers, combined with PTAC's experience, reputation, and industry credibility, creates a powerhouse partnership," says Kevin Frankowski,



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executive director, Kinetica. “This partnership will expedite the commercialization of emerging technologies which address industry’s pressing challenges.”

PTAC will work with Kinetica and its clients toward the common goal of commercializing and accelerating key technologies.

### **About PTAC**

#### **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.

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