ANNUAL REPORT 2020

AUGUST 1 2019 - JULY 31 2020

PROJECT TECH CONFERENCES

FOREWORD

The end of July 2020 marks PTC's first full year of operations. Although we have operated under a non-profit model since our conception in May of 2019, PTC hit a milestone at the beginning of this year as we were incorporated federally under Canada's Not-for-profit Corporations Act. Since then, the 2019-2020 year has seen tremendous growth, with a restructuring that took place which expanded our operations into three portfolios with plans that outline one more. Following our expansion into the Waterloo, Ontario and Kingston, Ontario regions, launch of our media and newsletter committees, and changes to the board according to our restructuring plans, our team also saw significant growth on all levels.

Despite the challenges that arose in face of a global pandemic, our team was able to respond quickly and I am immensely happy to share that we have increased our level of impact from Year 0*.

Overall, 2019-2020 has been an incredible year for PTC, and we are so grateful that you were part of it.

Annie Zhang
Founder & CEO

* Y0 represents the period between May 2019 - July 2019.
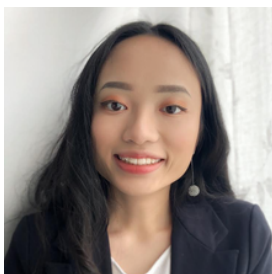
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BUSINESS OVERVIEW

mission

vision

Project Tech Conferences provides opportunities for high school and middle school students to learn about technology.

To inspire and empower the next generation of programmers.

board of directors

Annie Zhang
Chair & President

Harry Qu
Vice-Chair & Treasurer

Vivien Shen
Secretary

Daniel Tian
Director

TEAM OVERVIEW

Our team saw a 217% increase in 2020.

TEAM OVERVIEW

Annie Zhang - CEO *
Harry Qu - CFO *
Vivien Shen - CTO *
Daniel Tian - COO *
Apollo Lin - CCO, Kingston RC *
Janice Liang - CMO *
Shirley Yang - HOO *
Yvonne Tan - M&EO
Enoch Cheng - HOC, Ottawa President *
Jeanin Onisey - HOH, Ottawa Finance Director *
Mihir Kamra - Ottawa Logistics Director
Rohan Vedula - Ottawa Vice President
Jamie Tsai - Ottawa Publicity Director
Joseph Zhang - Ottawa Sponsorships Director
Justin Vuong - Waterloo Regional Chair
Lucig Aroyan - Waterloo Co-President
Jackson Xiao - Waterloo Co-President
Melissa Tang - Waterloo VP Logistics
Shi Han Qin - Waterloo VP Finance
Chris Tan - Waterloo VP Sponsorships
Keith Choa - Waterloo VP Operations
Hamza Sayed-Ali - Waterloo VP Marketing
Shkula Wardak - W&C Coordinator
Farishtay Yousuf - Logistics Coordinator
Angela Chen - Outreach Coordinator
Francis Cho - Social Media Manager
Jenna Xiao - Production Editor
Grace Zhang - Graphic Designer
Jenny Zhang - Graphic Designer
Nicole Ao - Multimedia Assistant
Junior Johnston - Kingston Operations Director
Liam Jugoon - Kingston Logistics Director
Youngjun Lee - Technology Research Analyst
Lucy Hur - Senior Editor
Ethan Hsu - Vancouver Co-President
Felicia Chung - Vancouver Co-President

Other

William Wang - Former Ottawa Regional Chair
Frank Li - Former Ottawa VP Internal
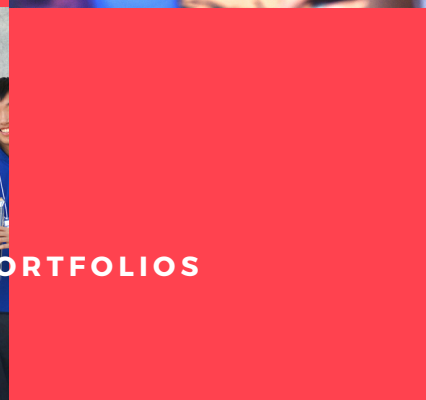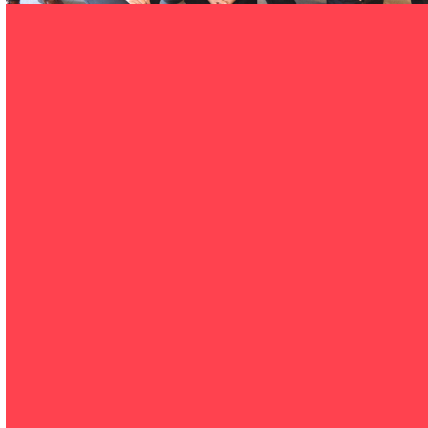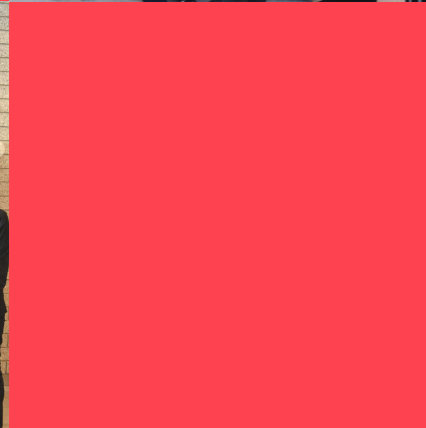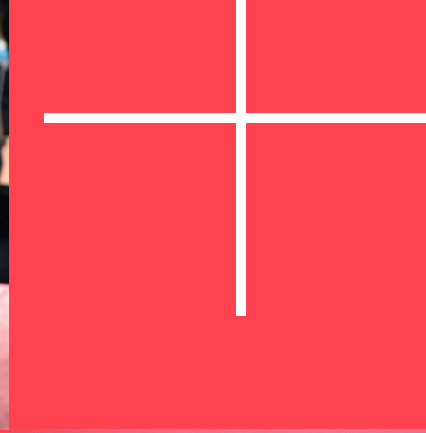
represents voting members

CODE YOUR FUTURE

≫ptc

1 MISSION
1 VISION
3 PORTFOLIOS
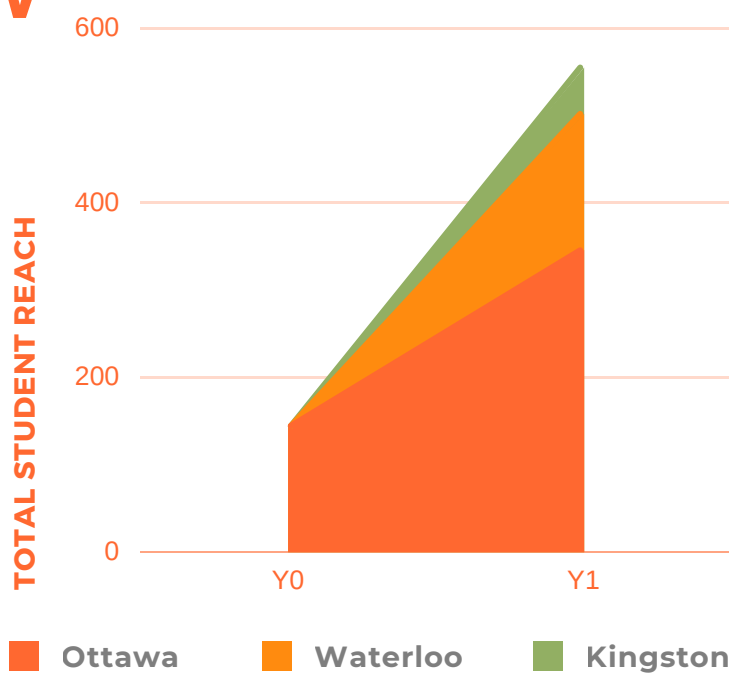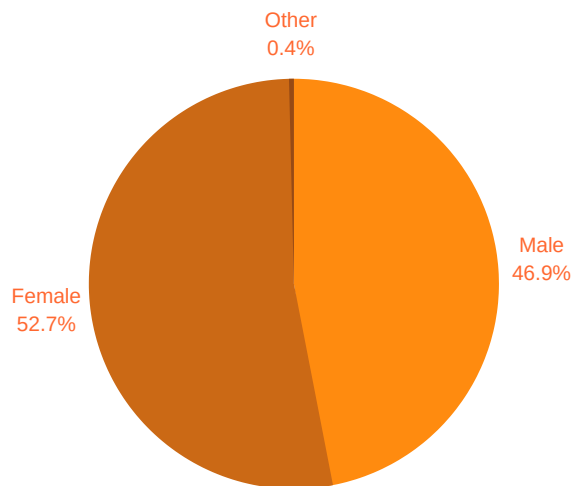
CONFERENCES

OUTREACH

NEWSLETTER

Conferences

OVERVIEW

This portfolio runs one-day conferences for high school and middle school students on topics in technology. Each day long event consists of guest speakers, a panel, workshops, and a career development session.

COVID-19 RESPONSE

Following the outbreak of COVID-19, Project Tech Conferences cancelled all planned in-person events before September 2020. This resulted in the cancellation of PTC Ottawa's summer conference in Ottawa and the postponement of PTC Waterloo's inaugural conference. With the four remaining months (April through July), the Waterloo and Ottawa committees alternated in hosting free online panel and workshops. Our Kingston team developed a coding challenge that ran during the month of June.
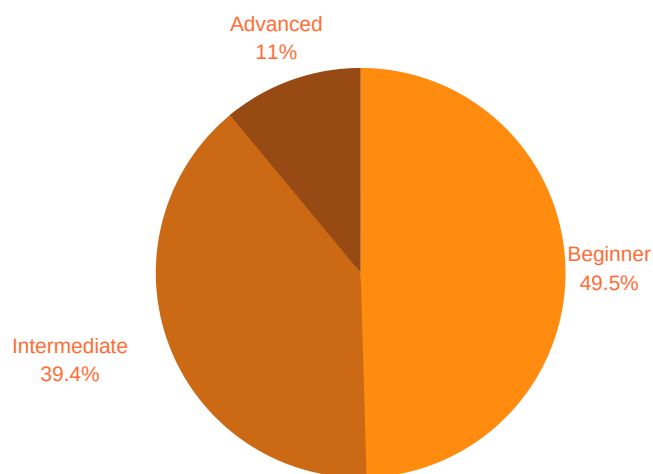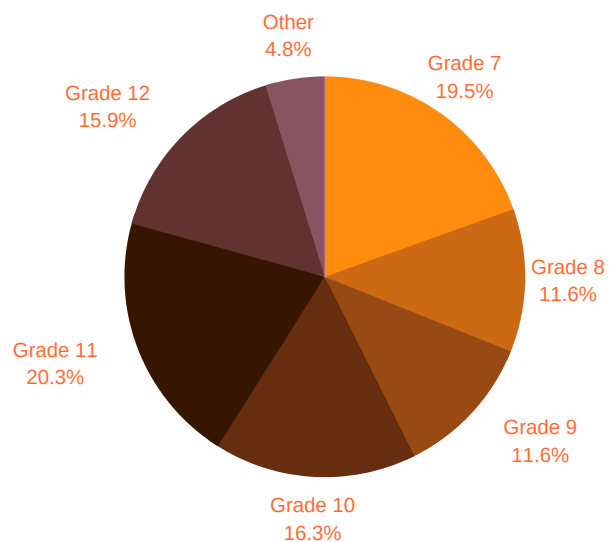
Other
0.4%

Male
46.9%

Female
52.7%

GENDER

Conferences
BREAKDOWN

In year 1, we measured Gender, Experience, and Grade. The following data was collected from 3/5 of our conference events.

Advanced
11%

Beginner
49.5%

Intermediate
39.4%

EXPERIENCE

Other
4.8%

Grade 7
19.5%

Grade 12
15.9%

Grade 8
11.6%

Grade 11
20.3%

Grade 9
11.6%

Grade 10
16.3%

GRADE

Outreach

OVERVIEW

The Outreach portfolio runs events for high school and middle school students with an aim of reaching students from various backgrounds and experiences with technology. Events are on a smaller scale but more frequent and accessible!

This portfolio was established in February of 2020 (7 months in) with plans to pilot events in Ottawa from month 9 onwards. However, due to COVID-19, planning shifted towards online workshops.

In June of 2020 the Outreach portfolio wrapped up all events for Y1 and solidified the structure for the upcoming year, including defining a 4 level outreach event structure and setting up the team structure.
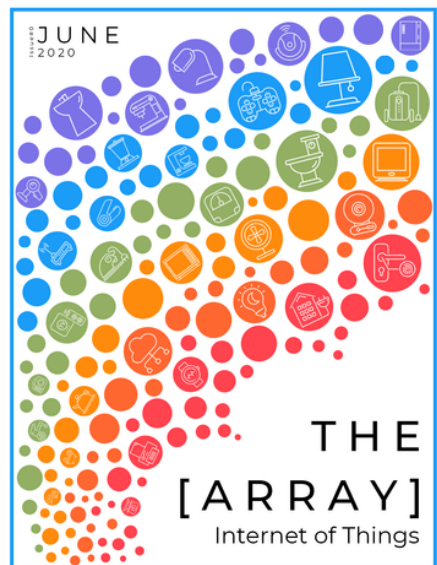
93
STUDENTS

3
EVENTS

Newsletter

OVERVIEW

On June 1st 2020, PTC launched Issue #0 of "The Array," our first ever newsletter. This monthly publication features three main sections: 'scope,' 'insight,' and 'bulletin.' Each of these sections includes articles on the monthly theme, insight on industry experience, and news on related PTC events respectively.

Other

HACKATHONS

We will be launching our Hackathons portfolio in Y2, starting with an online hackathon open to all regions.

SCHOLARSHIP

Our Scholarship Program is set to launch in the 2022 - 2023 academic year of Y4. This will be a two part annual program with two pools: one designated for students belonging to minorities within the tech industry and another open to all based on academic merit.

CODING CHALLENGE

In the month of June, PTC Kingston launched a coding challenge that was open to all students across Canada (K-12) with a total of 53 participants competing for $100 in cash prizes, We will continue releasing coding challenges on an annual basis, and its operations will be handed over to the CTO from Y2 onwards.

THE PTC NETWORK

With the addition our new media committee, we were able to grow our online presence.

Instagram
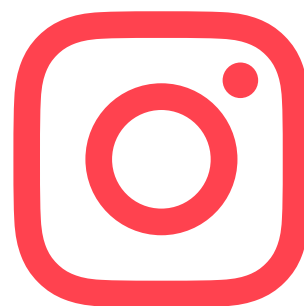
Our main platform targeted towards high school and middle school students.

BREAKDOWN

Hackathon
4.5%

PEI
8.1%

General
25.4%

Vancouver
11.2%

Toronto
12.8%

Ottawa
14.2%

Kingston
21.2%
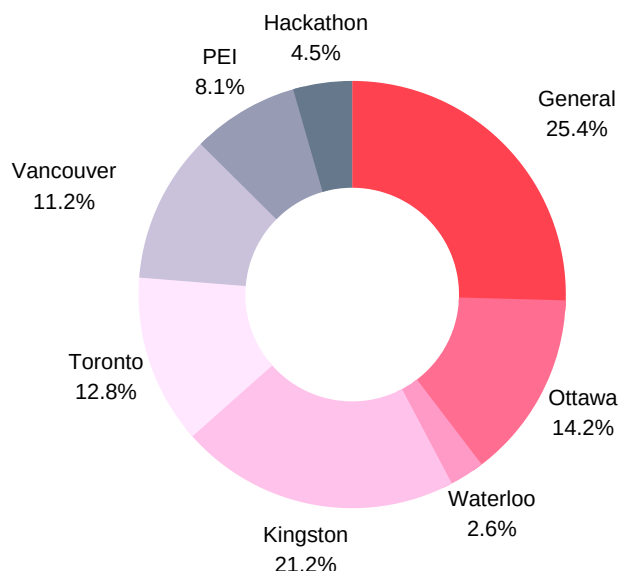
Waterloo
2.6%

3409

TOTAL FOLLOWING

General - @projecttechconferences
Ottawa - @ptcottawa
Waterloo - @ptcwaterloo
Kingston - @ptckingston
Toronto - @ptctoronto
Vancouver - @ptcvancouver
PEI - @ptcpei
Hackathons - @ptchacks

OTHER SOCIALS

Youtube
@PTC MEDIA

30
SUBSCRIBERS

Linked In
@PROJECTTC

95
FOLLOWERS

Facebook
@PROJECTTECHCONFERENCES

60
LIKES

Impact

SUMMARY: Y1

38
EXECS

3
REGIONS

9
EVENTS

PARTICIPANT BREAKDOWN
BY EVENT

541
ATTENDEES

Event	0	50	100	150	200
MINDBRIDGE TOUR					
YDBD CONFERENCE					
CYBERSECURITY PANEL					
HTML/CSS WORKSHOP					
UNIVERSITY PANEL					
VR WORKSHOP					
UNITY WORKSHOP					
CODING CHALLENGE					
IOT WORKSHOP					
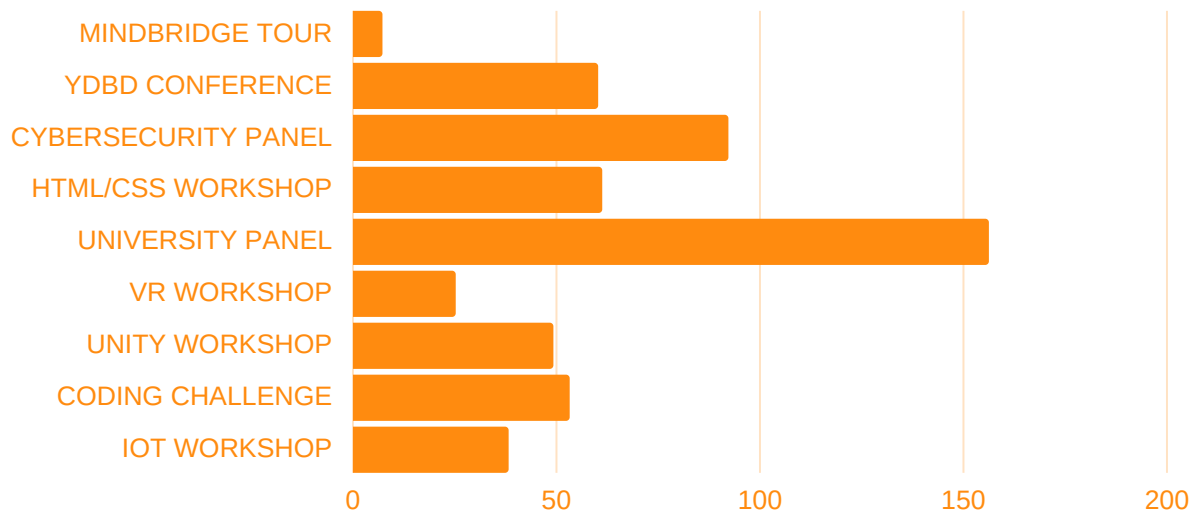
Financial
REPORT: Y1

* Financial statements available upon request.

REVENUE

SPONSORSHIPS
9.9%

GRANTS
37.2%

CONFERENCES
52.9%

$4032.46
TOTAL

EXPENSES

LEGAL
0.4%

INCORPORATION
14.5%

TECH
14.5%

CONFERENCES
49.3%

MARKETING
21.4%

$1656.36
TOTAL
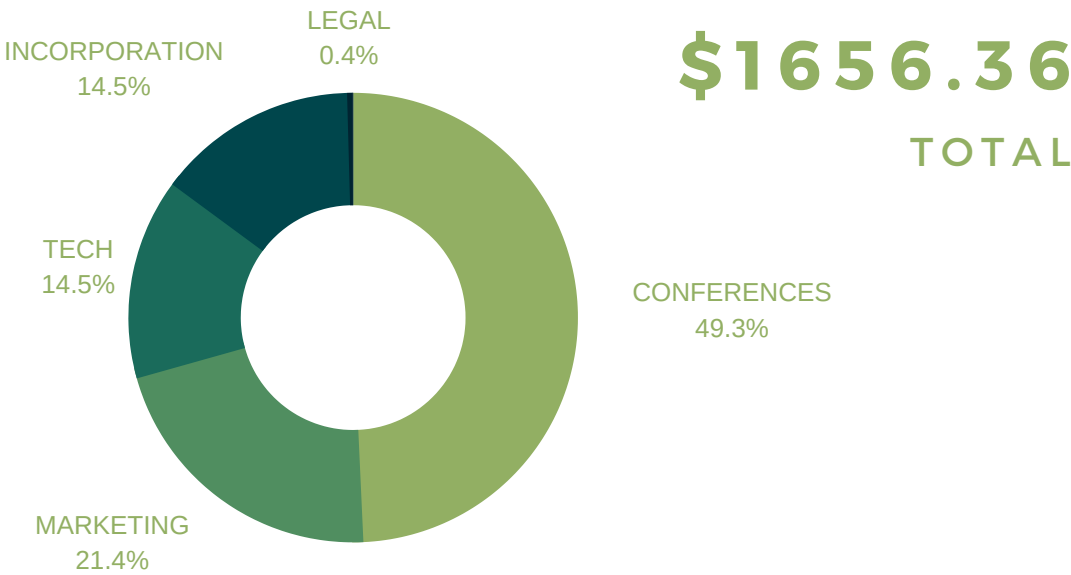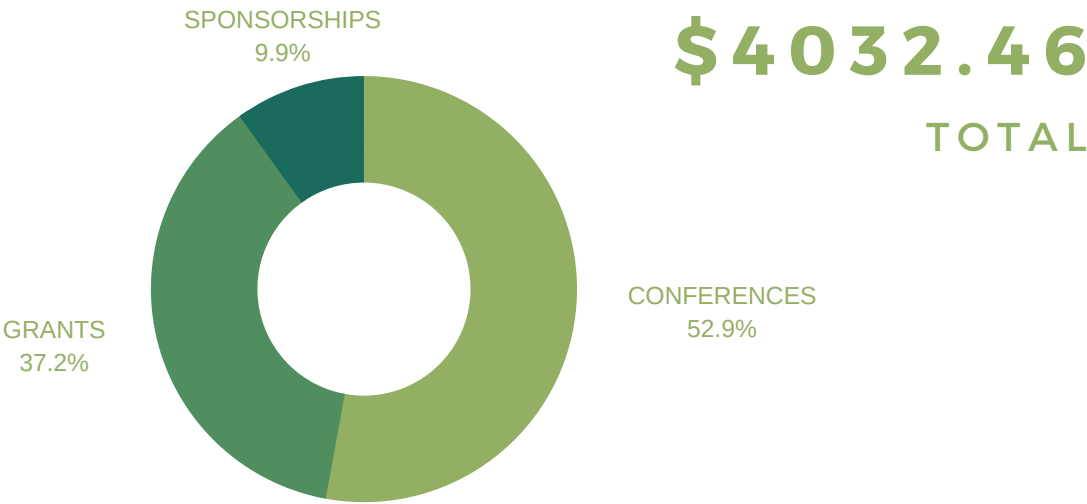
Highlights

IN YEAR 1

September

Incorporated federally as a nonprofit organization

November & December

Recruited our first teams in Kingston and Waterloo

Your Data, Big Data conference in Ottawa

February

Launched our Outreach Portfolio

April to July

3 panels
3 workshops
1 coding challenge
(all online)

thank you!

Project Tech Conferences would not be possible without the incredible contributions of our volunteers, sponsors, and partners.

ELI FATHI	JOSEPHINE DING
ROBIN GROSSET	JULIA FRIEDMAN
ROY SARKAR	FRANK SANDOVAL
DR. EL SADDIK	RYAN WHITE
DR. CHIASSON	RISHIKA SELVAKUMAR
DR. ABDOU	KAYLA MATEUS
WILLIAM WANG	DAIVIK GOEL
HAOLONG ZHANG	SIDDHARTH KUMAR
SIMON ZENG	BRYAN LICERALDE
MATT BAILLIE	WILLIAM QIN
JIM PROVOST	DR. TRIPUNITARA
JESSE LUNG	DR. MITRA
DR. MAJUMDAR	MINDBRIDGE AI
ALEXA LIASKOVSKI	CARLETON UNIVERSITY AI SOCIETY
RANYA MOHOMED	SUMMER COMPANY - INVEST OTTAWA
HATEM ABOU-ZEID	LITTLE CAESARS (MONTREAL RD)
JUSTIN VUONG	YOUTH ACTION NOW
JENNIFER FRANCIS	CINEPLEX ODEON (BARRHAVEN)
MAGNO LOGAN	STAPLES MARKETPLACE
CHRIS WHALEN	ERICSSON OTTAWA
DIANA CHANG	TOYOTA MOTOR MANUFACTURING

WWW.PROJECTTECHCONFERENCES.COM