



Welcome to ICUBE

Onboarding Deck



INTRODUCTION



ICUBE UTM

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.



Inspiration. Ideation. Innovation



ABOUT US

Mission

We empower innovators, creators, and change-makers to explore their ideas and make them happen.



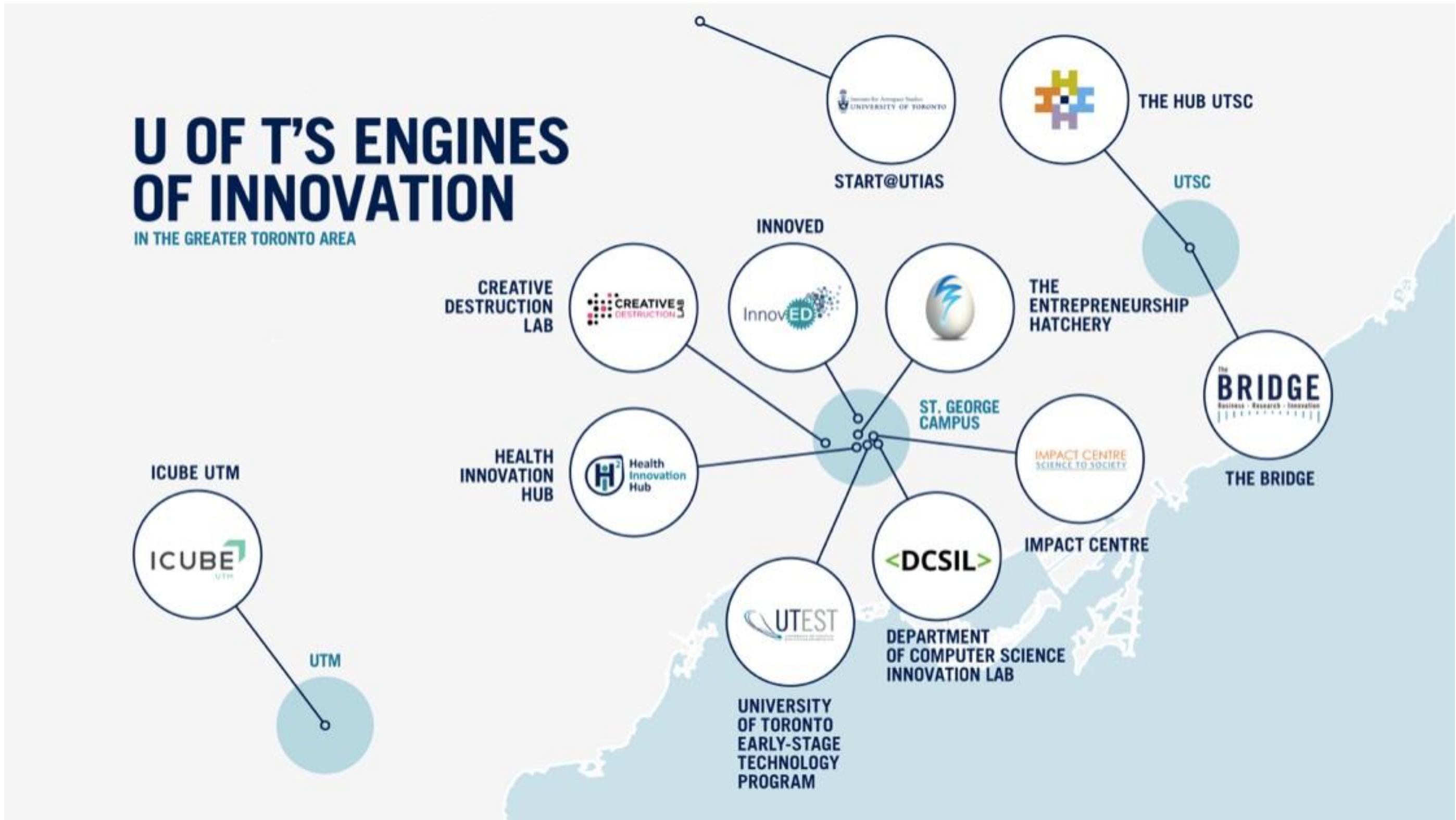
Vision

We envision a community where entrepreneurship is an opportunity open to all, and a creation space where diverse leaders can ideate, collaborate, and make an impact together.

Values

ICUBE employs a values-based approach to supporting and training entrepreneurs. We believe that innovation needs to happen in a responsible and sustainable way that acknowledges the effects of disruption and aims to make positive impact.

ICUBE is part of the University of Toronto's Innovation network.





ICUBE CORE STAFF



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FACULTY SUPPORT

- **Nicola Lactera**
 - Associate Professor, Faculty Lead
- **Anthony Wensley**
 - Director ICCIT
- **Sonia K. Kang**
 - Assistant Professor
- **Catherine MacGregor**
 - Finance Learning Centre
- **Dr. Radha Maharaj**
 - Adjunct Professor

OUR PROGRAMS

Indigenous Program

Indigenous business training program created by RedBird Circle Inc. in partnership with University of Toronto Libraries, ICUBE UTM and The Bridge at UTSC.

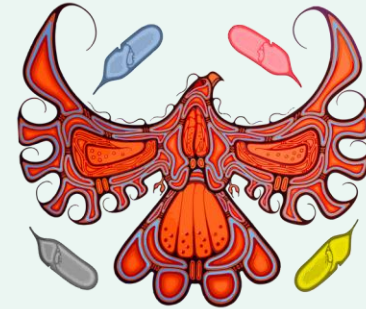
Ideation Lab

An experiential learning program for anyone with a great idea who wants to make it happen.

Venture Forward

A boutique-style program to support business development and help entrepreneurs grow.





INDIGENOUS ENTREPRENEURSHIP WORKSHOPS

These workshops offer an opportunity to learn about the duality in entrepreneurship and innovation, and invite participants to think in new ways about themselves, their community, and our connection to the spirit of the land. This series is open to self-identifying Indigenous people across the GTA, with preference given to U of T students, staff, and faculty.

Led by Redbird Circle in partnership with The University of Toronto

<https://icubeutm.ca/indigenous/>



Ideation Lab

Working with change-makers to turn big ideas into reality.

- Experiential Learning
- Innovation Tools
- Small class sizes
- Community



<https://icubeutm.ca/ideation-lab/>



Venture Forward

Venture Forward is designed to accelerate business growth in a sustainable way.

University of Toronto students, Alumni, and residents of the Peel region are eligible to apply.

- Mentoring and Advising
- Access Grants and Investors



<https://icubeutm.ca/venture-forward/>

PITCHES

Sauga Pitch

Pitching process explained as well as what to expect from investors and other interested parties.

Facilitated by ICUBE at the University of Toronto Mississauga (UTM), Sheridan College's EDGE Entrepreneurship Hub, and IDEA Mississauga.

Pitch with a Twist

Hosted during International Women's Month, this event supports women entrepreneurs at a competition that breaks down barriers and rewards great ideas from diverse voices.

PRIDE Pitch

Competition that offers \$5,000 in cash prizes to recognize, reward, and accelerate the growth of 2SLGBTQ+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, and others) entrepreneurs.

SAUGA START-UP PITCH & SHOWCASE

Watch finalists compete for prize money, see examples of how the pitching process works, and understand what to expect from investors and interested parties.

- 10 start-up pitches
- \$10,000 in cash prizes
- In-kind rewards from sponsors



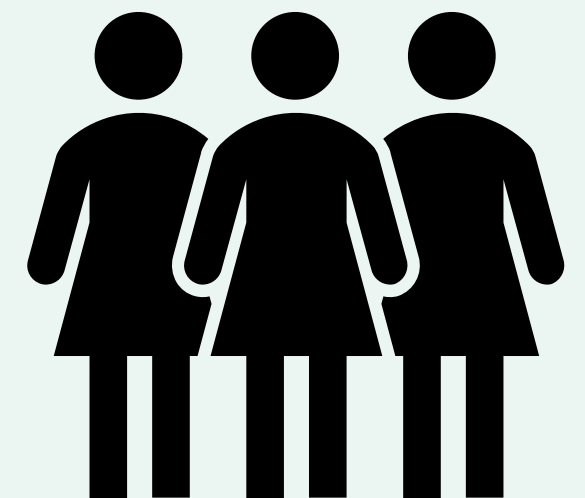
<https://icubeutm.ca/sauga-pitch/>

PITCH WITH A TWIST – Celebrating International Women’s Day



<https://icubeutm.ca/twist/>

- With a panel of women-identifying judges and women-identifying pitchers, coming in from two streams of ideas and early-stage startups.
- 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.
- \$10,000 in cash prizes!



#UofT PRIDE PITCH



<https://icubeutm.ca/pridepitch/>

- The PRIDE Pitch program strives to provide support and resources for 2SLGBTQ+ entrepreneurs, and to help them succeed in their ventures.
- By offering cash prizes, the program hopes to incentivize individuals and teams to pursue their entrepreneurial goals and turn their ideas into reality.
- \$5,000 in cash prizes!



ICUBE STUDIO



A venture initiated by ICUBE at the Institute for Management & Innovation of the University of Toronto Mississauga. ICUBE Studio intends to serve the prototyping and design needs of the ICUBE and other University of Toronto Entrepreneurship start-ups, while also providing UTM students with a professional work-integrated-learning (WIL) experience while they are still enrolled in school.

Services offered:

- Brand Development
- Graphic Design
- Search Engine Optimization
- Website Development
- Social Media Management
- User Experience Design



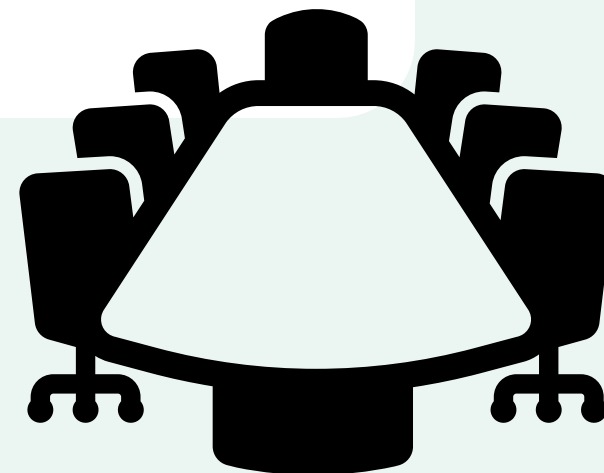
STUDENTS' PAST EXPERIENCES

“Highly recommend for anyone who is interested in project management planning and getting to attend pitches. You get to learn a lot about how the business and entrepreneurship environment works.”



“It was such a great experience for me. I was able to solidify and strengthen my collaboration and time management skills while still being in a warm and supportive environment.”

“Don’t be afraid to put your ideas out there! They are always taken into consideration. ICUBE is a safe and open space where you can always voice your opinions”





Event Responsibilities and Duties

- Send calendar invites to planning committee members
- Take meeting minutes and share with attendees
- Draft meeting agendas
- Email Judges packages (ex. scoresheets, instructions, etc.)
- Offer finalists time warnings at events during pitches
- Communicate with finalists, judges, partners about event details
- Promote event on social media and with student groups



2022-23 Achievements

41

Workshops & Events

52%

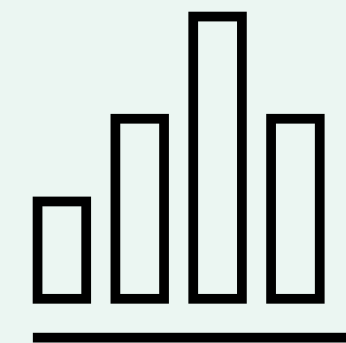
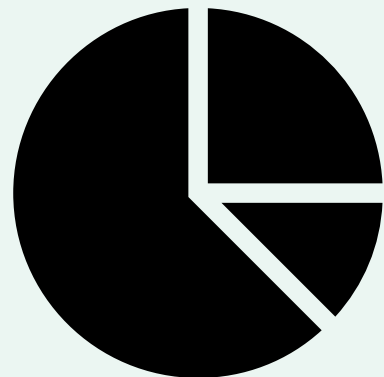
Female-led teams

1,044

Workshop &
Event Attendees

95

Startup teams supported



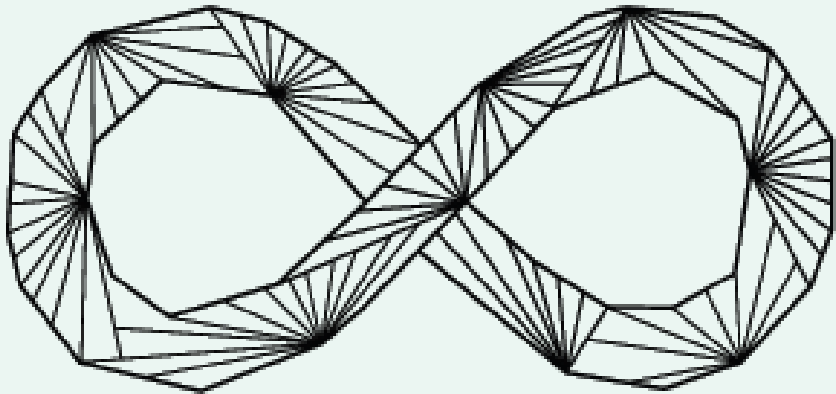
PAST & PRESENT ICUBE MEMBERS



Flash Forest



ARBRE



inwit

Inwit



Acadiate



HOPE



My Charity Fund



Just Vertical



ELEVATOR PITCH

ICUBE ELEVATOR PITCH

What do you say when a student asks "What is ICUBE?"



ICUBE is 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. Our tagline is Inspiration, Ideation and Innovation, and we empower innovators, creators, and change-makers to explore their ideas and make them happen. If you want to make a difference, ICUBE can help you make it. Check out our website icubeutm.ca to learn more and connect with our team."



CO-WORKING SPACE



Co-Working Space

How to access co-working space, meetings rooms and breakout rooms



ICUBE Co-Working space

Location: Innovation Complex, L1240

ICUBE Meeting Room

Location: innovation Complex, L1212

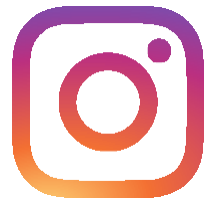
How to access the space -



You can access the space with your T-Card. Please send the following information to Ignacio in order to gain access with your T-Card

- Full Name
- Student #
- UtorID

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