



**Inspiration | Ideation | Innovation**

**ICUBE NEWSLETTER**  
**July 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**

### **#UofTPRIDEPITCH Spotlight: Crystal Wong Kruger from 'LIOHAN'**



#### **A Brief Message from a #UofTPRIDEPITCH Winner!**

Participating in Pride Pitch took on a very personal significance for founder, Crystal Wong Kruger. "I've been slowly unpacking my own sense of identity - which in many ways remains invisible to others - over the past year," explains Crystal, "and it was the welcoming space of Pride Pitch that gave me that final gentle nudge to step up and openly tell my story." Startups can struggle enough with starting something from little more than abstract hopes of a better future. Having this help, both financially from placing 2nd and more importantly personally through support to be our authentic selves, makes a massive difference in smoothing the path towards building something revolutionary. "I recognize that we're breaking a ton of typical narratives with our family bonding app. Not only in how we guide families in co-creating meaningful experiences in our physical world but also in how broadly we define families," says Crystal. "After all, any people who love each other can be considered family. Even friends can be family."

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**A Review of #UofTPRIDEPITCH: The Third Annual Pride Pitch for UofT's LGBTQ2S+ Entrepreneurs**



### The Third Annual #UofTPRIDEPITCH was a Success!

The third annual #UofTPRIDEPITCH was a success! The event included students, staff, and community members from all three UofT campuses. The competition offered \$5,000 in cash prizes to recognize, reward and accelerate the U of T's 2SLGBTQ+ entrepreneurs. Selected individuals and teams competed by showcasing their idea via a five-minute pitch to a panel of judges. The competition took place on Wednesday, June 15th at The University of Toronto Mississauga. The panel of judges had criteria consisting of: opportunity, viability and impact, growth potential, talent, and communication skills. The winners of third Annual Pride Pitch were: Diana Virgovicova (CulturExpo), Crystal Wong Kruger (LIOHAN Inc), and Laura Vazquez (Ramuri)!

[Read More](#)

### Join the Virtual Branding Crash Course



### Get Ready for a Branding Crash Course!

This crash course introduces entrepreneurs to branding; what it is, when to do it, how to use it, and why it's so important. After hearing from three industry professionals from Toronto-based branding studio, Wysp Creative, you'll have a better understanding of the essential role branding plays in your business. Speakers will include: Lucas DeClavasio, Andrew Patterson, and Monica Low. The event will take place on July 12th, 2022!

[Learn More](#)

### Entrepreneurship for Cardiovascular Health Opportunities (ECHO): Call for Applications



## **ECHO is a fully virtual program!**

A call for applications for the 2022-2023 ECHO program is now underway! ECHO is a 12-month online training program led by veteran entrepreneurs and high-calibre consultants across a variety of sectors. Comprised of a unique combination of five complementary modules, ECHO provides innovators of cardiovascular technologies with entrepreneurship training, mentorship, and networking opportunities, and the chance to pitch for start-up funding from a \$250,000 pool. If you have any questions regarding ECHO, please contact Soror Sharifpoor (soror.sharifpoor@utoronto.ca).

Applications are due Monday, August 8th, 2022.

[Apply Now](#)

## **RBC Scholarships for Diversity and Innovation in Technology**



### **An Overview of the Scholarship!**

The RBC Scholarships for Diversity and Innovation in Technology will support Women and members of other equity-deserving groups, including Black and/or Indigenous students, with an interest in a career at the intersection of technology and financial services, based on academic achievement and innovative accomplishment. The RBC Scholarships will be used to support up to six eligible students annually over a two-year period. Each scholarship will be valued at \$15,000/year, renewable for a second year so long as the recipient remains enrolled full-time at U of T and maintains a minimum GPA. Recipients must be 3rd year undergraduate students enrolled full-time at the University of Toronto as of September 1, 2022.

The deadline to apply is: July 27th 2022!

[Apply Now](#)



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