



# Supporting Informed Decision Making In a Crisis

**Location:** Edmonton, Alberta

**VC Investor:** Accelerate Fund, McRock Capital

**Company URL:** [samdesk.io](https://samdesk.io)

**Strategic Importance:** Public safety and emergency services

When faced with natural disasters, major accidents, infrastructure failures or significant threats to public safety – it's crucial that responders and key stakeholders know what is going on as events rapidly develop. Whether it is an urban centre or a remote rural area.

**Samdesk** is an Alberta AI company that detects and monitors disruptive events in real time. They've developed **leading-edge technology that alerts organizations when something significant happens that could impact their people, assets, or operations.**

Real-world applications include wildfire alerts, tornado and flood warnings, monitoring active shooter situations, oil spills and disasters, and updates on traffic accidents and delays.

▲ **108 Minutes Earlier**  
than local media reports

▲ **69 Minutes Faster**  
than other AI alert tools

*"Alberta is a place that values innovation, resilience, and practical problem-solving."*

## Supporting Decision Making at Times of Crisis

According to CEO James Neufeld, samdesk enhances emergency response by helping organizations act more decisively and strategically when a crisis unfolds.

"By providing trusted, real-time insights, our platform enables teams to make confident decisions that protect people and keep operations running."

The samdesk platform is being deployed by governments, emergency managers, cybersecurity teams, and private-sector organizations to make better, faster decisions when it matters most.

## A Strong Command and Control Centre in Alberta

Alberta's growing technology sector creates a supportive environment for companies like samdesk, Neufeld observes.

"Being based here allows us to recruit exceptional talent, collaborate with forward-thinking partners, and operate efficiently while competing globally."

With the support of Alberta Enterprise Corporation (AEC) and its investee fund, McRock Capital, Neufeld says they've been able to grow their team and accelerate product development, all while maintaining their Alberta roots.

"McRock's partnership has gone well beyond financial investment. They've brought conviction, stability, and a deep understanding of what it takes to build a company through every stage of growth. Their impact on samdesk's growth and culture has been profound."

It's not just emergency response teams and local government bodies who are benefiting from samdesk. A who's who of corporate clients include Procter & Gamble, John Deere, and Canada Goose, to name a few.

"We help keep our users one step ahead," Neufeld beams.