

# 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 fast track with our partners including: Futurepreneur // Ontario Centres of Excellence // UofT Entrepreneurship for a variety of grants and awards.

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Date	Time	Workshop	Speaker	Additional Information
Tuesday Oct. 24	12am - 2pm	<b>Business Initialization</b>	<b>Nick Kuryluk &amp; Sue Elliott</b> <i>(Virtus Insights)</i>	Learn to generate problem statements, analyze competitive landscape, understand what is necessary in your Minimum Viable Product (MVP) & more
Thursday Oct. 26	4pm - 6pm	<b>Toolkit 2: Predictive tools – Artificial Intelligence</b>	<b>Pavel Rahman</b> <i>(IBM Cognitive (AI) Consulting Practice)</i>	Associate Partner at IBM Cognitive (AI) Consulting Practice with over 12+ years of experience. Will be discussing artificial intelligence as a predictive tool.
Tuesday Oct. 31	12am - 2pm	<b>Business Modelling</b>	<b>Ignacio Mongrell</b> <i>(ICUBE) &amp; Ulli Krull (UTM)</i>	Who are your key stakeholders & what's your plan? How can you maximize using the Agile Business Model to grow?
Thursday Nov. 2	4pm - 6pm	<b>Fintech: Capital Markets / Insurance</b>	<b>Baiju Devani</b> <i>(Aviva)</i>	Appointed VP Enterprise Analytics at Aviva. Years of experience in business strategy development and a few of his own entrepreneurial endeavors.
Monday Nov. 6	12am - 2pm	<b>Market Research, Target Markets, Marketing</b>	<b>Chris Kim</b> <i>(MARS)</i> & <b>Paul Brander</b> <i>(Carta)</i>	Get insights on top tools and research assistance on how to find your competition, target market, all with MaRS Marketing Intelligence tools.
Thursday Nov. 9	4pm - 6pm	<b>FinTech in Lending: Peer to Peer Platforms</b>	<b>Adam Kadar</b> <i>(ICWB Maxium Financial)</i>	UoT Alumni and seasonal lecturer, Adam recently was appointed Credit Director at CWB. Learn from Adam the relevance of FinTech in peer-to-peer platforms.
Thursday Nov 15	12am - 2pm	<b>Resources, Funding, Team, Legal</b>	<b>Natalie Yeadon</b> <i>(Impetus Digital) &amp; Mory Dimon (OCE)</i>	Venture Capital, Angels, learn about different forms of funding from a junior vc and member of the Ontario investment community.
Thursday Nov 16	4pm - 6pm	<b>Toolkit 2: Predictive tools – Artificial Intelligence</b>	<b>Ted Liu,</b> <i>(CPE Media Inc.)</i>	25+ years of experience, Ted founded CPE Media Inc., an all private capital news and intelligence provider.
<b>Additional Workshops</b>				
Week of Nov. 20 Tuesday Jan. 9		<b>Business Plan Development</b>  <b>Last Workshop</b>		Not Confirmed
Oct. 26, Nov. 2, & Nov. 9	2pm - 5pm	<b>Rock My Business Plan Series Mississauga</b>		Presented by Futurepreneur Each week, cover one of the crucial parts of your business plan: Your Offer, Your Customer, and Your Money

**Workshops will be held at UTM / To register or for more info visit: [icubeutm.ca/events](http://icubeutm.ca/events)**



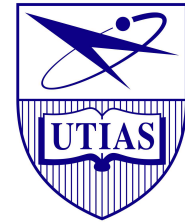
## ICUBE ENTREPRENEURIAL ECOSYSTEM



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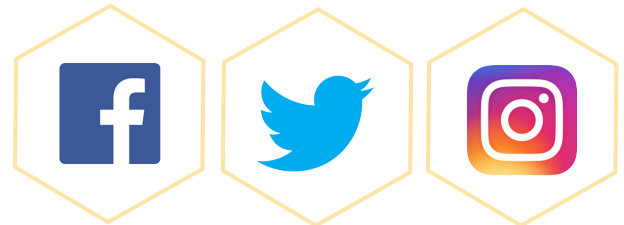


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## CONNECT WITH US!

VISIT US AT [ICUBEUTM.CA](http://ICUBEUTM.CA)  
OR EMAIL US AT  
[ICUBEUTM@UTORONTO.CA](mailto:ICUBEUTM@UTORONTO.CA)



@ICUBEUTM



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.

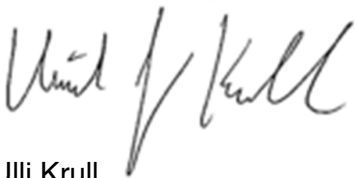
In my career as a chemist working on the development of instruments for clinical diagnostics, I have been personally involved with four startups companies where technology associated with work done by my research team has moved forward towards commercialization. I have experienced the rush of adrenaline 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 ICUBEprogram, 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 2017

