



MINISTRY OF TRAINING, COLLEGES AND UNIVERSITIES

yconic.

## Case Study – MTCU.



### Strategy:

Ontario is experiencing a shortage of labour in the tech start-up ecosphere. Employment Ontario and the Ministry of Colleges and Universities engaged yconic to help understand how to create a talent pipeline for this industry.



### Design and Execution:

yconic conducted qualitative and quantitative research across a number of key stakeholders, including students, Guidance Counsellors and hiring managers in the industry to better understand specific skill gaps, perceptions and to compile raw inputs towards brainstorming solutions.



### Insights:

A comprehensive report was produced, highlighting a number of strategic recommendations on how to boost student participation in technology ventures. This led to the development of the MTCU's 'Startup Technology Track Guide' for Ontario youth.

