

## **FOR IMMEDIATE RELEASE**

Creative Destruction Lab (CDL)-Atlantic holds inaugural interview session

**HALIFAX** - On Friday, November 3, Creative Destruction Lab (CDL) –Atlantic held its inaugural in-person interview session with 28 of 53 shortlisted tech companies from around North America applying to participate in CDL-Atlantic's objective based mentoring program. The nine-month program is designed to help tech innovators transition cutting edge projects to high-growth companies, with the guidance of CDL-Atlantic mentors and associates.

"Today is about assessing which 25 ventures will be part of the program beginning with the interview process which is comprised of chief scientists, economists, MBA students and staff members of CDL," said Jeff Larsen, Executive Director of CDL-Atlantic. "Today exemplifies CDL as a national organization. It's a really important day for these companies. We want the Creative Destruction Lab to increase the economic prosperity of Atlantic Canada and the country as a whole. The growth of any economy is really dependent on the people and their ability to be creative and move innovations forward to realize commercial success."

CDL was started at the Rotman School of Business in 2012 as a seed-stage program for technology and science-based companies with massively scalable potential. It has since expanded to Vancouver, Calgary, Montreal, and Halifax, utilizing the top-level universities, like Dalhousie, from each region. Students of the MBA program at the Rowe School of Business will play an integral part in the development stage of the companies who are accepted into CDL-Atlantic. "It's about being able to bring context to everything that we've learned in the last year and a half," said Karah Lee, second year MBA student at the Rowe School of Business. "This interview process is building the mindset of learning to assess companies to be able to work with them later."

CDL-Atlantic will include "blue-green" and general stream companies, focusing on the Atlantic region's strengths in ocean, green and environmental technology, as well as agri-tech and bio-products. The first meeting with the selected 25 companies, mentors and associates is scheduled for Dec. 7.

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