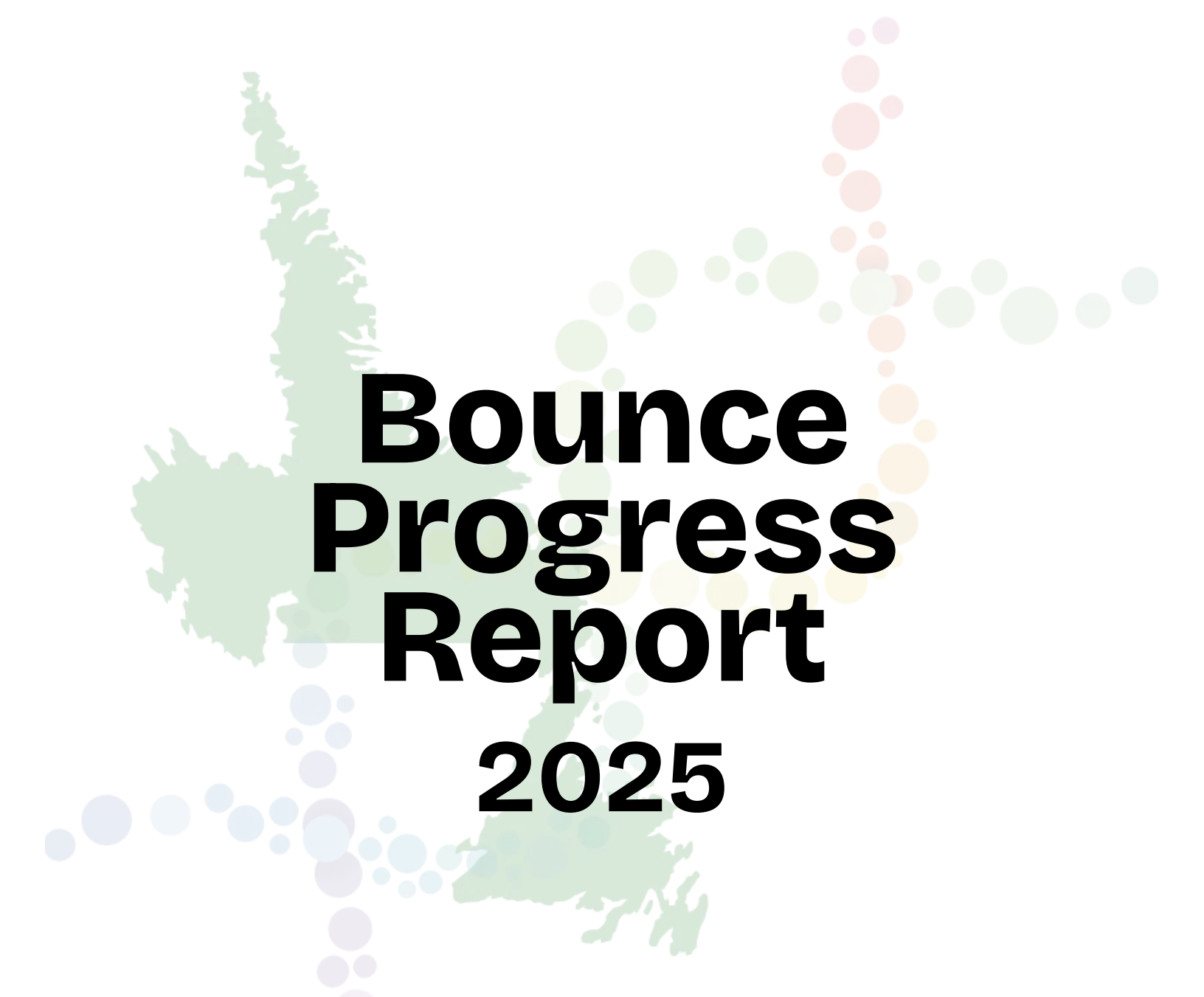


A stylized map of Newfoundland and Labrador is shown in a light green color. Overlaid on the map are several clusters of dots in various colors including pink, orange, yellow, green, and blue. The dots vary in size and are arranged in a way that suggests movement or data points across the map.

Bounce Progress Report 2025

**Advancing
Health Innovation in
Newfoundland and
Labrador**

Letter from the Director

It's been another significant year for healthtech in Newfoundland and Labrador, as the sector continues to grow and mature. I'm pleased to present this 2025 Impact Report, which reflects a year of continued progress, collaboration, and increasing momentum.



Bounce was created to be a strategic convener, guide, and growth engine for the healthtech sector. That mission remains central as healthcare systems navigate growing complexity. It is increasingly clear that locally developed solutions, grounded in real system needs and supported by a strong ecosystem, are essential to improving care and system sustainability.

Over the past year, we've continued to support the development and growth of healthtech companies across the province. Companies are advancing beyond early-stage development into implementation, commercialization, and participation in national and global markets. We've also continued to strengthen connections across the provincial and regional innovation landscape, while working closely with healthcare and government partners to improve pathways for innovation.

This report captures the breadth of activity undertaken during 2025, including ongoing implementation of the NL HealthTech & BioTech Ecosystem Action Plan, support for companies scaling into international markets, and continued efforts to build a more connected and coordinated ecosystem. It also reflects progress being made in addressing some of the systemic challenges associated with adopting innovation within healthcare systems.

We are encouraged by the progress made this year and the continued development of the sector. At the same time, we recognize that there is still work to be done to ensure companies can successfully navigate and scale within the healthcare system.

We remain committed to working with founders, funders, healthcare partners, and policy leaders to support the long-term growth of the healthtech sector in Newfoundland and Labrador.

Thank you for your continued support of the industry and the companies we support.

Andy Fisher
Director, Bounce Health Innovation

Key Metrics

This year's metrics reflect the continued growth of the healthtech sector in Newfoundland and Labrador and the outcomes of Bounce's work in convening, supporting, and advancing innovation. From company development and funding to system engagement and market access, these indicators provide a snapshot of how Bounce and its partners are contributing to the evolution of the sector.



39

HealthTech companies supported



20

New healthtech companies/entrepreneurs engaged



14

NL companies supported to attend international and regional conferences



1st

National healthtech procurement summit hosted in St. John's



3

NL digital health companies graduated from US expansion program



2

Embryo Grants provided



4

Episodes featuring NL healthtech companies on VOCM & NTV



2

NL healthtech companies successfully adopted into NLHS systems

Strengthening the Sector

Bounce Health Innovation continues to play a central role in supporting the development of the healthtech sector in Newfoundland and Labrador. Through targeted programming, partnerships, and ongoing engagement with healthcare, government, and industry stakeholders, Bounce is working to strengthen the conditions required for companies to grow and scale.

Supporting Company Development

Throughout 2025, Bounce provided tailored support to healthtech companies across various stages of development. This included access to sector-specific expertise, early-stage funding, and direct advisory support to help founders navigate product development, commercialization, and market entry.

Support for early-stage companies remained a priority, with initiatives such as embryo grants and access to specialized expertise helping founders advance new ideas and build momentum. In parallel, companies further along in their growth journey were supported through programs focused on scaling, market access, and global engagement.



Building a Stronger Pipeline

Efforts are also underway to strengthen the pipeline of future healthtech companies in Newfoundland and Labrador. Bounce continued to engage with post-secondary institutions, researchers, and student-led initiatives to support early-stage innovation and connect emerging ideas with real-world opportunities.

These activities are helping to establish a more consistent pathway from idea generation to company development, contributing to the long-term sustainability of the sector.



Partnerships & Ecosystem

Strengthening System Connections

Bounce continued to work closely with Newfoundland and Labrador Health Services (NLHS) and other partners to better connect innovators with healthcare system needs. This included efforts to identify system challenges and create opportunities for companies to engage with problem owners and validate solutions in real-world environments.

Through initiatives such as the healthtech procurement summit held in St. John's, Bounce also contributed to broader conversations on how to improve pathways for innovation adoption within the national healthcare system.

Advancing the Ecosystem

Bounce remains actively involved in advancing the broader healthtech ecosystem through collaboration and coordination with regional and national partners. This includes ongoing work related to the NL HealthTech Action Plan, participation in national initiatives, and engagement with organizations across Atlantic Canada.

These efforts are helping to improve alignment across stakeholders, strengthen partnerships, and create a more connected and supportive environment for healthtech innovation.

Addressing System Challenges

While progress continues, challenges remain in supporting the adoption and scale of healthtech innovation. These include navigating procurement processes, accessing data and infrastructure, and aligning the needs and timelines of innovators with those of the healthcare system.

Through its programming and partnerships, Bounce is working to help address these challenges and contribute to the development of more effective pathways for innovation within the healthcare system.

Program Spotlight

The Scale-Up Cambridge program continues to support digital health companies in advancing their growth and expanding into international markets.



Scale-Up Cambridge

In 2025, Bounce served as the lead organization for this pan-Atlantic initiative, bringing together companies from across the region to participate in a targeted program focused on commercialization and U.S. market entry. Eleven companies began the program, with seven completing the second phase.

Companies that graduated from the second phase of the 2025 cohort included:

- BreatheSuite
- HealthEMe Inc.
- Kardio Diagnostix
- MedReddie
- SiftMed
- ResolveHD
- TxtSquad

The program provided participants with access to expert mentorship, market insights, and tailored support to advance their U.S. expansion strategies. This included a series of sessions focused on understanding the U.S. healthcare system, developing market entry strategies, and navigating legal and regulatory requirements.

Participants were also matched with dedicated U.S.-based consultants to refine their approach to market entry, support business development efforts, and provide region-specific insights. As part of this phase, companies worked toward engaging directly with their target markets, including in-market visits to support relationship building and commercialization efforts.

Newfoundland and Labrador companies BreatheSuite, SiftMed, and TxtSquad were among the participants, reflecting the continued progression of local companies as they move beyond early-stage development and into scaling and global market engagement.

Programs such as the Scale-Up Cambridge are helping to position Atlantic Canadian companies for growth in competitive global markets, while strengthening the overall capacity of the sector.



Advancing Canadian HealthTech Procurement

In 2025, Bounce, in partnership with Nucleus Ventures, hosted ProCURE 2025, a national healthtech procurement summit held in St. John's, with key support from the Government of Newfoundland and Labrador and the Atlantic Canada Opportunities Agency (ACOA).

The summit brought together healthcare leaders, procurement professionals, innovators, and policymakers from across Canada to address one of the most persistent challenges in the healthtech sector: the gap between successful innovation and system adoption.

Over three days, participants worked collaboratively to identify barriers to procurement and develop practical solutions to improve how innovation is evaluated, adopted, and scaled within Canada's healthcare systems. Key challenges discussed included the transition from pilot projects to long-term implementation, the complexity of procurement processes, and the need for greater alignment between healthcare organizations and innovators.

The summit resulted in the development of a National Action Plan outlining strategic approaches to modernizing procurement, improving transparency, and strengthening partnerships between healthcare systems and the innovation sector.

ProCURE 2025 represents an important step in advancing system-level change and reflects Bounce's role in convening stakeholders and contributing to solutions that support the long-term growth of the healthtech sector.

This work positions Newfoundland and Labrador as an active contributor to national conversations on health innovation and procurement.



Conferences & Global Engagement

Supporting companies in accessing national and international markets remains a key focus for Bounce Health Innovation.

BIO (Boston, MA)

- Newfoundland and Labrador biotech companies participated as part of the Atlantic Canadian delegation
- Bounce supported company engagement and coordination of networking opportunities
- Bounce coordinated Newfoundland and Labrador networking and co-hosted Atlantic events
- Companies connected with global partners and explored opportunities related to investment and market growth



MedTech Conference (San Diego, CA)

- Bounce coordinated Atlantic Canadian medtech & healthtech delegation including participation from Newfoundland and Labrador companies
- Atlantic Canada Bio-Industries Alliance booth featured regional companies within the Canadian Pavilion
- Coastal Connections networking event connected companies with investors, trade commissioners, and industry leaders
- Companies participated in targeted partnering meetings, business development discussions, and educational sessions
- Participating companies reported strong engagement with investors and partners, with follow-up meetings supporting future commercialization and export opportunities



HLTH USA (Las Vegas, NV)

- Newfoundland and Labrador digital health companies participated in the Canadian Pavilion as part of the Atlantic Canadian delegation
- Bounce supported coordination and engagement with global stakeholders, including investors, partners, and healthcare leaders
- Companies leveraged structured networking and partnering opportunities to explore international market entry
- Participating companies identified both short-term and long-term commercial opportunities, including projected revenue from connections made during the conference



Sector Highlights

In 2025, the healthtech sector in Newfoundland and Labrador continued to demonstrate measurable progress across multiple stages of growth, from early-stage development through to implementation and global engagement.

Key trends that emerged over the past year:

- Companies are progressing beyond early-stage development and beginning to engage more directly with healthcare systems and real-world implementation environments
- There is increasing participation in national and international markets, supported by structured programs and targeted market access initiatives
- Collaboration between industry, healthcare, and government partners continues to strengthen, including ongoing work through the NL HealthTech & BioTech Ecosystem Action Plan
- Greater alignment is emerging between post-secondary institutions and the healthcare system, supporting the development of new ideas and creating clearer pathways from research to implementation
- New models for identifying and advancing healthcare challenges are being explored, including pilot initiatives that connect innovators with system-identified needs
- There is continued focus on improving pathways for adoption, including efforts to address procurement, access, and system alignment challenges

These trends reflect a sector that is evolving toward greater maturity, with companies advancing along the commercialization pathway and the broader ecosystem becoming more connected and responsive to innovation.



Closing & Gratitude

In Conclusion

The healthtech sector in Newfoundland and Labrador continues to demonstrate steady progress, with increasing evidence of company growth, system engagement, and participation in national and international markets.

Over the past year, companies have advanced along the commercialization pathway, moving from early-stage development toward implementation, scaling, and global opportunity. At the same time, efforts to strengthen the broader ecosystem through collaboration, targeted programming, and system-level initiatives are contributing to more supportive conditions for innovation.

While challenges remain, particularly in enabling the adoption and scale of new technologies within healthcare systems, progress is being made. The work undertaken throughout 2025 reflects a continued commitment to addressing these challenges and supporting the long-term development of the sector.

Bounce Health Innovation remains committed to working with founders, funders, healthcare partners, and policymakers to support the growth of the healthtech sector in Newfoundland and Labrador and beyond.

With Gratitude

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

- techNL
- 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, and Research Innovation Office)
- Newfoundland and Labrador Health Services (NLHS)
- Atlantic Trade and Investment Growth Strategy (ATIGS)
- Keyin College
- Basil Dobbin Family Foundation
- Chris Collingwood
- VK Investments Inc.
- Cahill Group
- Health Care Foundation
- Our community of healthtech founders, teams and the Bounce Advisory Board

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

NL HealthTech Companies

Newfoundland and Labrador is home to incredible healthtech companies, each one working on real solutions to improve healthcare here and around the world. From early-stage startups to scaling companies, at Bounce, we're proud to support their journeys and amplify their impact.

