



## Inspiration | Ideation | Innovation

### ICUBE NEWSLETTER February 2022

We are the home of Social Entrepreneurship and early-stage start-ups at UTM, offering 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

### REGISTER TO ATTEND PITCH WITH A TWIST 2022 TODAY!

The poster for the 'Pitch with a Twist' event features a vibrant orange and purple color scheme with abstract brushstroke patterns. At the top, it states 'Tuesday March 8, 2022 5:30PM ~ 7:30PM EST' and 'University of Toronto'. The central text reads 'PITCH with a TWIST' in large, bold, white letters. Below this, it says 'Celebrating International Women's Day' and 'Register at [www.icubeutm.ca/pitch22](http://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 (Institute of Communication, Culture, Information & Technology), EDI (Equity, Diversity & Inclusion Office), ICUBE UTM, and IEC (International Education Centre).

Join us on March 8th, 2022 for our third **PITCH with a Twist**, 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.

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.

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.

PITCH with a Twist is proudly organized by ICUBE at UTM, alongside UTM's International Education Centre (IEC), the Equity, Diversity, & Inclusion Office (EDIO), and the Institute of Communication, Culture, Information & Technology (ICCIT).

This event will be held as part of **U of T Entrepreneurship week**. Interested in attending? Get your tickets below:

[Get tickets here](#)

## ICUBE Co-Working Space Opening Soon!



On February 22nd, we will be opening the doors of our co-working space to ICUBE teams! The rooms – **L1212 and L1240** – are both located on the lower level of the Innovation Complex.

ICUBE teams will have 24/7 access to these spaces with the following requirements:

- You need a TCard to access the space. If you already have a Tcard please send your student # and ID to Kayla Sousa so we can give you access to the spaces. If you do not have a TCard please reach out to Kayla Sousa [kayla.sousa@utoronto.ca](mailto:kayla.sousa@utoronto.ca) to get one.
- We ask you that you do not let anyone into the space, and that you always leave the doors closed.
- Please complete the paper sign-in sheet as you enter the co-working space.
- Adhere to the code of conduct outlined in your agreement with ICUBE.

**BEFORE** entry, individuals must ensure the following:

- COMPLETE UCheck <https://ucheck.utoronto.ca/> and receive a GREEN status
- WEAR a mask at all times
- DISINFECT surfaces after use with available wipes. Limit the number of items you touch.
- DO NOT eat or drink (use alternate/designated space with physical distancing to eat)
- WASH your hands often with soap and water or use alcohol-based hand sanitizer.

We are looking forward to opening our doors to the entrepreneurs in our community again!

## FEBRUARY START-UP SPOTLIGHT: EI AMPLIFIED



*(Pictured left to right): EI Amplified founder, Aman Sahota and co-founder, Henry Fu*

## **EI Amplified: Changemaking Through Education**

Changemaking through education is the backbone of EI Amplified, an international EdTech organization that utilizes social-emotional learning to empower future innovators.

When EI Amplified founder, Aman Sahota, began working in the sustainability field, he realized that while technology was a great tool, education and empathy were the two components that could truly create change. Sahota later met Professor Hajimir, Iran's Olympic coach in mathematics, whose goal was to change modern education by integrating experiential learning and emotional intelligence into the classroom.

"The real way you can make change is through education in those younger years," Sahota says. "Those foundations build us into who we become in the future."

And so, the team built EI Amplified upon four pillars: emotional intelligence; mentorship; learning how to learn; and diversity, equity, and inclusivity.

"A lot of people focus on technology growing, but we want to show that the human behind the technology is of utmost importance," says Sahota. "These four pillars will make you a stronger individual that can utilize tech, but the tech shouldn't be the focus. We should focus on developing humans."

EI Amplified focuses on creating emotionally intelligent leaders through empathy-based experiential learning. The team does this in two ways: through research and consulting, as well as student workshops.

"Our researching is really to act as a reflective mirror for schools and see where they stand. We use these findings to come up with action items to improve school environments," Sahota says. "We're a very data-driven, change-oriented organization."

Three student workshops are offered at EI Amplified: the environmental change program, the music program, and the mathematics program. They aim to bring industry and education together through the expertise of their team, whose backgrounds stem from sustainability, mathematics, and the music industry.

The workshops bring real-world applications to school through STEM and arts-based social-emotional learning. The team's goal is to teach self-awareness, self-management, and how to create strong relationships. They believe that early education is the key towards a sustainable future rooted in diversity, equity, and inclusion.

EI Amplified has also mentored refugees from Kakuma Refugee Camp, an orphanage in Uganda and a non-profit in Nepal. Through these partnerships, they hope to encourage sustainable development and social-emotional

learning internationally. In the future, the team aims to become a third-party resource for many schools.

“We don’t realize it at a young age, but everything we do and learn in school sets us up for our future. This is why we want students to get involved, to make change within their everyday lives and in their communities,” Sahota says, “We want students to build themselves as individuals so they can start impacting future generations.”

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

## EVENTS & OPPORTUNITIES



### EDGE Social Impact Catalyst

Are you ready to take action on an idea to build a more green, resilient and sustainable tomorrow? The EDGE Social Impact Catalyst powered by RBC Future Launch seeks youth entrepreneurs in the Peel and Halton regions who have an idea, project or venture that tackles climate change and environmental sustainability.

EDGE is looking for youth changemakers ages 15-29 to participate in a 14-week program that offers exclusive benefits. Participants will join an inclusive virtual community, receive training and expert mentorship, and be eligible for a \$2000 honorarium. If climate justice and action excite you, click the button below to learn more about this opportunity.

[Learn more here](#)

## Summer Company

### 2022 Summer Company Program For Young Entrepreneurs

**Apply by April 25**

The Mississauga Business Entrepreneur Centre (MBEC) presents the Summer Company Program for young entrepreneurs.

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

The Summer Company program can help you launch and operate a business this summer. The program provides:  
Business training and mentorship to help you get your business up and running.  
Opportunity for a grant up to \$3,000 to help you launch your summer business.

Don't miss this great opportunity to apply to the 2022 Summer Company Program if you are interested in starting a business in Mississauga. Space in the program is limited!

[Learn more here](#)



## U of T Entrepreneurship Week

U of T Entrepreneurship Week is coming March 7-10, and it's business as virtual!

Join U of T's entrepreneurial community and campus accelerators in an online celebration of the positive impact that innovation and start-up activity can have on our economy, health and the planet.

This week of public event is open to students, mentors, alumni, business leaders, investors, and anyone else who wants be inspired and learn why University of Toronto is THE place for entrepreneurship.

[Register here](#)



## All for the Hustle - Fireside Chat 2022

**February 24 - 6:00 PM - 8:00 PM**

Presented in partnership with the Federal Economic Development Agency for Southern Ontario - the Brampton Entrepreneur Centre is hosting an online Fireside Chat with a panel of experts to learn how they grew their startup into an established business.

The panelists will provide you with knowledge to reach your audience, grow your business, and reach your goals. Having come from diverse industries such as fashion, startup ecosystem, financial hustle and e-commerce, our experts will also share their entrepreneurial stories with you.

[Register here](#)



## Adams Sustainability Innovation Prize

**Apply by February 28**

Do you have a sustainable student-led idea, project or startup? Apply for the Adams Sustainability Innovation Prize - an annual competition offering \$25,500 in prizes to recognize, reward and accelerate the U of T's most innovative sustainability ideas. Ideas may be for market-based products or social innovation solutions. Selected individuals or teams will compete by showcasing their idea via a brief pitch to a panel of judges. The three winning teams will each receive \$10,000, \$7,500 and \$5,000



## Mississauga Innovation District and Program Reveal

**February 28 - 12:00 PM - 1:00 PM**

Join Mayor Bonnie Crombie for the reveal of Mississauga's Innovation District and Program.

Do you want to be part of a community that fosters innovation and nurtures your ideas? Discover Mississauga's new innovation community! Join Mayor Crombie for the reveal of Mississauga's Innovation District and Program on February 28th from 12PM to 1PM.



respectively to develop their idea further.

[Learn more here](#)

[Register here](#)



### Dragons' Den Season 17 Callout!

CBC's hit television show DRAGONS' DEN is currently holding virtual auditions looking for the next big 'thing' in business.

DRAGONS' DEN gives aspiring entrepreneurs the opportunity to pitch their businesses to a panel of wealthy Canadian business moguls - the Dragons. Successful pitchers will have a chance to earn real investment - from the Dragons' own pockets!

[Apply here](#)



### Build a Better World - 2SLGBTQ+ Student Challenge

Are you interested in how technology can help build a better future for our community? We are looking for students who are ready to make change!

Take part in this challenge and develop solutions to a real-world problem of your choice within two categories - Climate Change and Sustainability or Societal Impact and Supporting Community. Any post-secondary student in Canada can join - we only encourage that 50% of your team identifies with the 2SLGBTQ+ community. You don't need a background in tech, we want all walks of life to come to the table.

[Learn more here](#)



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