



Impact Study

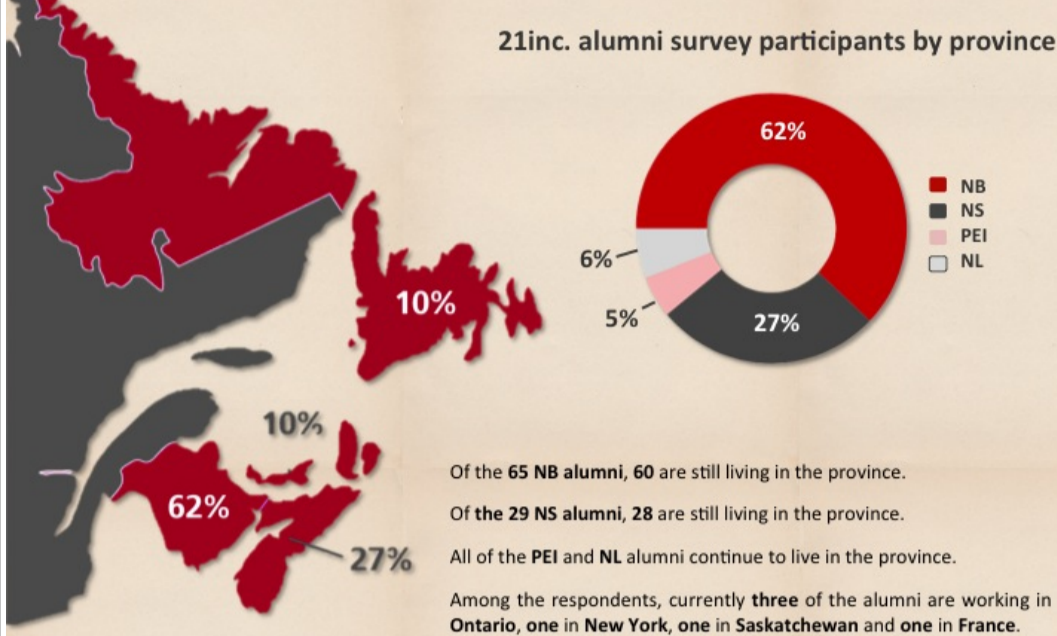
A NEW GENERATION OF LEADERS IN ATLANTIC CANADA

21inc has now close to 200 alumni



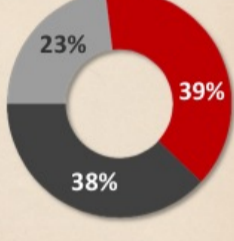
Geographic profile of respondents:

21inc. alumni survey participants by province

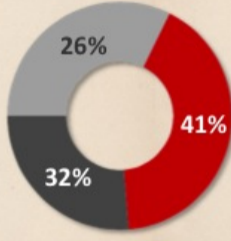


21inc. alumni annual income level

Income Level



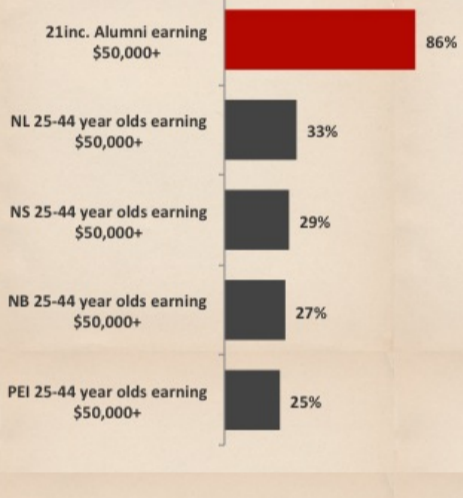
Not employed in a social enterprise



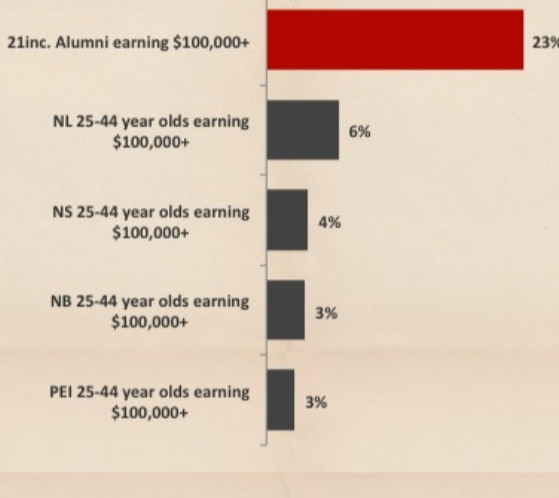
Legend for Income Level and Employment Status:
 ■ Less than \$60,000 per year
 ■ Between \$60,000 and \$100,000 per year
 □ More than \$100,000 per year

21INC. ALUMNI ANNUAL INCOME LEVEL

Percentage of total earning \$50,000+



Percentage of total earning \$100,000+



21inc. Alumni: national and internationally focused

Of the alumni filling out the survey,

34%

do work in international markets.

Of the entrepreneurs,

65%

of their firms do business outside their home province.

21inc. alumni recognition



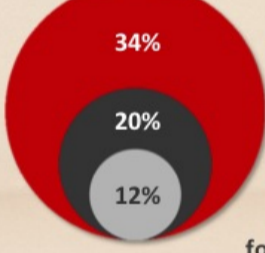
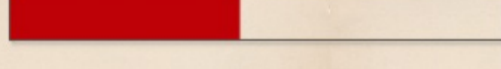
Included are:

- Top 101 firms in Atlantic Canada
- Fastest growing company in Atlantic Canada
- KIRA award winners
- Chamber person of the year
- Young entrepreneur of the year
- Queen Diamond Jubilee medal winner
- Community volunteer of the year

of the alumni have won awards or recognition for their career activities, volunteer work or business ventures.

21inc. Alumni and the entrepreneurial spirit

41% Founded their enterprise



of these started firms in professional services activities with a large focus on helping other entrepreneurs, startups and growing firms.

of the alumni founded ICT startups

founded social enterprises.

The rest were in financial services, R&D, real estate, manufacturing, arts & culture and retail.

21inc. Alumni and the entrepreneurial spirit



of the firms/ social enterprises were active in international markets.



were active across Canada.



Collectively, these entrepreneurs have created **475 jobs** across Atlantic Canada.

A number of the first are in start-up mode and do not have a track record of employment growth.



However, among the 14 firms with multi-year revenue figures, the **average annual growth rate is over 100% per year.**



Only 24 alumni reported their firms' revenue.

Collectively, these firms **generated an estimated \$74 million worth of annual revenue***.

*24 firms provided revenue figures (representing over 90% of total revenue). The rest was estimating using employment and Statistics Canada Input-Output multiplier data.

21inc. Alumni: Investing in the future of communities



Three quarters of the alumni are active on at least one volunteer board or committee.



they are involved in an average of **2.5 boards/committees** per person.



There are also super-volunteers – **16** are active on **at least four boards/committees.**

Influencing young Leaders: The role of 21inc.

The role of 21inc. and career development

Among those still located in Atlantic Canada

54%

said participating in the 21inc program was an important reason for their decision to stay in the region.



85%

of the alumni are active connecting with other 21inc-ers.

Top five benefits from involvement in 21inc:

- Personal network development
- Confidence building
- Broader sense of community and their role in it
- Leadership development
- Entrepreneurship development

Survey developed by David Campbell, President of Jupia Consultants.