

Alberta

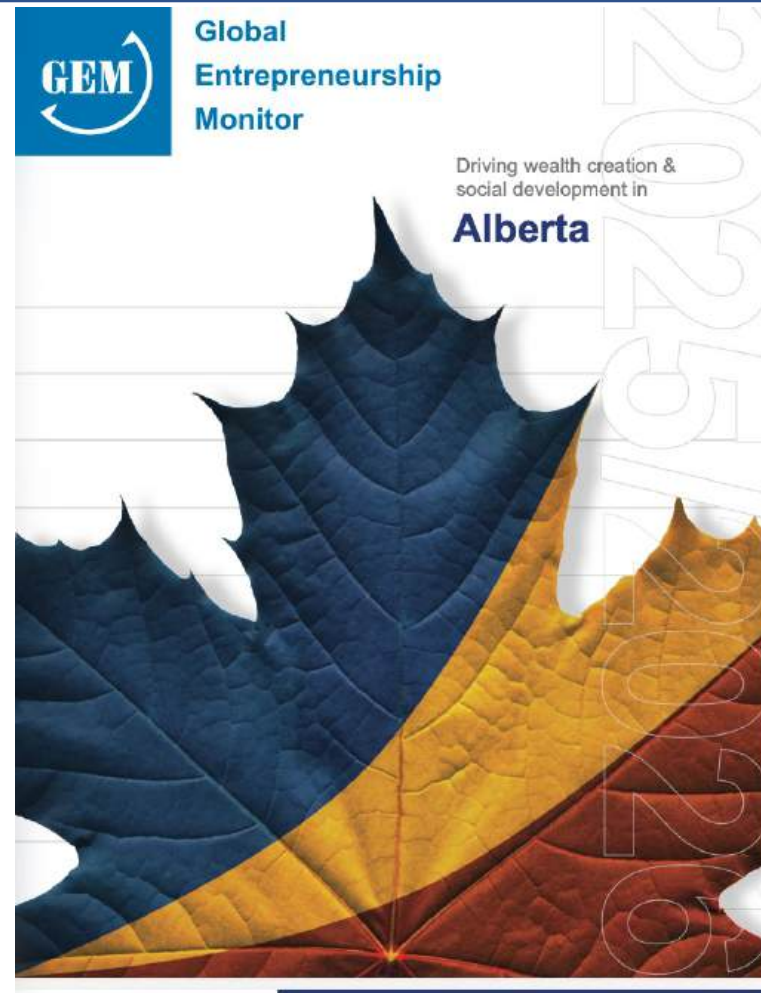
**Jobs, Economy, Trade and
Immigration**

Presented May 28, 2026

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Haskayne School of Business
University of Calgary

THECiS
The Centre for Innovation Studies





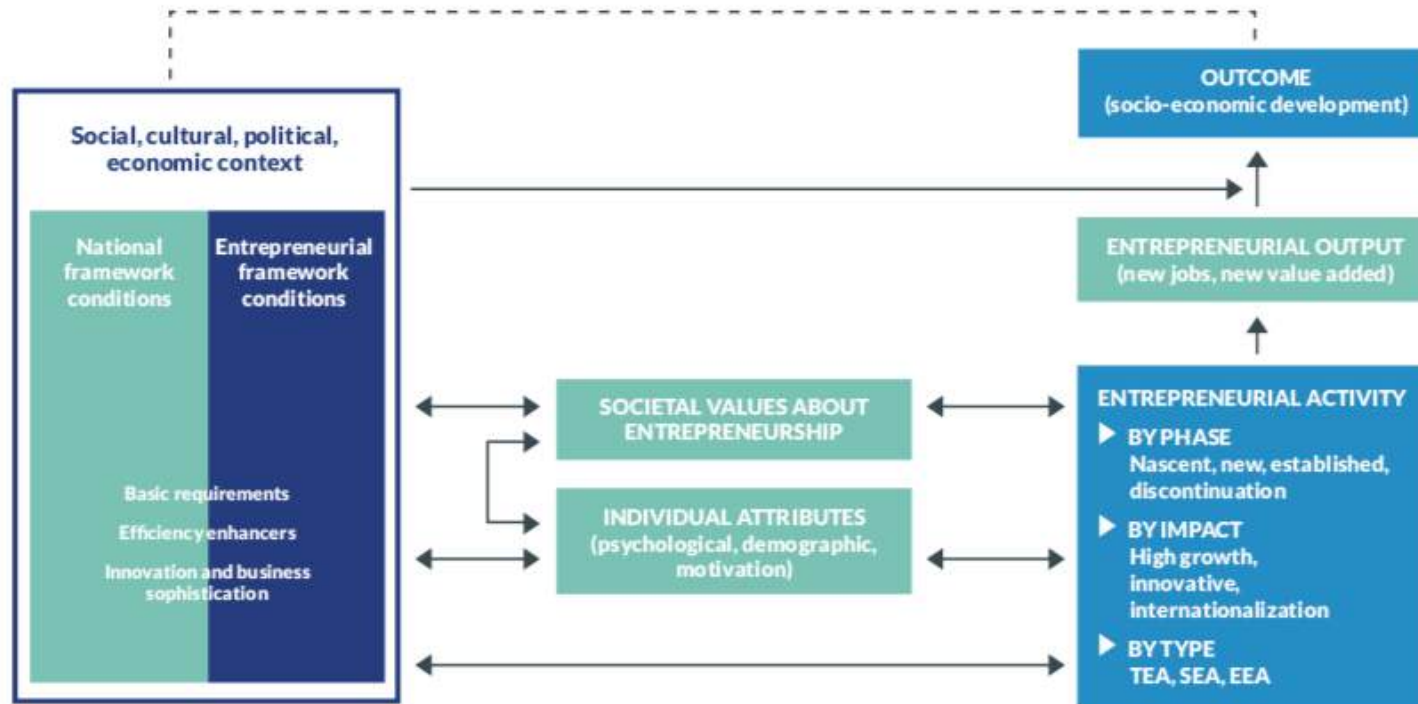
Global
Entrepreneurship
Monitor



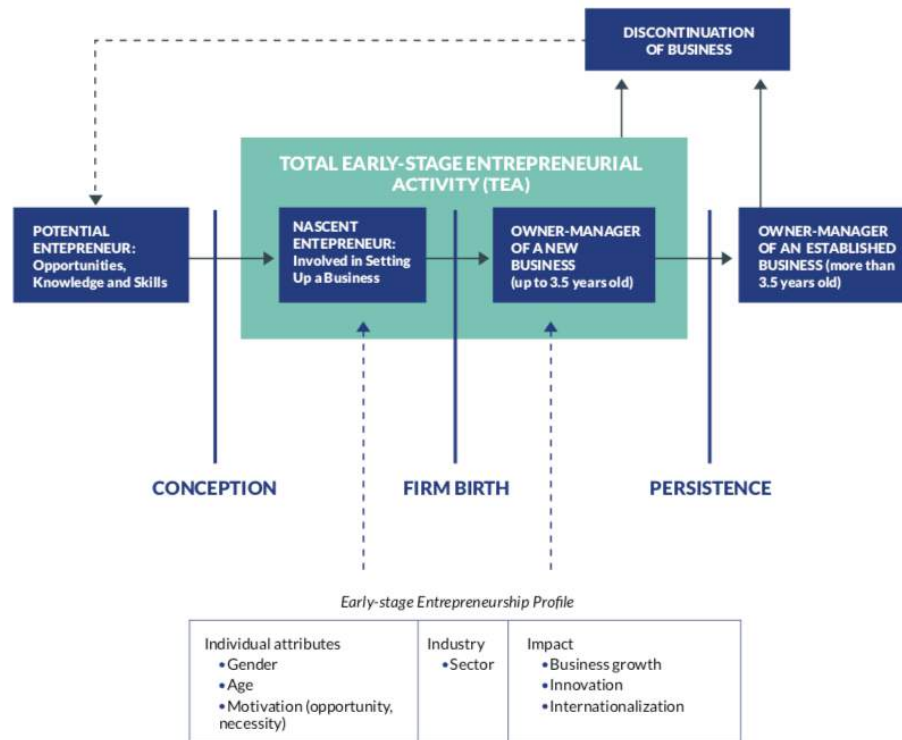
GEM DEFINITION OF ENTREPRENEURSHIP

“Any attempt at new business or venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals or an established business.”

GEM FRAMEWORK

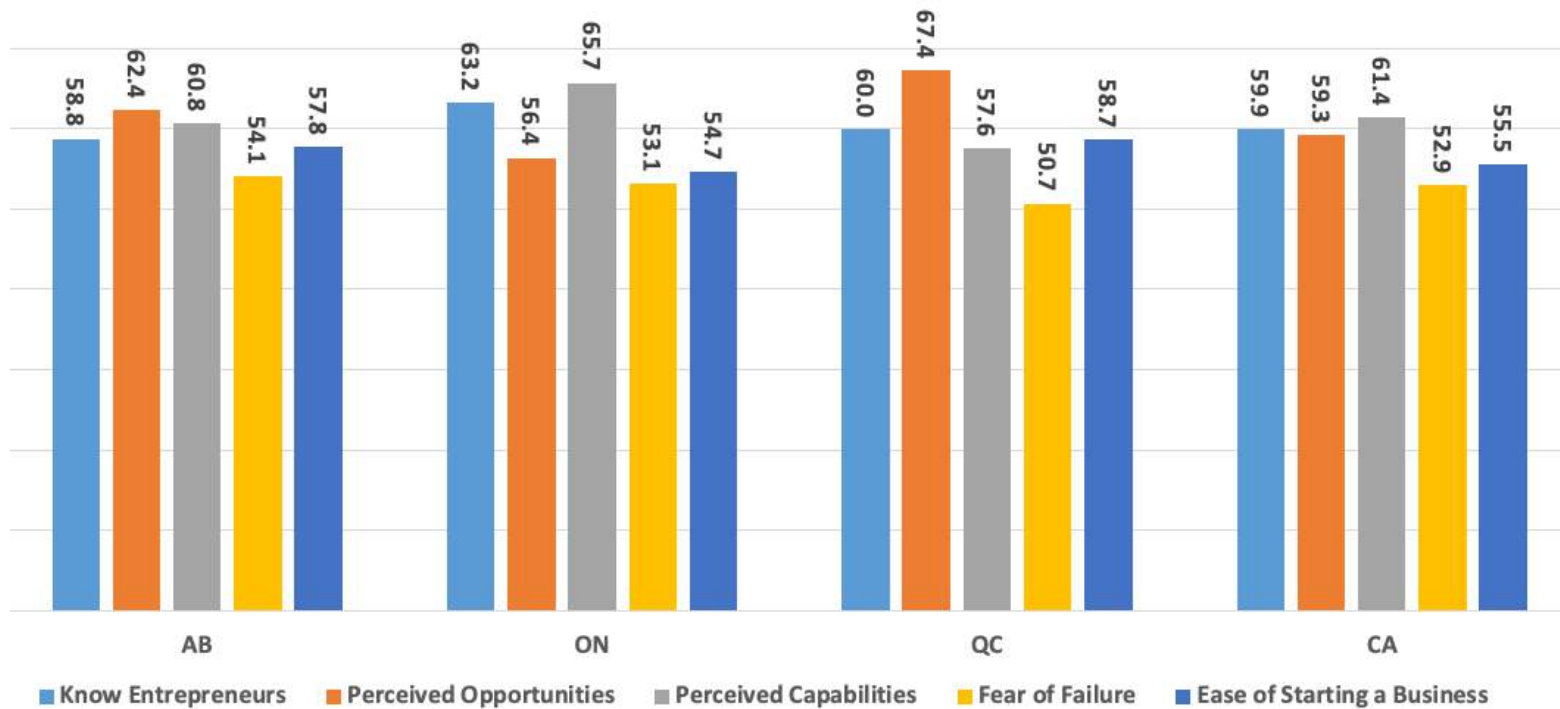


GEM ENTREPRENEURSHIP INDICATORS

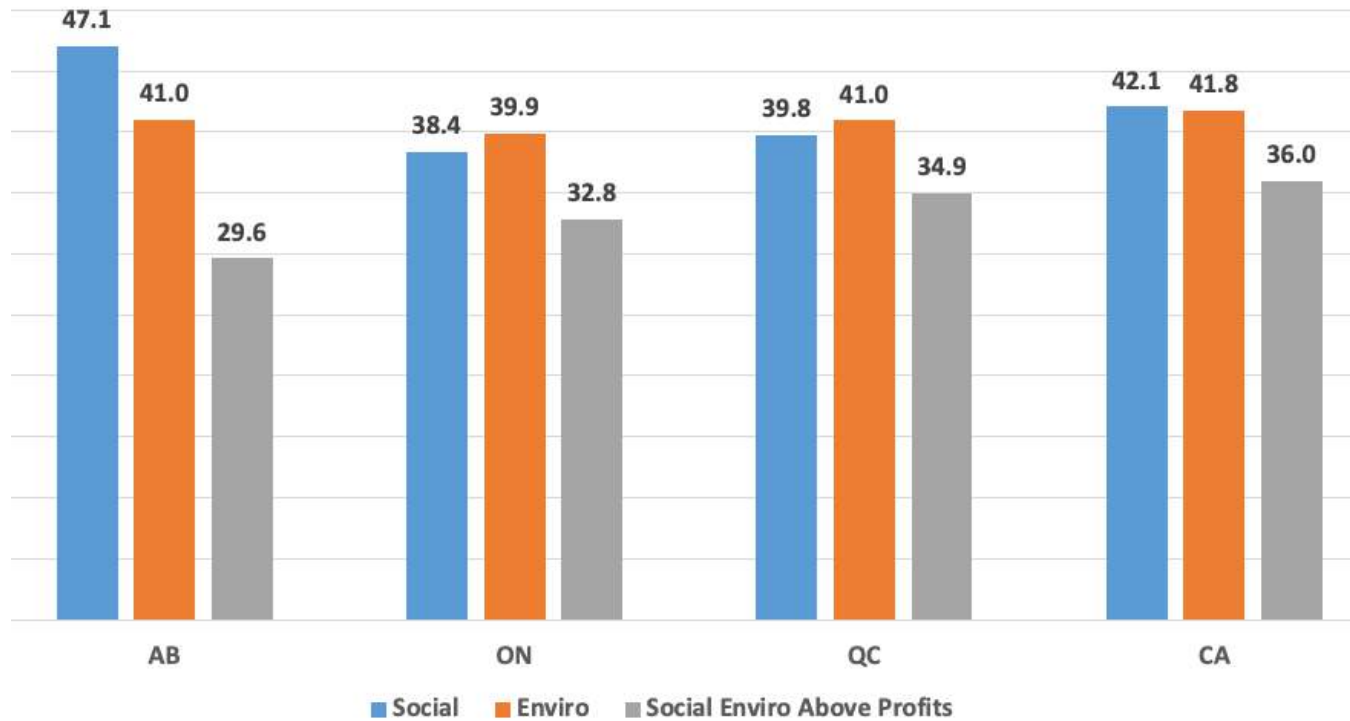




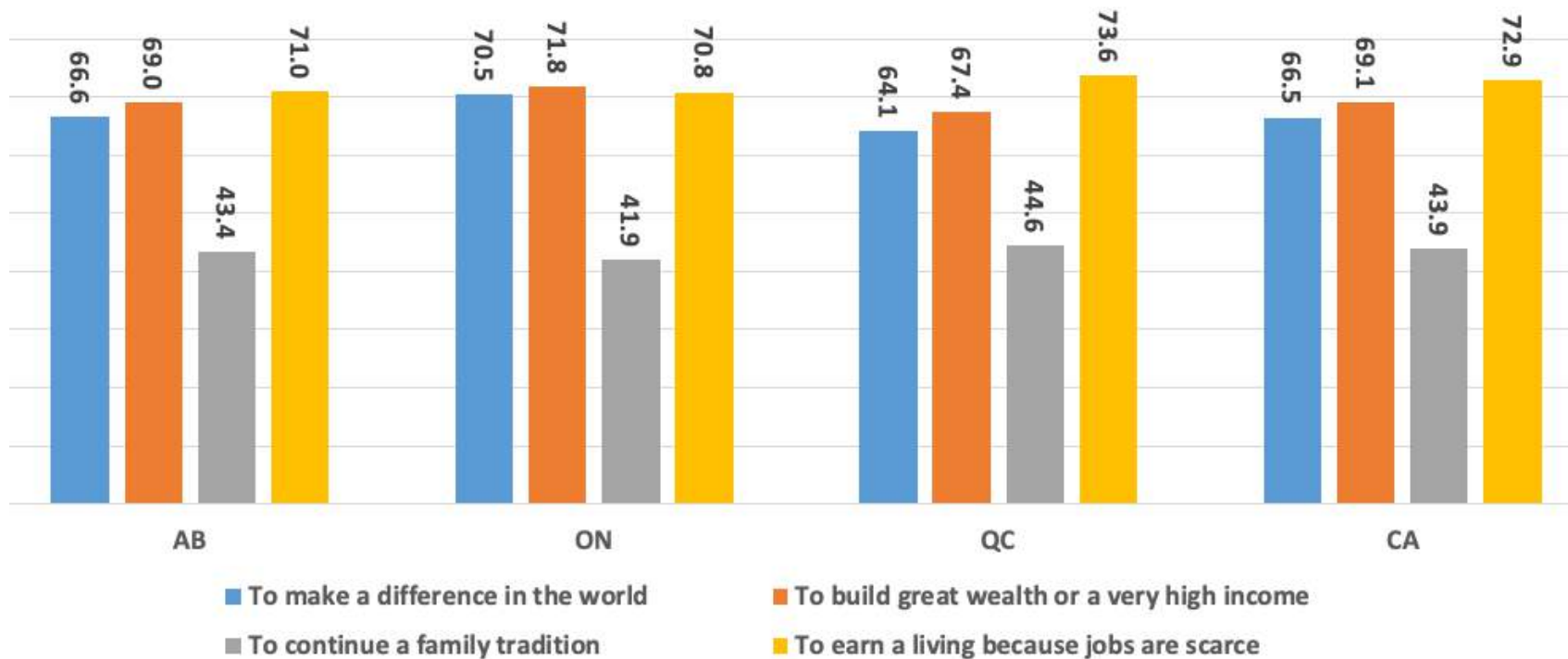
PERCEPTIONS



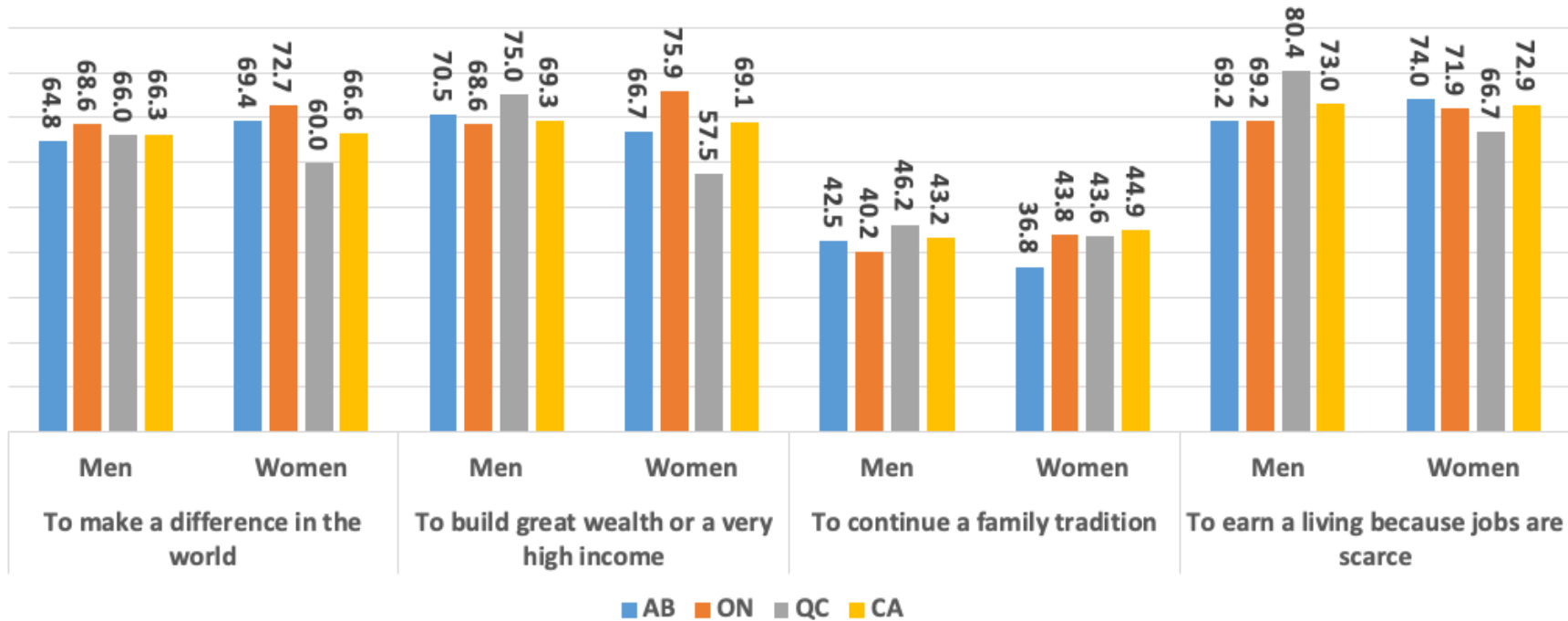
SUSTAINABLE DEVELOPMENT GOALS (SU)



MOTIVATIONS BY TEA

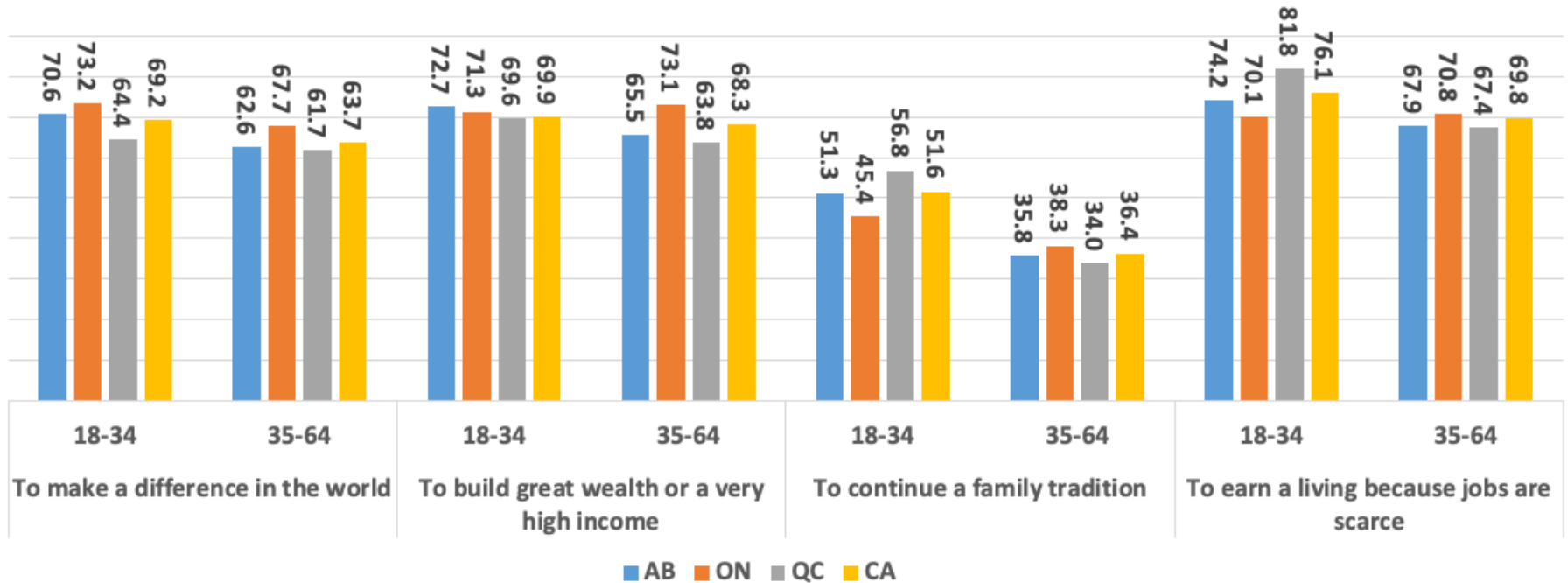


MOTIVATIONS BY GENDER AND TEA

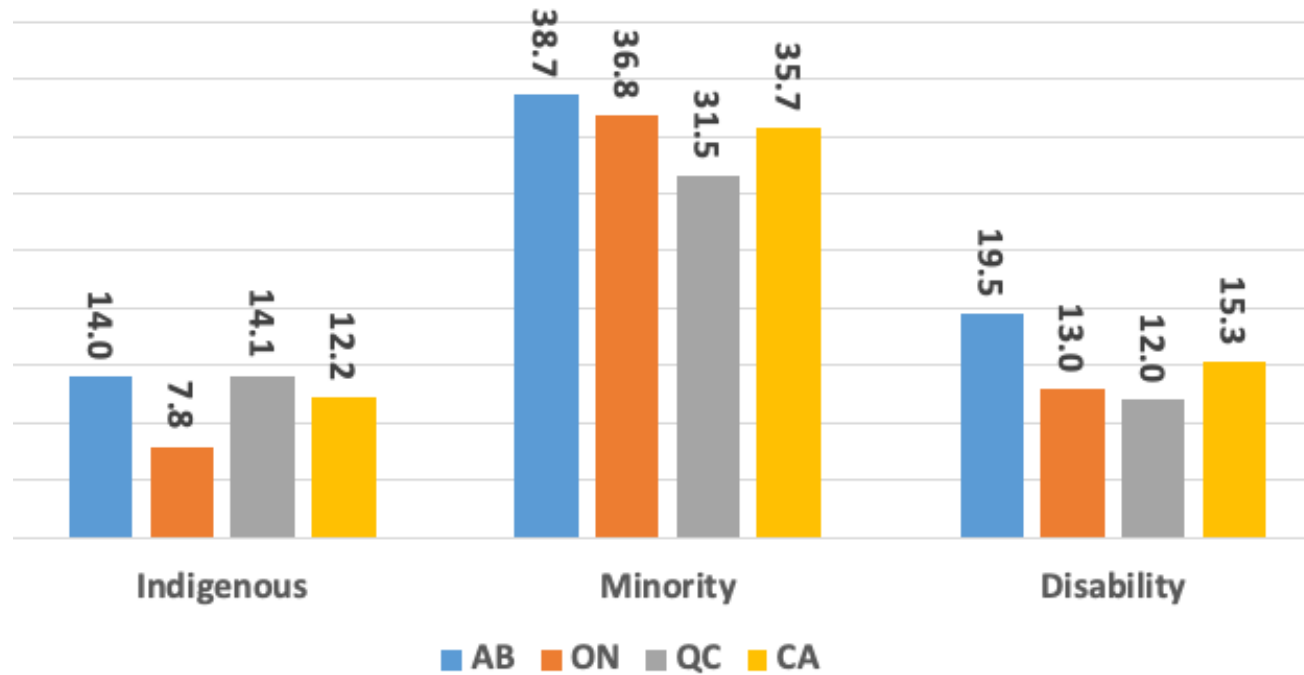




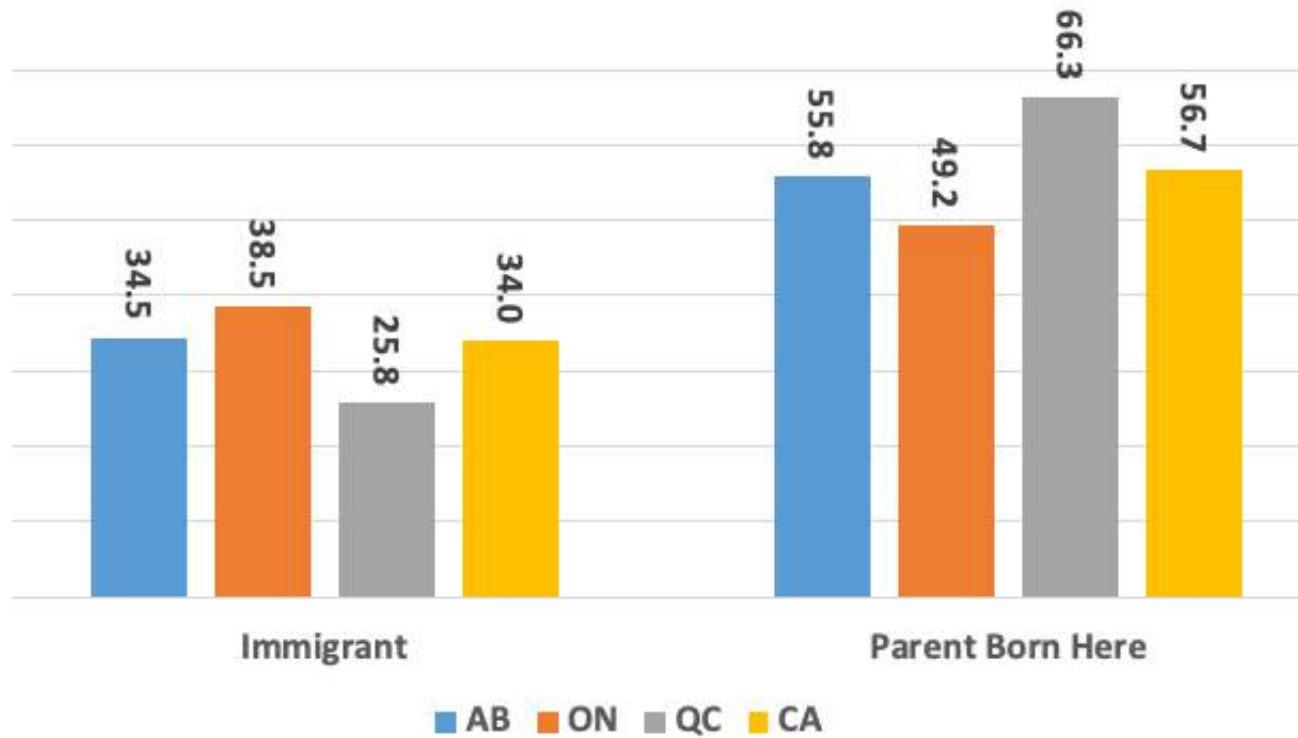
MOTIVATIONS BY YOUTH AND TEA



TEA EQUITY GROUPS

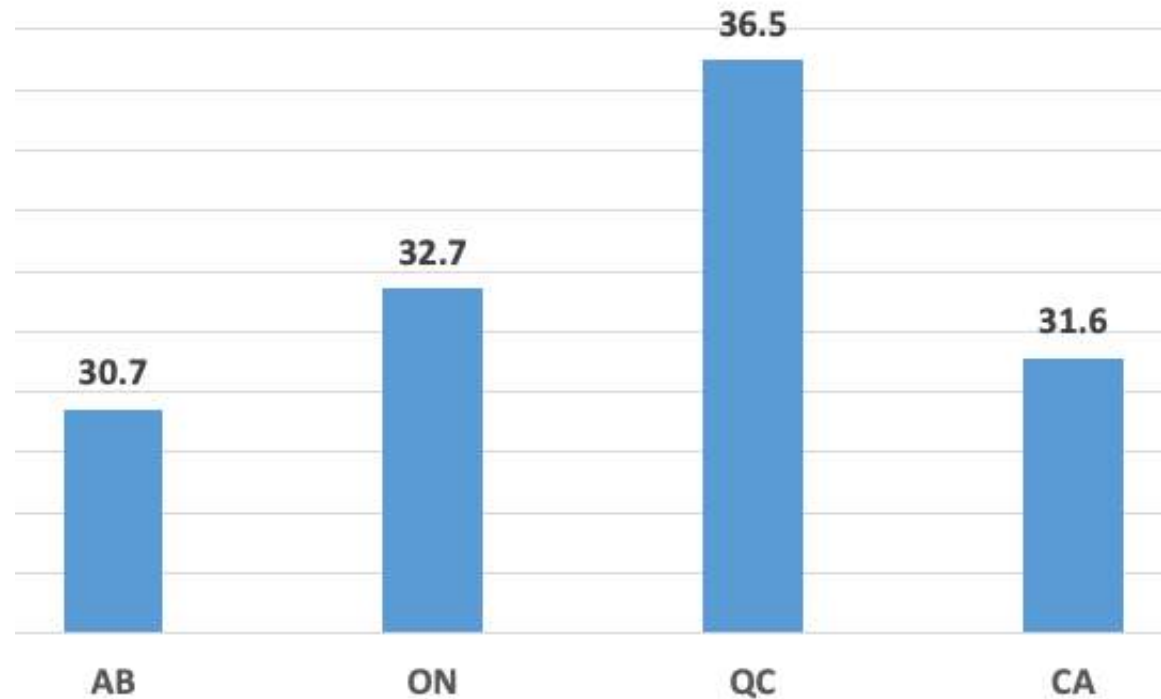


TEA IMMIGRANTS

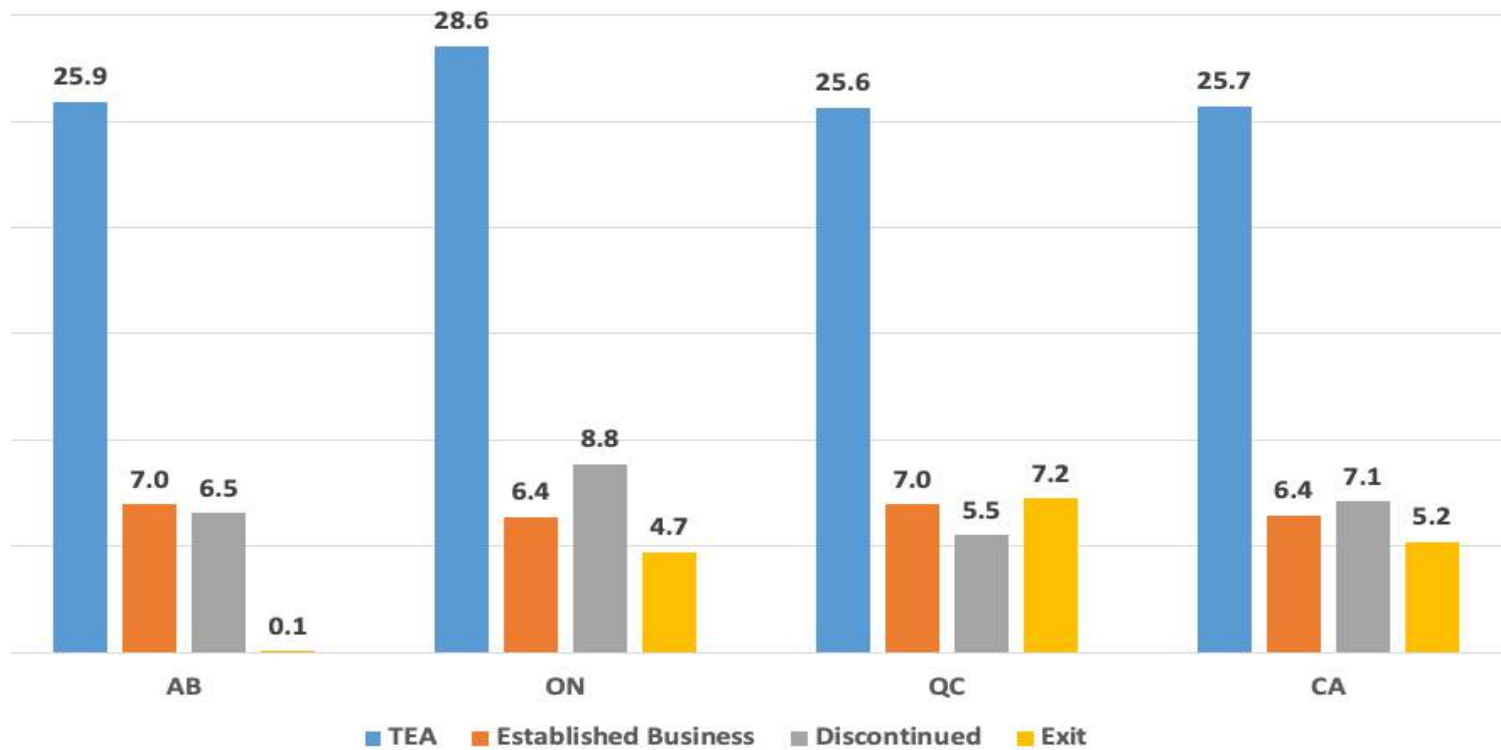


ENTREPRENEURIAL ACTIVITY – STARTUP INTENTIONS

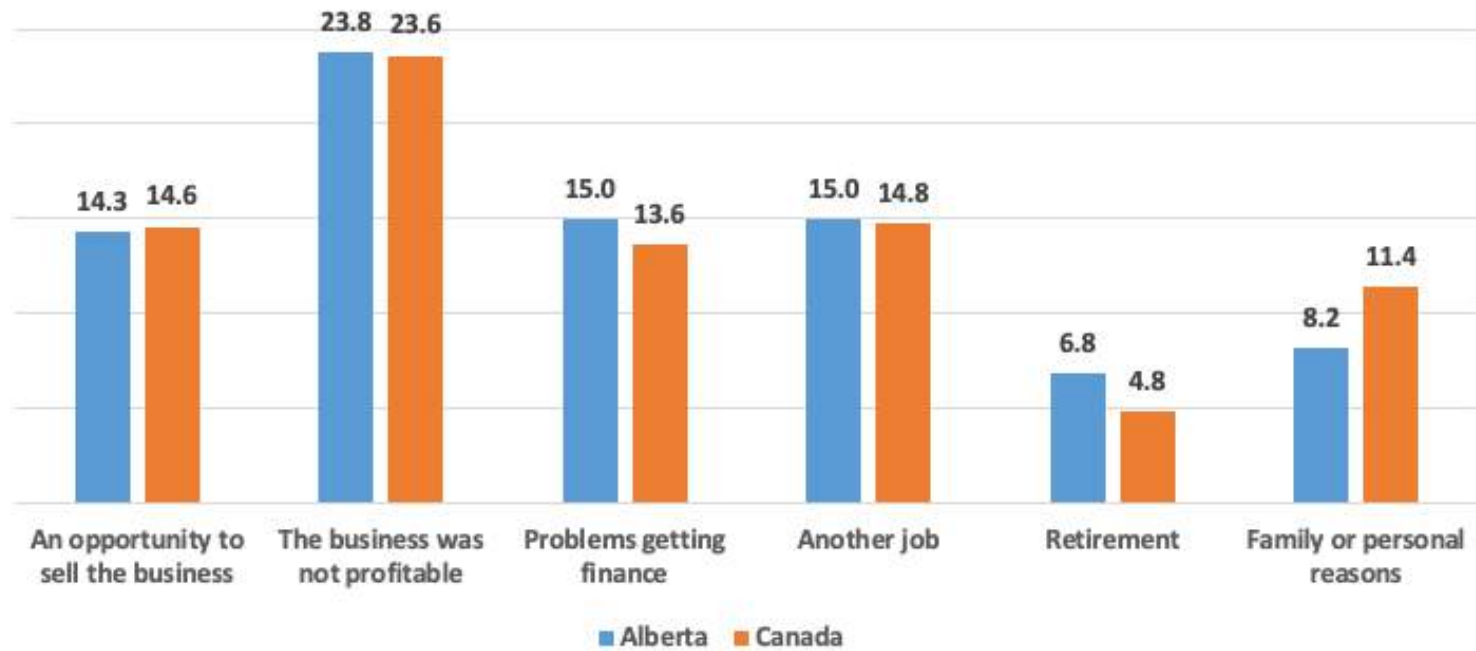
General
Population



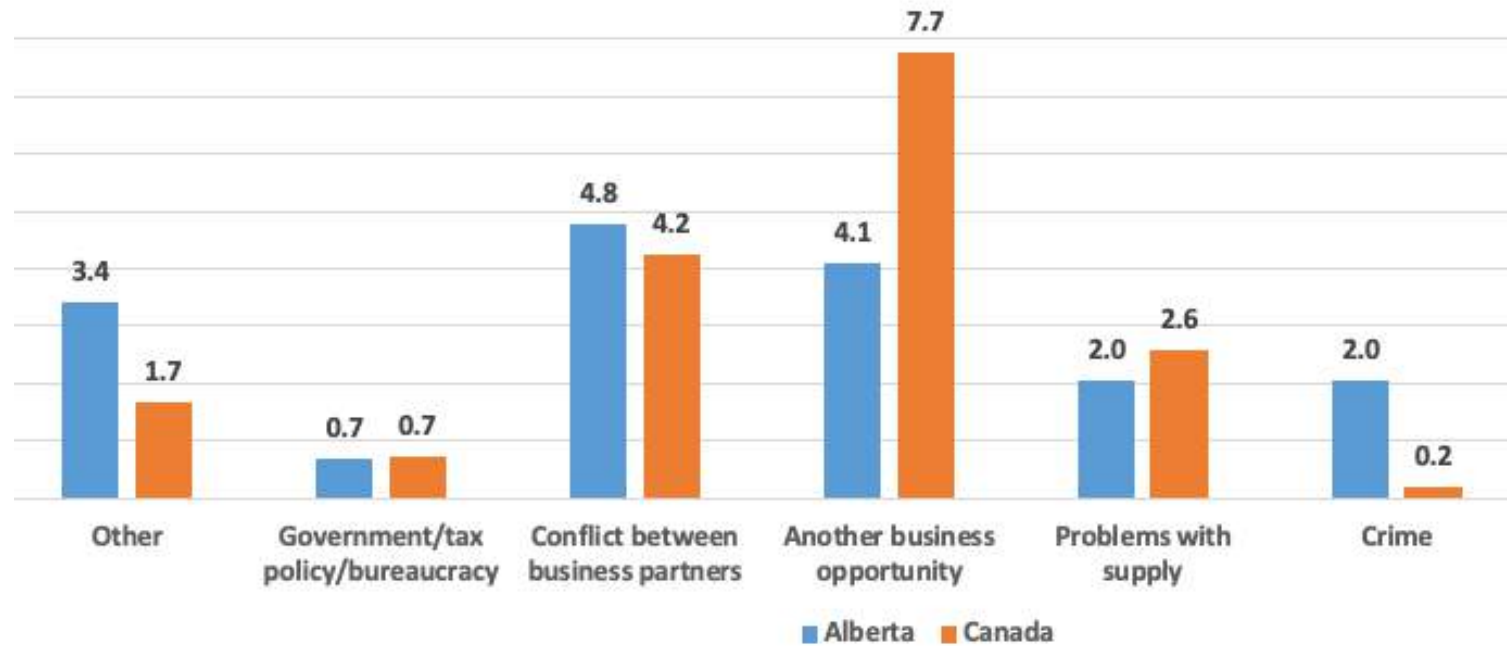
ENTREPRENEURSHIP LIFECYCLE



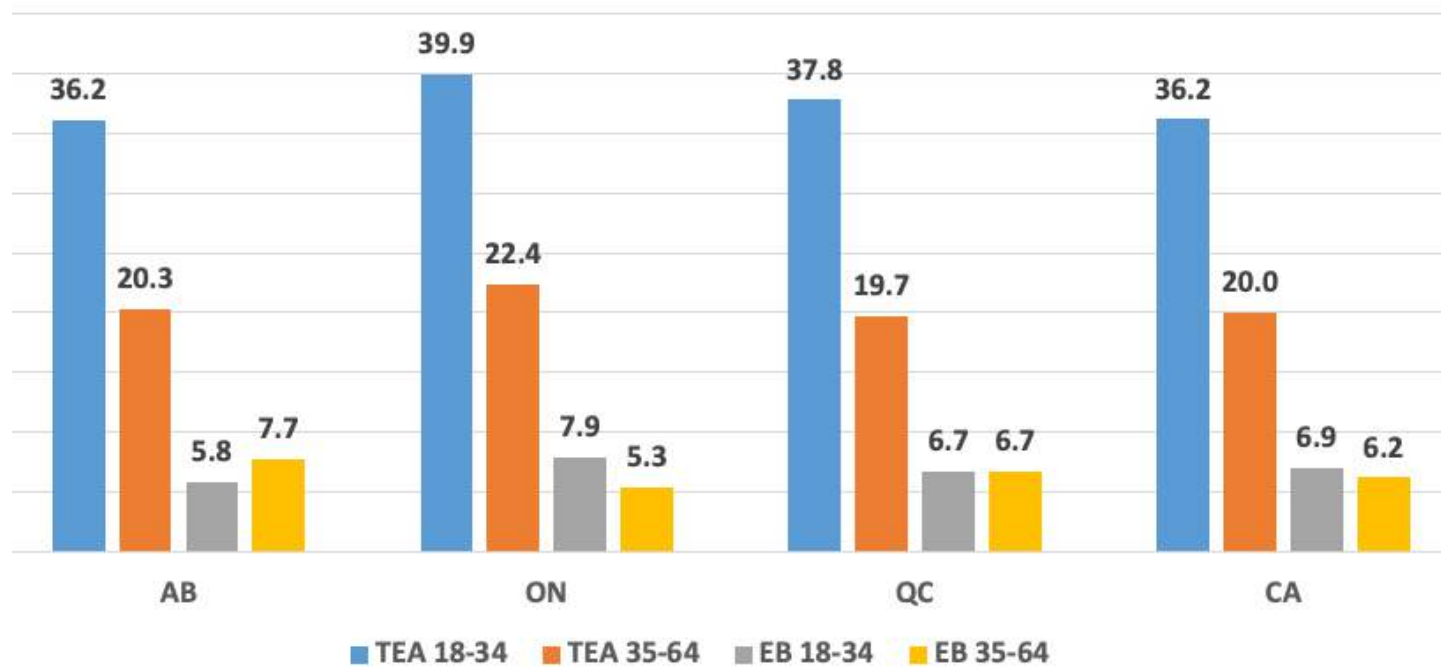
EXIT REASONS



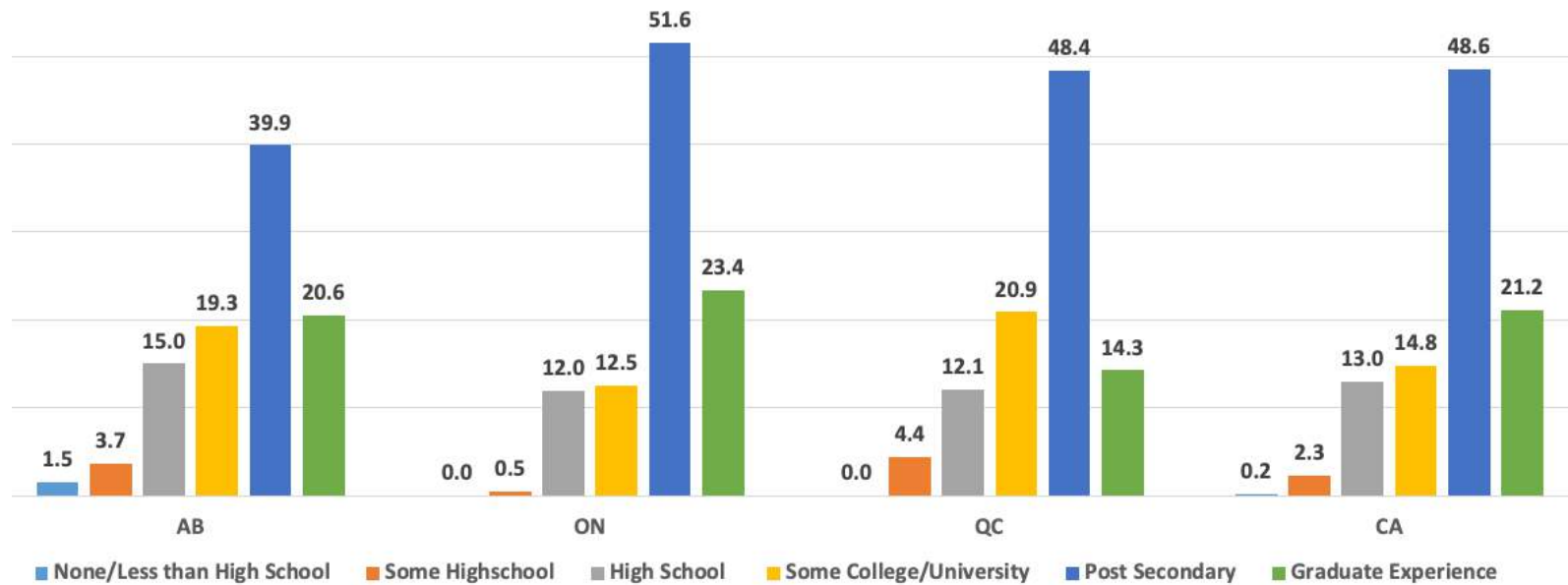
EXIT REASONS (CONTINUED)



TEA - BY AGE

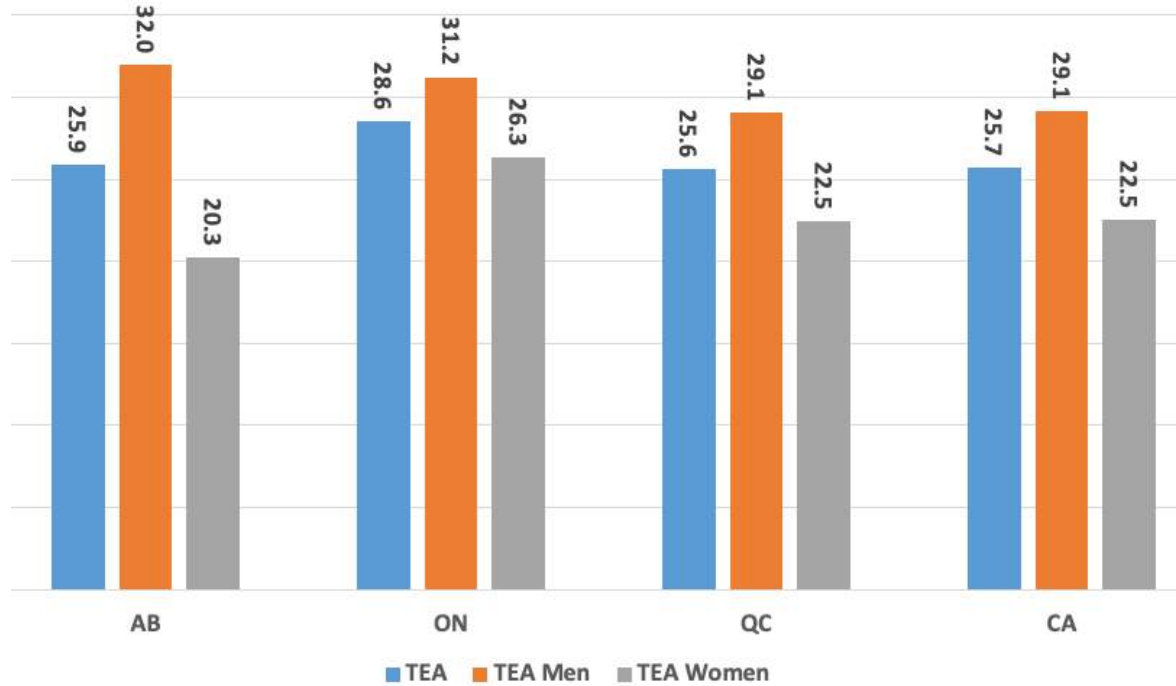


TEA BY EDUCATION

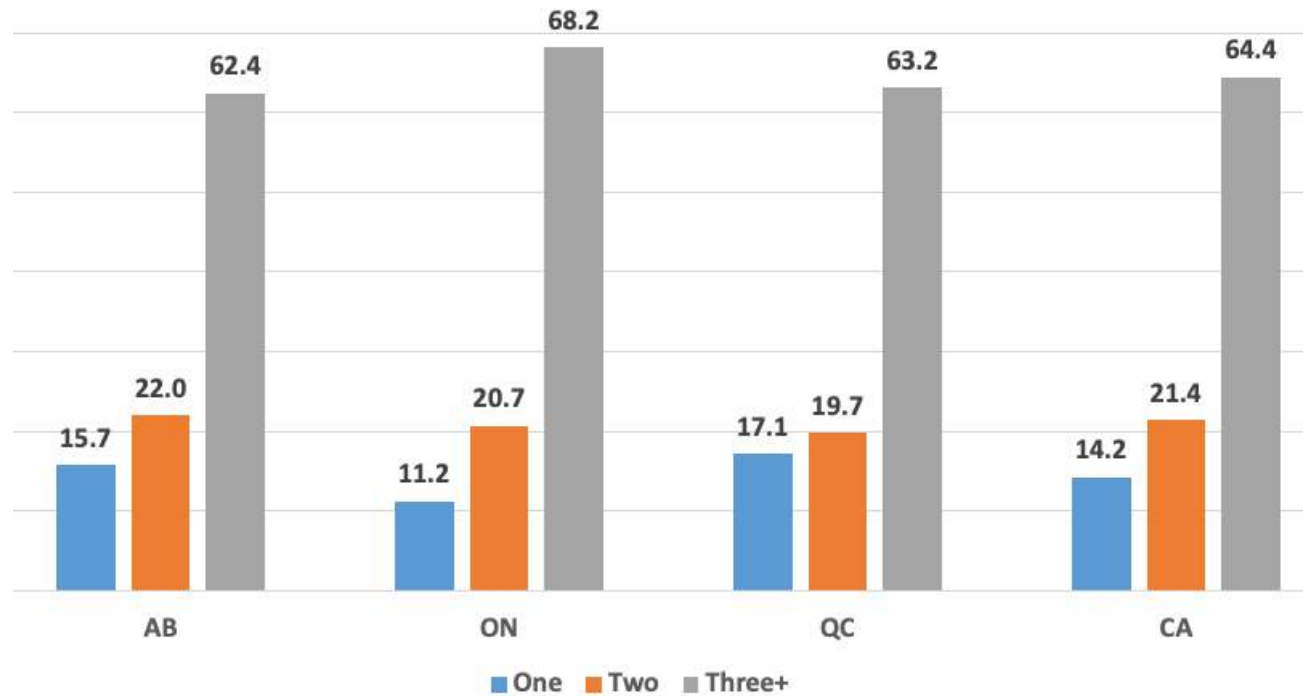




TEA BY GENDER

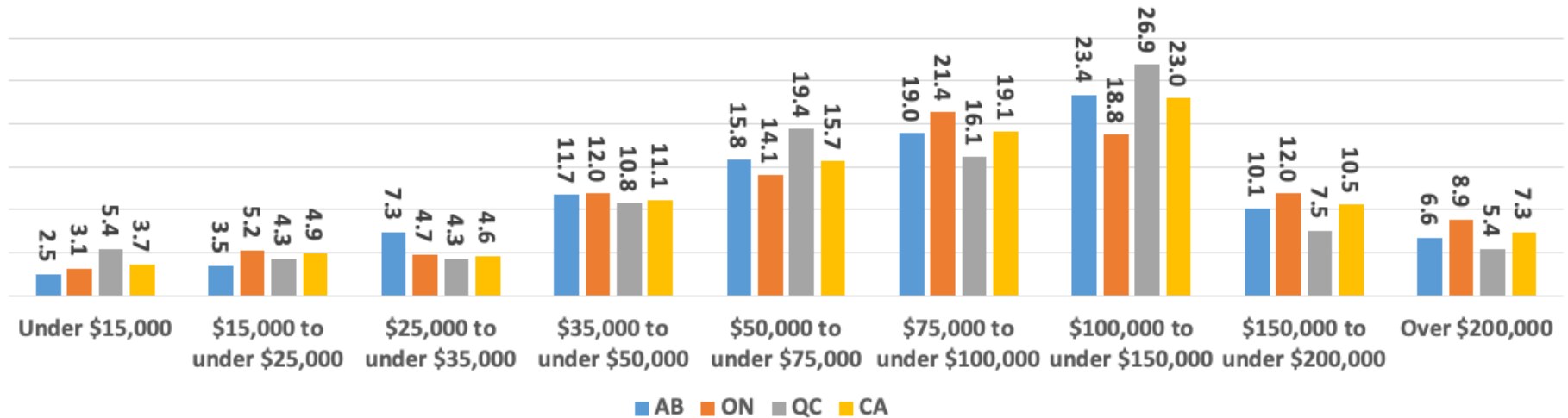


TEA BY HOUSEHOLD SIZE

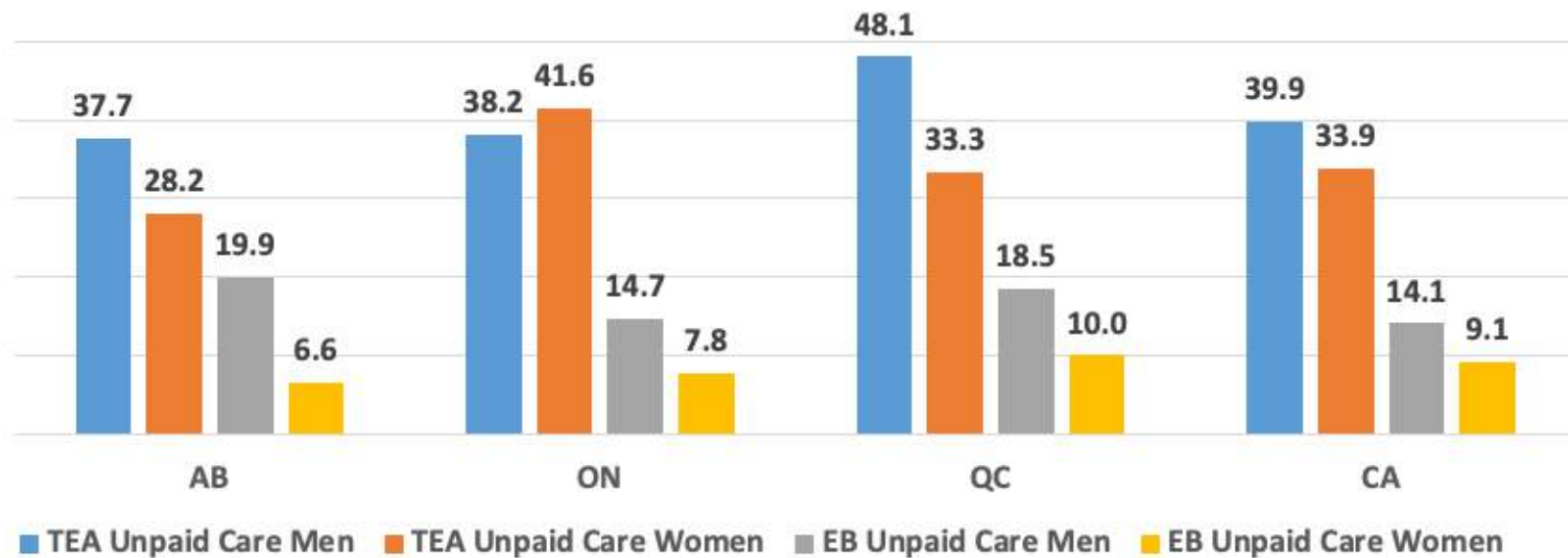




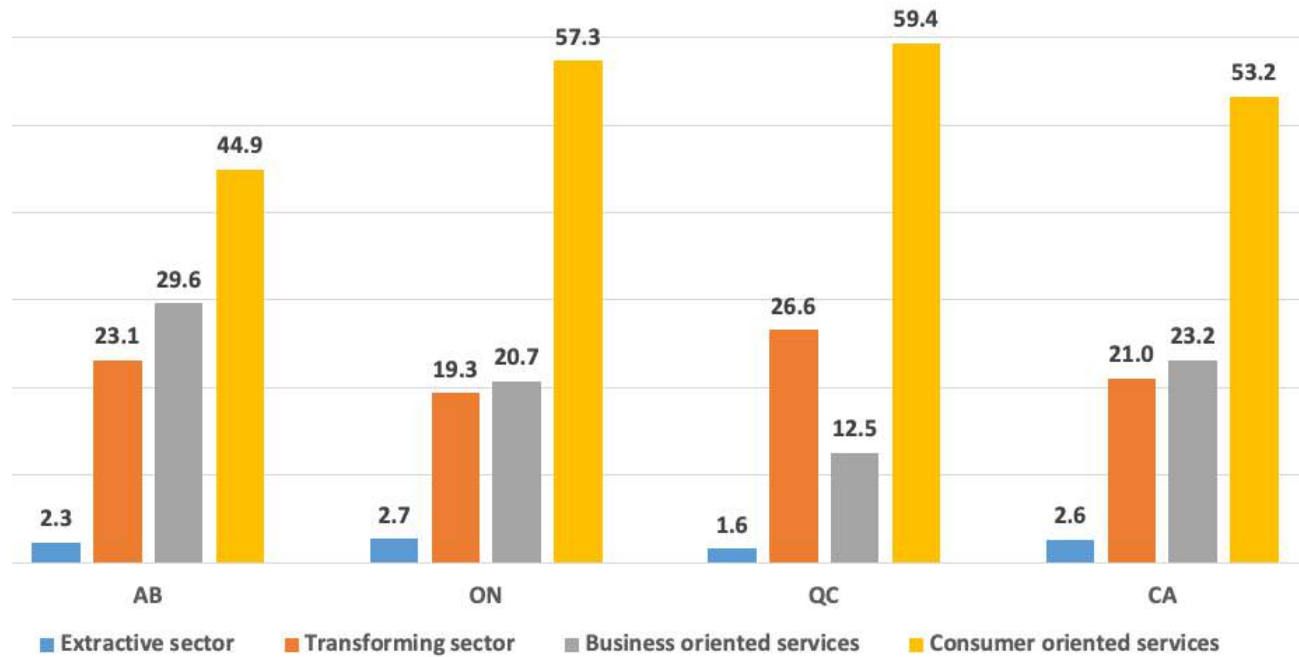
TEA BY HOUSEHOLD INCOME



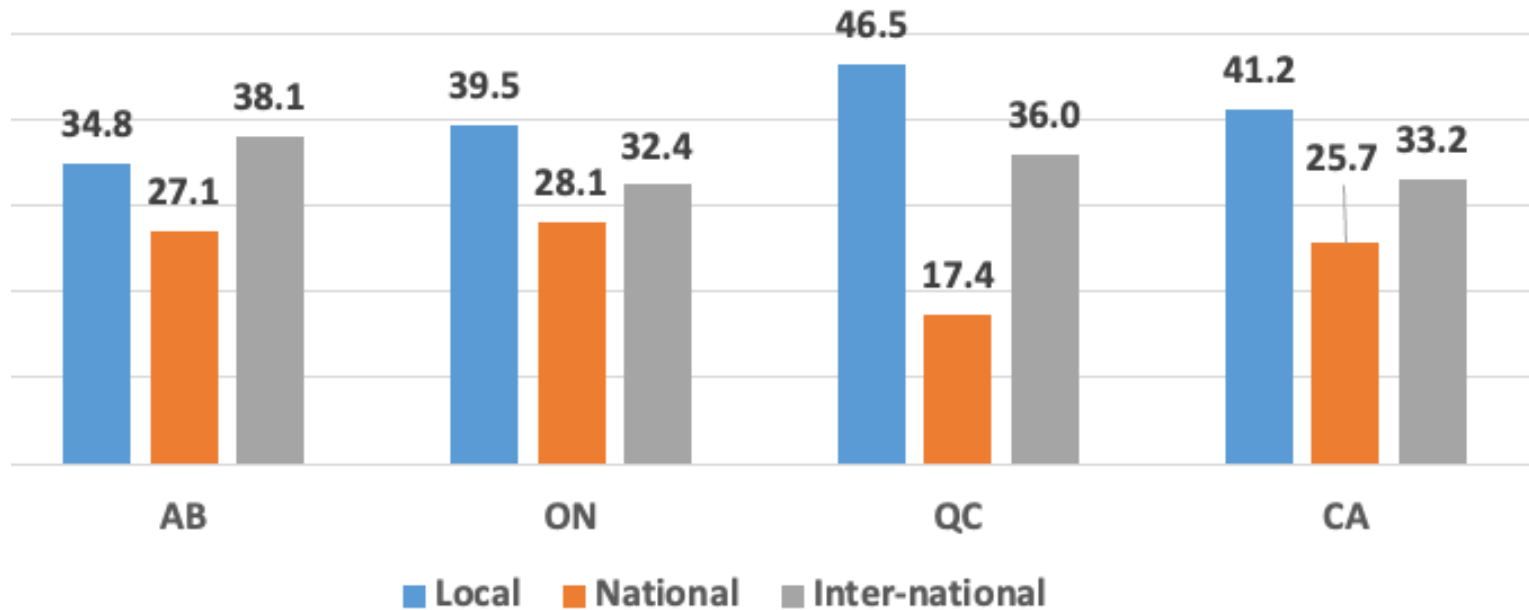
TEA BY PROVISION OF UNPAID CARE



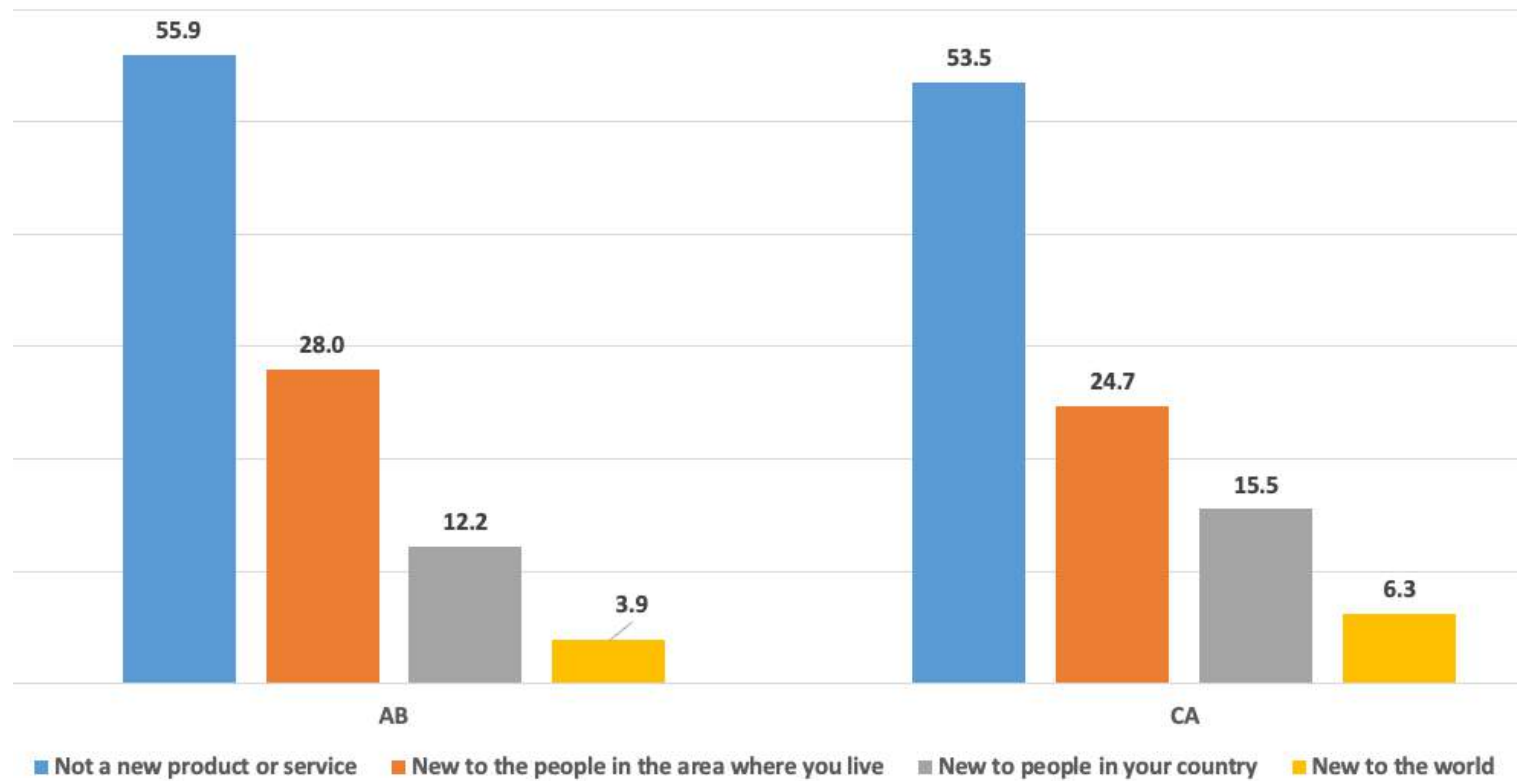
TEA BY SECTOR



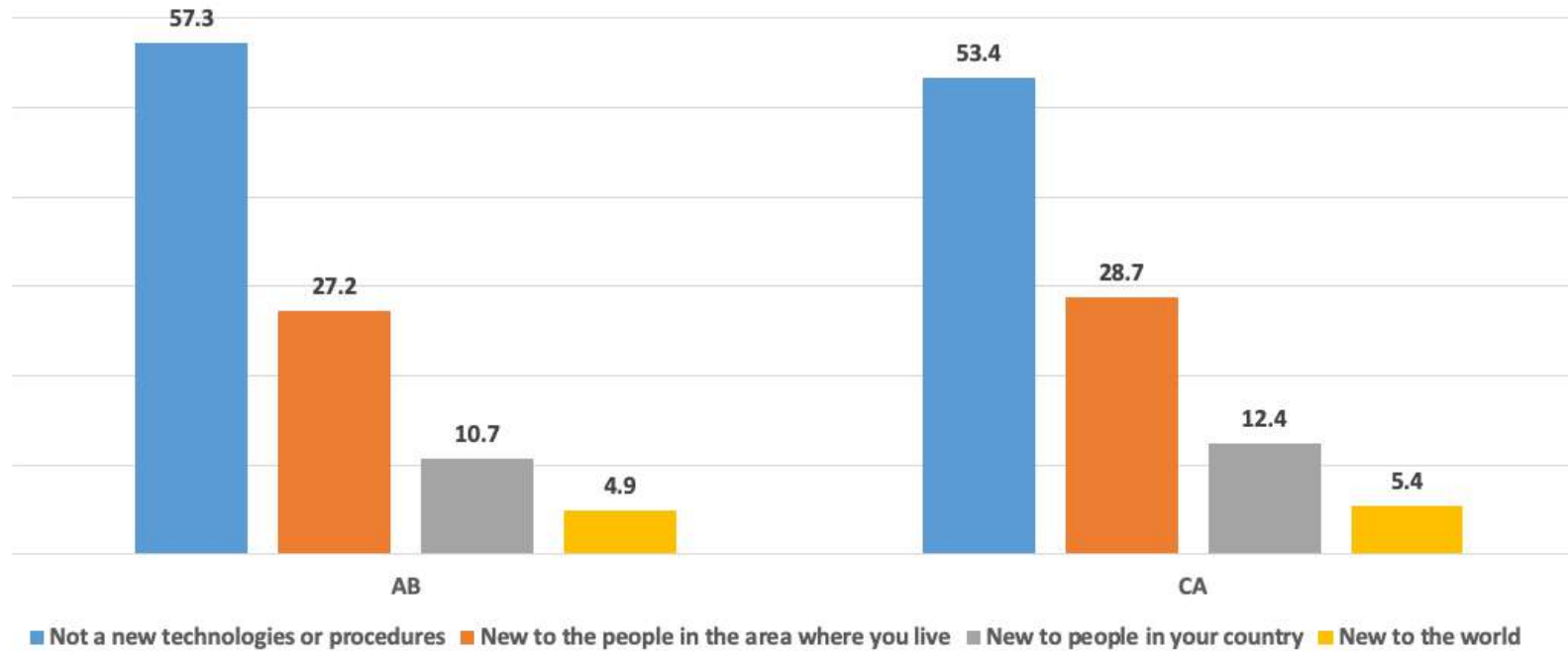
TEA MARKET SCOPE EXPORTING



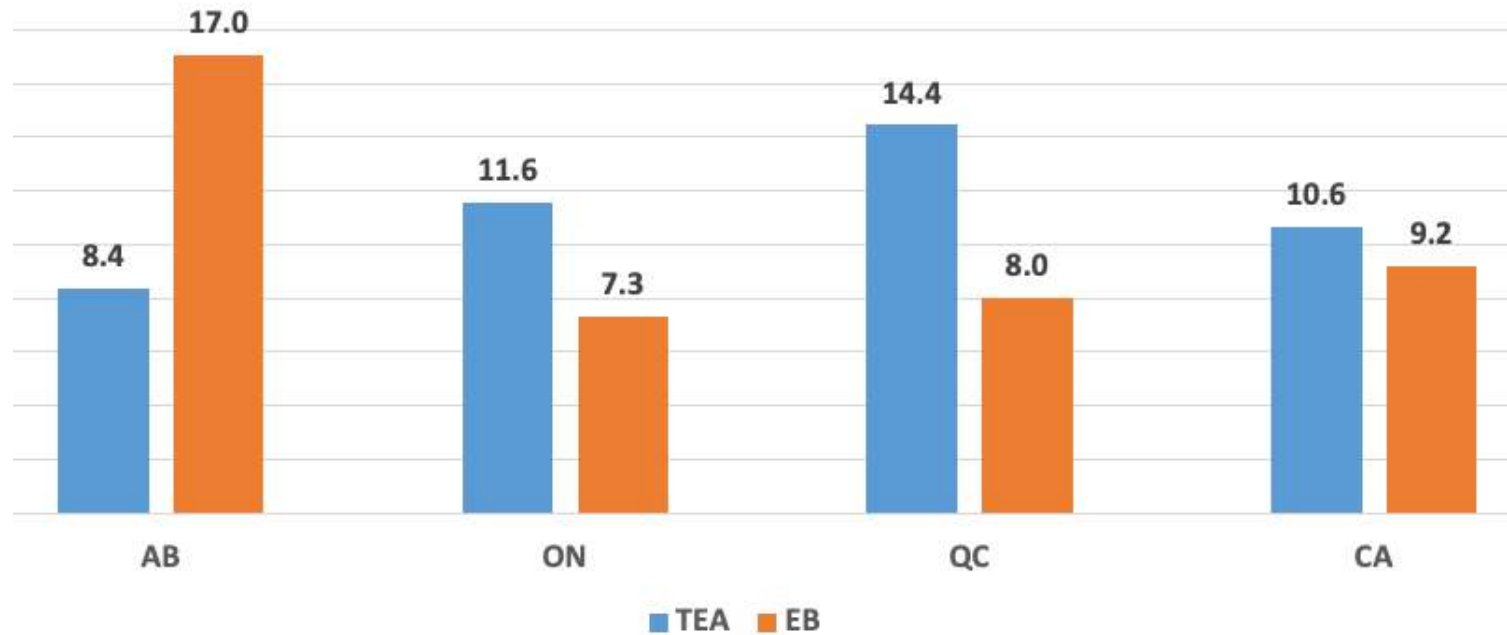
TEA AND INNOVATION



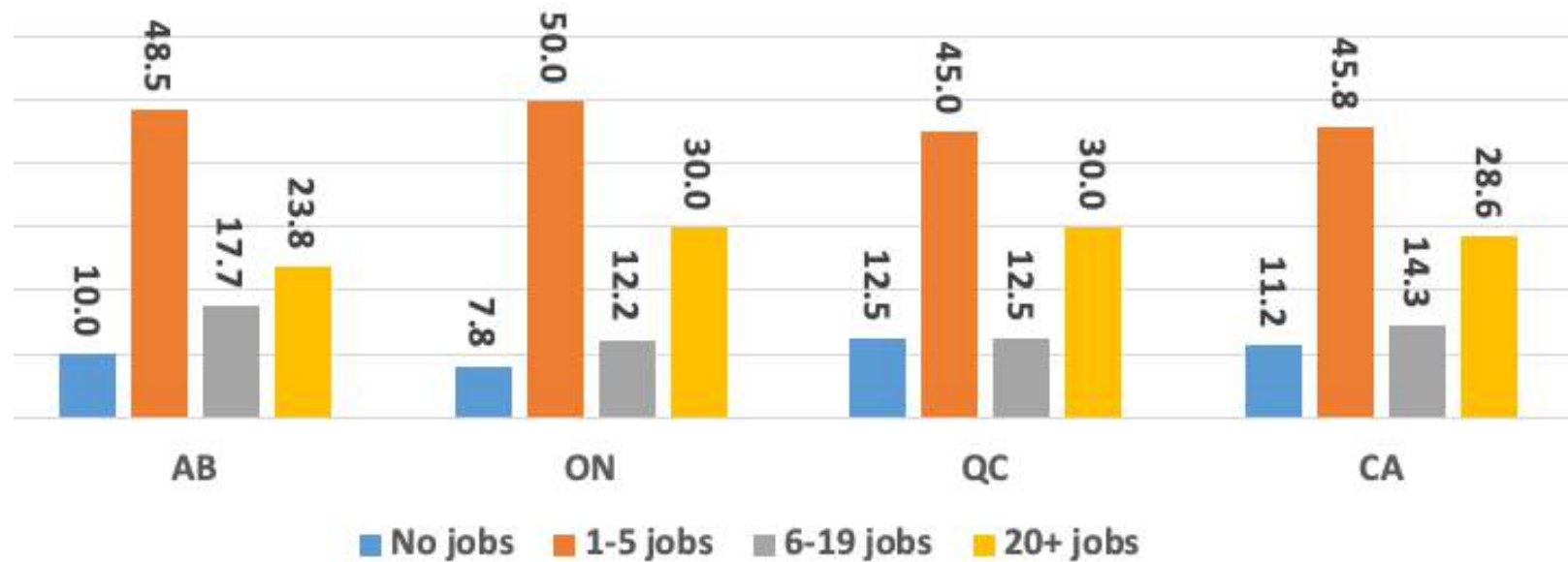
TEA AND INNOVATION



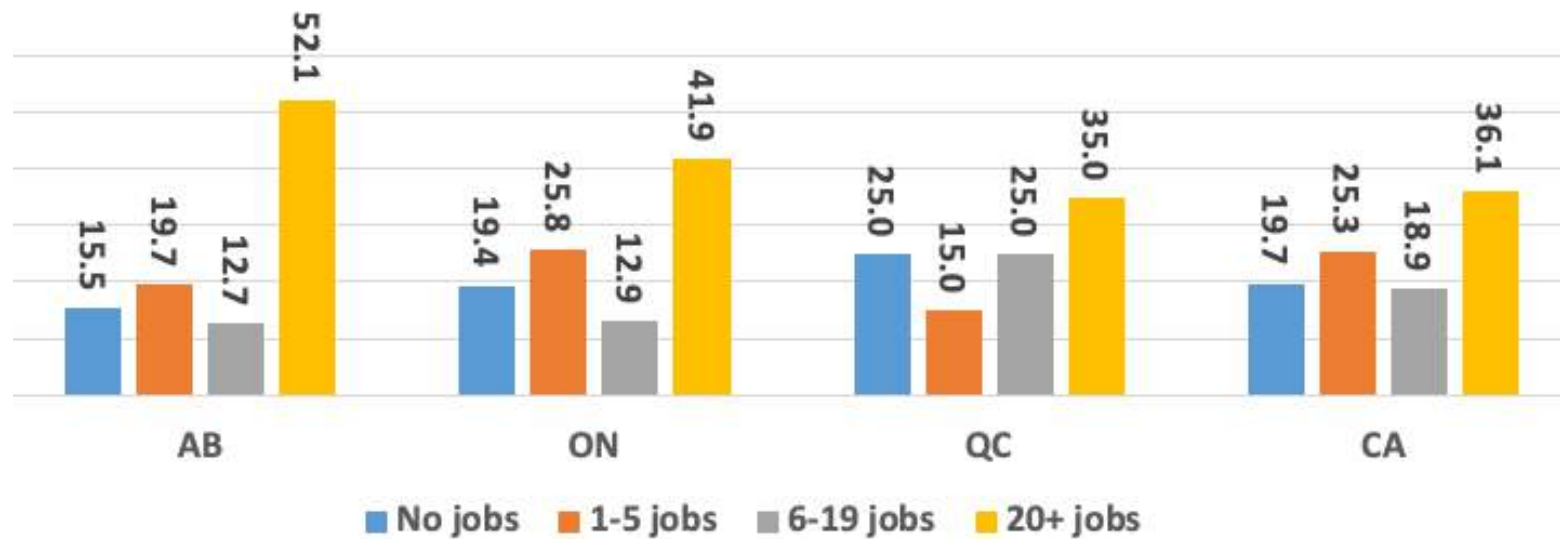
TEA GROWTH EXPECTATIONS



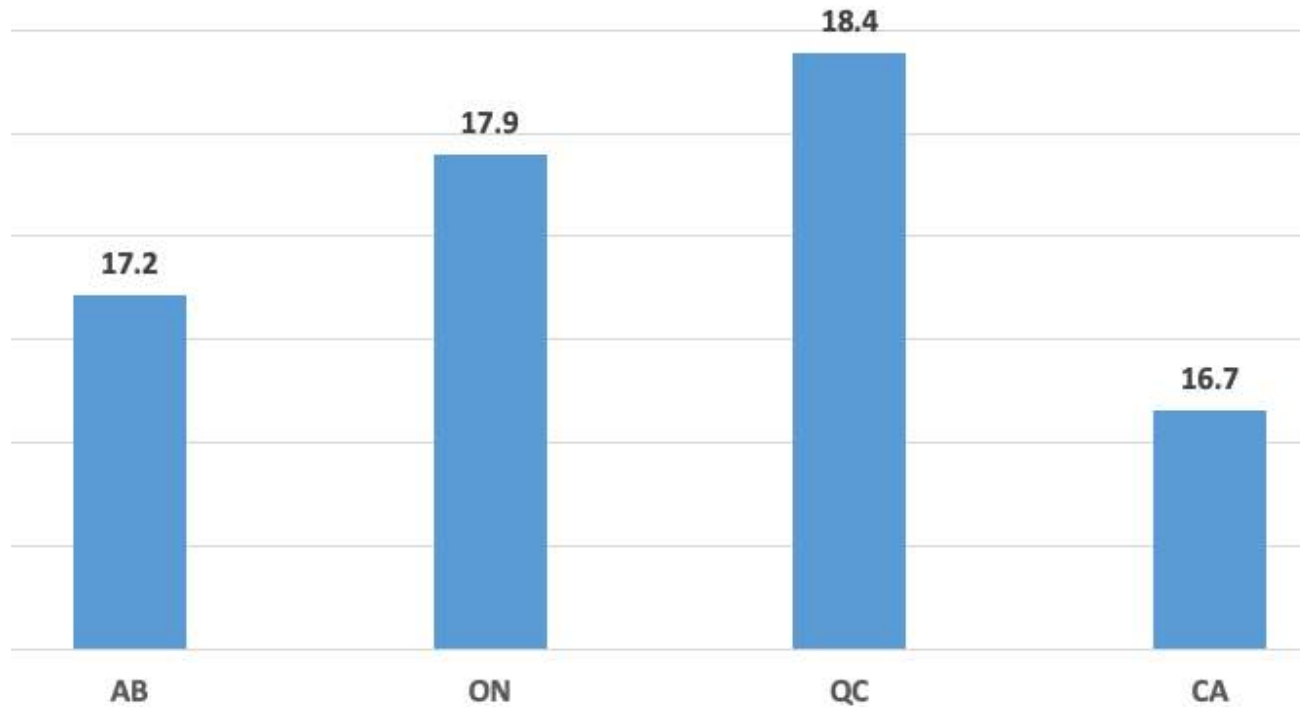
ASPIRATIONS: TEA JOB CREATION NOW



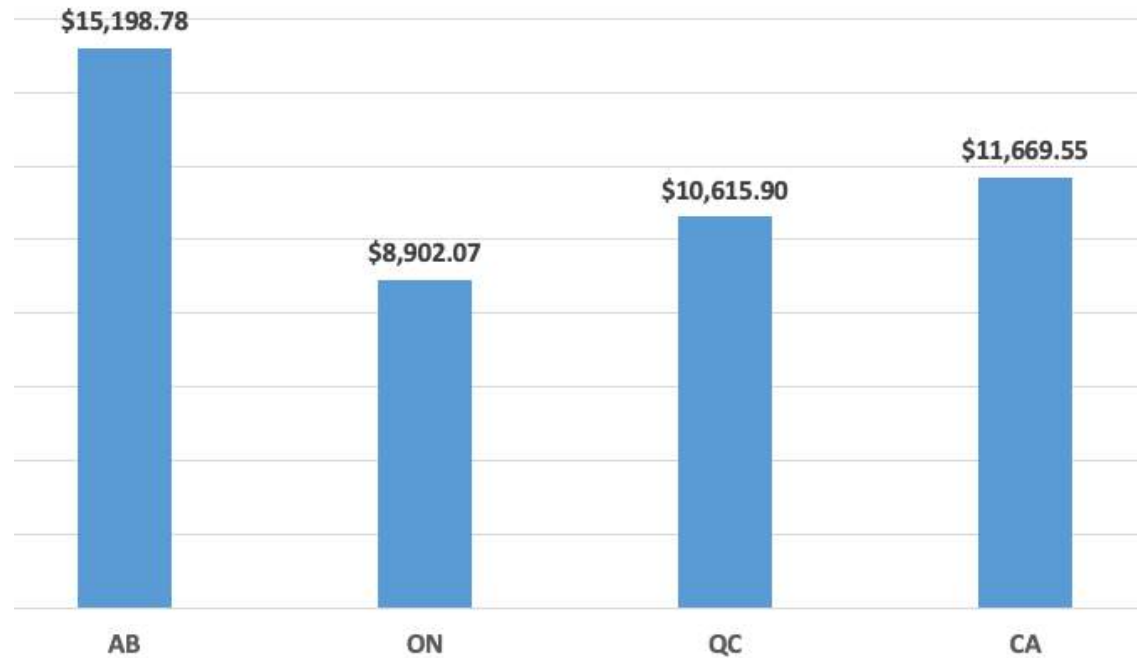
ASPIRATIONS: TEA JOB CREATION IN 5 YR



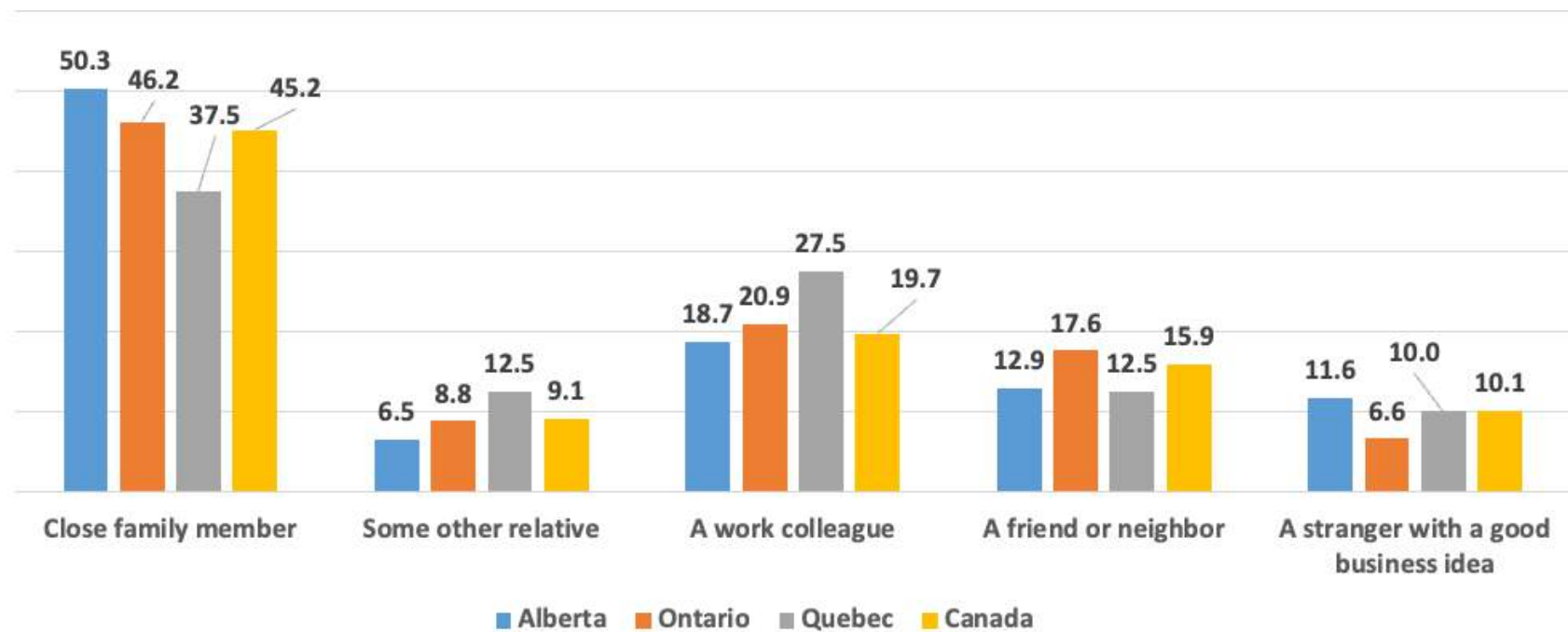
ANGEL INVESTMENT PARTICIPATION RATE



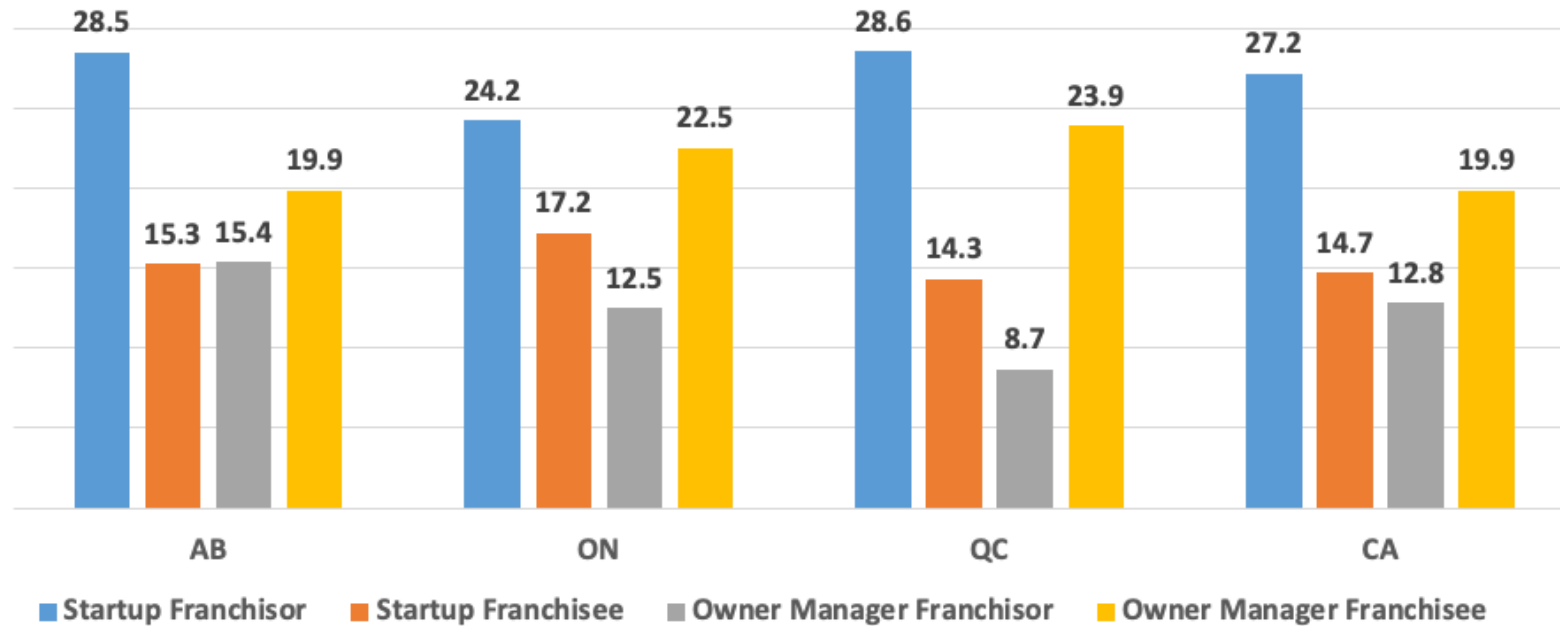
ANGEL INVESTMENT AVG. INVESTMENT AMOUNT



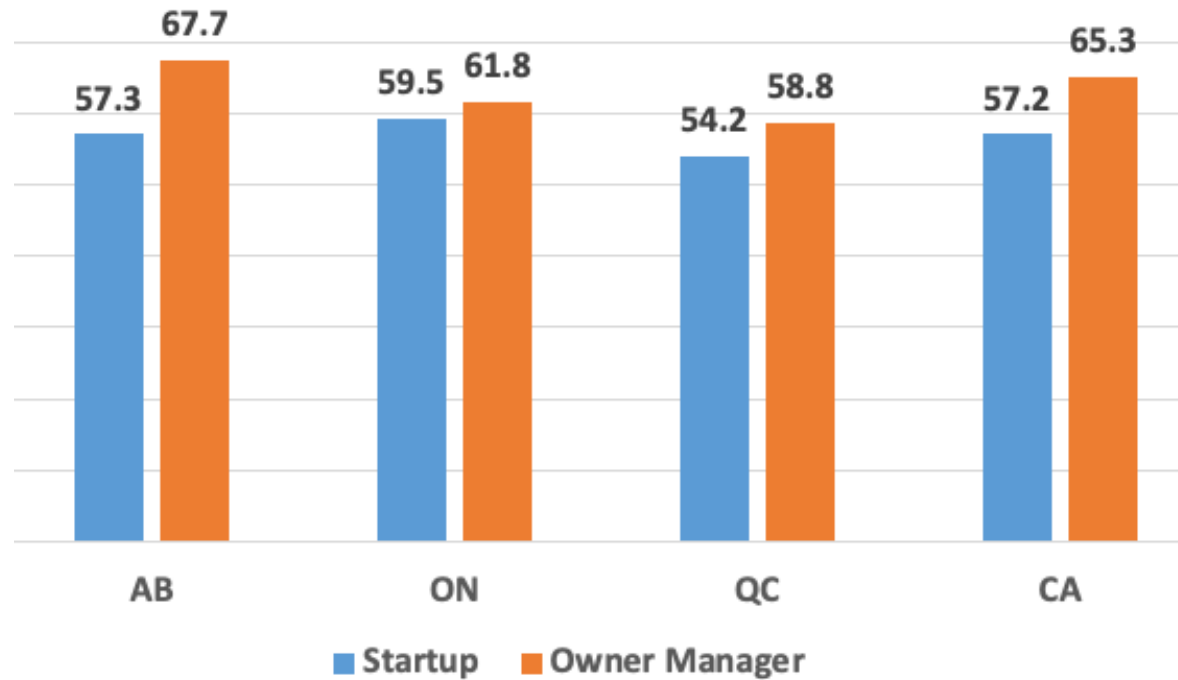
ANGEL INVESTMENT RELATIONSHIP TO RECIPIENT



TEA FRANCHISES



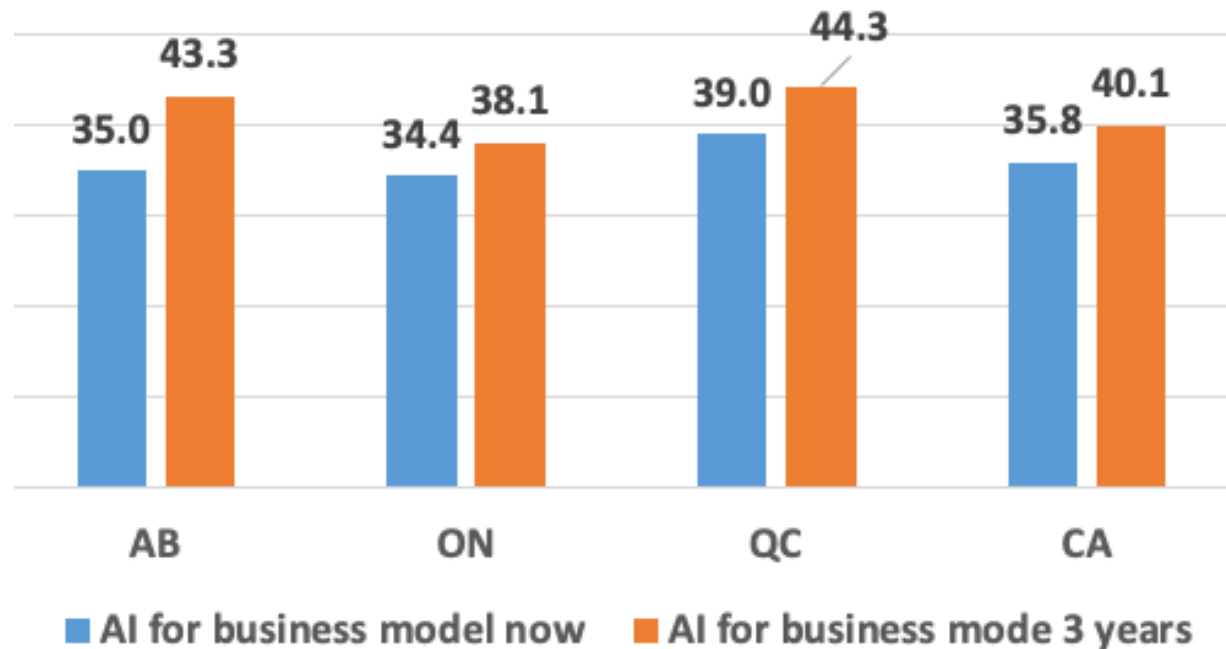
TECHNOLOGY USAGE



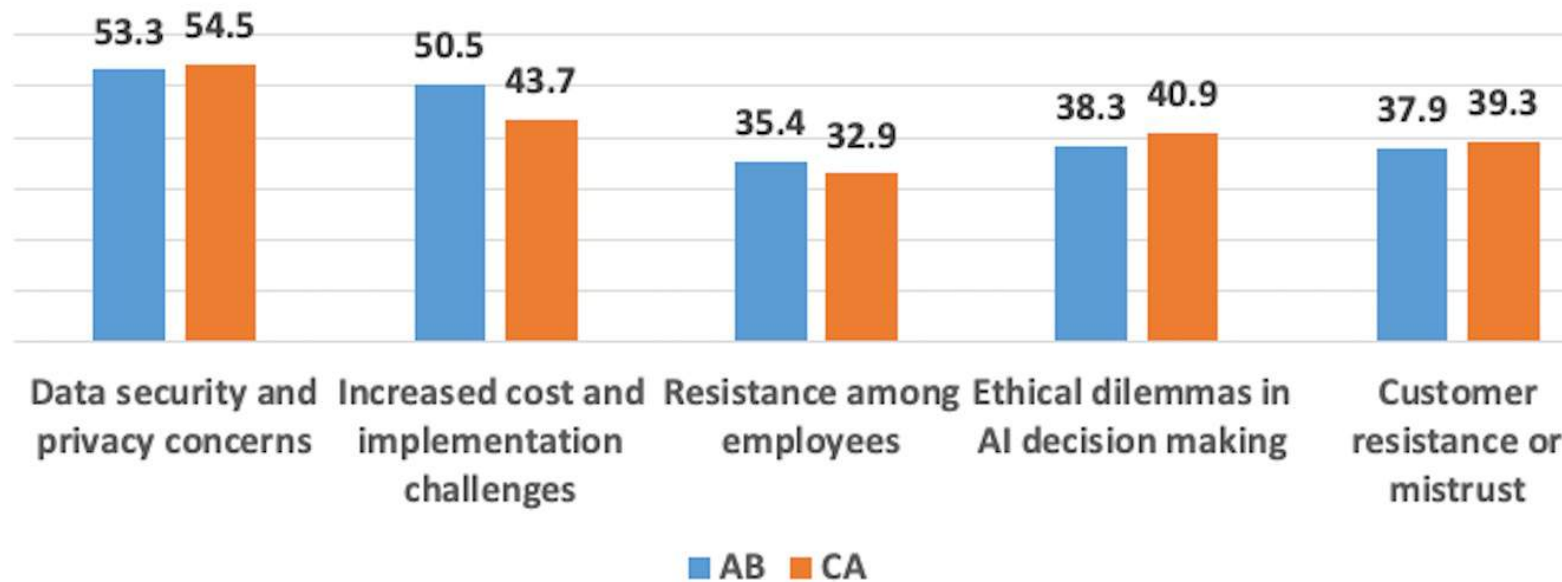
SU TECHNOLOGY USAGE (HIGH IMPORTANCE)



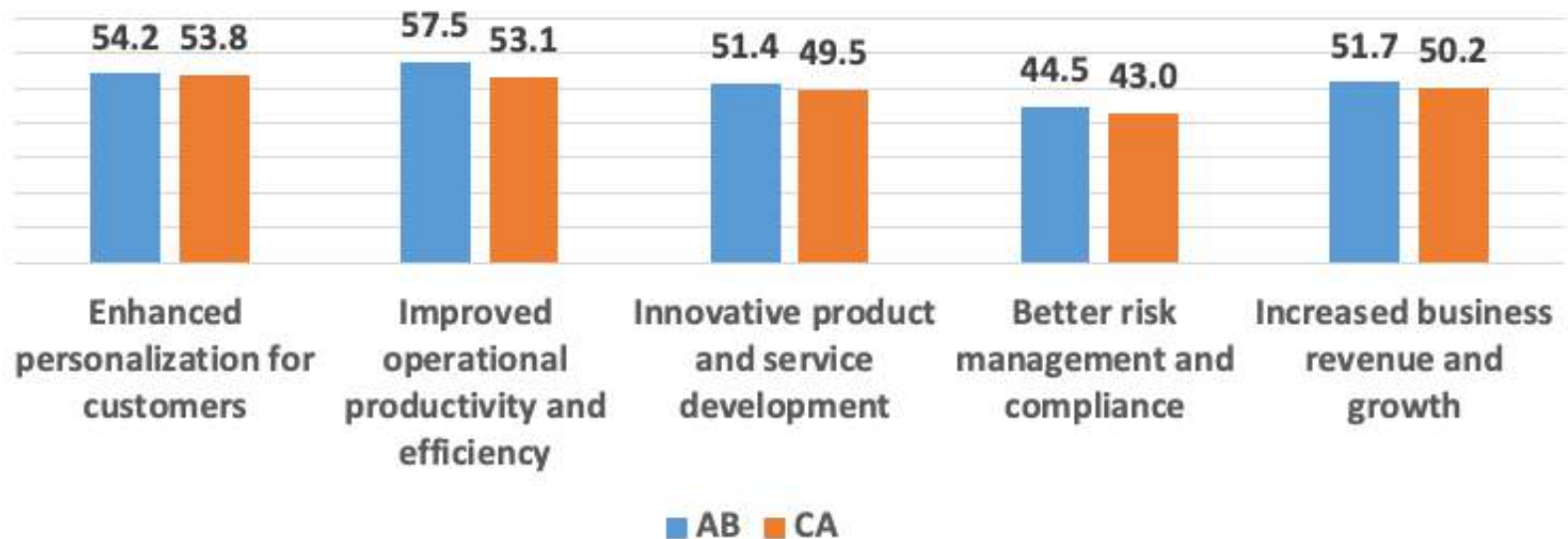
ARTIFICIAL INTELLIGENCE (HIGH IMPORTANCE)



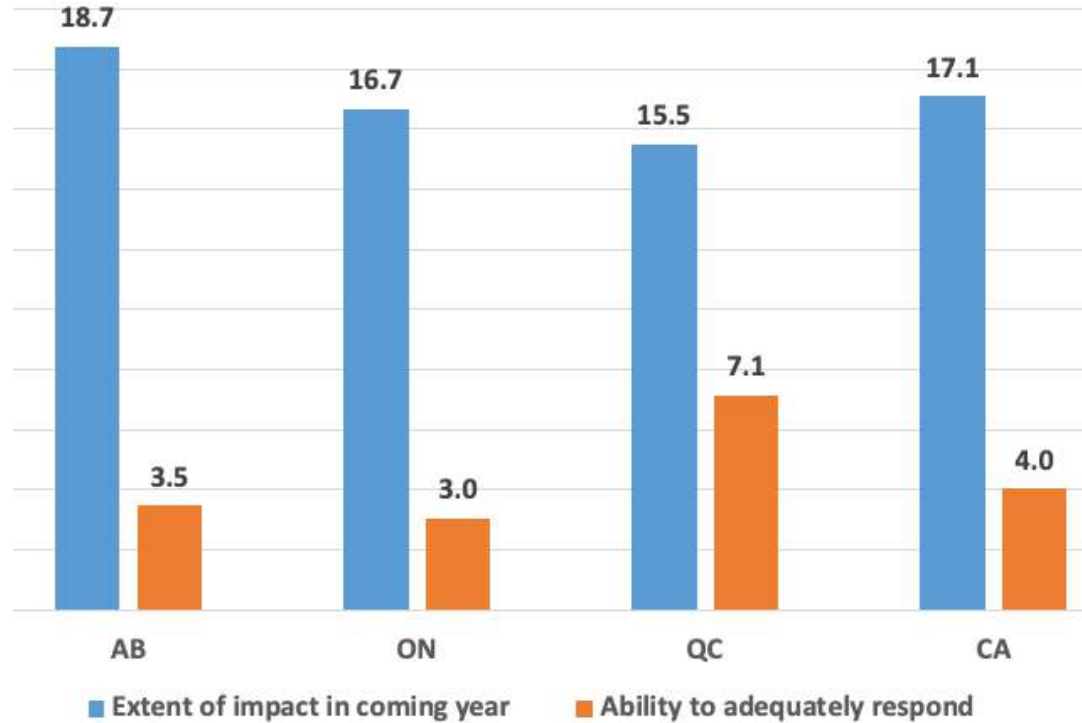
SU AI ADOPTION BARRIERS (HIGH IMPORTANCE)



AI ADOPTION ENABLERS (HIGH IMPORTANCE)

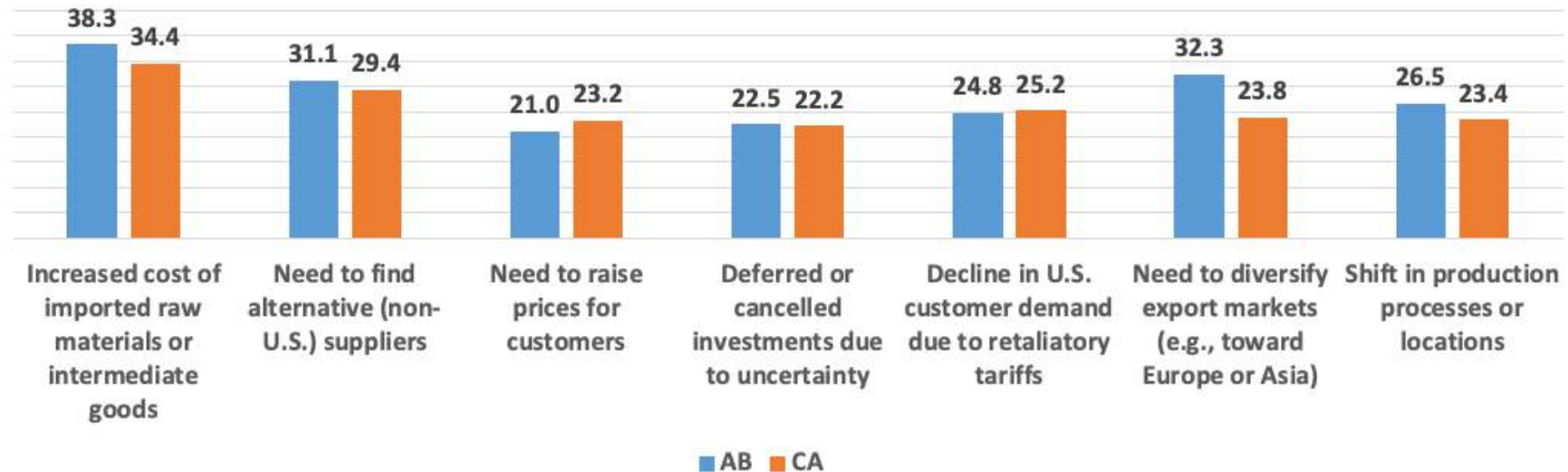


SU TARIFFS IMPACTS

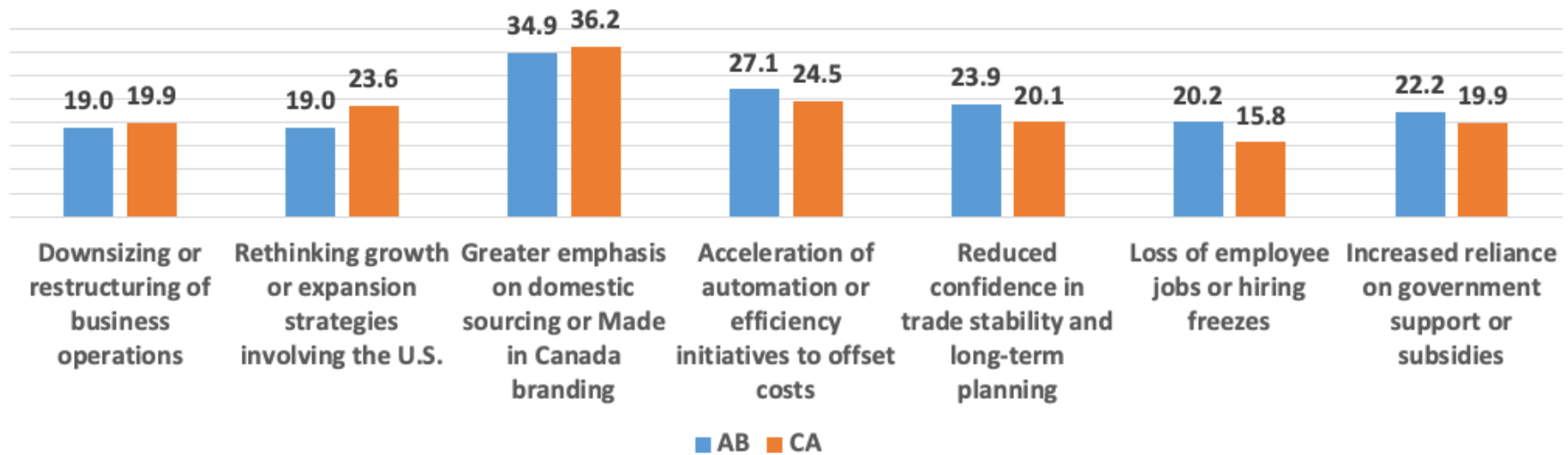




SU TARIFF IMPACT FACTORS



SU TARIFF IMPACT FACTORS



Rebalancing from Startup Formation to Scaleup Growth

- Encourage funding models and government programs to prioritize high-potential scaleups over nascent startups.
- Expand eligibility for public and private capital access to firms showing early signs of traction and growth.
- Align incubator and accelerator incentives to support scale-ready firms with targeted mentorship and market access.
- Track firm progress beyond startup metrics using employment, revenue, or export indicators to identify scaleup potential.

Strengthening Exit Pathways and Value Realization

- **Policy considerations could include strengthening merger and acquisition (M&A) and entrepreneurship through acquisition (ETA) ecosystems**
- **Enhancing connections between entrepreneurs and potential acquirers, acquirers and secondary markets for privately held firms.**
- **Attracting external investors and strategic buyers into Alberta may also improve liquidity and valuation outcomes for exiting entrepreneurs.**
- **Explore government matching or co-investment models to mobilize post-exit capital for innovation.**

Closing the Innovation Gap

- **Policy interventions should focus on enhancing the innovation capacity of both startups and established firms.**
- **This includes strengthening research and development (R&D) linkages between universities and industry, supporting commercialization pathways, and incentivizing adoption of advanced technologies.**
- **Targeted support for digital transformation, particularly among owner-managers who lag in adoption, will be critical in closing the innovation gap.**

Expanding Inclusive Participation in Entrepreneurship

- **Policies that move beyond access to participation and address the conditions that enable sustained success.**
- **This includes targeted support for women entrepreneurs, improved access to affordable childcare and eldercare, and programs that facilitate transitions into entrepreneurship for highly educated individuals.**
- **Strengthening culturally appropriate and community-based supports for Indigenous and immigrant entrepreneurs will further enhance the inclusiveness and resilience of the ecosystem.**

Building Resilience to External Economic Shocks

- This includes supporting supply chain diversification, providing access to trade intelligence and advisory services, and encouraging domestic sourcing where feasible.
- Building capabilities in strategic planning and risk management will also help entrepreneurs adapt to an increasingly uncertain global environment.

THANK YOU

QUESTIONS?

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