



COMMUNITECH[®]

Future of Cities *2022*

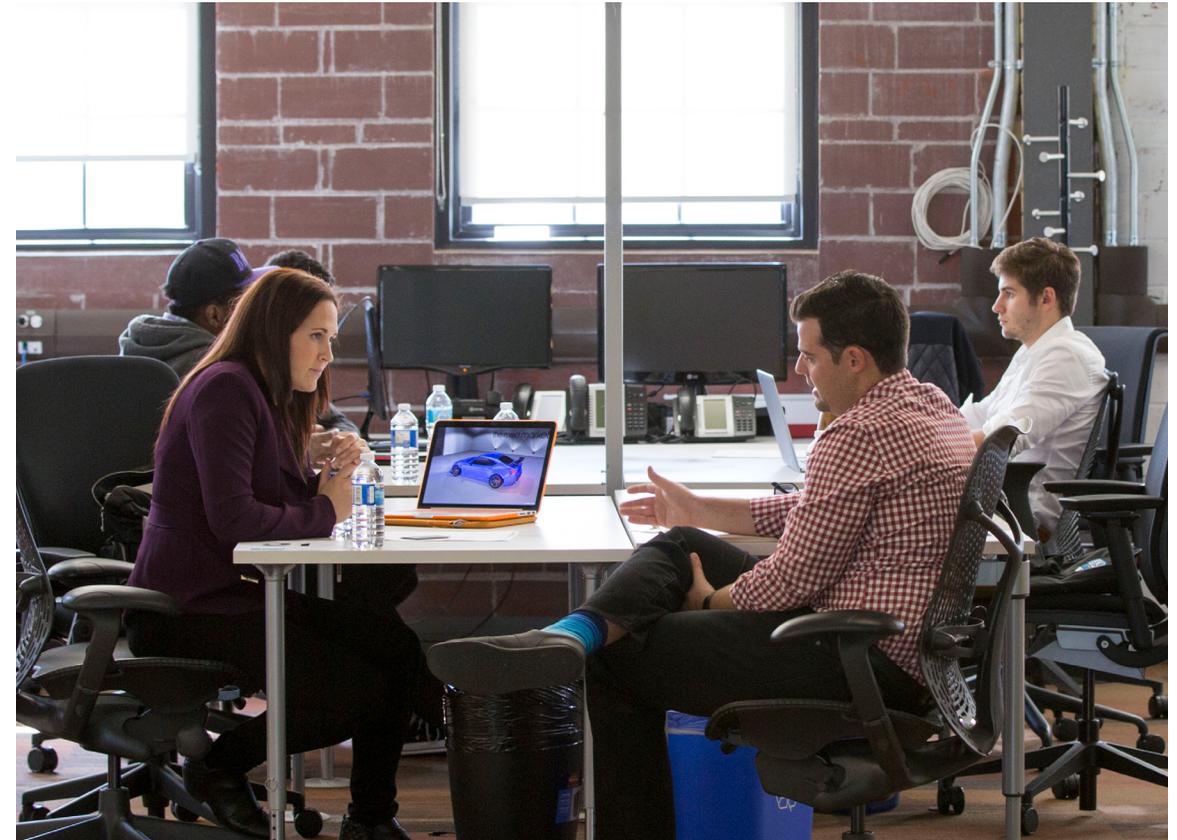
Partner information

Communitech and its respective programs are registered trademarks in Canada and the United States.

Future of X Collaboratives

Communitech Future of X connects industry and tech partners with founders across Canada to solve big problems with trusted innovation. Using the power of collaboration and mission-aligned networks, the Future of X helps businesses solve problems faster than they could on their own.

Each collaborative defines meaningful challenges faced by specific industries and engages our national network of startups and scale-ups for solutions. Leveraging our connections to the Canadian tech community means significantly reducing the risk and cost associated with finding and vetting tech solutions.



Future of Cities

The Future of Cities 2021 collaborative explored how 5G and advanced technology could increase responsiveness and adaptability of our cities. The focus was urban transportation, but conversations also encompassed procurement, privacy and urban infrastructure. In October 2021, the collaborative culminated with use cases and proofs of concepts for the 5G connected future and a plan to take the conversation national.

The Future of Cities 2022 is a 12-month journey that will bring together public, private and tech platform partners with Canada's top tech founders to reimagine the systems and processes that guide the operation of our cities. The key output of

the first four months will be the exploration and definition of up to 30 challenges that will be launched into Canada's innovation ecosystem. The culmination of this process we see the launch of a Call for Innovation—which will solicit innovative solutions to these challenges from some of the most exciting startups across Canada.

Key themes are the safety, sustainability, and social aspects of asset management, fleet management, advanced manufacturing, applied ethical AI, data governance and privacy, and more.

For future inquiries, please contact our team at **futureofx@communitech.ca**.

Future of X partners have the opportunity find, procure and deploy the best tech solutions to address their challenges.

Partners benefit from:

- Exposure to more than 30 pre-vetted startups and scale-ups from across Canada
- Understanding invisible business risks
- Validation of innovation opportunities
- Insight into the latest tech solutions, as well as industry and consumer trends
- Identification of best of the best technologies and tech solutions in Canada
- Help with innovation sensing, match-making, scouting, trend watching and procurement of new technologies
- Reduced risk and cost of finding and vetting tech
- Brand awareness and visibility

Lead partner

Lead partners are prominently positioned within the collaborative, with the ability to submit three challenges and participate in up to three paid pilot projects **OR** promote the use of a tech platform within the call for solutions. As well, lead partners benefit from strong physical and brand presence throughout the duration of the collaborative.

Prominent brand recognition:

- Brand visibility within the Future of X Zone at Communitech as Lead Partner
- Brand visibility on Future of Cities website and events as Lead Partner
- Leverage Communitech owned channels and relationships to extend reach for your brand as it pertains to the collaborative

Limit: 5

Deliverables:

- Ability to submit three (3) challenges to the collaborative
- Opportunity to participate in piloting up to three (3) solutions (costs associated with running pilots are not included in deliverables)
- Tech platform partners can chose to promote their platform as an alternative to submitting challenges and piloting solutions
- Four participants throughout the year within the virtual and physical Future of X Zone at the Communitech Hub
- Participation in all roundtables held to help shape the direction of the collaborative
- Opportunity to deliver thought leadership content at up to three events (provided there is alignment with collaborative topics).
- Access to strategic networking events
- Ability to interact with more than 30 emerging tech companies
- Prominent brand recognition

Challenge partner

Challenge partners actively contribute to the collaborative with the submission of a challenge and the opportunity to participate in a paid pilot project.

Brand recognition:

- Brand visibility within the Future of X Zone at Communitech as Challenge Partner
- Brand recognition on Future of Cities website and events as Challenge Partner
- Leverage Communitech owned channels and relationships to extend reach for your brand as it pertains to the collaborative

Limit: 5

Deliverables:

- Ability to submit one challenge to the collaborative
- Participate in piloting one solution (costs associated with running pilot is not included in deliverables)
- Two participants throughout the year within the virtual and physical Future of X Zone at the Communitech Hub
- Participation in up to two roundtables to help shape the direction of the collaborative
- Opportunity to deliver thought leadership content one event
- Access to strategic networking events
- Ability to interact with more than 30 emerging tech companies

Contributing partner

Contributing partners benefit from a physical and brand presence throughout the 12-month collaborative, with roundtable participation, access to strategic events and a seat in the physical and virtual Future of X zones.

Brand recognition:

- Brand visibility within the Future of X Zone at Communitech as Contributing Partner
- Brand recognition on Future of Cities website and events as Contributing Partner
- Leverage Communitech owned channels and relationships to extend reach for your brand as it pertains to the collaborative

Limit: 5

Deliverables:

- One participant throughout the year within the virtual and physical Future of X Zone at the Communitech Hub
- Participation in one roundtable to help shape the direction of the collaborative
- Access to strategic networking events
- Ability to interact with more than 30 emerging tech companies

Deliverables summary

Benefit	Lead partner	Challenge partner	Contributing partner
Challenges	Up to 3	Up to 1	None
Promotion of technology platform	Yes	No	No
Access to Hybrid Future Zone	4 people	2 people	1 people
Invite only roundtables	All	Up to 2	Up to 1
Opportunity to participate/deliver content in events	Up to 3	Up to 1	None
Access to strategic networking events	Yes	Yes	Yes
Brand visibility	Prominent	Tier 2	Tier 3
Pilot participation*	Up to 3	Up to 1	None

OR

*Costs associated with running pilot are not included in deliverables

What collaborative partners have to say:

“Communitech has been instrumental in connecting with members of the CYPT (including members of the Data, Research and Evaluation team) to identify existing data-related challenges across organizations serving children, youth and families. This has been such a value add for our community.”

- Silviu Kondan, Social Planning Associate, Region of Waterloo

“What Future of Retail is offering us is an attempt to understand what is happening in a broader context... We want our eyes opened. This call for open innovation is, for us, an opportunity to see what else is out there; to think differently, think innovatively about how we can apply things to our channel.”

- David Arbuthnot, Director of Innovation Outpost, Wawanesa Insurance

“We are already exploring ways we can work with at least one of the startups [engaged through Future of Retail] whose ideas could unleash fresh innovation for Canada’s shopping strips in the short term. Other ideas hold potential for longer timeframes, too.”

- Dinaro Ly, Head, Innovation Partnerships & Community Engagement, Interac

What collaborative founders have to say:

“Not only has every step of this process felt uniquely tailored to our business but we can honestly say it has been invaluable to our growth.”

– Evan Sitler, Co-CEO and co-founder, XpertVR

“Communitech’s rich industry connections enabled us to set up meetings with relevant industry-leading brands rapidly and frictionlessly.”

– Vincent Yang, CEO, Cela Technology

“All Communitech wants to do is to help you be successful because the real trade-off is if you’re successful, they’re successful.”

– Abhishek Prasad, CEO, Artie