

INTRODUCTION

According to Merriam-Webster, foundation is defined as “a basis upon which something stands or is supported”.

Consider the role of a typical house in which a person may live. This house, which provides shelter, security, and perhaps personal space is not able to provide these functions if it is not built on a solid foundation and with multiple sides, or walls. Now, consider your business idea as this house. To survive, it too must be built on a solid foundation, and contain a variety of aspects. These aspects are what we call the ‘sides of business’.

The Side Guide (2016) is a training guide designed to help budding entrepreneurs build the necessary foundation of skills and knowledge so that they may successfully implement their business concepts. The sides are presented in six sections:

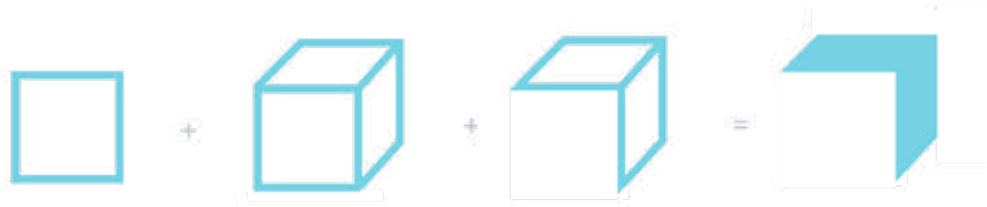
#	Side
1	The Base – Business Initialization
2	Who / What / How
3	The Market
4	Resource Development
5	Business Plan
6	The Lid – Pitch Time

These six ‘sides’, or aspects of business, represent some of the core competencies of entrepreneurship that any startup must master to become successful. The following guide will be presented in a style similar to that of a textbook, with concept introductions, review questions, and exercises to help you identify and master the aspects integral to your business.

Over the course of the ICE Program each side will build on a specific aspect pertaining to your business concept. The sides, which will correlate with guest speaker events for each topic, are not your only resource; remember, you are encouraged to speak to ICUBE’s Entrepreneur-in-Residence, the Program Coordinator, and your Business Mentor as well, should you have any questions.



WHAT THE HECK ARE “SIDES”?



(Cubes have different sides, and so does your business, so let’s build a launch pad!)

Sides are the different aspects of your business that you and your team are going to work on while part of the ICE program. Utilizing the framework of the Business Model Canvas (MaRS & BusinessModeGeneration.com) along input from various staff, mentors, faculty and friends of the U of T Entrepreneurship community, this guide has been compiled to act as a resource to help you prepare a foundation for you to take your startup concept to the next level.

While some of this may be a refresher, as a Campus-Linked Accelerator, courses like this are incredibly important to ICUBE’s stakeholders and your future investment in community. When Investors are presented with this book and told “this team has built their business based on these principles,” it automatically puts you on a fastrack with our partners including: Futurepreneur // Ontario Centres of Excellence // UofT Entrepreneurship for a variety of grants and awards.

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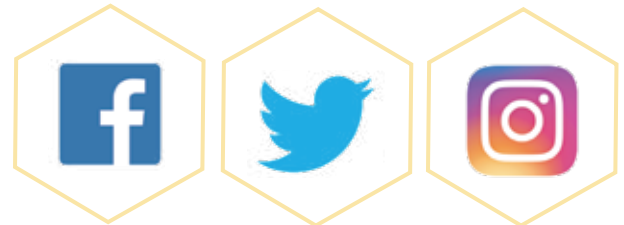


ICUBE ENTREPRENEURIAL ECOSYSTEM



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Congratulations – and welcome to ICUBE!

Technology, innovation, disruption, all dynamic buzzwords we've heard used to discuss entrepreneurship. We find ourselves in a season of convergence where many factors are pushing for the evolution of innovation and we see collaboration being more important than ever. A few short years ago, ideas received staggering valuations who no development. Today's investor is more cautious. New technologies, new regulations, new investment opportunities are unveiled daily.

At ICUBE, our goal is to help you build the different sides of your business to be prepared for the 2017 business market. Our agenda is for you to have access to top resources to help you build your business into an entity that will last long into the future. While we will cover some key topics in our ICE and OPEN programs, it is in your hands to match them with your needs and with your opportunities to help shape your future company.

For those of you who are new to the incubator experience, ICUBE's team, all of us, are here to support you. Joining with ICUBE has a distinct advantage being part of the entrepreneurial ecosystems including UofT Entrepreneurship, Peel Region Ontario Network of Entrepreneurs and the Ontario Centres of Excellence. Sam will act as your concierge to help connect you with resources from our different partners. We encourage you to take advantage of this unique opportunity. Come out to the Team Nights, and get involved in the online chats. We are all in this together to discuss, to share, to learn and to grow.

Thank you for taking the step to join the ICUBE family and we wish you the very best and an exciting and productive year.

Donna Heslin & Sam Dumcum



Welcome letter from Principal Ulli Krull

Congratulations ICUBE program participants:

Selection for the ICUBE program is a validation of the creativity and determination to succeed that you bring to your entrepreneurial initiatives. You are beginning on a path that is at once both exciting and very challenging, and which can be incredibly fulfilling but also emotionally draining at times.

In my career as a chemist working on the development of instruments for clinical diagnostics, I have been personally involved with four startups companies where technology associated with work done by my research team has moved forward towards commercialization. I have experienced the rush of adrenaline when external validation of ideas emerged, when patent protection was granted, and when the first deal for significant funding beyond that of family and friends was landed. I also learned to survive the frustration of falling into the “valley of death”, where funding simply would not manifest due to factors beyond my control. Regardless of outcome, all these have been important learning experiences, making each successive run at entrepreneurship better. Importantly, the lessons transcend that of business. Much of the path to success, to a pivot or to failure is rooted in understanding behaviour, learning leadership and developing confidence; all these being critical skills to succeed in virtually any enterprise of significance.

You are entering a program that will connect you with individuals who have learned how to move great ideas into a commercial reality, and who will be able to guide you to increase your opportunities for success. No one other than you and your teams has responsibility for the success of your entrepreneurial initiative, but you will be surrounded by people who be invaluable to the facilitation of your work, and who personally care that you have every chance to succeed. I hope that you will reach out to make use of every resource that the ICUBE program, and the University of Toronto offers. The network that you build, and the people who you meet will change your perspective about what you can accomplish.

Let me end this letter of welcome by once again conveying my sincere congratulations, and sharing with you that I am envious as I would have greatly benefitted from and enjoyed the unique experience that you are now beginning.

All the best for success as you progress through this entrepreneurial boot camp.

Sincerely yours,



Ulli Krull,
Vice-President, University of Toronto & Principal,
University of Toronto Mississauga

Welcome to ICUBE 2018



MENTORS



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Entrepreneur,
ICUBE Entrepreneur
in Residence,
#ICUBEDad



PAUL BRANDNER
Director of Marketing
at Carta Worldwide



IAN CARNEVALE
Co-founder & Brand
Director at Andela



SUE ELLIOTT
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NICK KURYLUK
CEO at ColdBlock
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JED RICHARDSON
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FACULTY SUPPORT



ULLI KRULL
Vice-president
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2018
SIDE GUIDE