



Edmonton  
250 Karl Clark Road  
Edmonton, AB  
Canada T6N 1E4  
Tel 780.450.5111  
Fax 780.450.5333

Calgary  
3608 -- 33 St NW  
Calgary, AB  
Canada T2L 2A6  
Tel 403.210.5222  
Fax 403.210.5380

Vegreville  
P.O Bag 4000  
Vegreville, AB  
Canada T9C 1T4  
Tel 780.632.8211  
Fax 780.632.8385

Devon  
1 Oil Patch Drive  
Devon, AB  
Canada T9G 1A8  
Tel 780.987.8744  
Fax 780.987.8777

May 19, 2015

To: AASHE STARS Committee

Dear STARS Committee Members,

As the General Manager, Basic Research at AITF, I am writing this letter in support of NAIT's STARS Innovation Credit for the Hatch Startup Program.

The Hatch Startup Program was launched at NAIT in 2009 as a student lead Business Plan competition. Since then it has expanded and evolved into a comprehensive program which connects students, alumni, and community entrepreneurs to the people, resources and training they need to hatch their innovative ideas.

Through sponsorship with Alberta Innovates Technology Futures, the Hatch Program has awarded \$120,000 in cash to 10 startup companies to date. In 2015, more than 80 entrepreneurs participated and \$32,500 cash and 7 incubation spaces in NAIT's Hatchery incubator were awarded to the following finalists:

- Mycelium, which will market and sell morel mushrooms grown in the Northwest Territories to Edmonton restaurants and retailers;
- Property Protection Systems, which uses Wi-Fi sensors to detect the temperature around water pipes to prevent them from freezing and bursting;
- Alumination Canada, a home décor manufacturer that makes aluminum giftware on a CNC lathe;
- SolBird Energy, which designs, builds and sells or rents solar-powered light towers;
- Crux AR, a type of new media that uses augmented reality technology in advertising;
- Scout, Canada's first universal, smartphone-based loyalty platform;
- viveMode, an e-commerce website for Canadian fashion entrepreneurs; and,
- Safe Frack Solutions, a technology using sensors and satellites to communicate between fracking sites to shut down pumps in emergency situations.



The Hatch Startup program cultivates budding entrepreneurs and equips them with the tools they need to build viable, sustainable business ventures. Participants are challenged to come up with innovative ideas, and with the support of the program and its partners, they can then bridge those ideas into a real-world company. This not only contributes to the culture of innovation and technology which NAIT is known for, it also promotes development and growth of the local economy.

Sincerely,

A handwritten signature in black ink that reads 'Kirk Rockwell'. The signature is fluid and cursive, with the first name 'Kirk' being more prominent.

Kirk Rockwell  
General Manager – Basic Research  
Alberta Innovates - Technology Futures