



TECTERRA launches new provincial investment initiative to assist Alberta-based companies grow and commercialize geospatial products and technology

November 1, 2016 (Calgary, AB) – TECTERRA Inc. recently announced the debut of their newest program to support Alberta-based start-ups, and small and medium size companies (SMEs) that are in the late-stage or commercialization-ready phase of their geospatial technology development.

The new Market Launch Program (MLP) will provide a boost to help companies take their geospatial technology to the market faster than they could on their own. Funding for projects ranges between \$25,000 to \$100,000 based on a 50/50 match from TECTERRA and the company. Additional funding is reviewed on a case-by-case scenario.

“We are very excited to announce the launch of our new program,” said Jonathan Neufeld, Interim Chief Executive Officer, TECTERRA. “Using our successful funding model of a 50/50 match, TECTERRA is able to provide capital to de-risk the launch of technology products and accelerate a company’s commercialization – allowing them to generate revenue faster.”

This program works alongside others available in the innovation system, with a specific focus on launching geospatial technology products and services. MLP is unique in its execution, allowing companies the freedom to choose their path to commercialization, while ensuring that they have specific, realistic, and actionable launch plans.

“MLP made its official debut two weeks ago, and we have already received interest from over a dozen Alberta companies,” added Neufeld. “To date, we have worked with more than 200 innovative companies, and in creating the program, we sought input from many of these companies about what additional resources they believed would assist them to gain greater success in the industry. The new MLP is a direct result of their feedback to us.”

Together with its partners, TECTERRA is working to ensure geospatial technology companies will grow, thrive, and boost the Alberta economy.

For more information on the Market Launch Program and TECTERRA’s support programs, visit: www.tecterra.com

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ABOUT TECTERRA

TECTERRA Inc. is a Canadian geomatics technology innovation support centre that supports the development and commercialization of geomatics technologies for integrated resource management. With funding from the province of Alberta, TECTERRA invests in technology solutions for the following: agriculture, energy, environment, forestry, land management, and development applications. The organization also focuses on small to medium enterprises that specialize in geomatics technology geared towards environmental monitoring, management and protection. The first centre of its kind, TECTERRA works with industry, entrepreneurs, researchers, and government partners to enable the use of geomatics technologies in addressing local, national and global challenges in resource management. As a non-profit organization, TECTERRA is governed by an independent Board of Directors who represents the key industry sectors associated with TECTERRA’s focus markets.

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