



Impact Report

2024/2025

Director's Message

Kevin Dahl

"Over the past year, ElevateIP Alberta has empowered founders across the province to protect, own, and commercialize their ideas. This impact report showcases the remarkable innovation happening in Alberta—and the trust innovators have placed in us.

Thank you to our partners, service providers, and ecosystem leaders. Together, we are building a culture of IP ownership, protection & commercialization that strengthens our economy and puts Alberta on the global innovation map."



An Education-First Funding Program Our Model - Evolved

ElevateIP Alberta has grown from a funding-focused pilot in our first year into an education-first program that empowers founders to make informed, strategic IP decisions. By prioritizing education, we've equipped entrepreneurs with the tools to understand, protect, and leverage their intellectual property—ensuring funding is used with purpose, clarity, and for long-term impact.

This evolution is why our program is built to support founders through three interconnected pillars that move beyond transactional funding. **We believe meaningful funding must be matched with robust education and strategic support—creating a pathway from awareness to action to impact.**

Pillar 1: IP Education and Awareness

We equip founders with foundational knowledge about IP strategy, ensuring they understand how to protect, leverage, and grow their IP from the start.

Pillar 2: Strategy and Action Planning

Through 1:1 coaching, tailored programming and funding, founders develop practical, forward-looking IP strategies that align with their business models and growth trajectories.

Pillar 3: Implementation and Funding

Armed with education and a clear strategy, founders are able to access targeted funding to execute their IP plans—making confident decisions that strengthen both their ventures and Alberta's innovation economy.

University of Calgary

Program Recipient

"The impact of research lies in translating discoveries into tangible societal advantages. ElevateIP Alberta enriches the already robust and extensive innovation ecosystem at UCalgary. Connecting with the diverse network of innovators and startups from across the province creates more opportunities for impact – together, Albertans do incredible things."



Innovate Calgary Delivery Partner

"Alberta start-ups drive innovation across the entire country. Alberta is an enterprising province, and the world needs Alberta's products, services and ideas. Our small and medium-sized companies create valuable intellectual property and assets that can be developed, managed and leveraged to build not only their success, but a diverse and thriving provincial economy."

Economic Development Lethbridge Delivery Partner

"As a co-founder of the ElevateIP Alberta program, Economic Development Lethbridge saw a vital opportunity to close long-standing gaps in access to IP education and support—particularly for rural, remote, and equity-deserving entrepreneurs. As a regional innovation hub with a province-wide network, we recognized the importance of meeting founders where they are. **That's why we brought Ecosystem Navigators into the program—to ensure cultural relevance, trust, and meaningful reach.** For us, ElevateIP Alberta isn't just about protecting ideas—it's about creating a more inclusive innovation ecosystem where all entrepreneurs can confidently leverage IP as a strategic asset."



Program Impact

ElevateIP Alberta by the Numbers

IP Education & Awareness

Founders can't protect what they don't understand. Our education-first approach equips entrepreneurs with the IP knowledge they need early on—turning uncertainty into informed action. By demystifying IP, we lay the foundation for stronger strategies, smarter decisions, and long-term success in a knowledge-driven economy.



850+ startups engaged through events, workshops, & awareness initiatives.



95% of participants reported an increased understanding of IP.



Launched IP education portal with four foundational modules.

IP Strategy

A strong IP strategy connects innovation to impact. By aligning IP with business goals, **we help entrepreneurs move from reactive protection to proactive growth**—ensuring their IP supports scale, they are primed for investment, and long-term competitiveness on the global stage.



94 startups supported in developing IP strategies using ElevateIP Alberta's Strategy Guide.



68% of strategies required more than one submission to receive approval highlighting a critical knowledge gap.



\$8,800 average funding per startup.

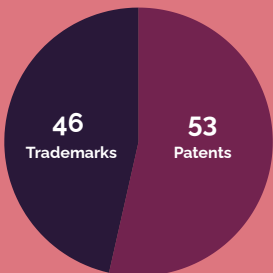


Top request is for content to demystify IP strategy and empower early founder engagement.

IP Implementation

Funding without direction leads to waste. Our approach ensures implementation funding only happens after education and strategy are in place. This alignment empowers founders to invest in IP protection with clarity—maximizing impact, avoiding costly missteps, and ensuring every dollar supports their long-term business and commercialization goals.

24 startups supported in filing formal IP protections.



\$25,700 average funding per startup.



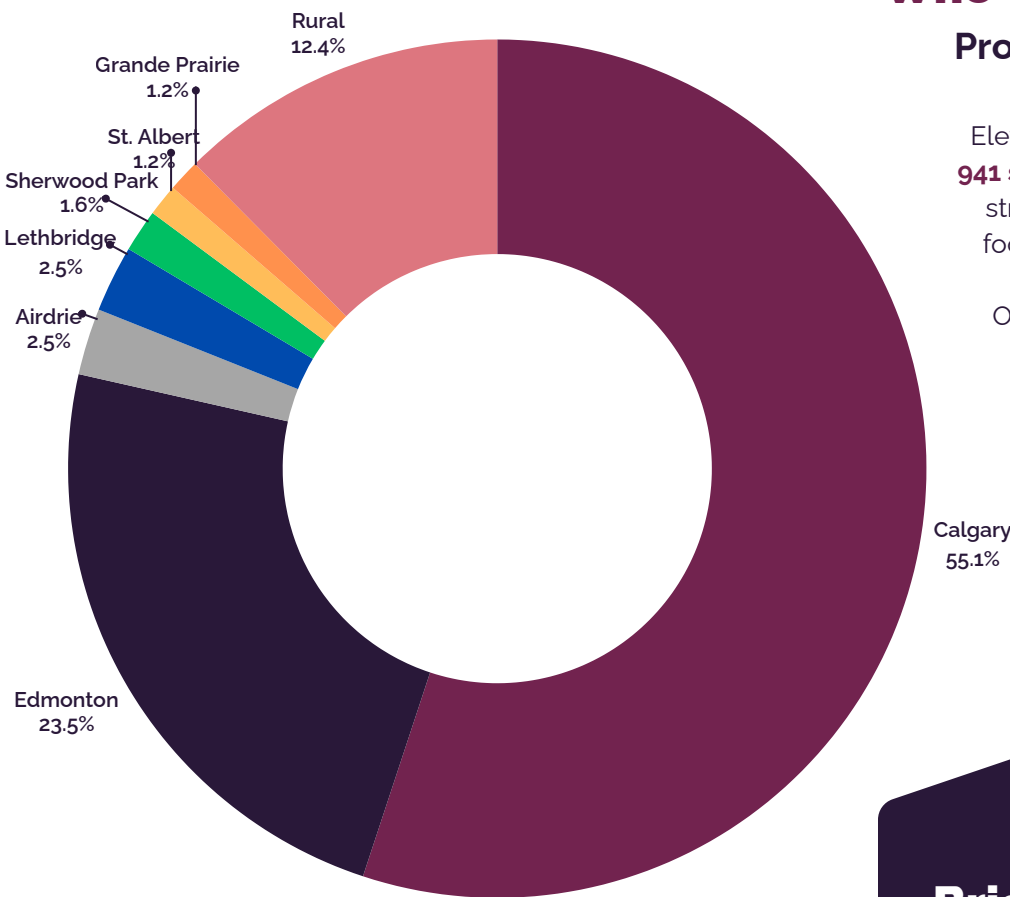
90-day execution window to ensure rapid, focused implementation.

Who We Supported

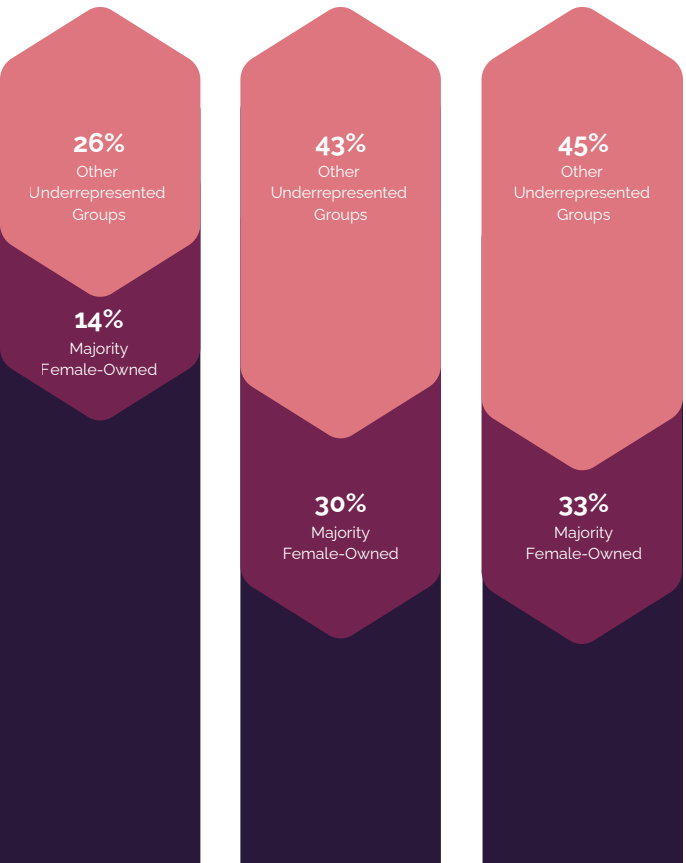
Province-wide Impact

ElevateIP Alberta has engaged **941 startups** across all program streams to date, with a strong focus on equity and inclusion

Of these, **98 unique startups received funding support**, further demonstrating our commitment to broadening access and impact.



All Streams IP Strategy IP Implementation



Bridging the Gap:

Empowering Underrepresented Founders

Ecosystem Navigators (EN's) played a vital role in engaging underrepresented founders.

They fostered trust, bridged access barriers, and ensured historically excluded innovators could access the support needed to protect and grow their ideas.

IP Education & Awareness

Building Capacity for Long-Term IP Success

Why IP Education Matters

IP education is a critical foundation for startup success. Many founders are unaware of the valuable intellectual property they already possess. By delivering targeted education and embedding IP thinking into widely used frameworks, we help entrepreneurs recognize IP as a core business asset. **Without this knowledge, opportunity is often lost before it's realized.**

Founder Impact Statement

"The exercises undertaken to develop a corporate strategic planning framework for growth strategy were beneficial in enabling me, as a busy founder, to prioritize forward-thinking initiatives. In addition, access to expert legal guidance on intellectual property and software provided valuable insights and information. As a result, we have identified several actionable next steps that will be integrated into our corporate strategic plan."

Askelle



How We Delivered Value

This year, ElevateIP Alberta **delivered targeted IP education by embedding it directly into the support systems that guide early-stage entrepreneurs.** We hosted train-the-trainer workshops to equip mentors, coaches, advisors and ecosystem navigators with the tools to help founders recognize and integrate IP into their business planning.

We also **developed actionable online modules**, including a **Business Model Canvas (BMC) course with an IP lens.** Both coaches and entrepreneurs engaged with this content, creating a shared language around IP strategy. To extend personalized support, we began developing the **IP Coaching Cloud**, our newest initiative designed to provide one-on-one guidance from expert IP coaches.



Founder Impact Statement

"The workshops and one-on-one support helped me see how trademarks, copyrights, & even potential patents can strengthen our position in the EdTech space. It also gave me a better grasp of how to safeguard our content and technology while still making it accessible to the educators and parents we serve."

Fledge Health

Our Impact

This year, we **expanded IP awareness** across Alberta's innovation ecosystem by increasing access to IP knowledge through two key efforts. By training the mentors and coaches who support early-stage founders, we created ripple effects that **extended IP understanding well beyond individual interactions.**

Additionally, entrepreneurs engaged directly with our online learning portal, **gaining practical, accessible insights into how IP can inform and strengthen their business strategies.** Together, these efforts **embedded IP thinking into everyday decision-making**, empowering both founders and their support networks to recognize, protect, and strategically leverage IP for long-term growth.

Ecosystem Education



Business Integrated IP Training



IP Coaching Cloud



Founder Impact Statement

"...the program opened my eyes to the wider breadth of IP protection available to my company. I didn't realize that I had already developed so many protectable assets aside from patents and trademarks. The program also allowed me to access support for developing a more robust commercialization strategy that gives me the confidence to pursue licensees from a more knowledgeable standpoint."

Skipper Hair Inc.



What's Ahead: Expanding Access

Our goal is to **expand access to IP education and deepen its impact** by ensuring founders and their support networks are equipped to build informed IP strategies from the outset.

To achieve this, we are:

- Creating a **suite of online modules aligned with CIPQ's IP Strategy guidelines.**
- Building advisory capacity by **equipping mentors and ecosystem partners** with practical IP tools.
- Participating in a unified, National approach to IP Education and IP Competency Framework.

IP Strategy

Helping Founders Build Stronger IP Strategies

Why Strategy is Essential

An effective IP strategy bridges the gap between awareness and real-world application. **It identifies what to protect, when to act, and how IP can support growth, investment, and competitive advantage.** Through this pillar, startups gain a clear, documented roadmap to protect their innovations and brand.

Founder Impact Statement

“The ElevateIP Alberta program provided a critical understanding of patent strategy, helping us identify key areas requiring protection before commercialization. We gained insights into the timing of IP filings and the risks of public disclosure, ensuring we secure our innovations before entering the market. Without this program, we might have missed crucial opportunities to protect our intellectual property, which could have impacted our competitive positioning.”

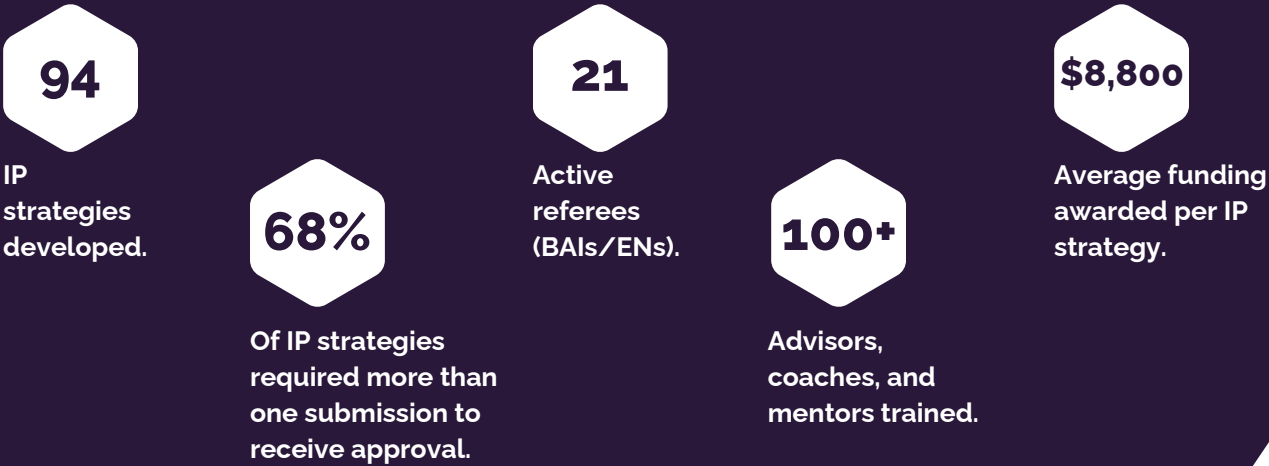
Uva Technologies Inc.



Our Impact

This year, ElevateIP Alberta **focused on strengthening the quality and impact of IP strategies** developed within the program. One of the most valuable insights was the importance of bridging the gap between legal expertise and startup realities. While many founders understand the importance of IP, they often struggle to translate that knowledge into meaningful action.

To date, our reviews have shown that IP strategies developed across Alberta often vary significantly in quality and content. **By standardizing expectations and requiring revisions when necessary, we’re raising the bar for what a strong, founder-led IP strategy looks like.**



Building Better IP Strategies

To maintain consistency and quality, **all** strategies undergo a structured review by the ElevateIP Alberta team, guided by CIPPO’s IP strategy framework. **Strategies are evaluated for clarity, completeness, and strategic alignment.** When gaps are identified, such as vague recommendations or misalignment with business objectives, detailed feedback is provided, and revisions are required.

Our review process has revealed significant variation in the quality of IP strategies developed across the province. By standardizing expectations and supporting an iterative feedback model, we’re elevating the definition of a strong, founder-driven IP strategy while enhancing the quality of service delivery across the ecosystem.



Founder Impact Statement

“Through our participation in the program, we recognized the importance of conducting a comprehensive evaluation of all potential intellectual property within our organization. This process revealed the value of developing a tailored IP strategy—one that not only protects our innovations but also aligns with and actively supports our broader business objectives.”

OrfaProtein

Founder Impact Statement

“Through ElevateIP Alberta, we gained critical insights into strategically protecting our technology and leveraging IP assets to secure competitive advantage. The workshops and one-on-one consultations helped us clearly understand patent processes, licensing strategies, and how to effectively manage IP portfolios to maximize business potential.”

Aspeira Systems



What’s Ahead: Strengthening Service Delivery

These improvements will strengthen ecosystem capacity by **enabling the development of stronger, founder-led IP strategies** that are aligned with real business needs from the start.

- Embed IP education early by integrating IP into existing entrepreneurial programs and supports.
- Develop interactive workshops to promote hands-on, self-directed strategy building.
- Equip BAIs, Ecosystem Navigators, and Partners with enhanced IP training and tools.

IP Implementation

IP in Action: Funding, Filings, & Growth

Why Execution Matters

As the **most in-demand funding stream**, IP implementation addresses a critical gap. For early-stage and bootstrapped startups, **high costs often delay or derail IP protection**. Therefore, this program pillar reduces barriers, supports strategic action, and enables more startups to take **meaningful first steps** in protecting their IP.

Founder Impact Statement

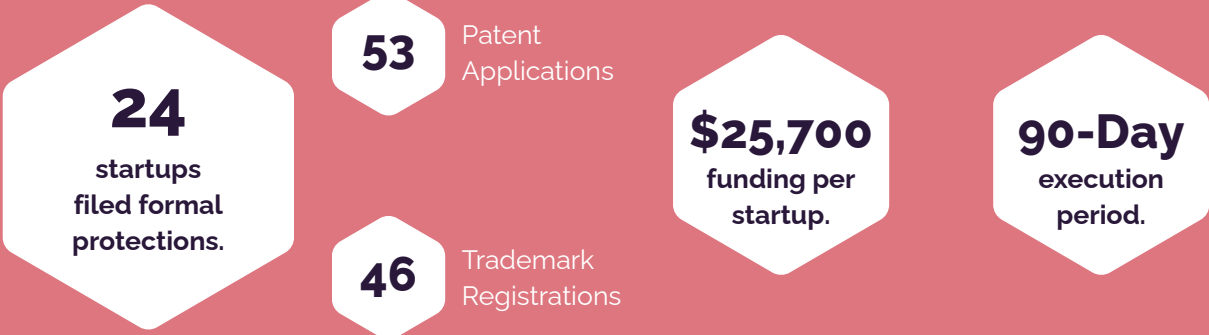
"As part of our IP implementation phase, Greenvi completed strategic patent and trademark filings in Canada, the U.S., and internationally, investing over \$24,000 to strengthen our innovation portfolio. These actions expanded our freedom to operate, enhanced brand protection, and positioned us for global growth—bolstering investor confidence through validated, high-quality IP assets in clean technology."
Greenvi Corp.



Our Impact

This year, ElevateIP Alberta supported **24 companies in filing formal protections** for their intellectual property, resulting in **53 patent applications** and **46 trademark registrations**. These filings reflect a growing awareness of IP as a strategic asset among Alberta's most innovative startups.

With an average of **\$25,700 in funding per company**, each project was designed for rapid execution within a **90-day window**, ensuring founders could act quickly to protect their ideas and maintain business momentum.



Our Approach to Implementation

ElevateIP Alberta provided IP implementation funding to entrepreneurs with strong applications, well-developed IP strategies, and clear potential for scalability and growth. **Demand for this stream was high, with only 10–20% of applicants receiving funding due to its competitive nature.**

In FY3, **we soft-launched the IP Coaching Cloud to give entrepreneurs direct access to IP experts** for early education, advanced questions, strategic guidance, and one-on-one support. This resource helps bridge critical knowledge gaps and empowers founders in their early IP planning. Looking ahead, IP coaches will also support Business Accelerators, Incubators, Ecosystem Navigators, and other partners, broadening IP capacity across Alberta's innovation ecosystem.



Founder Impact Statement

"Implementing our IP strategy has led to global patent protection, investor interest from UCeel and angels, and supported FDA and Health Canada regulatory steps. Our protected technology has also opened doors to licensing and distribution discussions across the U.S., Middle East, and China, accelerating our path to global commercialization."
MHCombiotic Inc.

Founder Impact Statement

"Implementing SolarSteam's IP strategy has led to a robust portfolio, which in turn supported securing a \$6.2M first of a kind project in Alberta and progressed a second \$8M project toward final approval, in addition to a \$40M engagement pipeline. Investors cite the company's strong IP position as a key factor in their decision to commit, enabling accelerated commercialization and expansion into new markets."

SolarSteam Inc.



Looking Ahead: Scaling IP Action

As demand for IP implementation support continues to grow, **our goal is to provide diverse, practical, and timely support** that empowers founders to build strong IP foundations aligned with their growth strategies.

- Diversify IP implementation support by introducing alternative options beyond funding.
- Continue funding early-stage costs to help offset filing and application fees.
- Expand sector-specific programming tailored to industry-specific IP needs.

Program Partner
Canadian Council for Indigenous Business

For too long, the unique needs of Indigenous business owners—especially around Traditional Knowledge (TK), Traditional Cultural Expressions (TCE), and Genetic Resources (GR)—have been overlooked in mainstream IP systems.

Through roundtables and engagement sessions, CCIB is helping to surface these distinct challenges and advocate for solutions. Their involvement reflects a commitment to advancing Indigenous economic sovereignty and ensuring IP frameworks evolve to protect what matters most to Indigenous communities.



Building Ecosystem Capacity
Convening Key Stakeholder IP Roundtables

ElevateIP Alberta's ultimate aim is to **build lasting ecosystem capacity** around intellectual property—equipping founders, advisors, and organizations with the knowledge, tools, and confidence to embed IP strategy into their work long after our program ends.

It's not just about immediate impact—it's about creating IP fluency that endures.

To this end, in February 2025, ElevateIP Alberta convened over **60 key stakeholders** from across the province to discuss the challenges, opportunities, and collective actions needed to strengthen IP capacity and competitiveness in Alberta and beyond. This IP Roundtable has led to increased collaboration, communication and cooperation that we will continue to build on in the years ahead.

Ecosystem Navigators
The Power of Partnership



"The resources from ElevateIP Alberta have meaningfully reduced barriers and bridged several key gaps in our founder community—particularly around education and access to IP strategy. Over the past fiscal year, we've seen increased awareness and engagement on topics like trademarks, data protection, and commercialization strategies. For many women and gender-diverse founders—especially those from underrepresented or rural backgrounds—this knowledge was previously inaccessible or deprioritized."

"Through this partnership, Catapult Startups was able to offer targeted IP education, mentorship, and legal support that directly addressed the unique barriers faced by immigrant, refugee, and newcomer founders. It allowed us to streamline our programming, deepen our impact, and ensure our entrepreneurs had access to high-quality IP services early in their business journey."



"A cornerstone of our expanded capacity is the ElevateIP Information Series, which has now supported over 300 entrepreneurs. These monthly sessions deliver practical education on trademarks, copyrights, patents, and trade secrets, incorporating expert panels, real-world case studies, and actionable steps. They have been pivotal in demystifying IP for early-stage BIPOC founders and helping them recognize the value of protecting their innovations."

"Our approach has focused on community building and mutual support. We created spaces where entrepreneurs can share their stories, learn from experts, and build networks that last. Along the way, we invested in our own professional development, making sure our team is well-equipped to guide others through the often-complex world of IP and digital assets, all while keeping Indigenous perspectives at the forefront."



"The ElevateIP Alberta program has equipped our business advisors with the tools and confidence to have meaningful conversations about intellectual property—something that was often seen as inaccessible or overly complex. Through ElevateIP Alberta, we've been able to bring IP education, strategy development, and resource navigation directly to founders across southern Alberta, including rural and underrepresented communities. For many, this was the first time IP felt relevant, empowering, and achievable."

ElevateIP Alberta in the Ecosystem
Business Accelerators and Incubators

The most effective way to scale impact province-wide is by training and empowering the Business Accelerators, Incubators (BAIs), and Ecosystem Navigators (ENs) who support founders every day. By equipping these frontline partners with IP knowledge and tools, **ElevateIP Alberta creates ripple effects that extend deep into the startup ecosystem.**

To this end, we have provided "Train the Trainer" educational workshops to support over **80 advisors, coaches and mentors** on their skill building journey in IP education.

Building lasting IP capacity requires collective effort. Every stakeholder—founders, funders, service providers, accelerators, and government policymakers—has a role to play. ElevateIP Alberta is committed to continuing meaningful engagement with all parts of the ecosystem to ensure IP becomes a foundational pillar of innovation and growth across the province.



43
education & awareness events.



863
startups engaged through education & awareness events.



E D U C A T E E M P O W E R E L E V A T E

ElevateIP

A L B E R T A



ElevateIP Recipient, a program of



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