



Report to the Community:

**A LOOK AT OUR
ACCOMPLISHMENTS**

introduction: WHY WE MADE THIS BOOK



TECTERRA
10 years of innovation

TECTERRA is an innovation support centre that helps the development and commercialization of Canadian geomatics technology. At TECTERRA we invest in small and growing companies that are developing innovative geospatial technology with a higher-than-average technical risk factor.



Since our inception in 2010, we have helped hundreds of Canadian companies grow and scale their business. With companies working on everything from remote sensing, to navigation, to spatial intelligence, we have propelled the Canadian geospatial industry forward.

We work with industry, entrepreneurs, researchers, and government to enable the use of geospatial technology in addressing local, national and global challenges. We're paving the way for new technologies with Canada at the forefront of change and opportunity. TECTERRA began because we saw an

opportunity to support Canadian innovation in a meaningful way. With funding from the Government of Canada and Province of Alberta, we were able to build a plan to do just that.

To celebrate the amazing companies we have worked with, we created this Report to the Community which highlights the success of some of our clients. This is by no means an exhaustive list, rather a selection of the incredible companies we have had the pleasure of working with.



This book was created to demonstrate the success of our unique business model and the positive impacts on the companies we supported. Many of our clients came to us as startups or small businesses and have gone on to become global leaders in their markets, partially due to our investment in their vision.

TECTERRA has supported the geospatial industry in Canada for many years and we look forward to continuing to do so. This book serves to demonstrate a few examples of how our work has helped innovative Canadian companies thrive in the geospatial industry.

executive summary: SUMMARY OF ACCOMPLISHMENTS

As a leader in the Canadian geospatial industry, TECTERRA has funded hundreds of companies that are moving the industry forward. This book highlights a variety of case studies and success stories profiling TECTERRA's work with clients.

The objective of this Report to the Community is to provide examples of how TECTERRA has helped its clients succeed. This book includes the following:

Outcomes at a Glance.....	<u>4-5</u>
Networking	<u>6-7</u>
Our Companies in the News.....	<u>8</u>
Success Stories - TDK Invensense..	<u>9</u>
Success Stories - Blackline Safety..	<u>10</u>
Success Stories - Mappedin.....	<u>11</u>
Success Stories - Samdesk.....	<u>12</u>
Success Stories - Pegasus.....	<u>13</u>
Success Stories -Routeique.....	<u>14</u>
Portfolio Companies.....	<u>15-17</u>
Our Founders.....	<u>18</u>
Quotes & Testimonials.....	<u>19</u>





outcomes: TECTERRA'S IMPACT

ECONOMIC IMPACT

Technology developments are already transforming traditional economic sectors. The need to develop a strong, diverse, digital economy is more urgent than ever. TECTERRA is focused on innovation in geospatial

technology, which is a critical enabling platform for the collection and analysis of data across a wide range of industries and sectors. The economic impact forecast represents the foreseeable growth of the economy from TECTERRA's investments.



ACTUAL IMPACT CREATED

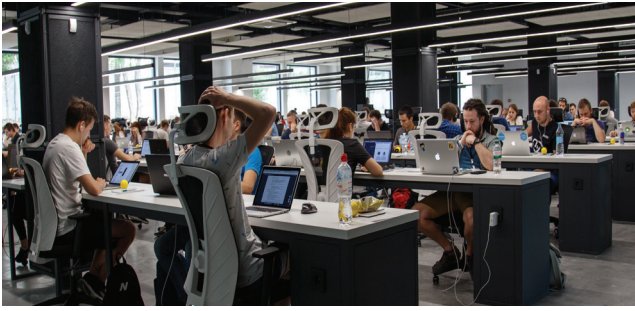
\$442M



FORECAST ECONOMIC IMPACT

FORECAST UNTIL
DEC 31, 2026

\$604M



COMPANIES SUPPORTED

TECTERRA's non-profit business model allows it to support projects that are too risky for traditional investors. With support from TECTERRA, these technologies can reach the market faster, creating jobs, growing companies, and enhancing the lives of Canadians. TECTERRA's combination of financial support, subject matter expertise, and project-based coaching creates an invaluable environment of learning and success for start-ups and early-stage companies, significantly enhancing their chances of successful commercialization.

JOBS CREATED

Job creation is necessary to drive shared and sustainable economic growth. TECTERRA's support of emerging companies has a positive impact on the innovation ecosystem and creates thriving new sectors. The development of these new digital sectors creates long lasting, high-quality jobs and attracts and retains a highly educated workforce.

COMPANIES SUPPORTED

296



EMPLOYMENT POSITIONS CREATED

2,072



**networking:
BUILDING
RELATIONSHIPS**

OVER
3,020
ATTENDEES AT
TECTERRA EVENTS

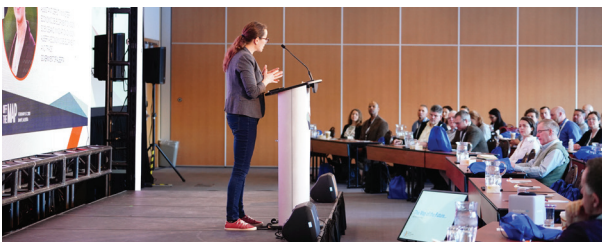
2010 - 2022



NORTH51

NORTH51 was launched in 2018 with a focus on technology breakthroughs in the field of geomatics. Held February 8-9, 2018 at the Banff Centre, this intimate and exclusive event featured technology-focused business leaders who shared their experience with industrial R&D breakthroughs, and presentations from academics on where the future of geomatics is heading. The inaugural event included 65 hand-picked leaders from Alberta and across Canada.

Building on the success of the first event, TECTERRA hosted three more editions of the conference, with the most recent on May 4-6, 2022 at the Rimrock Resort in Banff. The conference gathered 106 attendees and featured 10 sponsors and remains the most important geospatial conference in the industry.

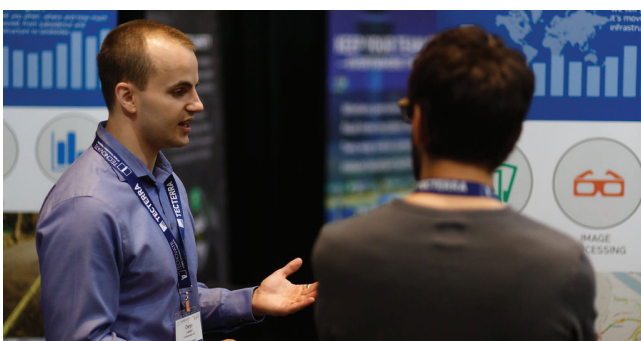




TECTERRA AWARDS

TECTERRA has a unique privilege to see innovative technologies in their infancy, and disruptive waves of change before they begin to occur. To recognize and celebrate the brightest and best in technology development, TECTERRA presents six awards for outstanding achievement in the Canadian geospatial community.

In 2018, TECTERRA launched an event that featured the TECTERRA Awards. The goal was to create a networking space for 200+ entrepreneurs, technicians, financiers, and more to gather, connect, and celebrate. Each year TECTERRA handed out awards honouring outstanding achievement across a range of categories including: Most Disruptive Technology, Startup of the Year, Influencer of the Year, Woman of Impact, Student Leadership in geospatial, and Company of the Year.



TECNOVATE

Between 2010 and 2017 TECTERRA hosted an annual tradeshow event called the TECTERRA Geomatics Showcase. Historically, Showcase focused on highlighting TECTERRA's contributions to the geomatics community and bringing together our portfolio companies to celebrate progress and advancement. The format and structure of Showcase allowed TECTERRA's portfolio companies to display their technologies, and provided the opportunity for funding organizations to interact with the entrepreneurs behind designated funded initiatives.

In 2016, TECTERRA announced the launch of TECNOVATE. Rooted in the foundation and success of the TECTERRA Geomatics Showcase, TECNOVATE has evolved into an event that connects technology, innovation, and business; an unprecedented forum for innovation and commerce; and a catalyst for true business growth. TECTERRA hopes to build momentum and capitalize on potential, with aspirations of TECNOVATE becoming an internationally-recognized tradeshow brand for geospatial commercialization.

TECTERRA: PRESS MENTIONS

Many of the amazing companies TECTERRA has worked with have been highlighted in the media for the work they are doing. Below are just a few examples of our clients in the news.

This wearable device beeps when workers get too close to each other
CBC, February 2021

Intermap Announces 135% Quarterly Revenue Growth
PR Newswire, May 2022

SKYTRAC Acquires Troo Corporation's Aviation Division, including the TrooTrax Flight Following and Mission Platform
UAS Weekly, April 2022

Blackline Safety and Access Technology Group Partner for Confined Space Monitoring
Financial Post, May 2022

Ecopia lands \$3.39 Million federal government contract for broadband mapping
BetaKit, January 2022

Mappedin Offers Indoor Mapping Capabilities to Service Now Workplace Service Delivery Solution
Newswire, January 2021

Preciseley Announces Equity Investment and Partnership with Ace Equity Partners and BDC Capital
Newswire, August 2020

Samdesk secures \$13.5 Million to fuel expansion of crisis detection and monitoring platform
BetaKit, September 2021

Spira Data Corp. Announces Strategic Acquisition of Zayfti Inc. to Expand Safety Compliance Platform
Newswire, July 2017

RST / Measurand, a Portfolio Company of Vance Street Capital, Acquires 3vGeomatics
Business Wire, July 2021

Trimble to Acquire AGRI-TREND to Provide Stronger Toolset for Crop Advisors
PR Newswire, November 2015

Telus acquires Decisive Farming
Real Agriculture, December 2021

DMTI Spatial Acquired by Neopost
Newswire, October 2013

Farmers Edge Acquires GranDuke Geomatics as Precision Agriculture Market Grows
GoGeomatics, March 2015

Drones: Business vs Privacy
CTV Alberta, August 2022

Pogo CarShare sees success in Edmonton
Global News, January 2015

Scale AI moves to scale supply chain AI startups with new funding, partnerships
BetaKit, April 2022

Calgary's tech and innovation industry gets \$22.3 million federal funding boost
CTV Calgary, March 2022

Orpyx® Medical Technologies Secures \$7.6M in Series A Funding
PR Newswire, July 2020

SensorUp Raises \$2M Seed Round to Accelerate Expansion of IoT for Geospatial Platform
Business Wire, June 2018

Nexxiot and TRIG Launch New Digital Transformation Partnership for Rail Cargo
Business Wire, July 2021

success stories:



In 2010, Trusted Positioning Inc. was the recipient of the first funding check that TECTERRA ever cut. And what the young company did with that funding, and three other TECTERRA funding rounds, transformed a trio of University of Calgary geomatics specialists with no commercial experience into a 60-person company that's deployed software positioning solutions in more than 50 million systems globally.

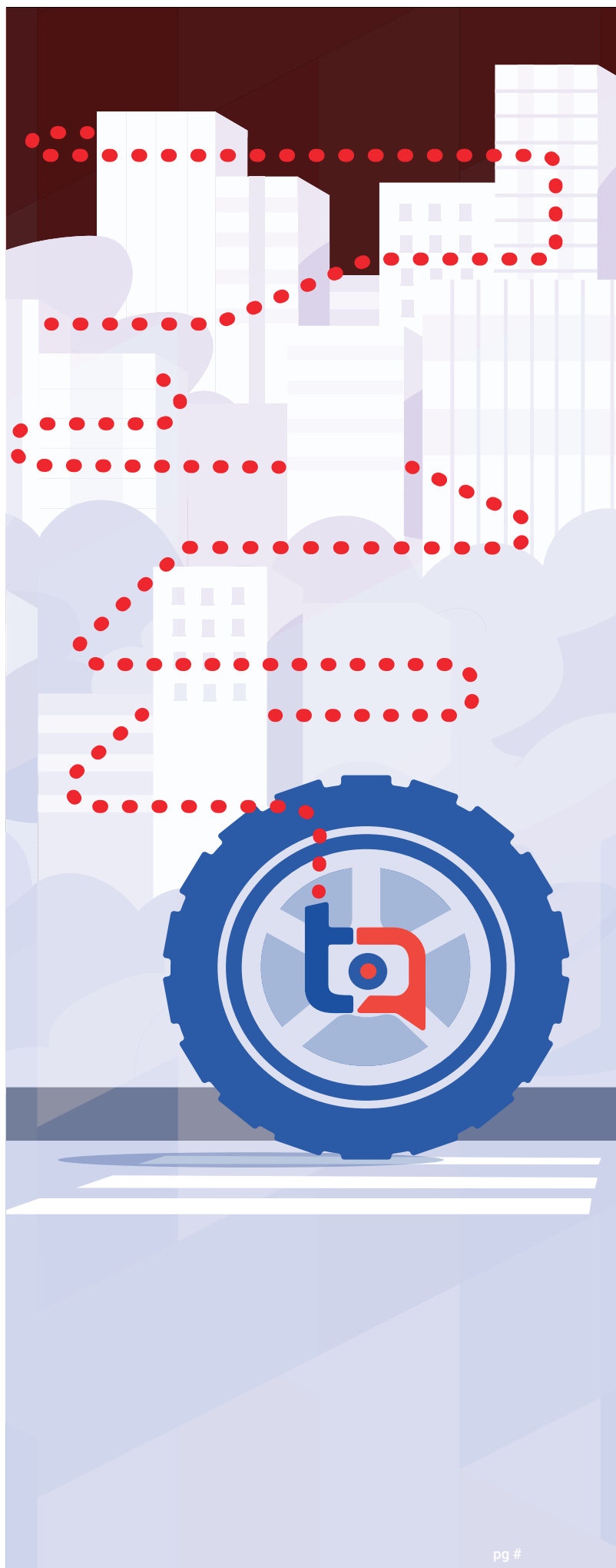
The company's initial product used sensors in mobile or wearable devices to improve the accuracy of personal and vehicle location services in places where GPS and wifi don't work - notably, indoors and in remote or rugged terrain. Their first customer: the Spanish army.

In 2014, California-based InvenSense acquired Trusted Positioning for \$36 million USD. Two years later, InvenSense was acquired by Japanese multinational electronics corporation TDK, and the Trusted Positioning team in Calgary became the global giant's first software venture.

"TECTERRA helped us at the stage when we were in an investment grey zone between grants and angel funds. We basically had an energy conversion problem: we were trying to make something from nothing. Because of their expertise in geospatial they were convinced we would make something of ourselves -- and today we're an important part of a multinational corporation. It all started with TECTERRA."

-Chris Goodall, President, Trusted Positioning

- **Acquired for \$36 million USD**



success stories:

blacklinesafety

Blackline Safety, the Alberta-based leader in cloud-connected gas detection and safety monitoring solutions, first came to TECTERRA in 2013 to help fund the research and development of its Loner Bridge System (awarded the **2015 New Product of the Year** by *Occupational Health & Safety (OH&S) Magazine*). At that time, they employed 65 people in their Calgary offices.

Today, Blackline is a global leader in connected safety technology, with 520 people worldwide in offices in Calgary, the United Kingdom, USA, France, and the United Arab Emirates. TECTERRA funding also supported the development of Blackline's G7 person-borne cloud-enabled gas detector, a device that significantly shifted the company's business and disrupted the entire remote safety sector.

"The risk-free nature of how TECTERRA has supported the geospatial sector has been so helpful to our research and development. They've helped us push the limits of what we're delivering in relationship to the marketplace."

- **Brendon Cook, Chief Partnership Officer at Blackline Safety**

- **Listed on Toronto Stock Exchange June 2021**
- **Named as one of Canada's Top Growing Companies in the Globe & Mail's 2021 Rankings**



success stories:



Mappedin, now a leading platform for indoor spatial management, approached TECTERRA in 2014 for funding support to build a simplified version of its indoor mapping platform. At that time in the geospatial market there was a lot of complex tooling, which was not conducive to the needs of Mappedin's retail customer base.

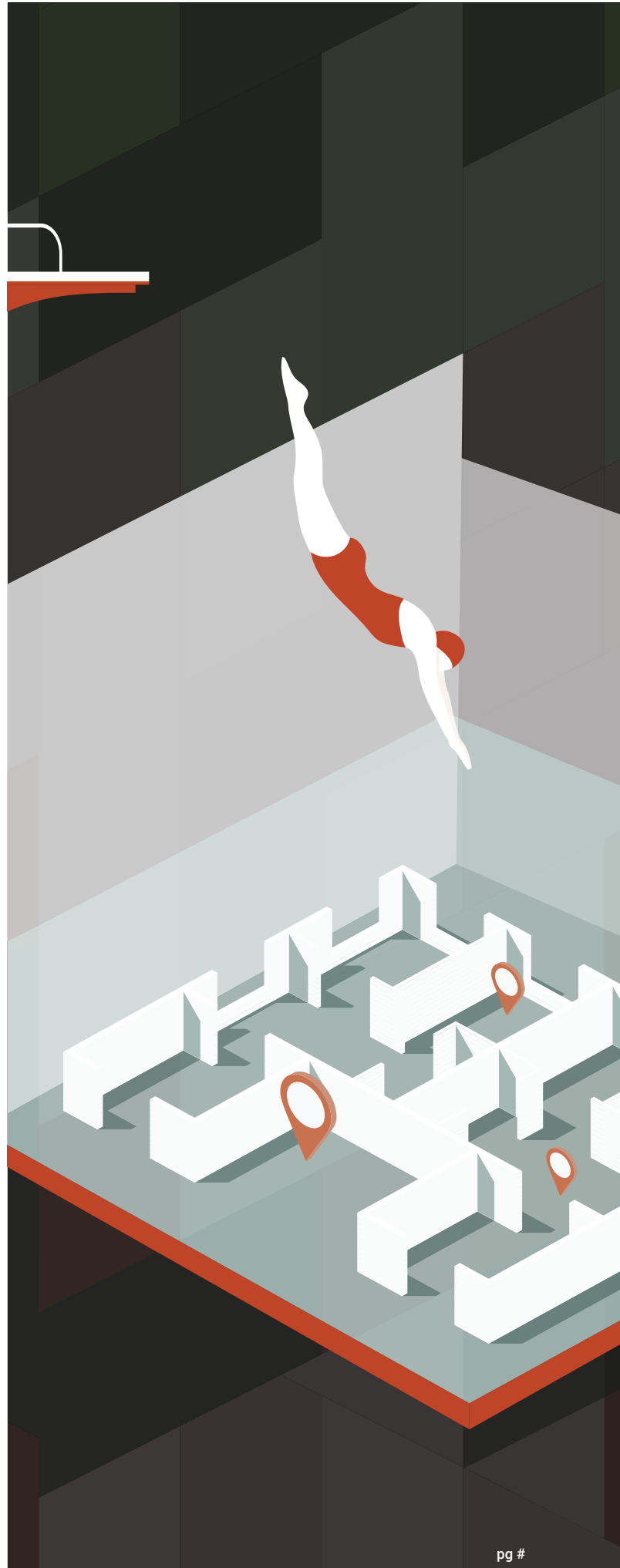
TECTERRA funding helped Mappedin bring its directory product to market and allowed them to expand their product to include a web-based mapping solution, additional analytics and advertising options. To this day, almost 10 years later, many of Mappedin's customers use both the Directory and Web products, which are responsible for a large amount of Mappedin's revenue.

"Mappedin's digital directory product that TECTERRA funding helped bring to market is now in just about any Tier 1 shopping centre in the world. It has become foundational to the shopper and visitor experience, which is why it has stood the test of time."

– *Genny Orser, VP of Marketing at Mappedin*

Mappedin continues to be an innovator in geospatial data management, having expanded beyond shopping centres to everything from stadiums, offices, theme parks, resorts, and hospitals.

- **Listed as one of Canada's Top Growing Companies on The Globe and Mail's 2021 Report on Business ranking**



success stories:



In 2013, samdesk launched a newsroom innovation, helping journalists collect, curate and share user-generated photos, videos, and eye-witness interviews around breaking news. With time, the Edmonton-based company realized that what journalists call breaking news, the rest of the world - including corporations and organizations - calls a crisis event. And they made a critical pivot.

samdesk engaged closely with TECTERRA as they assumed the additional risk of trying to start over and launch something new. 2019 TECTERRA Build Program funding gave the company the runway to pursue a seed round of funding and bought them the time they needed to acquire more customers and demonstrate that they had traction in the market.

Today, samdesk offers a global disruption monitoring platform, powered by big data and artificial intelligence, that detects crisis events in real-time that might be a threat to public safety, supply chains, or employees and customers. Clients include Transport for London, The Associated Press, Instacart and Amnesty International and a range of Fortune 500 companies.

"I can't overemphasize how helpful it's been. We wouldn't be where we are today without TECTERRA."

- *Ashlyn Bernier, Chief Operating Officer*

- **Raised Series A \$13.5 million in Sept 2021**
- **cogX 2020 Peace and Justice Strong Institutions Award**



success stories:

PEGASUS

Pegasus Imagery, which develops advanced unmanned aircraft to transform access to real-time, actionable intel, started with a self-described “crazy” idea: Radically transform wildfire management by delivering critical data in real-time to first responders. Today, the company is an internationally recognized leader creating breakthrough aerospace technology, a recent NASA iTech semi-finalist, and now working with some of the largest aerospace companies in the world.

“The market opportunity in the aviation industry is \$3-4 trillion a year commercially,” says Cole Rosentreter, CEO. “TECTERRA saw from the risk ratio that if Pegasus can be successful, what comes next will be amazing.”

TECTERRA encouraged Pegasus’s growth and success by providing early funding for the company’s complex tech stack. And when the plan changed - from sending designs out to be built by a third party to taking that work back in-house - TECTERRA remained on board.

“TECTERRA invested in our team at an early stage in the company’s story and gave us the time required to move from wild idea to tangible, globally competitive technology.”

- *Cole Rosentreter, CEO*

- **Semi-finalist, NASA iTech competition, 2020**
- **Awarded \$2 million through Sustainable Development Technology Canada - Technologies du Développement Durable Canada to advance the development of their Detect and Avoid System (A3S) and Group III VTOL drone (2022)**



success stories: routeique®

Routeique is a cloud-based, end-to-end order and delivery management system built to make supply chains seamless. Using both hardware and software technologies, Routeique connects manufacturers, distributors, retailers, and more. Funding from TECTERRA helped them build hardware capable of providing the full supply-chain visibility their customers needed, as well as designing the AI algorithms that would turn this data into actionable and accurate route plans and schedules.

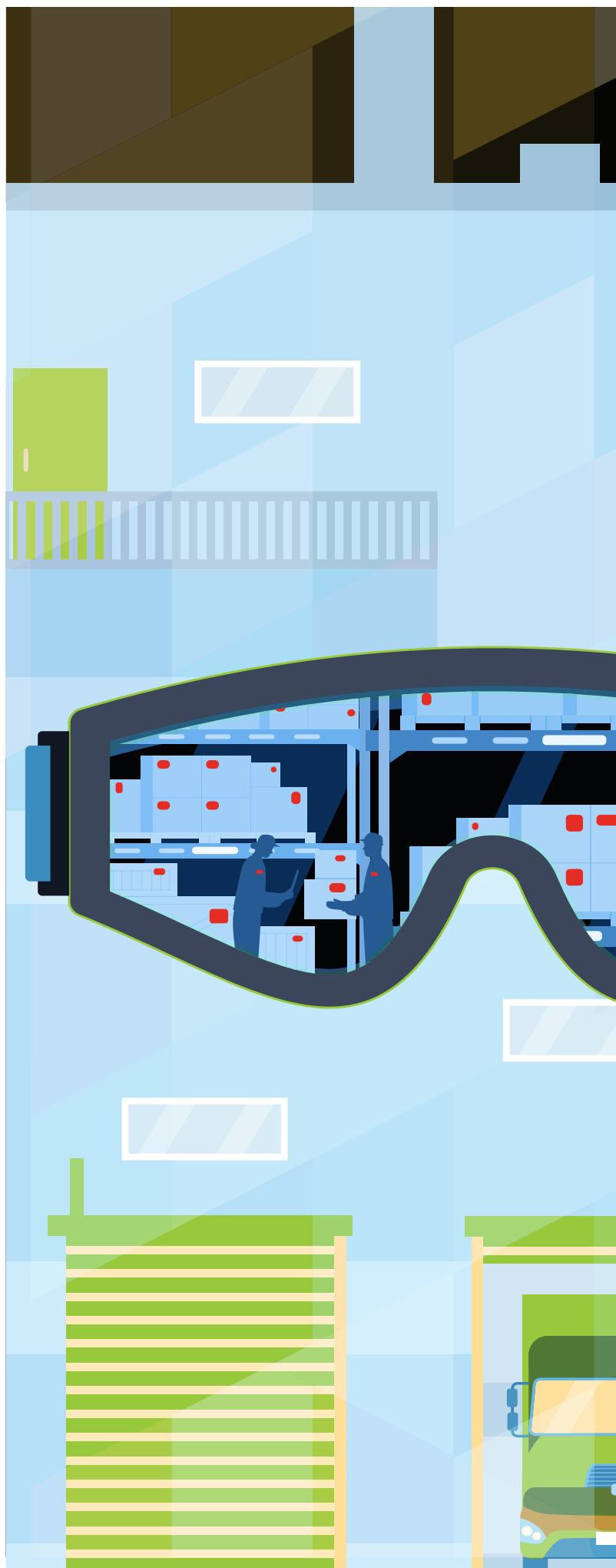
Before TECTERRA, Routeique had been working purely in the software space, which presented many different challenges from hardware. After working together on the hardware, Routeique ended up with a product that was nearly ready for market. TECTERRA continued to support them through the process and has been a valuable partner ever since.

“Thanks to funding support from TECTERRA, we got into the hardware world, an industry known for being difficult to break into. TECTERRA has been a patient and helpful partner to us for many years. They helped us recognize and meet the complex challenges inherent in building hardware and software. We wouldn’t be where we are today without them.”

- *Mike Allan, President and CEO at Routeique*

Routeique continues to be a leader in supply chain management and is moving forward into the artificial intelligence and machine learning space, cutting costs and improving efficiency to make customer’s supply chains a competitive advantage.

- **Named as a winner in the 2022 IFPA Fresh Field Catalyst technology accelerator**



portfolio: TECTERRA

Companies who have successfully commercialized their technologies with our support.

3vGEOMATICS INC.

4iiii
INNOVATIONS INC.

ETC
EXTREME TELEMATICS CORP.

A-MAPS Environmental

AG RESEARCH

AKS
GEOSCIENCE

ASG Mapping
Enterprise-ready geospatial data

Above
Border

ACCURATE
Assessment Group Ltd.

AgVance Inc.

AGRI-TREND
GROUP OF COMPANIES

ALCES™

APPROPOLIS

Ark
Platforms
Inc.

Atmos Research & Technology
Canada
Atmosphere – Land – Ocean

DATABOTICS

Avalanche
Canada

AWARE 360
real time data. real time decisions™

BACKROADS
PASSPORT
BRMB

baseband
TECHNOLOGIES

Beckingham Environmental

BLACKBOX
INTEGRATED DATA COLLECTION INC.

BLACKBRIDGE
GEOMATICS

blacklinegps™ Protect. Share. Connect™

blacklinesafety

BOREAL
LASER

CAI
CONSULTANTS

CS

Canatec
Associates International Ltd.

CAP
→ OP
ENERGY

Caracle Creek
Integrated Geospatial & Engineering Services

Cell-Loc

CENOZON

CHARTIS
SECURITY & ANALYTICS SOLUTIONS

CIVILWORKS
CONSULTING INC

CleanHarbors™

CLEARPATH
ROBOTICS™

CLOVERPOINT

coregeomatics

Cylo Technologies
Incorporated

DGE
Civil Engineering
CONSULTANTS

DM Solutions Group

dmti spatial

Dali
WIRELESS®

DARK VISION

DRAGON

Decisive™
FARMING

Drivewyze™

EOS
Positioning Systems

Ecopia Tech

EarthLink

enerSOFT
The Energy Software Company

ENTERRA





our funders: THANK YOU



ALBERTA INNOVATES

- THE PROVINCE'S INNOVATION ENGINE

Alberta Innovates is the province's largest research and innovation agency. From funding to commercialization, we are Alberta's innovation engine. We are working to solve today's challenges, create new opportunities and forge a healthy, sustainable, and prosperous future for Albertans today and for generations to come. We are where innovation happens, and we touch every corner of the province for the benefit of all Albertans.



NETWORKS OF CENTRES OF EXCELLENCE

- CENTRES OF EXCELLENCE FOR COMMERCIALIZATION AND RESEARCH

The innovative Centres of Excellence for Commercialization and Research (CECR) program bridges the challenging gap between innovation and commercialization. The program matches clusters of research expertise with the business community to share the knowledge and resources that bring innovations to market faster. Centres advance research and facilitate commercialization within four priority areas: the environment; natural resources and energy; health and life sciences; and information and communications technologies.

Centres adopt different models to best serve the commercialization needs of their sector, including acting as investors, incubators, or service providers. With revenue sources that range from fee-for service and membership fees to product sales, royalties, and equity in start-up companies, each CECR has a mandate to become self-sustaining while maximizing economic impact for its partners.



WESTERN DIVERSIFICATION PROGRAM

Prairies Economic Development Canada (PrairiesCan) is the department that diversifies the economy across the Canadian Prairies. PrairiesCan leads in building a strong, competitive Canadian economy by supporting business, innovation and community economic development unique to Alberta, Saskatchewan and Manitoba.



DEPARTMENT OF JOBS, ECONOMY, AND INNOVATION

Leading efforts to grow Alberta's economy by supporting Alberta's entrepreneurs and job creators, attracting investment, growing trade, strengthening Alberta's key sectors, and ensuring Alberta has an innovative and competitive business environment by overseeing the implementation of Alberta's Recovery Plan, supporting Alberta entrepreneurs, businesses, and communities to drive growth and job creation attracting, retaining and expanding investment in Alberta, enhancing trade and export development, optimizing Alberta's innovation system to support economic growth, creating the conditions for growth and diversification of Alberta's primary and emerging industries.

testimonials: PROUD OF OUR WORK



"TECTERRA has enabled significant economic growth by investing in innovative ideas and people. It continues to support Alberta as a leader in geospatial technologies which is a key part of our economic diversification future."

- Dr. M. Elizabeth Cannon, Former President of the U of C, Geomatics Engineer



"TECTERRA has a long history of not just providing funding, but also offering high quality advice that help firms improve their products and their approaches to business. This has been a key differentiator in their program offerings. TECTERRA has been very impactful in the growth and evolution of the geospatial industry in Alberta and in Canada."

- Lee Kruszewski, Former Executive Director Jobs, Economy, and Innovation



"Looking back at the successful outcomes of TECTERRA in Alberta and across Canada over the past 12 years, I couldn't be more proud of my team who built it all up back in 2010. I am grateful for having had the opportunity to lead this excellent innovation and entrepreneurship support program through its first six years knowing that its remarkable public impact will last for many more years to come."

- Dr. Mohamed Abousalem, founding CEO of TECTERRA



"The geospatial community in Alberta and Canada has grown exponentially due to the work and influence of TECTERRA. By accelerating innovative technology, building community, and helping entrepreneurs start and grow companies TECTERRA has helped a new generation of tech companies get off the ground. I am incredibly proud of the TECTERRA team and the positive outcomes we created for Alberta and Canada."

- Jonathan Neufeld, CEO, TECTERRA



"Through a unique and successful business model TECTERRA has created significant value in Alberta and beyond for the last decade. We directed our investment dollars to job and business value creation in the geospatial sector, leading to significant economic value. On behalf of our past and current board members we are honoured to be a part of this journey. As we pivot to a philanthropic model, we will continue to invest in jobs and education in this very important space."

- Monty Carter, Board Chair, TECTERRA



10 TECTERRA
10 years of innovation

Visit the website for more
information about TECTERRA.

www.tecterra.com