



FOR IMMEDIATE RELEASE

**Boosting Export Sales with Scale-Up Hub Houston’s Cohort of
Nine Atlantic Canada Tech Companies**

July 19, 2024 – St. John’s, Newfoundland and Labrador: techNL is pleased to announce the selection of nine Atlantic Canada energy and clean tech companies into the 2024 Scale-Up Hub Houston program (the “Program”). The Program will help Atlantic Canada-based energy tech and clean tech companies build an international presence and expand export sales. Targeted access to strategic markets in the Houston region will support these high-growth companies to scale with a growing focus on energy tech, sustainable operations, environmental stewardship, and new and renewable forms of energy.

Congratulations to the following Atlantic Canadian participating companies:

Nova Scotia

[Indigenous Treaty Partners Inc.](#)
[Prosaris Solutions Ltd.](#)

New Brunswick

[Anessa](#)
[Kognitiv Spark](#)
[Nu:ionic Technologies Inc.](#)

Newfoundland and Labrador

[eDNAtec Inc.](#)
[GRi Simulations Inc.](#)
[NetBenefit Software Inc.](#)
[SubC Imaging Ltd.](#)

The selected companies will work closely with techNL’s Houston-based business development consultant, [Energy Tech Nexus](#). The consultant will create high value for the cohort by introducing and supporting sales opportunities to accelerate sales growth and expand global reach for each program participant.

Applications for the 2024 Scale-Up Hub Houston program opened in April and officially kicked off in June for a nine-month duration. techNL is leading the Program on behalf of Partners at the Atlantic Canada Opportunities Agency, Global Affairs Canada, the Province of Nova Scotia, the Province of Newfoundland and Labrador, Invest Nova Scotia, Innovation PEI, and Opportunities New Brunswick supported by the Atlantic Trade, Investment, and Growth Agreement. *More information on techNL and the Scale-Up Hub Houston [Program](#) can be found at [techNL.ca](#).*





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Quotes:

"We are truly excited about participating in this program. It's a wonderful opportunity to share traditional stories and knowledge with our friends in the South. We're looking forward to advancing reconciliation across Turtle Island. This will allow us to scale our efforts and support the energy sector in meaningful ways, fostering stronger relationships and sustainable growth for all involved."

Corey Mattie

Founding Partner with Indigenous Treaty Partners

"Anessa is enthusiastic about connecting with energy companies in Houston — the energy capital of the world — to support them on their sustainable journey. We are excited to be part of the Scale-Up Hub Houston, which provides a unique opportunity to expand our existing relationships and establish new ones in the region. This initiative aligns perfectly with our mission to drive sustainability in the energy sector through innovative solutions. By participating in the Scale-Up Hub Houston, we aim to bring our expertise to a broader audience and collaborate with leading energy companies to achieve mutual growth and sustainability goals."

Amir Akbari

CEO, Anessa

"We are thrilled to join the new Scale-Up Hub Houston program. Houston is a vibrant climate tech leader, and we are eager to expand our footprint in this key market."

Steve Barrett

CEO, eDNAtec

"Energy Tech Nexus is thrilled to partner with techNL to support nine Atlantic Canada tech companies as they enter the Houston market. As a global landing pad for energy tech companies and the nexus for energy transition innovation, we are eager to help these companies expand their businesses and establish sustainable operations in Houston."

Nada Ahmed

Founding Partner, Energy Tech Nexus

"Kognitiv Spark, a leading mixed reality software provider based in Fredericton, New Brunswick, Canada, is thrilled to join the Scale-Up Hub Houston initiative led by techNL and Energy Tech Nexus. We are eager to leverage this opportunity to build on our momentum in the energy sector. The initiative offers us a valuable platform to engage with our target audiences through events and pre-arranged B2B meetings. Coupled with dedicated office space, it will enhance the impact of our



frequent trips to Houston, allowing us to connect more effectively with current and prospective clients."

Gail Rabbitts de Montbrun

Vice-President of Industrial Sales at Kognitiv Spark

"Demand for our products has been growing in the US energy market, this program allows us to be closer to our clients and the market to continue to grow and provide world-class service."

Matt Adams

CEO, NetBenefit Software Inc.

"Being selected for the Scale-up Hub: Houston program is an honor as it represents an endorsement of our clean energy technology solution and affirmation of our strategy and vision. We look forward to being part of the vibrant energy tech startup community in Houston and are excited to capitalize on this opportunity to expand our market reach, gain more exposure and connect with influencers, innovators and client prospects. Thank you to Opportunities New Brunswick, techNL and its Partners for your ongoing support!"

Arturo Puigo

Chief Commercial Officer, Nu:ionic Technologies

"SubC is thrilled to join this dynamic group dedicated to fostering business connections across the Houston area. We've proudly achieved success in Houston for years, even without a dedicated business development team. Now, with a focused effort, we're eager to elevate our partnerships and forge stronger ties between Atlantic Canada and Houston. Let's drive collaboration and create more successful projects together!"

Chad Collett

CEO, SubC Imaging Ltd.

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About techNL

techNL is a not-for-profit membership association that enables a thriving innovation-driven economy in Newfoundland and Labrador. techNL provides visibility, business growth services and a collective voice to the tech sector in Newfoundland and Labrador with a vision to make Newfoundland and Labrador the most sought-after Canadian tech ecosystem, globally recognized for its collaborative community, diversity, and quality of life.

A key focus on business growth includes programs and services to support talent pipeline expansion, member connections, digital transformation and ecosystem development in Newfoundland and Labrador. More information can be found on the website technl.ca.



About ACOA

Atlantic Canada Opportunities Agency is a department of the Government of Canada that works to create opportunities for economic growth in Atlantic Canada by helping businesses become more competitive, innovative, and productive; by working with diverse communities to develop and diversify local economies, and by championing the strengths of Atlantic Canada. Together, with Atlantic Canadians, we are building a stronger economy. www.acoa-apeca.gc.ca

About Global Affairs Canada

Global Affairs Canada (GAC) defines, shapes and advances Canada's interests and values in a complex global environment. GAC manages diplomatic relations, promotes international trade and provides consular assistance, while leading international development, humanitarian, and peace and security assistance efforts. GAC also contributes to national security and the development of international law. www.international.gc.ca

About Province of Newfoundland and Labrador

The Department of Industry, Energy and Technology (IET) is the lead for the economic, culture, and innovation agenda of the Provincial Government of Newfoundland and Labrador. IET provides insight, intelligence, innovation, and investment services for businesses and communities to create a strong, vibrant business community and regional economies. While IET plays a prominent role in developing tools and programs to assist businesses and its clients, it is the investment, effort, Partnerships and collaboration, and risk undertaken by enterprises and their employees that lead to wealth generation. www.iet.gov.nl.ca

About Invest Nova Scotia

Invest Nova Scotia is Nova Scotia's business development agency that works to promote economic growth and community economic development in the province by enabling business, innovation, sustainability, and entrepreneurship. www.investnovascotia.ca

About Innovation PEI

Innovation PEI is focused on accelerating economic development in Prince Edward Island by investing in people, innovation, and infrastructure. IPEI targets key sectors that have displayed a high potential for economic growth within the province, including advanced manufacturing and processing (including value-added food development and production), aerospace and defense, bioscience (including agriculture and fisheries), information and communications technology, financial services, and renewable energy. IPEI strives to assist the rapid development of these sectors and others to drive the Island economy through innovative new products and services. www.innovationpei.com

About Opportunities New Brunswick

Opportunities New Brunswick develops opportunities that generate wealth for the province of New Brunswick and its people. As the Government of New Brunswick's lead business development corporation, ONB drives economic growth and job creation by attracting global business,



strengthening exports, and empowering local entrepreneurs. It works to boost the province's domestic and international presence and is the single point of contact to connect business and people with opportunity. A nimble, results-driven, and client-centric organization, ONB provides advice, investments, referrals, and works with clients to meet their unique business needs.

www.onbcanada.ca