

Alberta Deal Generator plays matchmaker to investors and tech companies

BY SANDRA SWEET

With all the doom and gloom being reported in the media, it's easy to get the impression that nothing good is going on in the business community. But nothing could be further from the truth for Calgary's tech sector. Big things are happening and Alberta Deal Generator is working harder than ever to bring Calgary tech companies and investors together.

Alberta Deal Generator (ADG) is a joint program of Calgary Technologies and TEC Edmonton that gives investor-ready companies an opportunity to pitch to ADG's network of qualified investors at private presentation forums.

Henry Kutarna, ADG Manager for Southern Alberta says there are a lot of advantages of the ADG model for both the investor and the companies. Before companies present they are coached and attend the ADG Boot Camp, which helps companies define their value proposition and refine their investor pitch. After companies make their pitch at an investor forum, the presenter leaves the room to give investors a chance to talk confidentially about the investment opportunity. Companies are then invited back into the room to hear consolidated feedback given by the ADG managers.

"The investors who tend to gravitate to ADG are those that like to hear the opinions of others and use that information to help them form their own opinions about the opportunity," says Kutarna. "The feedback that is later provided to the companies helps them a great deal to assess the impact their presentation had on investors."

The companies that come to ADG may be more mature companies that are launching a new product offering or new startup companies, as is the case with Coalese Corporation, a company that recently presented at ADG forums.

Coalese Corporation is a Calgary-based startup company that provides solutions to enable mobile and remote access to select patient information in physician Electronic Medical Records (EMR). Requiring minimal or no IT support, their technology can be implemented inexpensively and in very short timeframes. Over the past nine months, it has been employed using iPhones by paramedics, home care and emergency room nurses, and physicians to improve access to vital health information of patients.

According to CEO Dr. Jacques Branch, rather than being a smartphone application, this technology allows for the secure use of cellular connections through a smartphone to provide health care professionals with the information they need to provide the best care possible.

Dr. Branch says organizations like ADG are important for technology startups like Coalese for helping them get the attention of investors. "We currently find ourselves in extremely challenging economic times for startup companies to generate investment. ADG provided Coalese with the

opportunity to present to interested investors and this not only opened potential doors for us but gave us invaluable feedback on the strengths and weaknesses of the presentation."

As well, he says the people who operate ADG are well positioned to assist companies where it counts. "Henry has provided invaluable introductions, advice and guidance – we have now nearly completed our financing round and it was Henry's networking guidance that lead to Coalese's most recent investor."

On the opposite end of the spectrum, Kryos is a Calgary-based software company that has been providing web portal and mobility solutions for 14 years. Trevor Nimegeers, Founder and CEO, says they came to ADG to open new doors to finance the launch of their BlackBerry-based software platform through a number of new distribution channels. "Selling to software companies, telephone carriers and application developers is a new target audience for us. ADG is helping us to ensure we have ample resources to address these markets effectively," says Nimegeers. With a strong relationship with RIM, Kryos is already on their way, but additional resource will help them accelerate their growth plan.

Kryos' product is uniquely positioned at the center of two high growth markets – enterprise portals and the almost unbelievable growth of the smartphone market. "Mobile devices are changing how people work. Taking a corporate application and surfacing it on a BlackBerry for employees, field workers or even customers opens up endless possibilities and getting that to a broad marketplace as fast as possible is why we engaged ADG," says Nimegeers.

Recession or no recession, says Kutarna, the tech sector offers some of the best investment opportunities available in Alberta. Alberta Deal Generator is an ideal mechanism for aligning investors with companies that are well positioned for future success.



GrainWaves, a division of Kryos, delivers web and mobile based technology solutions to the Agriculture sector. GrainWaves Handler and GrainWaves Producer are two of their newest product offerings providing personalized portal solutions for grain handlers and producers.

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Alberta Deal Generator	dealgenerator.com
Calgary Technologies Inc.	calgarytechnologies.com
Coalese	coalese.com
Kryos	kryos.com
GrainWaves (by Kryos)	grainwaves.com
TEC Edmonton	tecedmonton.com