

BOUNCE PROGRESS REPORT

Letter from the Director



Andy Fisher
Director

It's been a remarkable year for HealthTech in Newfoundland and Labrador, and for Bounce Health Innovation as we embarked on the third phase of our journey. I'm proud to present this 2024 Progress Report, which reflects a year of meaningful impact, deep collaboration and powerful momentum.

Bounce was created to be a strategic convener, guide, and growth engine for the HealthTech sector. That mission has never felt more vital as healthcare systems everywhere grapple with growing complexity, it's clear that locally built

solutions, grounded in user needs and supported by a strong ecosystem, are essential.

In the past year, we've supported 22 new HealthTech companies and celebrated 5 companies joining formal incubators. We delivered targeted funding and expert navigation as well as strengthened our connections across the provincial and regional innovation landscape. Through events like our National Ministerial Roundtable and Coastal Connections at MedTech 2024, we've also helped shine a national spotlight on the talent and ingenuity emerging from this province.

This report captures the breadth of activity undertaken during 2024, including our foundational role in the new NL HealthTech Action Plan, our support of companies scaling globally through the Scale-Up Hub: Cambridge program, and our community-building efforts through networking and advisory events.

We're incredibly proud of the progress we've made, but we know there's much more to do. We're excited to continue collaborating with our founders, funders, healthcare partners, and policy leaders to unlock the full potential of HealthTech in this province.

Thank you for your continued support of the industry and the companies we support. Together, we are building something bold and necessary.

Andy Fisher
Director, Bounce Health Innovation

Key Metrics

This year's numbers reflect the tangible outcomes of Bounce's work in convening, supporting, and scaling HealthTech innovation across Newfoundland and Labrador. From funding milestones to national exposure, these metrics offer a snapshot of how Bounce and its partners are driving real impact across the sector.



\$1.73M
was secured in new
operational funding



22 new
HealthTech
companies supported
or formed



5 companies
admitted to formal
incubator or
accelerator programs



1 action plan
a provincial
HealthTech Action
Plan co-developed
and announced



21 companies
from atlantic canada
led to MedTech 2024
in Toronto



US Expansion
Four NL compaies
participated in Scale-
Up Hub: Cambridge



**2 national
minsters**
engaged with partners
for a roundtable



**Expert
support**
delivered through the
Council of Experts



**3 founder
focused**
events to support
provincial engagement

Strengthening the Sector

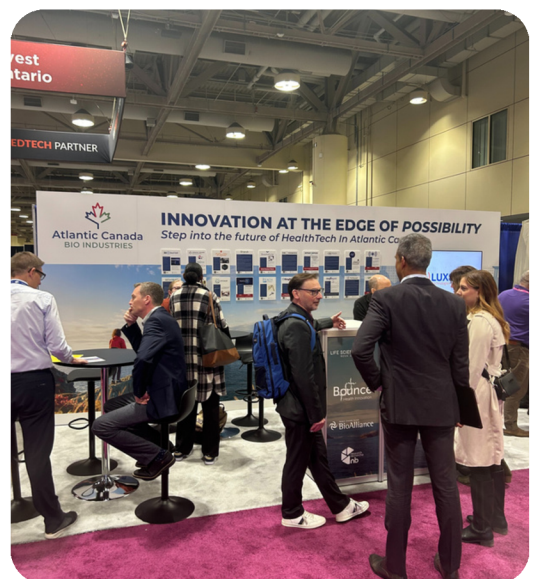
2024 Highlights

Founder Support

- Bespoke navigation and just-in-time support
- Connection to Bounce's Council of Experts
- Access to Embryo grant funding (\$5K–\$15K)
- Marketing and pitch development support (video production, free marketing advice)
- Wayfinding to regional programs, mentors, and funding

Ecosystem Leadership

- Co-developed and supported the launch of the NL HealthTech and BioTech Action Plan during Innovation Week 2024.
- Convened HealthTech founders and stakeholders for a year-end Advisory Roundtable, focused on ecosystem gaps and sector strategy.
- Hosted a networking event to build peer support and shared experience.
- Partnered with the Government of Canada for a National Ministerial Roundtable on procurement barriers, joined by Health Minister Mark Holland and Minister Gudie Hutchings.



Scale-Up Hub Cambridge

Bounce + Invest Nova Scotia

Bounce co-led Newfoundland and Labrador's and additional Atlantic Canadian participation in the Scale-Up Hub: Cambridge, an export-readiness initiative funded by the Atlantic Trade and Investment Growth Strategy.

Program Overview

- Location: Cambridge, MA, USA
- Duration: Multi-month residency and market immersion
- Designed to support HealthTech companies ready to enter the US market

NL Participants

- PolyUnity
- Swiftsure Innovations
- txtSquad
- Mobia Health Innovations

These companies accessed:

- Tailored business advisory services from U.S. market experts
- Expert-led training on regulatory requirements, reimbursement strategies, and market entry
- Targeted B2B introductions and business development coaching

Bounce provided wraparound support throughout the program and continues to track outcomes.

Partner Events



National Ministerial Roundtable (Nov 2024)

Hosted in collaboration with the Government of Canada with participation from:

- Minister Mark Holland (Health)
- Minister Gudie Hutchings (ACOA)
- Ten HealthTech company representatives
- Discussions focused on procurement, commercialization, and scaling in Canada

Advisory Roundtable (Dec 2024)

A cross-sector meeting of stakeholders including NLHS, Memorial University, government, and HealthTech founders. Discussions focused on:

- Procurement challenges
- Testbed coordination
- Early-stage company pathways

Industry Year-End Networking Social (Dec 2024)

An informal event for HealthTech entrepreneurs to network with NLHS, educational institutions and government representatives. Which helped to create space for:

- Peer mentorship
- Community-building
- Sector storytelling



Conferences & National Visibility

Bounce elevated NL's HealthTech sector at key national and international events:

MedTech 2024 (Toronto, ON)

- 21-company delegation coordinated by Bounce (on behalf of ATIGS)
- Branded Atlantic Canadian Bio Industries Alliance Booth in the Canadian Pavilion
- Coastal Connections: Atlantic HealthTech & Seafood Social drew 40+ healthtech founders, trade commissioners, and industry leaders
- Partner companies participated in 1:1 meetings, demos, and educational engagements

BIO 2024 (San Diego, CA)

- NL HealthTech companies participated alongside the Atlantic Canadian delegation (led by PEI BioAlliance)
- Bounce coordinated NL networking and co-hosted Atlantic events

Local & Regional Panels

Bounce team members and founders represented NL HealthTech at:

- Atlantic Venture Forum (Halifax, NS)
- techNL Innovation Week
- BioPort Atlantic - Life Sciences Summit
- Health Innovation Summit - NL Health Services

Conclusion

As Bounce enters its second year of Phase 3, the HealthTech sector in Newfoundland and Labrador is gaining momentum. Our community of founders is growing. Our partnerships are deepening. And our companies are proving that world-class solutions can be built and scaled from here.

Whether it was bringing together ministers and entrepreneurs to tackle procurement challenges, representing our region at global conferences, or simply helping a founder navigate a regulatory milestone, Bounce has been there to support, advocate, and accelerate.

We are energized by the work ahead. Thank you for continuing to walk with us.

Acknowledgements

Bounce's progress this year would not have been possible without the ongoing support of our partners, funders, and champions:

- techNL
- Keyin College and our private funding supporters
- The Government of Newfoundland and Labrador (Department of Industry, Energy and Technology)
- The Atlantic Canada Opportunities Agency (ACOA)
- Memorial University (Faculty of Medicine, Memorial Centre for Entrepreneurship & Research Innovation Office)
- Newfoundland and Labrador Health Services (NLHS)
- Atlantic Trade and Investment Growth Strategy (ATIGS)
- Our incredible community of HealthTech founders and teams
- Our private funding supporters

To our sponsors, collaborators, mentors, and supporters — thank you. Together, we are building the next generation of health innovation.