

TECHWOMEN CANADA LOS ANGELES PROGRAM

Accelerating Canada's Top Female Entrepreneurs!

Los Angeles, California

Summer 2016

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Welcome to **TechWomen Canada Los Angeles Program** Summer 2016

The Consulate General of Canada in Los Angeles, along with our partners, are delighted that you can join us for the inaugural **TechWomen Canada Los Angeles** program, showcasing 7 emerging Canadian technology companies from British Columbia, Ontario, Quebec and New Brunswick.



California is the 6th largest economy in the world and Los Angeles has earned its reputation as one of the most vibrant and creative markets, as well as the third largest start-up ecosystem in the U.S. It is home to multibillion dollar entertainment industry and major venture-backed software companies, and also serves as a chief gateway to important emerging markets in Asia.

TechWomen Canada Los Angeles is a one-of-a-kind experience providing Canadian companies with exposure to the dynamic business culture of Southern California to fast-track their international business expansion. The program comprises panel discussions from industry experts, one-on-one mentoring by accomplished executives in Los Angeles, and networking opportunities with investors and corporate players.

This program is also an opportunity for the Southern California business community to learn about some of Canada's most innovative technologies and their promising executives.

The **TechWomen Canada Los Angeles** program reflects the Government of Canada's commitment to gender equality, diversity, and the advancement of women in business, and our support for scaling up the technology sector.

We look forward to further expanding our collaboration with Southern California entrepreneurs through this program. When you think about great business and/or technology partners, Think Canada!

James Villeneuve

Consul General of Canada in Los Angeles

TECHWOMEN CANADA | CANADIAN PARTICIPANTS

Discovery Agents

Kelowna, British Columbia

Company Profile



Discovery Agents is a “move to play” mobile game that kids play at participating sites to unlock location-based challenges and connect to a wider world.

97% of kids play video games, 56% have a mobile phone of their own, but only 7% play outdoors on a weekly basis. Discovery Agents takes the technology kids love and uses it to encourage exploration and physical activity. It is a gamified learning tool.

Discovery Agents’ first iteration (called O.I.S.E.A.U) was launched in Calgary, Alberta, in 2012. Since, the program has expanded throughout North America. The web based platform will launch in spring 2016.

Executive Biography



Mary Clark
Chief Executive Officer & President

Mary Clark's lifelong passion for the environment and education, as well as her excellent communication ability, visionary leadership, and infectious enthusiasm have led her to become one of North America's leaders in environmental communication and educational technology. Mary started her career as a teacher and professional writer for McGraw Hill and Nelson publishing. She has been responsible for overseeing a number of prominent communication projects across North America. These include: Kids Kottage, the Get to Know Program, the Mission Creek Greenway, the Trudeau Family's National Alpine Safety Campaign, Canada's Centennial of Flight Celebration and extensive work for Fortis energy efficiency programs.

Mary holds a B.Sc. (Hon) and B.Ed. from the University of Alberta, and a Masters in Educational Technology from the University of British Columbia (Okanagan). Mary's research focus is on using interactive digital media for science and outdoor education.

As the President of Agents of Discovery, she is working to incorporate best practices in mobile gaming to take learners out of the classroom and make learning fun, effective and active.