



MasTech Partnership with the New England Venture Capital Association and TechGen

The Massachusetts Technology Collaborative (MasTech) has partnered with the New England Venture Capital Association (NEVCA) to sponsor TechGen, a multi-faceted platform to build year-round community and engagement between tech startups and companies and the large college student population across Massachusetts.

Formally launched in February 2015, TechGen excites undergraduate and graduate students from Massachusetts colleges and universities about the region's tech sector and connects them to each other and with local technology startups and companies through community building events, dynamic career programming, a content-rich newsletter, and a web-platform with an internship matching function. TechGen serves to address the ongoing need recognized by the Innovation Institute and its stakeholders of better capturing and retaining the flow of students who come to study at the region's colleges and universities and channeling them into the state's available skilled labor pool.

TechGen is a public-private partnership. MasTech's sponsorship enables the development and implementation of community building programming for students and tech startups and growing companies. NEVCA supports the creation and continuous improvement of the TechGen web platform.

TechGen is a program of NEVCA that MasTech sponsors as one way to concretely respond to industry calls for the Commonwealth to do more to better attract and retain the best young talent for the growing tech sector. The TechGen platform has intersected with and leveraged the support of other MasTech activities, most notably, the MasTech Intern Partnership stipend program. Specifically, for summer 2016 TechGen has been complementary to the MasTech Intern Partnership by advertising the availability of stipends to eligible companies; offering programming and networking opportunities to participating students; and providing an interactive web platform to facilitate company and student internship matching.

Since the beginning of 2015, TechGen has engaged more than 4,200 students and more than 325 local companies. Successes from the first pilot year include 782 students and 117 companies registering through the TechGen web portal (representing 440 internship openings) as well as 669 students participating in summer programming, including tech treks, fire-side chats, intern-company speed dating, celebratory summer picnics and more. In its second spring season, the TechGen platform had more than 1,800 students actively searching for summer internships, and the platform processed more than 10,000 internship applications.

At the end of the summer of 2016, the TechGen survey of participating companies revealed: 94% are likely to participate in TechGen again and 98% are likely to hire interns again. Of the students surveyed: 93% would recommend a startup or tech internship, 90% would recommend TechGen to a friend, 83% are likely to seek a career in Massachusetts after graduation, and 74% said they are more likely to look for jobs and start their careers in Massachusetts after participating in TechGen. One hundred percent of companies would recommend TechGen to another employer. Now in its second year of operation, TechGen has experienced increased traction among its targeted community of students and early- and late-stage tech companies.

MasTech and NEVCA have a successful partnership with TechGen. The success stems from a mutually shared ambition to support a stronger talent pipeline for the Massachusetts tech sector. Additionally, from MasTech's perspective, TechGen built in opportunities from the very start to take-in feedback from its targeted community of students and tech companies to ensure that the services and program were responding to their current demands and concerns. MasTech could have confidence that its sponsorship of TechGen was serving unmet needs in the community.

The success stems from a mutually shared ambition to support a stronger talent pipeline for the Massachusetts tech sector.