

## SVG Ventures commits \$500,000 to Alberta AgTech startup brilliant harvest

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SVG Ventures, a global leader in agri-food innovation and investment, has announced a \$500,000 investment in Calgary-based Brilliant Harvest through its \$50 million Pioneer Fund. The fund, headquartered in Alberta and anchored by Farm Credit Canada (FCC), is focused on supporting high-potential agrifoodtech startups and driving innovation across the agricultural value chain.

Brilliant Harvest, a participant in the THRIVE IV Accelerator, stands out for its AI-driven platform that enhances efficiency within agricultural equipment dealerships. The company represents the cutting-edge innovation emerging from Alberta's growing agtech ecosystem.

"Brilliant Harvest represents exactly the kind of bold innovation we seek out at SVG Ventures," said John Hartnett, CEO and Founder of SVG Ventures. "They're solving real agricultural challenges with scalable, AI-powered solutions. This investment reflects our confidence in both the team and the broader Canadian agtech sector."

The investment highlights SVG Ventures' growing footprint in Canada, bolstered by its ongoing partnership with Alberta Innovates. A key part of this collaboration is the Scale-Up GAP program, which identifies and supports Alberta's most promising growth-stage companies.

"Our partnership with Alberta Innovates has been transformative," said John Cassidy, SVG Ventures' Managing Director for Canada. "Programs like Scale-Up GAP have helped us discover standout companies like Brilliant Harvest, and together we're cultivating a world-class agtech ecosystem in Alberta."

Dr. Michael Mahon, CEO of Alberta Innovates, added: "Brilliant Harvest's success is a powerful example of the real-world impact of collaborative investment. Our joint efforts with SVG Ventures are helping build a globally recognized innovation economy in Alberta."

This investment further strengthens SVG Ventures' commitment to advancing global agri-food innovation while accelerating the growth of high-impact Canadian startups.