

Calgary's startups are building the future. AI can't find them.

Platform Calgary supports 869 tech companies. But when someone asks an AI assistant about Calgary's tech scene, local startups, or where to find services — AI gives generic answers. The same problem hits every local business in the city. Citybook fixes it.

THE PROBLEM

TODAY

AI assistants know almost nothing about Calgary's local businesses.
Restaurants get star ratings. Events don't show up. Startups are invisible.
Visitors and residents get outdated, generic answers.

WITH CITYBOOK

AI assistants give current, detailed answers about Calgary.
Real menus, live events, business hours, what makes each place special.
One update from a business reaches every AI platform.

WHAT CITYBOOK IS

01

Structured local data

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

02

One update, every AI

A business posts a special or changes its hours. ChatGPT, Claude, Gemini, and Siri all see it right away.

03

Built in Calgary

Pawlo is a Calgary company, part of the local tech ecosystem. The first city we're structuring is our own.

WHY THIS MATTERS FOR CALGARY'S ECOSYSTEM

\$2.3B in AI investment

Calgary attracted \$2.3 billion in AI investment in the first 8 months of 2025 — a 340% increase. The infrastructure to support it needs to keep up.

869 tech companies

Platform Calgary's members raised \$323M in 2024. AI discovery helps every one of them get found by the tools people actually use.

New category

No Canadian company has built structured AI discovery for cities. Pawlo is first to market. This is a Calgary-born product.

Every business benefits

Not just tech — restaurants, shops, services, event organizers. AI is replacing Google for local search. Businesses need to show up.

Ecosystem support. Not funding.

Pawlo is running a 90-day pilot to make Calgary the first AI-structured city in Canada. Platform Calgary can help us connect with the right partners.

WHAT WE'RE ASKING

From Platform Calgary

- Connect us with Tourism Calgary and local BIAs
- Feature Citybook as a Calgary success story
- Help us reach local businesses through your network
- Introduce us to investors when the pilot proves out

What Pawlo delivers

- Every pilot partner's businesses structured for AI
- Live event data from Tourism Calgary + BIAs
- Distribution to ChatGPT, Claude, Gemini, and Siri
- Weekly reports and full transparency

THE PILOT

90 days, 3 partners

- Tourism Calgary — restaurants, attractions, festivals
- Beltline BIA — 150+ member businesses
- Inglewood BRZ — independent shops and restaurants

What success looks like

- Local businesses show up in AI answers
- Events are findable through any AI assistant
- Calgary has a replicable model for other cities

WHAT PLATFORM CALGARY GETS

A showcase company

A Calgary startup building category-defining infrastructure. A story for your impact reports and events.

Ecosystem impact

Every local business that becomes AI-discoverable is a win for the ecosystem Platform Calgary supports.

National reach

When Citybook expands to other cities, it carries Calgary's name. Platform Calgary helped launch it.