

Cat Adalay

2025 Recipient



Who can catch the wind? Cat Adalay may have done just that.

Cat is the Founder and CEO of Aurea Technologies, the Nova Scotia cleantech company behind the Shine and RISE Turbines - portable wind energy systems designed for outdoor recreation, emergency preparedness, and defense applications. Lightweight, collapsible, and powerful, these systems enable clean energy access wherever the grid doesn't reach.

"We're not just catching the wind - we're turning it into power, freedom, and possibility. That's what innovation means to me: taking something invisible and making it useful."

— Cat Adalay

Cat studied Mechanical Engineering at Queen's University and launched her first company in 2013 - a product design and low-volume manufacturing firm where she developed hundreds of prototypes for clients across North America. She successfully exited that business to TRS, where she led her own department focused on hardware development initiatives. Cat also taught product development and hardware entrepreneurship at Dalhousie University, and has held technical and business leadership roles at several early-stage startups.

Since founding Aurea in 2017, Cat has raised over \$5 million, launched award-winning products, and built a growing team based in Atlantic Canada - scaling the business to millions in revenues. A passionate advocate for women in STEM and Canadian innovation, she continues to build at the intersection of cleantech, impact, and ambition.