



Inspiration | Ideation | Innovation

ICUBE NEWSLETTER  
September 2021

ICUBE is the place for social entrepreneurship at the University of Toronto. We offer resources, programs, workshops and mentorship for people who are changing the world. If you want to make a difference, ICUBE is here to help you make it.

## Start-Up News



### Hope Pet Food Now Live

*"Our formulas take the very best nature has to offer from novel, sustainable ingredients. HOPE is a blend of alternative proteins that maximize kindness and environmental impact."*

HOPE provides the nutritious and sustainable pet food option. They believe healthy active lifestyles should extend to your pets. HOPE's products are made with natural and sustainable ingredients that provide pets with the nourishment they need.

"At HOPE, we voluntarily follow the European Pet Food Industry (FEDIAF) recommendations and thereby the Association of American Feed Control Officials (AAFCO) guidelines, which set nutrient minimums and maximums for dogs and cats."

HOPE has just launched their online ordering system. Their new product, Buglicious!, is Canadian-made with clean insect protein, cranberries, and maple syrup for a yummy treat crunchy treat.

To show their thanks, the HOPE team has offered the code: **PREORDER15** for a discount on your first order!

[Find out more here](#)

## EVENTS & OPPORTUNITIES



### Accelerate Her Future (AHF) Summit

**November 5-7, 2021**

Accelerate Her Future (AHF) will host an inspiring and purposefully curated 3-day virtual Summit for self-identifying Black, Indigenous and women of colour (BIWOC) pursuing careers in business and STEM.

Connect with your community and hear powerful changemaker talks, engage in learning sessions, grow your network, and meet employers at the Career Expo.

[Register here](#)



### Founded in Canada Food & Agtech Showcase

**December 2, 2021**

Founded in Canada is a Founder Showcase designed to provide pitch feedback and support to Canadian-based female founders in a specific industry or technology area.

12 female-led Canadian startups will be selected to receive pitch support and have the opportunity to present to select US investors on December 2nd.

[Apply here](#)



### Investor Readiness Program

**Apply by October 1, 2021**

RIC Centre/Altitude Accelerator is excited to present a new program for clients looking to raise their seed round. This will be a 8 week program where:

- Expert instructors help you break down the fundamentals of your pitch so you can answer even the toughest investor questions
- Advisors give tailored coaching and help address relevant gaps
- Graduate level student teams to help you explore and execute deliverables



### IP Education Program

IP Education - Level 2: Patent Strategies is now live and accepting registrations. This latest series of modules is the first to incorporate video and a more interactive set of activities to test knowledge of learners. Once again, successful completion leads to Co-curricular Record (CCR) recognition for students.

Level 2 - Patent Strategies will introduce the steps and strategies involved in preparing and filing a patent application, preparing for patent examinations, and building an

- Upon successful completion of the Investor Readiness program, companies will receive a guaranteed meeting with Preference Capital as well as matching and introductions to appropriate funds for your startup from our curated list of 500+ investors.

[Apply here](#)

intellectual property portfolio.

Level 2 is freely available to U of T students from all disciplines, as well as post-doctorate fellows, faculty, staff, and alumni on the Quercus online learning platform.

[Register here](#)

ACCESSIBLE MOBILITY:

### Towards a Zero-Barrier Mobility

BROUGHT TO YOU BY:



PITCH-OFF COMPETITION

### Accessible Mobility Pitch-Off Competition

**Register by October 15, 2021**

Ontario's Autonomous Vehicle Innovation Network (AVIN) and General Motors (GM) Canada will be launching a "pitch-off" competition for students currently enrolled in Ontario's post-secondary institutions. The competition invites teams of one to three students to pitch solutions on a challenge focused on using and/or proposing user-centric technologies to achieve accessible mobility for people with disabilities and the elderly. Multi-disciplinary teams are welcome.

[Register here](#)



### RBC EPIC 2021 Business Model Competition

**November 12 - November 13**

The 2021 RBC EPIC Business Model Canvas Competition invites student entrepreneurs from across Canada to demonstrate their understanding of the business model canvas and business model validation through their own entrepreneurial experience.

To compete, participants must submit a 5-8 minute video presentation by October 24th, 2021.

[Find out more here](#)

SUSTAINABLE DEVELOPMENT GOALS



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