

# TELUS Technology Accelerator

## powered by Innovate Calgary



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### Series Details

Innovate Calgary is pleased to announce the launch of the TELUS Technology Accelerator (TTA), a six-month program beginning December 2016 that will showcase and grow Canadian technology startups primarily in four areas: seamless experience, data analytics, health and wellness, and “last 100 metres” technologies. This program aims to rapidly accelerate a startup’s technology, business model and investability.

During the accelerator, participants will advance their business model and technology to attain new or grow existing revenue. Startups will receive a combination of enterprise development support and one-on-one mentoring from Innovate Calgary, technology mentoring from TELUS, as well as pitch coaching and advice on non-technical aspects of their business from Innovate Calgary’s partners.

This is a competitive program open to all Canadian technology startups. Successful candidates will be assigned an experienced executive or entrepreneur mentor for the duration of the program. Startups will also be paired with an executive from TELUS who will lead their engagement with TELUS, advise them on how to best position their technology to be relevant to TELUS and connect them to appropriate experts across the organization. Startups will also have the opportunity to visit and work from the TELUS Innovation Centre in downtown Calgary, providing increased exposure and access to TELUS, its technologies and people.

TTA will conclude with a demo day and exhibition in March 2017. Participants will showcase their companies and products to senior TELUS leaders from across Canada, potentially including representatives from TELUS Ventures. Presenting startups will have the chance to discuss potential partnership opportunities with TELUS such as further developing proof of concepts, support for product development, and other business prospects where there is a clear mutual benefit. Innovate Calgary will also make efforts to present startups to external investors and other relevant partners.

### Value Proposition

1. Receive complete access to Innovate Calgary’s suite of programs, services, experts and facilities
2. Build non-technical competencies (IP, governance, marketing, compliance, taxation etc.)
3. Become more investable through pitch development, coaching, and connections
4. Develop relationships with a leading Canadian technology and telecommunications firm
5. Refine your business model, technology and pitch
6. Present to TELUS leaders and others for potential investment or partnership
7. Embed yourself at Innovate Calgary and the TELUS Innovation Centre
8. Build awareness of your venture using Innovate Calgary and other marketing channels
9. Collaborate with your technology and startup peers

### Target Audience

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To qualify, you should be/have:

1. Incorporated in Canada
2. Working on your startup full-time
3. Revenue, or an identified path to revenue
4. Validated technology as determined by a customer demonstration, field trial etc.

Companies in any technology area that address any of the four priority areas are encouraged to apply:

**Seamless Experience:** Technologies that enable users to access and/or generate any content and/or information on any device, anywhere, anytime, for an integrated communications and entertainment experience.

**Data Analytics:** Services and applications that simplify the managing and securing of IoT devices, as well as any solutions that offer clear analysis of IoT-related data to TELUS and its customers, to enable improved and expedient business decision-making through data insights.

**Health and Wellness:** Initiatives that promote healthier lifestyles through technologies, such as ones based on network sensors and wearable devices that leverage network infrastructure and APIs to enable more efficient physician collaboration, or increasing patient awareness and self-monitoring as part of a holistic preventative healthcare plan.

**Last 100m:** Technologies that dramatically reduce the costs of building actual fiber connections to each building/home, while maintaining high levels of reliability and low operational costs in the long run even in the face of the severe northern climatic conditions.

## Schedule

Date	
Oct 15	Deadline for applications
Oct 17	Notification of outcome
Oct 21	Shortlisted startups application pitch
Nov 24	Application pitch to TELUS panel
Dec 1-Mar 30	Accelerator program
Mar 30	Demo Day and Exhibition Event

Location: Alastair Ross Technology Centre, 3553 – 31 Street NW, Calgary, AB

The minimum expected time commitment is 6-8 hours a month.

## Cost

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There is no cost to participate in this accelerator. Neither TELUS nor Innovate Calgary will make any claim on equity or intellectual property developed within the accelerator.

## Registration

**Space is limited!** Please submit an application **by October 15, 2016** at:  
<http://www.innovatecalgary.com/forms/TELUSaccelerator/>

For more information, contact John Pitchko at [advisor@innovatecalgary.com](mailto:advisor@innovatecalgary.com)

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