



StrongerBC

Triple Play Recovery: Scaling our SME's while accelerating the transition to DIGITAL and GREEN

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Gov't of BC, Canada



Snapshot: British Columbia, Canada



Population: 5 million



Over 200 Indigenous
First Nations



Land: 944,000 km² (3 x
Italy)



Economy: \$250B



529,000 SMEs



13.5% increase in tech
companies in past 5 years



BC's values & priorities

- Addressing the social cost of inequality highlighted by COVID-19
- Addressing the climate emergency, highlighted by recent wildfires, floods, heatwaves
- Aligning goods and services with principles of environmentally focused, socially responsible and good governance
- Advancing meaningful reconciliation with First Nations and Indigenous peoples
- **Transitioning from a resource-based to a knowledge based economy**

BC's two goals for the economy



Inclusive growth

The opportunity for everyone to have a better life



Clean growth

Ensuring people and businesses thrive in BC's clean economy

BC's economic regions

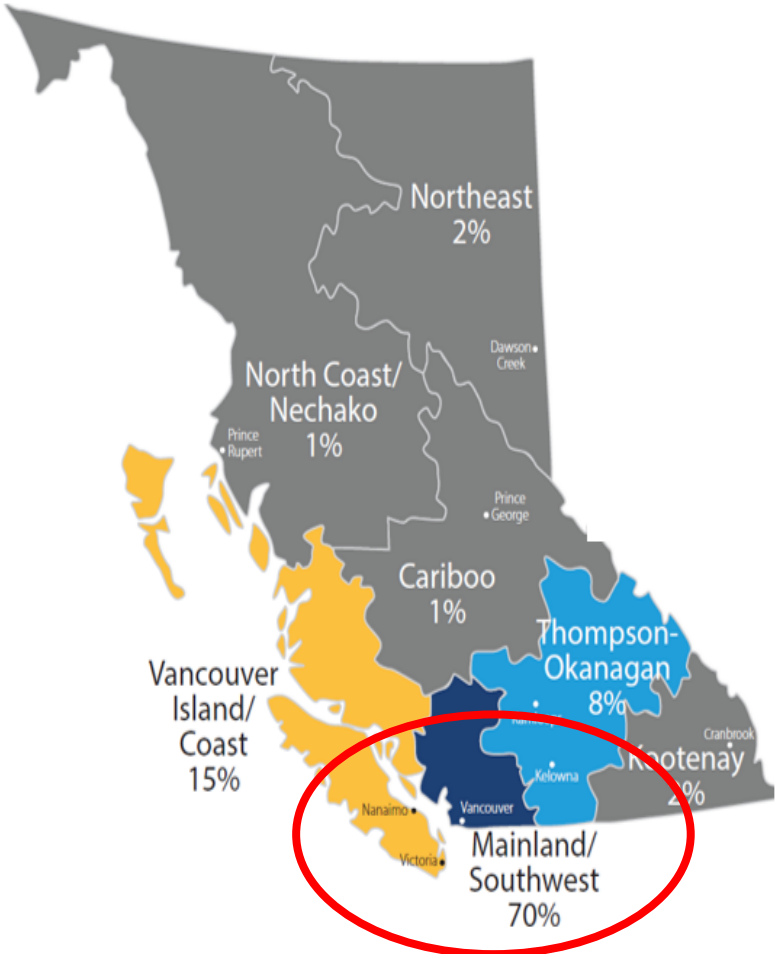


Beachcombing in Parksville, Graeme Owsianski

97% Innovation in Urban Centres



Regional Tech Hubs/Accelerators



GREATER VANCOUVER
BC Tech, Launch Academy, [e@UBC](#), SFU
[VentureLabs](#), Foresight

VANCOUVER ISLAND
VIATEC, Innovation Island, Alacrity

OKANAGAN
Accelerate Okanagan, Kamloops
Innovation

KOOTENAY
KAST; Columbia Lake Tech Center

PRINCE GEORGE
Hub Space

BC Tech Sector at a glance

#1
Fastest
Growing
Sector

~11,000
BC Tech
Companies

\$35B
Annual
Revenues

\$4B
In R&D
Investment

~131,000
BC Tech
Workers

\$8B
in Exports

90%
Service
10%
Goods

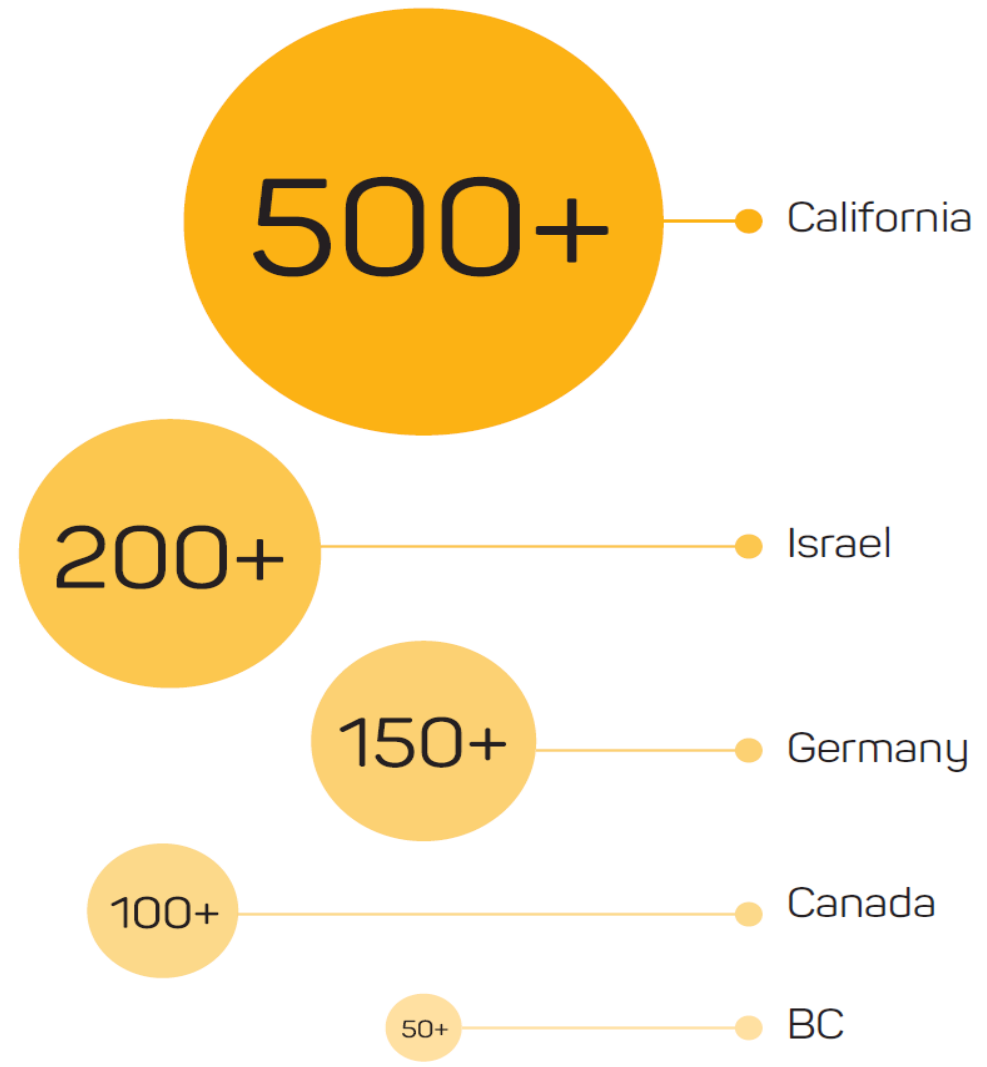


13 Unicorns in the past 13 months

But ... BC Tech companies fail to scale

98% of BC SME's have 50 employees

Only 2% of BC tech companies have more than 100 employees

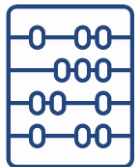


Market Moonshot - Taking concrete action



Policy

Government as market shaper, incorporate and prioritize values in policy decisions



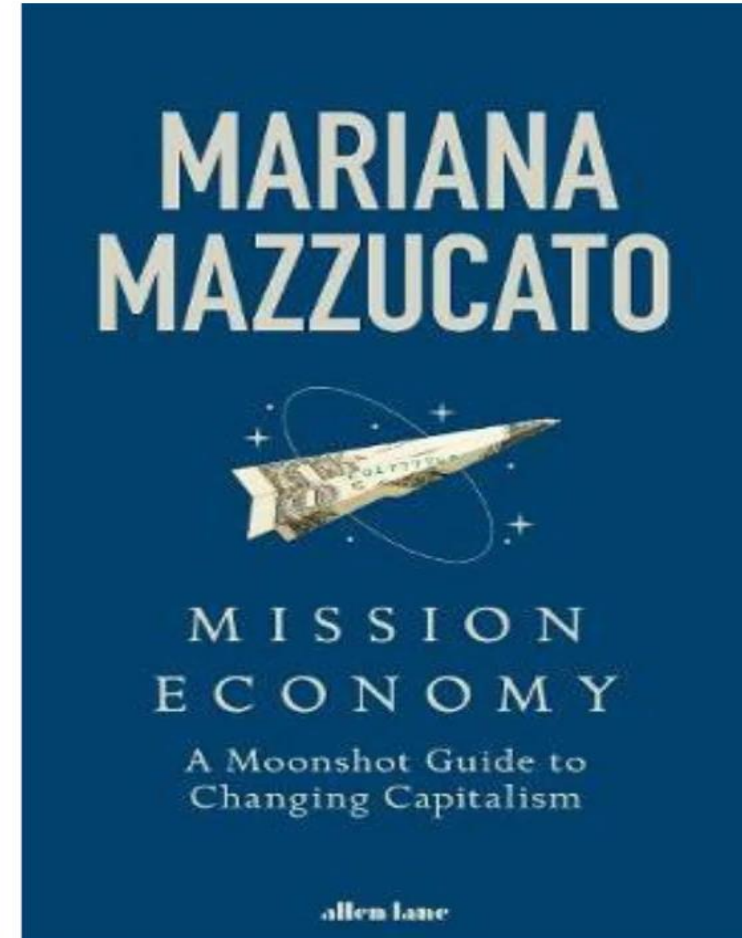
Public Finance

Launched InBC, a \$500 million CAD strategic investment fund for high-growth-potential businesses



Market Development

Launching ZELDA – an innovation engine to address market failure by connecting **green** tech buyers and **digital** tech suppliers

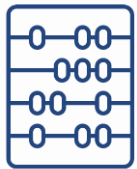


Why ME??? And Why ZELDA???



Procurement ” Problem

SME’s can’t penetrate Global Markets –
CANHEALTH Network – Integrated Market of
Customers



Advanced Tech Solutions for Decarbonization

Can the CANHEALTH Integrated Market Approach
be applied to DEVELOP the market for CLEAN
Technologies



Market Demand – PULL versus PUSH of Innovation

Focus on **Transportation** – Commercial Vehicles

Focus on **Testbeds** – start with Ports and Airports

**ZERO EMISSIONS LIGHT DUTY
ALLIANCE**



ZELDA: A GREEN INNOVATION

- **Aggregation of market demand**= buyers club
- **Integrated Market** = Kickstarts **development and adoption of green technologies**
- Product performance **testbed data is shared** with buyers' club to help them understand the return on investment
- Buyers' club alliance works to **aggregate member demand** to buy at scale and **share the costs** of common infrastructure
- **ZELDA model** can be applied to **other sectors** where there is slow adoption of commercially ready products for GHG Reductions



ZELDA: A GREEN INNOVATION

Transportation Focus

Two Testbeds

- 1. Vancouver Airport
- 2. Port of Prince Rupert



Zero Emissions Linked Development Alliance

Transportation Focus

Two Testbeds

1. Vancouver Airport

2. Port of Prince Rupert





THANK YOU!
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