



Inspiration | Ideation | Innovation

ICUBE NEWSLETTER
October 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.

ANNOUNCEMENT

ICUBE Welcomes Three New Start-ups to the Venture Forward Program

ICUBE's Venture Forward Program is excited to welcome three new start-ups: Arbre, Ei Amplified, and A.R. Environmental Solutions Inc.

ARBRE



Arbre is a sustainable sun care brand, an idea born from two friends who wanted to disrupt the conventional sunscreen industry. The industry has lacked innovation and diversity, and sunscreen products are often not designed with people of colour in mind. Arbre is on a mission to create sustainable and functional SPF products that are accessible to all.

Sun protection for the scalp is becoming increasingly important as the awareness of skin cancer grows. Melanomas on the scalp have high rates of

mortality due to the difficulty in detecting them. Currently, there are no functional sun protection products for the scalp for women. Their debut product, a mineral-based SPF product for the scalp, aims to address this problem.

Kristina and Stephanie are scientists by training and strongly believe in the science and research behind sun protection. The main goal of Arbre is to develop functional SPF products that work for consumers, and that their consumers will love using. They also understand that many of the ingredients in typical sunscreens are toxic to the environment. With impact in mind, they are committed to developing SPF products that are safe for the earth.

For more information, visit: <https://www.wearearbre.ca/>

EI AMPLIFIED



Ei Amplified is an international EdTech organization focused on creating and enabling futurists through social-emotional learning. The 21st century is characterized by rapid change, innovation, and the heightened need for collaboration. Therefore, the four pillars that Ei Amplified focuses on and fuses into all of its programs are:

- Emotional Intelligence (EI)
- Mentorship
- Learning How to Learn
- Diversity, Equity & Inclusivity

Ei Amplified's value is fostering an immersive learning experience, focused on experiential learning in the areas of science, technology, engineering, arts, mathematics (STEAM), linguistics, EI, and mentorship, to name a few. They leverage an extensive resource library that continues to grow with new educational content on emerging topics. As a social enterprise, they have mentored refugees from Kakuma Refugee Camp, an orphanage in Uganda and a non-profit in Nepal.

For more information, visit: <https://eiampified.com>

A.R. ENVIRONMENTAL SOLUTIONS INC.



A.R. Environmental Solutions (ARES) is an independent, for-profit organization located in Ontario, Canada. They conduct challenging research in the multidisciplinary fields which are related to Agri-food products together in resolving the environmental problematic issues. ARES' mission is to develop new crops and techniques to feed the world and keep it healthy, now and in the future. Their approach is to develop new technologies to produce agricultural products by performing biological processes without using any synthetic chemicals.

Their technology also focuses on carbon capture for making valuable products. Their products are organic (synthetic chemical-free), help to boost the immune system, and protect consumers from COVID-19 and other viruses. They also make organic fertilizers and pesticides which replace harmful chemicals from agricultural fields with organic fertilizers and pesticides. The technology cleans the soil and water in the environment and reduces greenhouse gases.

For more information, visit: <https://ar-environment.ca/>

Venture Forward is designed to accelerate your business growth in a sustainable way. Join a community of entrepreneurs who are all working towards making an impact and scaling up!

For more information, visit: <https://icubeutm.ca/venture-forward/>

EVENTS & OPPORTUNITIES

ACCESSIBLE MOBILITY:

**Towards a
Zero-Barrier
Mobility**

BROUGHT TO YOU BY:
AVIN Ontario @2020



PITCH-OFF
COMPETITION



UTSC Startup

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](#)



ONRamp 2021-2022 Membership Applications Now Open

Apply by August 31, 2022

ONRamp connects innovative students, their startups and U of T Accelerators across U of T's tri-campus

We are excited to announce that ONRamp Membership applications are now open to new members for the academic year.

The eligibility criteria is as follows:

- You are a U of T student, faculty or alumni (less than 2 years since graduation)
- If you are not a U of T student, faculty or alumni (less than 2 years since graduation), you must be currently working with a U of T accelerator or the U of T IPO
- Must have completed U of T's

Competition: Intake to The Hub

Apply by November 15, 2021

The Hub is hosting the UTSC Startup Competition: Intake to The Hub, in which startups pitch an idea in hopes of winning up to \$5,000 in seed capital, plus an additional \$5,000 in Amazon Web Service and Google credits.

The competition begins with the submission of a video as part of a qualifying round. Semi-finalists and Finalists who qualify and go through are then invited to make a pitch presentation.

[Register here](#)



Applications Now Open for University of Toronto Entrepreneurship Startup Prize

Apply by November 12

The University of Toronto Entrepreneurship Startup Prize is an annual business pitch competition offering \$50,000+ in prizes to recognize, reward, and accelerate the University of Toronto's most innovative startups. As part of U of T Entrepreneurship Week, the competition will take place the week of March 7-11, 2022.

Selected individuals or teams will compete by showcasing their business idea via a five-minute pitch to a panel of judges for the following prizes:

Early-Stage Prizes:

- 1st Prize: \$10,000
- 2nd Prize: \$5,000

IP Education Level 1 course. For applicants who already have a strong foundation in their IP knowledge, completion of Level 1 can be replaced by completion of a Level 2 Topic.

[Learn more here](#)



CANADIAN INTERNATIONAL EDTECH SUMMIT 2021:

"Shifting from a Crisis to Future-Proofing Learning"

October 27 - October 28

The notion of 'Future-Proofing' is a forward thinking school of thought aimed at sparking innovative conversations on mitigating future risks, building resilient and agile school systems in the event of another crisis. While the pandemic caused mass disruption to our lives, it inspired new and innovative ways to deliver teaching & learning to ultimately help students thrive.

As a result, we have sought global and national education thought leaders to share their success stories to inspire you as a leader. Our lineup includes remarkable presenters:

- Dr. Tracey Burns, Senior Analyst, OECD Education
- Christopher Usih, Chief Superintendent, Calgary Board of Education
- Melissa Burns, Award-winning STEM educator
- Richard Culatta, chief executive officer, ISTE

New this year are the 20 Minute Power Presentations covering key topics from cybersecurity to emerging models of online learning.

[Buy ticket](#)

Later-Stage Prizes:

- 1st Prize: \$25,000
- 2nd Prize: \$10,000

Dongjun Wang Family True Blue Prize:

- People's Choice: \$3,000

[Register here](#)



Youth Changemakers Summit

October 28 - 5:30PM - 7:30PM

Hosted by Sheridan EDGE, The Youth Changemaker Summit is a free virtual event that showcases youth changemakers from Halton and Peel regions, and provides inspiration, skill development and networking opportunities for youth who are interested in changemaking and social entrepreneurship.

You'll meet youth leaders and purpose-driven entrepreneurs from our region and have the chance to hear their stories, be inspired by their courage, and learn from their growth. You, too, can be part of social ventures that create change, even while balancing school, work and other activities.

Register by October 17 to enter an early bird draw for a pair of Apple AirPods. Summit attendees will also have the chance to win one of several changemaker prize packs valued at up to \$500.

[Register here](#)



Red Shawl Annual Virtual Leadership Conference

October 23 - 11:00 - 1:00

Join Red Shawl on October 23rd for a live zoom webinar and hear from three keynote speakers on the power of mitigating risk.

Keynote speakers:

- Peyman Golizadeh - Mitigating financial risks
- Nikita Brown - Mitigating media career risks
- Susan Gupta - mitigating risk for property buying

[Register here](#)



Climate Connections Series: How can market development impact the future of carbon capture?

October 28 - 1:00PM - 2:30PM

Foresight is hosting another part of the Climate Connections series. Keynote speaker Katie Sullivan (International Emissions Trading Association) will provide an overview of the carbon market and how market development can impact the future of carbon capture, utilization, and storage. The keynote presentation will be followed by a panel discussion of how carbon financing will work and how carbon can be monetized. The webinar will end with breakout sessions to meet the panelists and allow for further Q&A on the topic.

[Register here](#)



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