



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

Pitch with a Twist 2022

The poster for 'Pitch with a Twist 2022' features a vibrant orange and purple color scheme with abstract brushstroke patterns. The central text reads 'PITCH with a TWIST' in large, bold, white letters. Above this, it says 'Tuesday March 8, 2022 5:30PM ~ 7:30PM EST' and 'University of Toronto'. Below the main title, it says 'Celebrating International Women's Day' and 'Register at www.icubeutm.ca/pitch22'. On the left, under 'PARTNERS', are logos for the University of Toronto Entrepreneurship, Mississauga, Cassels, and EDGE. On the right, under 'ORGANIZERS', are logos for ICCIT, EDI, ICUBE UTM, and IEO.

Tuesday March 8, 2022 5:30PM ~ 7:30PM EST
University of Toronto

PITCH
— with a —
TWIST

PARTNERS
UNIVERSITY OF TORONTO Entrepreneurship
MISSISSAUGA
Cassels
EDGE

ORGANIZERS
ICCIT UNIVERSITY OF TORONTO INSTITUTE OF COMMUNICATIONS, CULTURE, INNOVATION & TECHNOLOGY
EDI EQUITY, DIVERSITY & INCLUSION OFFICE
ICUBE UTM
IEO International Education Office

Celebrating International Women's Day
Register at www.icubeutm.ca/pitch22

March 8 - 5:30PM-7:30PM

PITCH with a Twist showcases innovation and entrepreneurship from University of Toronto, Sheridan College, and our greater community. Focusing on early-stage ventures, we bring together innovators from a variety of sectors to pitch their businesses for cash prizes and in-kind support.

Join us on March 8th, 2022 for our third PITCH, International Women's Month Edition, to stand in support of women entrepreneurs at a competition that promises to break down barriers and reward great ideas from diverse voices.

With a panel of women-identifying judges and all the people pitching will be women-identifying, coming in from two streams of ideas and early stage startups, come celebrate creativity and entrepreneurship for all. 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.

For more information, visit: <https://icubeutm.ca/event/pitch-with-a-twist-2/>

JANUARY START-UP SPOTLIGHT: INWIT



Meet Inwit: Toronto's first zero-waste food app

Inwit is Toronto's first zero-waste food app striving to combat single-use plastic consumption in the takeout industry by providing a sustainable alternative. Inwit acts as a marketplace that hosts a reusable container borrowing system, a food ordering platform, and a rewards point system.

Inwit's story begins with a plastic pollution documentary and a team of accidental environmentalists.

When Erika Reyes finished watching a documentary about plastic pollution, she and her husband made a pact to reduce their single-use plastic consumption. She focused on reducing her own carbon footprint and advocating for sustainability.

Eight years after her sustainability journey began, Reyes decided to take on a mission to eliminate single-use plastics. She launched a pilot project in Toronto, the first reusable takeout container system by deposit in the city. This would be the foundation of Inwit's model today.

Here's how it works: customers order their food from Inwit's restaurant partners and instead of receiving their meal in a traditional plastic container, it will be served in one of Inwit's reusable containers. Customers will have seven days to return their container – each tracked by NFC technology – to one of Inwit's restaurant partners in exchange for reward points.

Inwit exclusively partners with restaurants who align with their values. For them, this means having plant-based options and partaking in sustainable practices behind the counter. Inwit welcomes restaurants to join their platform by applying on their website.

When Reyes started working on her pilot project, she met with behavioural experts who informed her that the problem was people's habits linked to single-use plastic.

She emphasizes that sustainability isn't about what you're losing – it's about a whole world of unexplored alternatives.

"I think what [people always get wrong about sustainability] is that we have to give up something," Reyes says. "Inwit's mission is to close the gap between people who are taking climate action and people who care but aren't sure where to start."

Inwit's team is comprised of people passionate about giving the community opportunities to take climate action in simple ways. However, sustainability wasn't always part of their lives.

"[Our team] came together because we're all environmentalists by accident," Reyes says. "We were all living our dynamic lives and suddenly, something happened that made us care about living lives interconnected with a healthy planet."

For Inwit, the goal is to build community in Toronto's neighbourhoods. They aim to inspire community members and restaurant owners to expand sustainability in their lives and be mindful about their daily choices.

"I hope that in the future, Inwit will look like a community of people who are taking action and making decisions every day intentionally to build a better world for everyone," Reyes says. "That means helping people to reduce their carbon footprint, to process the change of lifestyle without losing the cheerfulness, without losing traditions, but instead, focusing on what we can win."

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

EVENTS & OPPORTUNITIES



Get help from our Accounting Associates!

ICUBE is excited to introduce our Accounting Associates, Aveleen and George. They are both UTM accounting students from the Department of Management and will be working with ICUBE over the next few months.

Aveleen and George will be able to provide any ICUBE start-up with support in the following areas:

- Bookkeeping setup and guidance
- Budgeting assistance
- Financial statement preparation, review and forecasting
- Income tax preparation
- Balanced scorecard preparation
- Managerial Analysis (cost accounting, variance analytics, etc)

Aveleen is a fourth-year UTM student specializing in accounting. Experience includes filing taxes for low income individuals with the CVITP. Education includes courses such as managerial accounting, financial accounting, and the completion of the Federal Income Tax Level 1 course with H&R Block.

To contact Aveleen, reach out to: aveleen.surendra@mail.utoronto.ca

George is a fourth-year accounting and economics student at UTM. Relevant courses include financial accounting, Canadian income tax 1, managerial

accounting, business finance and audit. Experiences include tax filing under the community volunteer income tax program (CVITP) for low income individuals.

To contact George, reach out to: george.ji@mail.utoronto.ca



TiEquest 2022

Apply by January 21

TiE Toronto has opened applications to the prestigious TiEquest 2022 and is calling startups to apply. In its 17th year, they are offering 2 separate tracks for TiEquest 2022 – Medtech and Regular tracks.

There will be a winner announced for each track. This sought-after event is a multi-stage business venture competition, bringing startups from across Canada to receive advice from industry professionals, and network with top angel investors, venture capitalists, fund managers and other professionals.

The winner takes home a cash prize of \$25,000, \$15,000 in prizes and the opportunity to receive \$100,000 in investments.

[Apply here](#)



RBC Rock My Business Start-Up Awards

Apply by June 1

Futurpreneur and RBC proudly present the RBC Rock My Business Startup Awards, eight awards of \$10k each given annually to diverse, young, aspiring entrepreneurs from across Canada, helping kickstart their businesses.

Supported by RBC, the following eight awards of \$10,000 each will be given to eligible participants from across Canada:

- Five Youth Entrepreneur Awards for entrepreneurs aged 18 – 29
- One Emerging Black Entrepreneur Award for a Black entrepreneur aged 18 – 39
- One Emerging Indigenous Entrepreneur Award for an Indigenous Entrepreneur aged 18 – 39
- One Emerging Entrepreneur Award for an entrepreneur aged 30 – 39

[Learn more here](#)



Rice business plan competition

Apply by January 31

The competition, entering its 22nd year, gives collegiate entrepreneurs real-world experience to pitch their



Front Row Ventures Recruiting Associates

Apply by January 23

Front Row Ventures is Canada's leading student-run university-focused VC firm. FRV is supported by Real Ventures (Canada's largest and

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 entrepreneurship—and Rice Business.

The 2022 Rice Business Plan Competition will be hosted in-person at Rice University on April 7-9, including elevator pitches, initial round, semi-finals round and live final pitches.

[Learn more here](#)

most active seed-stage investor) and has a presence on 20+ campuses across Quebec and Ontario. Every year, FRV selects 50+ undergrads, grads, and post-graduate students across all fields and from diverse backgrounds.

Recruiting the following positions:

- Investment Associates
- Portfolio Support Associates
- Revenue Associates
- Graphics/Video Associates
- Data Associates
- Community Associates
- Diversity & Inclusion Associates
- Talent & Operations Associates
- Strategy Associates
- Legal Associates (JD Candidates only)

[Learn more here](#)



Canadian Technology Accelerator program in Taipei - Digital Cohort Webinar

January 20 at 8PM- 9PM EST

Are you looking for new opportunities to grow your business in Asia? Taiwan is a leader in many critical technologies and is a strategic entry-point to Asia. The region's cluster of innovators and established venture capitalist network provides opportunities for Canadian technology companies. The Canadian Technology Accelerator (CTA) business development program in Taipei will help you to tap into the supply chains of leading global companies, connect with top-tier Taiwanese conglomerates, validate your technology and expand to Asia.

[Register here](#)



Hubspot Webinar: "Determining a Winning Strategy for Fundraising in 2022"

4:30-5:30 pm EST

While startups are known for their grit and ingenuity, our world of uncertainty has forced them to get scrappier than ever. Budget cuts, tumultuous economies, and remote work have many wondering what the startup fundraising landscape will look like in 2022. Join the event for a live Ask Me Anything panel with startup financing experts who will discuss the evolving fundraising landscape, how they are thinking about startup financing, and what your startup can do to gain capital this year.

[Register here](#)



ALTITUDE ACCELERATOR

Altitude Incubator Applications Now Open

Apply by March 13th

Applications for Altitude Accelerator's 17th cohort of their flagship Incubator program are now open!

Altitude Accelerator's flagship Incubator program is for innovative tech solutions looking to scale. Their 6 month intensive helps you build your market traction to set you up for accelerated growth and future investment. Access top-tier mentors and advisors, expert-led workshops, and peer support today!

[Learn more here](#)



Albert Lepage Center for
Entrepreneurship & Innovation

FREEMAN SCHOOL OF BUSINESS

Tulane Business Model Competition - Application Deadline Extended!

Apply by January 31st

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.

The contest rewards founders who are creating commercially viable ventures through breaking down an idea into a key business model hypothesis, have tested their assumptions with customers and have applied Customer Development/Lean Startup principles to refine the model for improved success.

[Learn more here](#)

SUSTAINABLE
DEVELOPMENT GOALS



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