



## News Release

### **Innovation meets industry with Kinetica Launch**

Calgary, AB – Kinetica celebrated its official launch on Monday, January 26, 2015. With the support of the Government of Alberta, academia and associates, Kinetica works with industry to identify its leading challenges and make connections to the world’s most promising, emerging technologies.

Joined by their associate members, Bennett Jones, Calgary Economic Development, Collins Barrow, and Southern Alberta Institute of Technology, Kinetica announced their plan, to be a key facilitator towards developing innovation in the energy sector. Innovation is very topical these days and something Kinetica is ready to address.

“We are very excited to have launched this project,” says Innovate Calgary President, Peter Garrett. “The development of Kinetica directly reflects our mandate to be a leader in innovation. With this we now have a focused opportunity to provide targeted innovation to the energy sector.”

Kinetica is based in Calgary, with a global focus on innovation.

“Innovation is the key to unlocking our future potential and overcoming current critical challenges,” says Kevin Frankowski, Kinetica. “Innovation is being discussed daily in the energy sector, especially with regards to lowering production costs. What Kinetica offers is a bridge between the challenges and emerging solutions.”

Four key areas of focus have been identified by Kinetica, based on needs of the energy sector: hydrocarbon recovery, energy transport, renewables and carbon capture, storage, and reuse. These have been marked as key opportunities for growth and improvement.

“With our key targets for innovation identified, we are now working to facilitate collaboration between technology developers and industry partners on specific projects,” says Frankowski. “We are now developing relationships with more industry partners, professional service providers, industry associations, and government agencies as we look to fulfill our targets.”

Kinetica’s current client list includes nFluids Inc., an oilfield drilling technology which was developed in collaboration with researchers from the Chemical & Petroleum Engineering Department at the University of Calgary. Their product has the potential to significantly reduce the loss of fluid during drilling, providing direct benefits to efficiency, the environment, and safer drilling operations.

“It’s companies like nFluids that demonstrate exciting innovations happening for the energy sector,” explains Frankowski. “With Kinetica we are able to link companies like nFluids with industry partners who are looking for solutions.”

Many of the world’s largest energy companies are headquartered in Calgary and are contributing to the success of Kinetica and the entrepreneurs and technology development it facilitates.



### **About Kinetica**

Kinetica Ventures is a new initiative of Innovate Calgary, focused on accelerating world-class energy technologies to help industry partners address key challenges and increase competitive advantages via access to emerging innovation. Kinetica bridges the gap between the energy industry and technology innovators through a unique industry-driven program, working closely with key partners in the energy sector to identify their most pressing challenges in four areas: hydrocarbon recovery; energy transport; carbon capture, re-use and disposal; and renewable energy.

Kinetica, based in Alberta, Canada, an international energy hub, will assist local, national and international technology researchers and entrepreneurs by providing access to the necessary capital, expertise and relationships to commercialize their industry-validated technologies more efficiently and cost effectively, and achieve faster adoption by energy sector partners.

[kineticaventures.com](http://kineticaventures.com)

### **About Innovate Calgary**

As a leading technology transfer and commercialization centre, Innovate Calgary works closely with startups, entrepreneurs, researchers and investors from the advanced tech sector to take innovation and ideas to the next stage of growth. Innovate Calgary has been successfully contributing to the growth and acceleration of the advanced technology sector for more than 30 years. Our integrated approach to commercialization focuses on facilitating connections among stakeholders and offering a comprehensive range of programs and services to achieve success.

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