



Inspiration | Ideation | Innovation

ICUBE NEWSLETTER
December 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.

DECEMBER SPOTLIGHT COMPANY: ARBRE

**Challenging the sun care industry's one-size-fits
all solution:
Arbre's sustainable and inclusive sunscreen
design**



(From left to right): Arbre founders, Kristina Knox & Stephanie Tien

Arbre's story begins with a beach trip and a sunburnt scalp.

In 2019, Kristina Knox and Stephanie Tien returned from a trip to Wasaga Beach, where a sunburn on Tien's scalp sparked the pair's research into the sun protection industry. After an unsuccessful search for scalp-focused sun protection products, the pair's concern for the lack of adequate sun care grew.

As women of colour and scientists by training, Knox and Tien wanted to challenge the current sun protection industry's lack of innovation and diversity. The pair founded Arbre, a sustainable sun care brand that aims to provide functional SPF products for a diverse market.

Knox and Tien wanted to develop their first product with three main problems in mind: the lack of sun protection products designed specifically for the scalp, the environmental damage that traditional sunscreens cause, and the one-size-fits-all solution that comprises the conventional sun care industry.

Melanomas on the scalp are often detected late – if at all – and have a high mortality rate. The only effective option is to wear a hat, which is not the preferred method of sun protection for many people. And so, the pair began developing a mineral-based powdered sunscreen for the scalp.

The sunscreen's mineral ingredients are comprised of titanium dioxide and zinc oxide, both of which are commonly used in cosmetics and food.

“The cost of those mineral ingredients are actually not as expensive as chemical ingredients,” Tien says. “We definitely don’t want to put a product into the world that’s going to do harm to the environment, but we also know that sustainability and making those eco-friendly choices can be a barrier to some people. We wanted to balance those aspects.”

Tien and Knox wanted to provide an alternative to the one-size-fits-all design that conventional sunscreen brands opt for, which is not developed with people of colour in mind. Conventional sunscreens often leave a greasy white cast behind, especially on those with darker skin.

“There’s a lot of segments of the population whose needs aren’t being met right now,” Tien says.

Bigger companies often gloss over the nuances of their customer base, whether that may be differences in skin tone, type, and sensitivity.

“One of our main goals with Arbre is to promote education and the importance of daily sunscreen,” Knox says. “I feel like the current way the market is - with this one-size-fits-all solution - it doesn’t necessarily promote the use of sunscreen for everybody.”

Arbre is built on the foundation of inclusivity and diversity to provide innovative solutions for the demographics disregarded by conventional sun care brands.

“We really hope that by creating products that cater to different people’s needs, whether it’s babies or balding people, older people, young people, everybody in between, that will encourage them to use sunscreen regularly and help them prevent skin cancer.”

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

Follow Arbre on Instagram & Facebook: @WeAreArbre

EVENTS & OPPORTUNITIES

Sauga Start-up Pitch & Showcase

December 15th, 2021 from 5:00pm to 7:00 pm



Sauga Start-up Pitch & Showcase

December 15 - 5:00pm to 7:00pm

Join us from 5:00pm to 7:00pm on Wednesday, December 15, 2021 for Mississauga’s 2021 Flagship Startup Pitch Competition! Watch finalists compete for prize money, see examples of how the pitching process works, and understand what to expect from investors and interested parties.

This partnered event is facilitated by ICUBE at the University of Toronto Mississauga (UTM), Sheridan College's EDGE Entrepreneurship Hub, and the Mississauga Business Enterprise Centre (MBEC), who are all delighted to support entrepreneurs' innovative concepts.

[Register here](#)

Summer Company

Coming Soon: Summer Company Program

Are you an Ontario student 15 to 29 years and have a business idea?

The Summer Company program is an opportunity to launch and operate a business this summer. This program provides:

- Business training and mentorship to help get your business up and running
- The opportunity for a grant up to \$3000 to help you launch your summer business

Information sessions will be held on February 9th and 16th. Links to register will be available soon. Want more details? Check your eligibility on the program's page.

[Learn more here](#)



Cleantech Acceleration Program Application: Winter 2022

Foresight's flagship accelerator programs help entrepreneurs launch and scale their cleantech ventures. Through mentorship, education programs, investor introductions, and networking events, we help cleantech ventures get to market faster.

Foresight's accelerator programs support cleantech ventures from the idea stage to launch to scale up. As part of a cohort, you'll learn from your peers, mentors, and highly experienced Executives in Resident (EIRs) who lend valuable "been there, done that" expertise.

[Learn more here](#)



Rice Business Plan 2022 Competition

Apply by January 31, 2022

The competition, entering its 22nd year, gives collegiate entrepreneurs real-world experience to pitch their startups, enhance their business strategy and learn what it takes to launch a successful company. Hosted and organized by the [Rice Alliance for Technology and Entrepreneurship](#)—which is Rice University's internationally-recognized initiative devoted to the support of



Albert LePage Center for
Entrepreneurship & Innovation
FREEMAN SCHOOL OF BUSINESS

Applications Open for Tulane Business Model Competition

Apply by January 18, 2022

The Tulane Business Model Competition awards funding to early-stage student ventures that can demonstrate how they are adapting to their customers' needs. In 2021, the 3 finalists split a cash prize of \$125,000. Following the initial application, judges select six ventures to compete in the competition's semi-

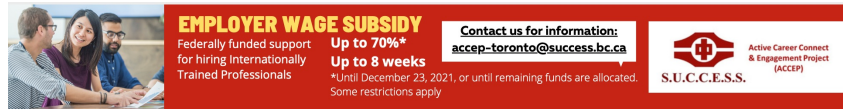
entrepreneurship—and [Rice Business](#).

The Rice Business Plan Competition will be held on April 7-9, 2022.

[Learn more here](#)


final round. Judges then choose three finalists to pitch their business models in the final round of the competition to determine the first, second and third place prize winners who will share a cash prize.

[Learn more here](#)



EMPLOYER WAGE SUBSIDY
Federally funded support for hiring Internationally Trained Professionals
Up to 70%*
Up to 8 weeks
*Until December 23, 2021, or until remaining funds are allocated. Some restrictions apply

Contact us for information:
accep-toronto@success.bc.ca

 Active Career Connect & Engagement Project (ACCEP)
S.U.C.C.E.S.S.

Active Career Connect and Engagement Project (ACCEP) - Wage Subsidy Agreements

ACCEP is a federally funded employment program that provides workplace readiness training for immigrants. The program also provides a wage subsidy to help participants land their first Canadian jobs, in their fields. ACCEP clients are highly skilled and represent a range of sectors including Finance, Administration, HR, IT, Education, Engineering, and more. Their wage subsidy rate for contracts can be up to 70% and up to 8 weeks (until December 23, 2021 or until remaining funds are allocated).

Eligibility criteria:

- Internationally-trained immigrants
- Permanent residents or Canadian citizens
- Reside in BC or Ontario
- Lack of Canadian work experience in intended or related field
- Unemployed or working less than 20 hours per week



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