

INVENTURES CANADA CASE STUDY



Three unforgettable days of smashing the status quo! Meet the brightest minds, angel investors, venture capitalists, entrepreneurs, and industry leaders from across the globe that are solving the most critical issues of our time. Join us for the hottest innovation event at the nexus of humanity and technology.

THE BREAKTHROUGH INNOVATION EVENT

- Calgary, Canada
- 4,500+ attendees
- 30 countries
- 200+ sessions
- 500+ speakers
- 100+ startups

inventurescanada.com



“As THE startup and innovation event in Western Canada, Inventions is a one-of-a-kind experience where investors, entrepreneurs, startups and thought leaders gather to connect and foster new collaborations. It is the place to explore transformational technologies, assess emerging talent and discover bold solutions to urgent local and global challenges. This year's theme is 'See Different' which could not be any more appropriate. As an entrepreneur who's own affirmation is to change the world, I could not be more excited to be part of such an incredible event.”

Lillah Penddah

Founder and CEO
AFRO FACTS

OPPORTUNITY

Adeo InterActive partnered with Alberta Innovates to showcase Calgary as a premiere place to do business in Canada. One of the greatest challenges was with this event was creating awareness of the business and economic opportunities within the province. This event was created to showcase bold ideas, cultivate relationships, and capitalize on Alberta's innovation advantage.

SPECIALIZED TRACKS

- The Metaverse
- Health Innovation
- Ag/Food Tech
- Future of Work
- Building Better
- Accelerating Growth
- CleanTech
- Computing Infinity

BENEFITS

Significant Economic Impact

Inventions Canada a significant economic impact in Alberta via tourism, direct spending on the event, and business carried out equalling to an estimated \$249 Million.



Increase in Business

One in Three attendees carried out new business activities that led to revenues or investments due to their participation.

Diverse Attendance

Attendees, startups, and speakers spanned over 30 countries, adding diversity to the area.

High Satisfaction Rate

Polled attendees reported the following:

- 89% expanded their professional network
- 82% learned something new
- 88% said they were satisfied overall with attending the event