

# Calgary can be the first city in Canada structured for AI.

People are switching from Google to AI assistants for local questions. When they ask “where should I eat in Calgary?” or “what’s happening this weekend?” — AI has almost nothing useful to say. Every city has this problem. No city has solved it. A Calgary company is building the fix.

## THE PROBLEM

### TODAY

AI assistants give visitors generic, outdated answers about Calgary.

Local businesses, events, and programs are invisible.

Restaurants get listed by category and star rating — no menus, no specials, no local story.

### WITH CITYBOOK

Every AI assistant gives detailed, current answers about Calgary.

Local businesses have real profiles — what they serve, when they’re open, what makes them special.

Events, programs, and seasonal campaigns show up in real time.

## WHAT CITYBOOK IS

### 01

#### Structured local data

Business profiles, events, and programs in a format every AI assistant can read. Not a website — infrastructure.

### 02

#### One update, every AI

A business updates its hours or posts a special. ChatGPT, Claude, Gemini, and Siri all get it. No extra work.

### 03

#### Built in Calgary

Pawlo is a Calgary company, part of the ecosystem that attracted \$2.3B in AI investment in 2025. The technology and the first customers are here.

## ALIGNMENT WITH UPLOOK

### UPLOOK: INNOVATION

#### New category

AI discovery infrastructure is a new market. No Canadian company owns it. Calgary’s AI investment hit \$2.3B in 2025 — the infrastructure to match is overdue.

### UPLOOK: BRAND

#### National story

“Calgary is the first city where AI gives real local answers.” A proof point for Calgary’s tech identity.

### UPLOOK: BUSINESS

#### SME growth

Local businesses get discovered by AI — the same channel replacing Google for millions of people.

### UPLOOK: LIVABILITY

#### Better city experience

Residents and visitors find what Calgary actually has — events, programs, restaurants, services.

# Introductions. Co-branding. Calgary first.

We're not asking for funding. We're asking CED to help us prove this works — starting with Calgary's tourism and business improvement areas.

## WHAT WE'RE ASKING

### From CED

- Introductions to Tourism Calgary and 2–3 BIAs
- Co-branding for the pilot (“Supported by CED”)
- Help us tell the story when it works

### From Pawlo

- Build structured profiles for every partner's businesses
- Integrate event feeds from Tourism Calgary + BIAs
- Distribute to every AI platform at no cost
- Deliver weekly reports — full transparency

## PILOT PARTNERS WE'D APPROACH FIRST

### Tourism Calgary

Visitor-facing data: restaurants, attractions, festivals. When a tourist asks AI about Calgary, the answer should be current and detailed.

### Beltline BIA

150+ member businesses in Calgary's densest neighbourhood. High foot traffic, strong restaurant scene, ideal for a visible pilot.

### Inglewood BRZ

Independent shops, galleries, restaurants. A neighbourhood with character that doesn't show up in AI today.

## WHAT CED GETS

### A national first

No Canadian city has done this. Calgary sets the standard. That's a CED story.

### A Calgary company

Pawlo is local — part of Platform Calgary's 869-company ecosystem. The jobs, the IP, and the proof-of-concept stay here.

### Replicable model

If it works in Calgary, every city in Canada has the same need. Calgary's pilot becomes the template.

Cost to CED

# \$0

We're asking for introductions and co-branding — not funding. Pawlo covers all technology and infrastructure costs during the pilot.