

Supporting founders looking to launch & grow in Alberta.

Alberta Catalyzer provides business support, resources and advice to founders and entrepreneurs looking to launch and grow their tech-enabled startup, preparing them to advance to the scaleup and acceleration stages.

Powered by Platform Calgary, Innovate Edmonton and Alberta Innovates, the Alberta Catalyzer program supports founders in the early stages of their journey. Startups will:

- Build and test their first Minimum Viable Product (MVP) and achieve their first sale
- Establish product-market-fit
- Develop systems and a team to get investment-ready for an accelerator program like Alberta Accelerator by 500, Plug and Play Alberta, TELUS Community Safety & Wellness Accelerator powered by Alchemist, or THRIVE Canada Accelerator

Intake Process & Criteria

Online applications are open year-round and are reviewed as they are received. Applicants will be informed about their application status within 2-3 weeks of applying. They will be placed in the milestone-based program stream that best suits their current needs.

Program Streams

Engage (6 weeks)

Traction (5 weeks)

Velocity (8 weeks)

Focus Areas

Solution prototype, customer discovery, MVP creation, testing and validating business models/ pricing strategies.

Develop a pitch to achieve early sales, build marketing strategy and content, and form teams to execute.

Establish go-to-market strategy, polish pitch, investment readiness basics, and qualify for scaleup accelerators.

Founder Outcomes

Create a solution developed with an unfair advantage.

Create a pitch deck and presentation.

Develop a scalable sales strategy.

Identify high potential customer segments.

Customer journey using sales and marketing strategy.

Establish testing methodology toward product market fit.

Create MVP for a technology-based solution.

Secure first customers or partners for a case study or letter of intent.

Polish investment and community pitch.

Validate business model.

Get the first sale.

Understand and gain exposure to investment capital and receive investor feedback.

Build a team to execute on strategy.

Build an intellectual property strategy.

