

## Platform Pillar Team | Information Package

Platform Calgary brings together the resources of Calgary’s tech ecosystem to help startups launch and grow. Through collaboration with over 50 partners and targeted programming, we are a hub and engine for technology-focused economic diversification and job creation.

Platform Calgary offers innovators, especially those in the early stages of a great idea or business, the space to catalyze, collide, and connect. As the home of Startup Calgary, we are the champions for every entrepreneur making their first steps. We create avenues for shared prosperity, and we collaborate with our partners to support our city’s bright minds.

Opening in fall 2021, the [Platform Innovation Centre](#) will open the doors to Calgary’s home for innovators - the Platform Innovation Centre - located downtown in the heart of East Village — beside City Hall, Central Library, and Studio Bell, home of the National Music Centre.

When a tech innovator walks through the door of the Platform Innovation Centre, they will have access to everything they need to achieve success including a connected community of like-minded entrepreneurs, investors and innovators.

The Innovation Centre is a forward-thinking project — built in partnership with Calgary Parking Authority and Calgary Municipal Land Corporation (CMLC) — designed to meet the changing needs of our community while accelerating Calgary’s innovation economy.

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### Platform Calgary’s

#### Vision:

Building shared prosperity by making Calgary a global hub for startups and innovation.

### Platform Calgary’s

#### Mission:

Empowering people.  
Building the next economy.

### Platform Calgary’s

#### Guiding Principles:

Collaborate First | Love Founders  
Build Community | Think Global  
Embrace Risk

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### Our Goal:

10x the rate of startup creation and scaling to triple the size of the local tech sector to over 1,000 scaling companies and over 2,000 startups by 2031.

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### Join the Platform Pillar Team

In order to create an opportunity for professional services firms to engage with the Platform Innovation Centre community, Platform Calgary is launching the Platform Pillar Team. The purpose is to develop a group of trusted in-house advisors that we feel confident will benefit our startup community. We are looking for service companies dedicated to supporting who will share our vision, mission, guiding principles and goal.

### Eligible Organization Categories

- Bank/financial institutions
- Accounting firms
- Law firms
- Commercial real estate firms
- Marketing and Advertising
- IT and Development
- Management Consulting

# The Platform Pillar Team | Information Package

## Pillar Team Benefits

As part of the Pillar Team you will receive opportunities to engage with the Platform Innovation Centre community in the following ways:

- Thought Leadership
  - Seat on the [Platform Advisory Roundtable](#) (Exclusive to Platinum)
  - C-Suite Breakfast Series (Exclusive to Platinum)
  - Branded content delivery opportunity
  - Content delivery at the request of the Platform Programs Team
  - A seat on competition panels
  - Opportunity to host lunch and learns
- Sponsorship
  - Early access to sponsorship opportunities (events, programs, spaces)
- Networking
  - Participation in monthly partner meetings (50+ partner organizations)
  - Connection with 17,000+ collective members of our partner organizations
  - Connection with aligned corporations
  - Co-host events with Platform
- Visibility
  - Logo and company profile on the Platform website
  - Your innovation-related events promoted in monthly newsletter
  - Opportunities for public recognition
- Lead Generation
  - Referrals - contact information provided to each new founder
  - Referrals - contact information provided to 'alumni' founders
  - Office hours - 2 hours per week included

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## Available Opportunities

Platinum (1 firm per vertical will be selected)

- Cost to join is minimum \$35,000 per year
  - Applicants will submit a sealed bid
  - Exclusive to ONE firm in EACH Eligible Organization Category
  - Opportunity for consideration at the Gold level if not selected

Gold (up to 3 firms per vertical will be selected)

- Cost to join is minimum \$20,000 per year
  - Applicants will submit a sealed bid
  - Exclusive to THREE firms in EACH Eligible Organization Category

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## Additional Opportunities for Pillar Team

- Dedicated desk @\$7,200/year
- 4 person office @ \$30,000/year
- Outpost @ \$96,000/year

Apply for the Platform Pillar Team, [here](#).

For questions, contact:  
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**PLATFORM**  
calgary