



## **Inspiration | Ideation | Innovation**

### **ICUBE NEWSLETTER** **January 2022**

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.

## **ANNOUNCEMENTS**

### **Congratulations to the 2021 Sauga Pitch Winners!**

On December 15th, ICUBE UTM, Sheridan EDGE, and Mississauga Business Enterprise Centre (MBEC) hosted Sauga Start-up Pitch & Showcase, where Mississauga's innovative community members shared their big ideas and entrepreneurial spirit. We are thrilled to announce Sauga Pitch's 2021 winners:

#### **EARLY-STAGE FINALISTS:**

##### **1st Place: Curb the Rain**

Curb the Rain acts as an intermediary between porous concrete producers and end-users, municipalities, commercial landowners, or residential landowners, who have struggled to adapt to increasingly intense weather events from climate change. Their products and projects help end users adapt to increased rainfall in urban areas by increasing their storage capacity while decreasing the capital costs typically associated with these projects.

##### **2nd Place & People's Choice Award: Deaf AI**

Deaf AI train human-like machines with artificial intelligence to do sign language in order to improve the experience of communicating with people who don't know sign language and make the real world (society) and virtual world (digital world) more inclusive. They assist service providers, organizations, and businesses to be more accessible to Deaf people and to serve these people in sign language on demand.

Stay tuned for Deaf AI here: <https://www.deaf-ai.com>

##### **3rd Place: Tenatch**

Tenatch is an urban technology C2C marketplace start-up that is solving the affordability crisis of small business entrepreneurs where they are facing both expensive rents and established companies like Amazon. Their solution is to group complementary businesses into great spaces gives small businesses a better chance at success.

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

## LATER-STAGE FINALISTS:

### 1st Place: Ecosystem Informatics

Ecosystem Informatics Inc (ESI) is a next-generation Air Quality monitoring and management solution. Its technology is filling the critical need for environmental and meteorological insights. ESI offers accurate mobile and fixed smart sensors powered by patent-pending AI calibration algorithms. They are creating a paradigm shift in ambient monitoring. Their product gives cities, industries & advocacy groups a tool to manage environmental impact and operational efficiencies, helping them achieve sustainability.

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

### 2nd Place: Inwit

OUR CRAVINGS OR THE PLANET? Never choose again!  
Inwit allows you to take climate action while enjoying takeout from local restaurants!

Inwit is Toronto's first Zero Waste Food App. It is an innovative solution to eliminate single-use waste in the takeout industry. A marketplace that encompasses a reusable container borrowing system tracked by NFC technology, a rewards system and a food ordering platform.

For more information, visit: <https://inwit.app>

### 3rd Place & People's Choice Award: HOPE Pet Food

HOPE creates nutritious, sustainable, and delicious pet food that leaves livestock and fish farming behind without heavily relying on synthetic supplements. They use novel ingredients from insects, algae and fungi to provide all the nutrients our pets need to thrive. Their products serve modern and urban pet parents who are reducing their own consumption of animal products and want to bring their pets on board

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

## Pitch with a Twist 2022

University of Toronto

# PITCH — with a — TWIST

PITCH with a Twist 2022 is approaching! Keep your eye out for registration and more details.

Join us for PITCH to support of women entrepreneurs at a competition that promises to break down barriers and reward great ideas from diverse voices. Learn from amazing speakers sharing their experiences, network with great companies, and witness exciting pitches as companies compete at the hub of entrepreneurship in action.

Read about last year's event here: <https://icubeutm.ca/pitch21/>

## EVENTS & OPPORTUNITIES



### Cleantech Innovation Information Forum

**January 20 - 12:30PM - 4:00PM**

Public Services and Procurement Canada – Procurement Assistance Canada-Ontario Region in partnership with National Research Council, Natural Resources Canada Clean Growth Hub, Business Development Bank Canada, Sustainable Development Technology Canada, Export Development Canada, Global Affairs Canada: Trade Commissioner Service and FedDev Ontario are hosting an Innovation Information Forum to support the growth of cleantech businesses. The event will highlight various federal programs, services and funding to support innovators and businesses in the green economy in Ontario.

Why attend?

- Opportunity to learn how to access a \$20 billion dollar marketplace
- Connect with local and federal partners in the cleantech ecosystem in Ontario
- Highlight of programs and services available to grow your cleantech business

[Register here](#)

## OUP Webinar Pitching 101

January 19, 2022 | 12:00 pm EST

### OUP Webinar: Pitching 101

January 19 - 12:00PM

Join OUP's "Pitching 101" Webinar, where Ajay Rayasam and Margalit Haber will offer their advice based on the firm's many years of experience in hearing pitches and reviewing pitch decks to provide insight on creating and presenting an initial startup pitch to funders.

[Register here](#)



Rabobank-MIT  
Food & Agribusiness  
\$30K Innovation Prize



APPLY BY JANUARY 30, 2022



### Applications Open for Rabobank - MIT Food and Agribusiness Innovation Prize

Apply by January 30th

Now in its 7th year, the Rabobank - MIT Food and Agribusiness Innovation Prize, sponsored by Rabobank and supported by MIT J-WAFS and the MIT Food and Agriculture Club, is the premier business plan and pitch competition for university and graduate students developing new products or technologies to improve sustainability in our food system.

[Learn more here](#)



### FemSTEM 2022 Kick-off

January 12 - 3:30PM -  
5:00PM

Hosted by Health Innovation Hub (H2i), this year's Kickoff will feature both a panel and an interactive discussion and networking session. The panel will celebrate three incredible entrepreneurs: Catherine Chan, Rabia Khan and Soror Sharifpoor, and dive into their journeys and experiences in commercializing in the health care sector.

[Register here](#)

THE CANADIAN WOMEN'S NETWORK &  
UOFT ENTREPRENEURSHIP PRESENT:

### BUILDING AN INCLUSIVE COMMUNITY FROM STARTUP TO SCALEUP

January 25th, 2022 10 AM PT | 1 PM ET

### Building an Inclusive Community from Startup to Scaleup

January 25 - 1:00PM -  
2:00PM

U of T Entrepreneurship and Canadian Women's Network are hosting 'Building an inclusive Community from Startup to Scaleup.' Hear from a panel of EDI experts on how to build an inclusive community into your startup from day one. This interactive event is designed to increase awareness around the use of technologies to diminish systemic bias at scale and ensure the hiring of a more diverse team as an early-stage startup.

[Register here](#)



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