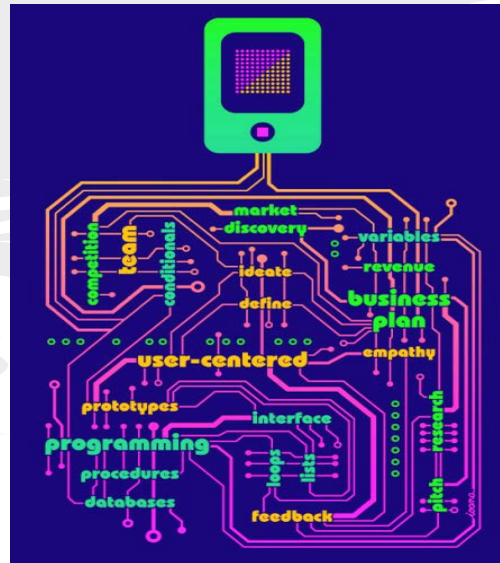


tech*novation*



Jennifer Francis



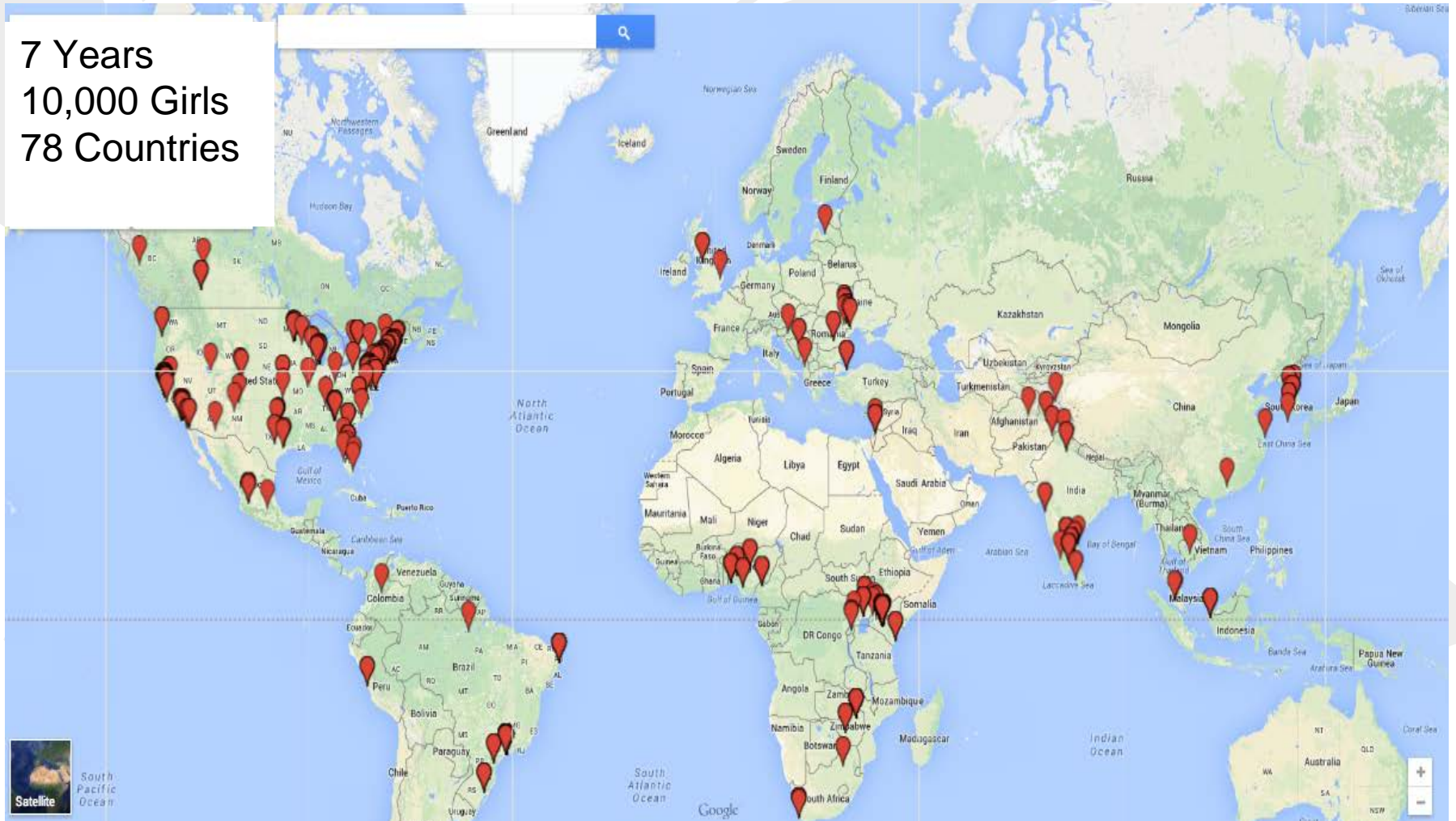
WOMEN
POWERING
TECHNOLOGY

What is Technovation

- Global challenge to inspire High School and Middle School girls to pursue technology courses and careers
- Teaches a computer science and entrepreneurship curriculum
- Started in California in 2009, expanded Internationally
- In 12 weeks teams of up to 5 young women
 - Identify a problem in their community
 - Design an app to solve it
 - Code the app
 - Build a company and business plan
 - Launch the app
 - Pitch the business to experts
- Fun and inspirational for the students and the female mentors that work with each team

Global Reach

7 Years
10,000 Girls
78 Countries



Why Technovation

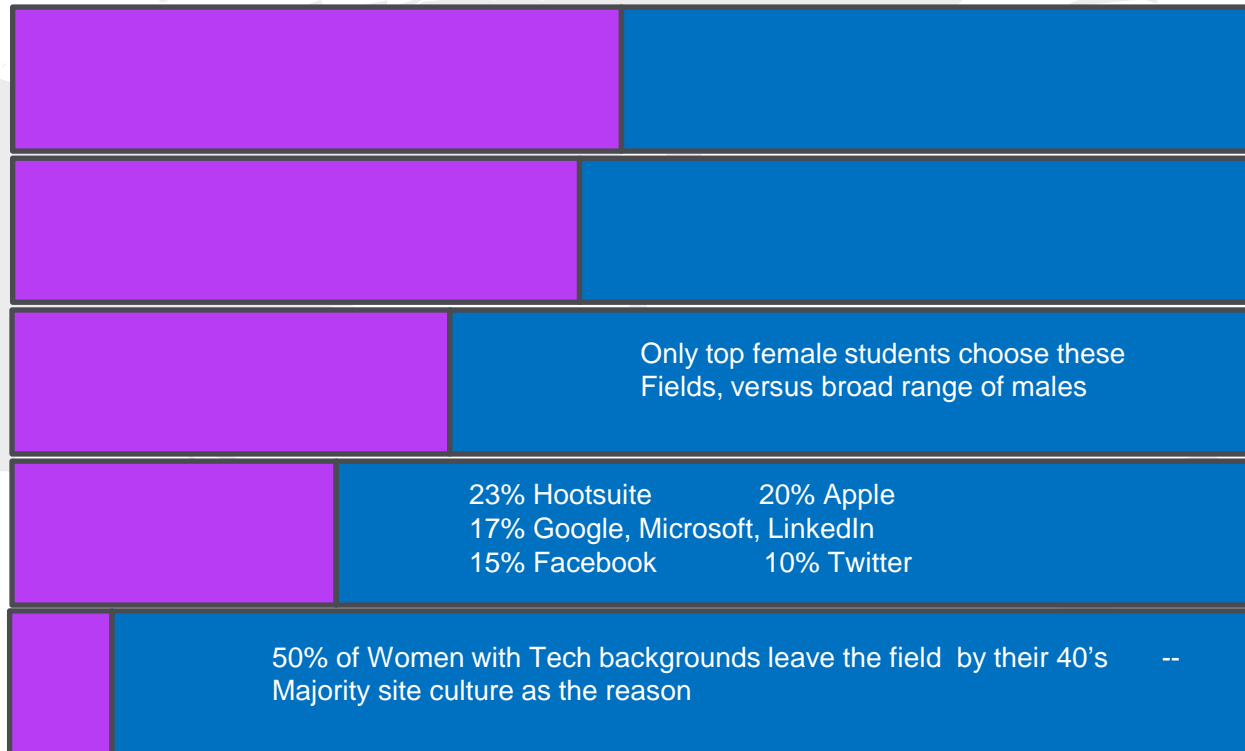
45% Grade 12
Math and Science

39% STEM
Graduates

26% Math, CS,
engineering

<20% Tech in
Tech Companies

5% Execs in
Tech Companies



Increasing the talent pool

- Technology & Innovation key to Canada's future
- Tech companies with higher diversity have better performance
- Engineering & tech have the highest wages, highest employment rates out of university

and yet

- Percentage of degrees granted in these fields declining
- Percentage of women in ICT degrees declining



Why women don't choose tech

1. They think it won't be interesting
2. They think they won't be good at it
3. They think they will work with people they won't feel comfortable with

Technovation's goal is to change these perceptions

1. There is lots of interesting work
2. Women do excel in this field
3. There are many extraordinary people working in technology

Why does Technovation work?

- Societally oriented projects engages girls/women
- Team approach dispels stereotypes of tech as a solo activity
- Combination of business and tech broadens appeal
- Mentors provide role models

“Everything in our century is about technology, I would really recommend this program.”

14-year-old Alaa Ba-Rasheed in Grade 9, Ottawa

Technovation 2016

360 Students participated in Canada on 81 teams

- o Ontario, Quebec and British Columbia

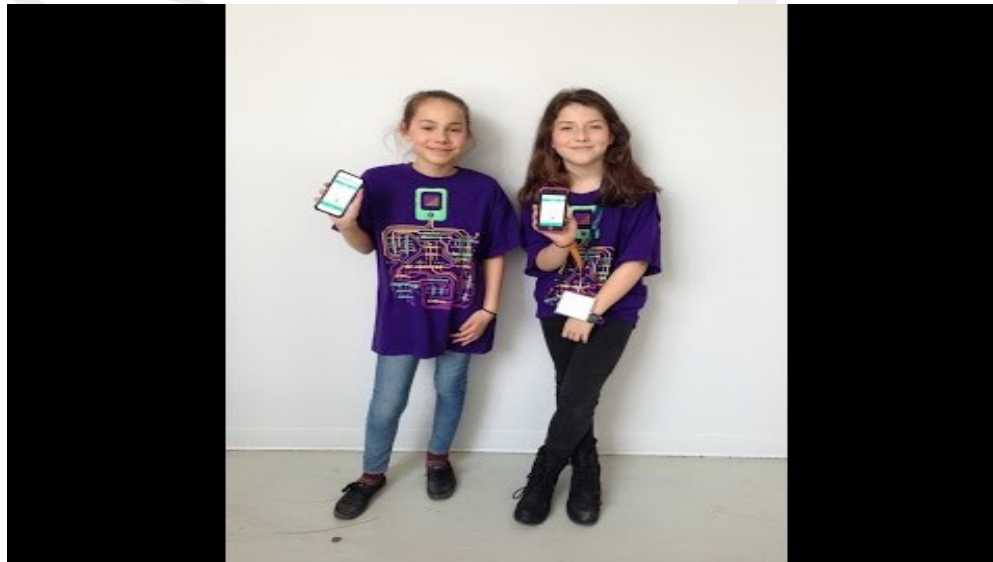
- 4 main hubs - 108 Ottawa, 89 Toronto, 68 BC, 35 Montreal

- o Carleton and Simon Fraser Universities actively involved

- o Strong private sector participation in all locations

- o 8 Teams made the semi-finals

- o IDF from Montreal team made the finals in the middle school division



Going in the right direction

70%

of alumnae took further Computer Science courses after Technovation, when offered the opportunity (70% of alumnae said they would)

44%

of college-age alumnae who have selected a major chose Computer Science so far

[I learned] how to make apps, that not all computer people are geeks, [and that] you can have fun while doing something to further your education."



What role can the Federal and Provincial Governments Play?

- Support Technovation across Canada to develop Canada's future technology leaders
- Promote innovation and technology in the public sector with youth
- Mentor middle and high school girls
 - Programming
 - Entrepreneurship

"It's really important that we have programs like this to give girls an exciting opportunity to do coding, develop business skills and find solutions"

Catherine McKenna

Minister of Environment and Climate Change



Technovation 2017 Goals

- Grow Technovation across Canada
 - Expand Ottawa to 150-200 students
- Develop a Mentor / coach model that brings together private, public sector paired with universities
- Expand Canadian sponsorship to include local and national level sponsors
- Develop model / blueprint to sustainably grow Technovation in Canada

Reverse the trends in Canada for female participation in Technology degrees and technology careers!