Advocacy in Action
2021 TECHNL ANNUAL REPORT SUMMARY ▶▶▶

140% INCREASE IN MEMBERSHIP

The greater our numbers, the louder our voice. 2021 saw a rapid increase in techNL memberships, allowing us to further advocate for our industry and bring even more informed messages to stakeholders and the world.

> "techNL has been such an amazing supporter and advocate for PolyUnity and all techNL members. So many opportunities are provided by techNL that are vital to tech companies!"
>
> Jacqueline Lee
> COO PolyUnity and Vice Chair, techNL Board

NEW VENTURES: BIG YEAR BRINGS BIG WINS

2021 saw some phenomenal announcements from members like **CoLab, Mysa, Milk Moovement, BreatheSuite, Kraken,** and **PanGeo.** Plus, as included in techNL's Innovation Strategy, VentureNL 2.0 was approved by GovNL.

STORIES HEARD ROUND THE WORLD

techNL launched the **Voices of Innovation** podcast and video series to rave reviews. All 10 podcasts and 9 videos featuring incredible stories from industry leaders can be found at **techNL.ca/voices.**

- ▶ **14,000+** video plays
- ▶ **4000+** podcast listens
- ▶ Featured in **New Technology Shows** by Apple Podcasts

> "These stories will inspire the next generation and they will attract people from afar. Well done techNL"
>
> Michelle Simms on Twitter
> CEO Genesis

NEXT GENERATION INVITED IN

The **ACOA-techNL Post-Secondary Internship Program** matched 34 up-and-comers with member companies. Wages offset for these 12-month placements in engineering, software, marketing, and more saved companies **$1.2M in salary cost**.

$1.2M Salary Cost Savings

INNOVATION WEEK SPARKLED

As one of the first in-person events of the year, the energy at Innovation Week 2021 was incredible. With 100 registrants attending each day, roster topics ranged from business scaling and serial entrepreneurship to diversity and inclusion. **300 post-secondary students** registered to network with companies, and CoLab announced Series A funding of **$17M USD**! Thanks to our **platinum sponsor, Deloitte.**

> "Great to see today's session on women inclusion, diversifying the workspace, and calling on all coworkers to speak up for one another!"
>
> From post-event survey
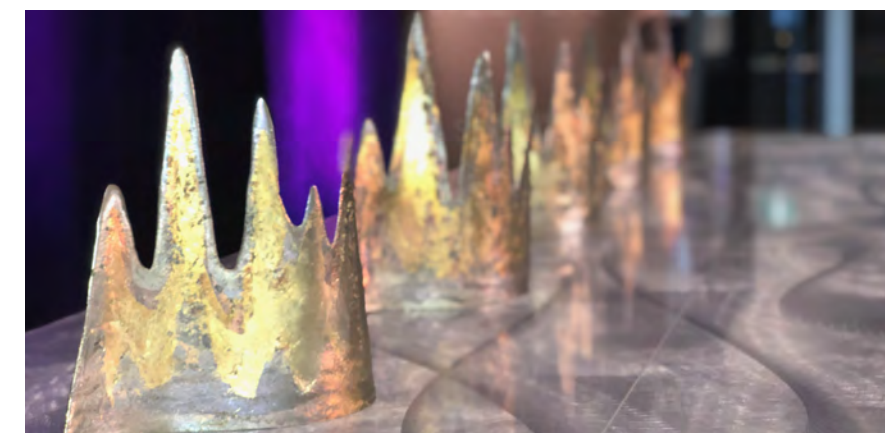
MEDIA BUZZED LOUD AND OFTEN

Throughout 2021, techNL granted a whopping **62 earned media appearances**, giving us further opportunities to shine a light on the brilliance and successes of member companies.

INAUGURAL INDUSTRY AWARDS LAUNCHED

In 2021, techNL created and presented the first ever sector awards program. Announced at Innovation Week, winners were:

- ▶ Community Leadership Award: **Bluedrop Learning Networks**
- ▶ Genesis Startup of The Year: **Milk Moovement**
- ▶ Hatch Women in Tech Advocate Award: **Sequence Bio**
- ▶ Keyin College Champion of Youth Award: **ClearRisk**
- ▶ Tech Company of The Year: **Verafin**

NEXT GEN TECH WORKERS: 115 HIGH SCHOOL STUDENTS INSPIRED

115 high school students took part in an immersive internship with member companies. On top of the work experience and valuable mentorship, they also received a micro-credential in **Python Programming from Keyin College.** Educational scholarships were awarded to **three exceptional students.**

TACKLING THE TALENT GAP

Born directly from member feedback, the **Tech Talent Strategy** kicked off with the formation of a team focused solely on building and developing immediate, medium, and long-term talent pipelines. Together they create resources, engage directly with students, support local and newcomer job seekers, and assist in international talent attraction, all through the lens of diversity, equity and inclusion.

> "
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> "Settling in a new environment is confusing and difficult, especially breaking into a new job market since you know nothing about it, and you don't know anyone in the industry in this area. The first step is always the most difficult one, and thanks to techNL, I made my first contact with the industry. Knowing that someone out there is trying to help also comforts me a lot and reduces my anxiety and worries. I hope techNL could help more and more people to settle in NL."
>
> Jialin Zhang
>
> "

DIVING DEEP ON EDI

In partnership with Women in Resource Development Corp, techNL created and is conducting an intensive **equity, diversity and inclusion** (EDI) survey with members. These baseline metrics will allow measurement of progress as effective, evidence-based actions are implemented.

BOUNCE BOOSTED MEDTECH

Bounce Health Innovation - a mini-cluster in medical technology - offers Health Innovation Certificates, Embryo Grants, and internships in addition to its main mission of accelerating the growth of medtech innovation. By year's end, **45 companies had become partners**, creating dozens of jobs and attracting millions in investment.

> "
>
> "Bounce Health Innovation has been a great support for young biotech companies like Nucliq. By being a bounce partner company, we have been provided with great networking opportunities and amazing support in many ways throughout the journey. Our special thanks to Chandra for guiding us towards a successful research ethics application for one of our R&D projects."
>
> Purvikalyan Pallegar
> Co-founder/CTO, Nucliq Biologics Inc
>
> "

376 COMPANIES SUPPORTED

Administered by techNL, the Business Tech Solutions (BTS) program helped local companies adopt new technologies and generate new revenue streams. A total of 680 companies applied, with 376 receiving $4.5M in funding. **90% of participants found or expected an increase in revenue** due to the program.

> "
>
> **"I have the opportunity to really make a difference in people's lives. This grant made it possible for me to level up in the international marketplace. Women around the world are ready for more success, fun, and meaning in their lives and I am ready to make it easy for them. Thank you!"**
>
> Lisa Hall
> Lisa Hall Coaching and Consulting – BTS recipient.
>
> "

GROWING FURTHER:
REACH & PRESENCE EXPANDED

With so much growth and action happening, techNL's online footprint and engagement grew at a blistering pace across all platforms.

Newsletter: **+78%**   LinkedIn: **+78%**

Twitter: **+15%**   Slack: **+128%**

Facebook: **+35%**   Website: **+72%**

SCAN QR CODE

Find the complete 2021 techNL Annual Report here.

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techNL