



Atlantic Innovation Fund

# Newfoundland and Labrador

## \$196.0 million

Announced AIF Investments in Newfoundland and Labrador since 2001

## \$452.0 million

Total overall value of projects in Newfoundland and Labrador since 2001

The Atlantic Canada Opportunities Agency (ACOA) works to enhance Atlantic Canada's ability to carry out leading-edge R&D and bring new knowledge, new jobs and new business opportunities to the region. Launched in 2001, the Atlantic Innovation Fund (AIF) has evolved into one of ACOA's core funding programs that is helping Atlantic Canadians be more **innovative and competitive** in a **global knowledge-based economy** through the development of new ideas, products, businesses and markets.

### AIF Investments in Newfoundland and Labrador, by sectors:

1   Oceans Technology	19.2%
2   Energy	19.8%
3   Manufacturing and Processing	19.8%
4   Information and Communications Technologies	20.2%
5   Health and Medical	10.9%
6   Aquaculture	7.2%
7   Environment	2.2%
8   Biotechnology	0.5%
9   Other	0.2%

## Over 240\*

Partnerships enabled

## Over 300\*

Highly qualified personnel hired/retained

## \$256 million

Funds leveraged by AIF projects in Newfoundland and Labrador since 2001

## 120\*

New products commercialized

## \$69 million\*

Revenues generated from new products/technologies

\*Between 2002 and 2007

For more information, visit  
[www.acoa-apec.gc.ca/aif](http://www.acoa-apec.gc.ca/aif)



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada

# Impacts and Investments

## Detecting colorectal cancer early to improve survival rates

Colorectal cancer (CRC) isn't an easy topic to discuss, but with the highest rate in Canada, the people of Newfoundland and Labrador can't afford not to.

Research being conducted at Memorial University's Faculty of Medicine is aiming to reduce the incidence of this type of cancer. Funded in part by the Atlantic Innovation Fund (AIF), the research project will help identify members of high risk families, or carriers of gene mutations, who will then be entered into screening programs intended to prevent colorectal cancer and improve survival.

A successful screening program could mean many things for medical science since the same screening process used for CRC may also be used with other conditions such as sudden cardiac death. AIF support for the five-year project will total up to **\$3 million**, with overall projects costs of more than **\$22 million**.

**Related website:** [www.med.mun.ca/ptrg/home.aspx](http://www.med.mun.ca/ptrg/home.aspx)

## Camouflage software helping organizations meet data privacy and security needs

In an age where privacy of information is vital to the success of an organization, St. John's-based Camouflage Software Inc. has emerged as the global leader in data masking solutions.

Its flagship product "Camouflage" is a software application which masks sensitive or personal data in databases to protect privacy and identity.

Through a **\$1.7 million** investment from the Atlantic Innovation Fund (AIF) in 2009, Camouflage Software Inc. is developing "Masking on the Fly, also referred to as ETL masking, and Enhanced Sensitive Information Discovery. ETL masking will significantly enhance the current software by allowing users to read data from a "live" production database and mask it in transit. Enhanced Sensitivity Information Discovery helps organizations to categorize their data and identify which applications have the most sensitive data and should have enhanced security features, like data masking, applied. These projects are on-going and are expected to be completed at the end of 2012.

This organization is helping ensure a safer and more secure future for organizations around the globe.

**Related website:** [www.datamasking.com](http://www.datamasking.com)

**"Colorectal cancer is the most frequent cancer not caused by smoking and is a cancer frequently caused by inherited predisposition. Through this project we will identify patients with familial CRC, try and identify the genetic cause and enroll family members in screening programs to prevent cancer."**

**Dr. Pat Parfrey**  
Faculty of Medicine  
Memorial University of Newfoundland

**"Organizations are surprised to discover that sensitive information is present in unexpected and often unsecured locations. ETL Masking adds another masking option so that organizations can project themselves the way they want to protect themselves."**

**Kevin Duggan**  
CEO  
Camouflage Software Inc.



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