

What if Alberta is a place with an economy that works for all?

What if we maximize the potential of business models and economic activity to achieve social impact?



## Imagine if we....

"Hold generative tension between integration and autonomy & opportunity and strategy"

"Held ourselves accountable to impact with radical candor, honesty, and love"

"Can help social enterprises scale and have transformative impact in a way that changes mainstream mindsets to realize the full power of business models to serve social needs and measure society beyond a GDP Focus"

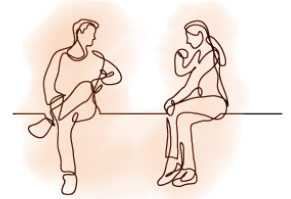
"Contribute to greater shared prosperity/community wealth in Alberta"

"Were a source of unexpected surprise for the rest of the country to show what is possible when we come together as a community"

"Are capable of enabling the conditions in which impactful enterprises are planted, grow roots, and bear the fruits of social equity"

"Have an economy that provides enough for all"

## How might we collectively increase the scale and coordination of the social impact of Alberta's economy?



### We can....

"Ensure entrepreneurs and innovators have a voice AB Seed"

"Meaningfully invite diverse communities into our movement"

"Create opportunities to learn from each other"

"Create conditions for inclusion"

"Put the most marginalized at the center"

"Begin to partner and collaborate over the next year"

"Build relationships with indigenous led organizations, businesses, and organizations led by diverse stakeholders"

## AB Seed contributes to improved social and economic impact through...

- Working together collaboratively
- Enhancing understanding and collaboration across the ecosystem
- Responding to complex problems with creative solutions
- Building relationships, convening, and facilitation

- Taking Risks
- Experimenting and trying different things
- Engaging in the feedback loop, being informed, and getting information out
- Adding value through capacity builders and those in the ecosystem