



## **Big Rock Labs Connects Students to Employers with the Reach App at Nspire, Canada's Largest Startup & Tech Career Fair at Western University**

Toronto, ON - January 20, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) will be exhibiting at the Nspire Startup & Tech Career Fair at Western University in London, Ontario with 2,000 participants on Thursday, January 21, 2016 from 1 to 5pm EST.

### **Reach Technology Partnership with Nspire Startup & Tech Career Fair, Western University**

As an Nspire technology partner, Reach will help students and recent graduates connect with hiring companies such as Royal Bank of Canada, Shopify and Big Viking Games at the event.

**The app is available for free on Google Play and the Apple App Store: [www.getreach.me](http://www.getreach.me)**

#### **Reach: Connect Better, Locally.**

Reach is how professionals meet locally. It's a free smartphone app that uses geolocation to help you discover the professional talent and prospects closest to you. It also makes networking easy with in-app event registration and a safe & secure instant messaging platform. Reach is the perfect tool for anyone looking to expand their network and make real handshakes.

#### **Location:**

Great Hall Catering (Inside Somerville House)  
Western University  
Room 3335D, 3rd Floor of Somerville House  
London, Ontario N6A 3K7

Date: Thursday, January 21, 2016

Time: From 1:00 to 5:00pm EST

Website: [www.nspire.org](http://www.nspire.org)

#### **About Nspire**

Nspire Innovation Network is Canada's largest student-run non-profit organization in the business and technology space. For the past 15 years, Nspire has been connecting top Canadian students with innovative business leaders. Previous partners include Hootsuite, Universe, Wattpad, Shopify and many more. The organization's goals are:

#### **CONNECT**

To connect innovative youth leaders with industry professionals and entrepreneurs for personal and professional development.

#### **EMPOWER**

To empower youth with the skills and knowledge that will enable them to distinguish themselves as innovative leaders.

#### **INSPIRE**

To inspire youth with the confidence to take on challenges and opportunities they would never have thought possible.

#### **VISION**

To foster Canada's next generation of innovative CEOs, Founders and Leaders in the business and technology space.



## **STORY**

Nspire originated from the visionary eagerness of University students who wanted to bridge the gap between business and technology through the creation of the National Business and Technology Conference (NBTC) in 2001. Today, Nspire's flame is fueled by brilliant and passionate student leaders, which have made Nspire a key component in building that bridge.

Ever since its humble beginnings, Nspire has brought together its members with some of the most innovative business leaders, such as Frank O'Dea, Founder of Second Cup, Sean Wise, industry advisor to CBC's hit show Dragon's Den, and Anthony Lacavera, Chairman and CEO of Globalive Communications Corp. From then on, the organization has introduced various new initiatives such as the Entrepreneurship Competition in 2007, which led students to start companies such as Dreamcube Technologies and Shape Collage Inc.

In 2009, after many successful years with NBTC and the creation of new initiatives, Nspire was created as the organization that would unify all these endeavors under one brand.

## **About Reach**

The Reach app was recently featured on the number 1 tech portal TechCrunch:

## **How Mobile Apps Are Transforming The Job Search**

<http://www.techcrunch.com/2015/11/27/how-mobile-apps-are-transforming-the-job-search/>

## **How does Reach work?**

1. Build your professional profile for the world to see (LinkedIn, Facebook, Twitter and Eventbrite sync available). The 'Status' bar helps establish a reason for connecting with each other.
2. Find or be found by other professionals on the Nearby screen who are also looking to connect.
3. Find and register to top trending events right inside the app - nothing beats getting out and shaking hands!
4. Reach out to someone and conveniently discuss the meaning of your connection through our instant messaging system. Mutual Connections & Latest Tweets can help break the ice.

## **When should I use Reach?**

- \* You've polished your resume and it's time to expand your network and look for opportunities. The people in your community hold the key to your success. Reach out to them and start connecting!
- \* You're at an event and would like to see who's in the room. Browse Nearby professionals to find out who's there and find exactly the right people you're looking for.
- \* You're looking for work. Mention in your profile that you're available and looking for opportunities, and have others connect to hire you. Thousands of connections have already been made!
- \* You'd like to network but aren't sure where to start. Use the Events screen to find top trending local events and register for them right inside the app! There's no better way to improve your connections then to go out and network.



### **A Message from the Reach Team**

We believe that anyone can become a great networker. Our mission is to make networking more effective, safer, and easier than ever before with this app. Thank you to our investors, testers and partners, we are launched on iOS and Android which we couldn't have accomplished without you! We look forward to releasing many great updates in the future!

**Short Reach app promo video:** [vimeo.com/114027894](https://vimeo.com/114027894)

**Follow Reach on Twitter at:** [twitter.com/thereachapp](https://twitter.com/thereachapp)

**Like Reach on Facebook at:** [facebook.com/thereachapp](https://facebook.com/thereachapp)

### **About Big Rock Labs**

Big Rock Labs (CSE: BLA) (FSE: BR1) is an emerging Canadian technology company that specializes in digital product research and development. The Company is currently developing Reach, an iOS and Android business networking app that uses geolocation technology to display the professional talent and top trending networking events in each user's area. Big Rock has a team of expert software engineers who create digital products that engage and retain users through unique experiences. For further information about Big Rock Labs, its team and product please visit [www.bigrocklabs.com](http://www.bigrocklabs.com).

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The CSE has not reviewed, nor approved or disapproved the content of this press release.

### **Forward-Looking Information**

This press release may include forward-looking information within the meaning of Canadian securities legislation concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including future plans for development of technologies by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.