

ALBERTA VENTURE

Alberta's 20 Most Innovative Organizations

Our annual guide to the state of innovation in our province, featuring organizations from every corner of society

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Innovation is a phrase that is thrown around a lot. But here in Alberta, it's not just a buzzword, it's a compulsion to be better and an inability to be satisfied with the way things are. Frequently, innovation is born of struggle. When a resource is low, competition for it is high, and companies realize the status quo will not carry them to prosperity. So it's no wonder that, with its boom and bust economy, Alberta is the most entrepreneurial province in the country. As a group, Albertans are not afraid of being first to market. In fact, they strive for it. They don't just meet the standards dictated by government regulations, they beat them. They see a gap in the market – a need – and they fill it. These are the traits that define Alberta, and innovators can be found in every corner, every sector of this province. From oil and gas, to theatre and tourism, here are the 20 companies that are leading the pack.

[Completely Geeked Out](#)

[A Better Lifeline](#)

[Theatre of the \(Digital\) Commons](#)

[A Flyover of the Cuku's Nest](#)

[The Silent Sentinel](#)

[Making Employment Possible](#)

[High Sensitivity](#)

[No Scrap Wasted](#)

[The Heavy Lifting](#)

[Leading the Innovation Race](#)

[Housing First](#)

[Incredible Reach](#)

[Revolutionizing the Classroom](#)

[Digital Delivery](#)

[The Cookie Cutter](#)

[Measuring Flexibility](#)

[Leaving No Trace Behind](#) →

TerraVerdae BioWorks

The Innovation: Finding a solution to a serious environmental problem

Senior Exec: William Bardosh HQ: Edmonton

William Bardosh, CEO of TerraVerdae BioWorks, was sifting through a pile of lapsed patents when he discovered a technology that could change the personal care industry: a blueprint for biodegradable microbeads. The tiny, natural beads could serve as a natural alternative to the plastic microbeads found in countless personal care products, from facial scrubs to shampoos, to toothpastes and hand sanitizers. The synthetic beads that are currently being used in these products cannot degrade and are small enough to pass through filtration systems, allowing them to make their way into natural waterways. Millions of the beads have been found in lakes, where they are eaten by fish. Jurisdictions across North America are passing legislation to ban them, and large corporations have promised to phase them out.

As they search for an alternative to the plastic beads, companies may just turn to TerraVerdae's biodegradable microbeads, which are made from a natural substance that breaks down in marine environments, leaving no trace behind.

[High-Flying Leak Detection](#)

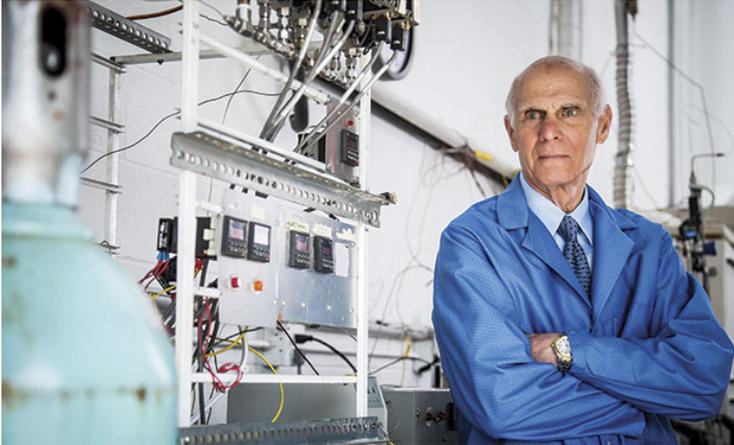
[Vet Tech](#)

[Brewing Innovation](#)

The Vanguard

A quick look back at some of Alberta's game-changing innovators

[Conrad Ayasse](#)



President and chief research officer, Canada Chemical Corp.

Conrad Ayasse is the closest thing there is to a poster-chemist for innovation. He has spent his career finding better ways to coax oil out of the ground, 13 years with Dow Chemical, 14 with the Petroleum Recovery Institute and 10 with Petrobank Energy and Resources, where he helped develop the toe-to-heel-air-injection (THAI) in situ oil sands combustion process. He holds 30 patents in the energy and environmental fields. His record is hardly one of uninterrupted success – the THAI process has not been successfully commercialized – but it's not all going to come up roses when you're at the bleeding edge of innovation.

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