A new kind of infrastructure.
Built in Calgary. Ready to scale.

AI assistants are becoming how people find local information. But AI has no good data about Calgary's businesses, events, or programs. Citybook is a structured data layer that solves this — and it's being commercialized right here.

THE GAP

WHAT AI KNOWS ABOUT CALGARY

Restaurant names and star ratings from 2019.

A short paragraph about the Calgary Stampede.

Nothing about current events, specials, or local programs.

WHAT AI SHOULD KNOW

What restaurants serve, when they're open, what's good tonight.

Every community event, market, and festival happening this week.

What makes each neighbourhood worth visiting.

THE TECHNOLOGY

01

Structured data layer

Business profiles, events, and programs stored in a format every AI assistant can query. Built on MCP — the emerging standard for AI-to-data connections.

02

Multi-platform distribution

One data update reaches ChatGPT, Claude, Gemini, Siri, and every custom AI agent. No per-platform integration needed.

03

City-by-city deployment

The system is designed to scale. Each new city is a configuration — not a rebuild. Calgary is the proof-of-concept.

COMMERCIALIZATION PATH

Revenue model

Businesses pay for premium profiles (daily specials, priority placement). Free tier ensures broad coverage. Per-transaction fees when AI agents match buyers to sellers.

Market size

Every city in Canada has the same problem. 5,000+ BIA/BRZ member businesses in Calgary alone. The model is replicable nationally and internationally.

Competitive position

No Canadian company has built this. Google and Yelp serve humans browsing. Citybook serves machines querying. Different market, different product.

OCIF alignment

Fits OCIF's mandate: Calgary-based, new category, job creation potential, catalytic for the local economy. $91M deployed to 63 projects with similar profiles.

Research meets real-world data.

Citybook is a working product with live data. The next step is proving the model with Calgary's tourism and business organizations — and building the research case for structured AI discovery.

WHAT WE'RE EXPLORING WITH INNOVATE CALGARY

Commercialization support
- Guidance on IP strategy for the data schema
- Connections to OCIF and other funding paths
- Mentorship through Expert Advisor Program
- Access to university research partnerships

Research collaboration
- Measuring AI discovery effectiveness by city
- Studying how structured data changes local search
- NLP and data quality research with CS faculty
- Urban informatics — making city data machine-readable

CURRENT PILOT — CALGARY

90 days, 3 partners
- Tourism Calgary — visitor-facing data
- Beltline BIA — 150+ member businesses
- Inglewood BRZ — independent local businesses

What we're measuring
- AI recommendation volume per business
- Before/after comparison of AI answer quality
- Time-to-update vs. traditional CMS workflows
- Partner adoption and satisfaction

WHAT INNOVATE CALGARY GETS

A new category
AI discovery infrastructure is a new market. Supporting Citybook adds a novel vertical to Innovate Calgary's portfolio.

Research opportunities
Structured local data is an open research problem. Faculty and students can publish on AI discovery, urban data, and NLP.

Calgary's story
A locally built product that other cities want. When Citybook scales, Innovate Calgary is part of the origin story.

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