

Welcome to ICUBE

ONBOARDING DECK 2024-2025



Institute for Management & Innovation
UNIVERSITY OF TORONTO
MISSISSAUGA

ICUBEUTM 

About 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. ICUBE empowers innovators, creators, and change-makers to explore their ideas and make them happen. It provides a creation space where diverse leaders can ideate, collaborate, and make an impact together.



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.



Institute for Management and Innovation

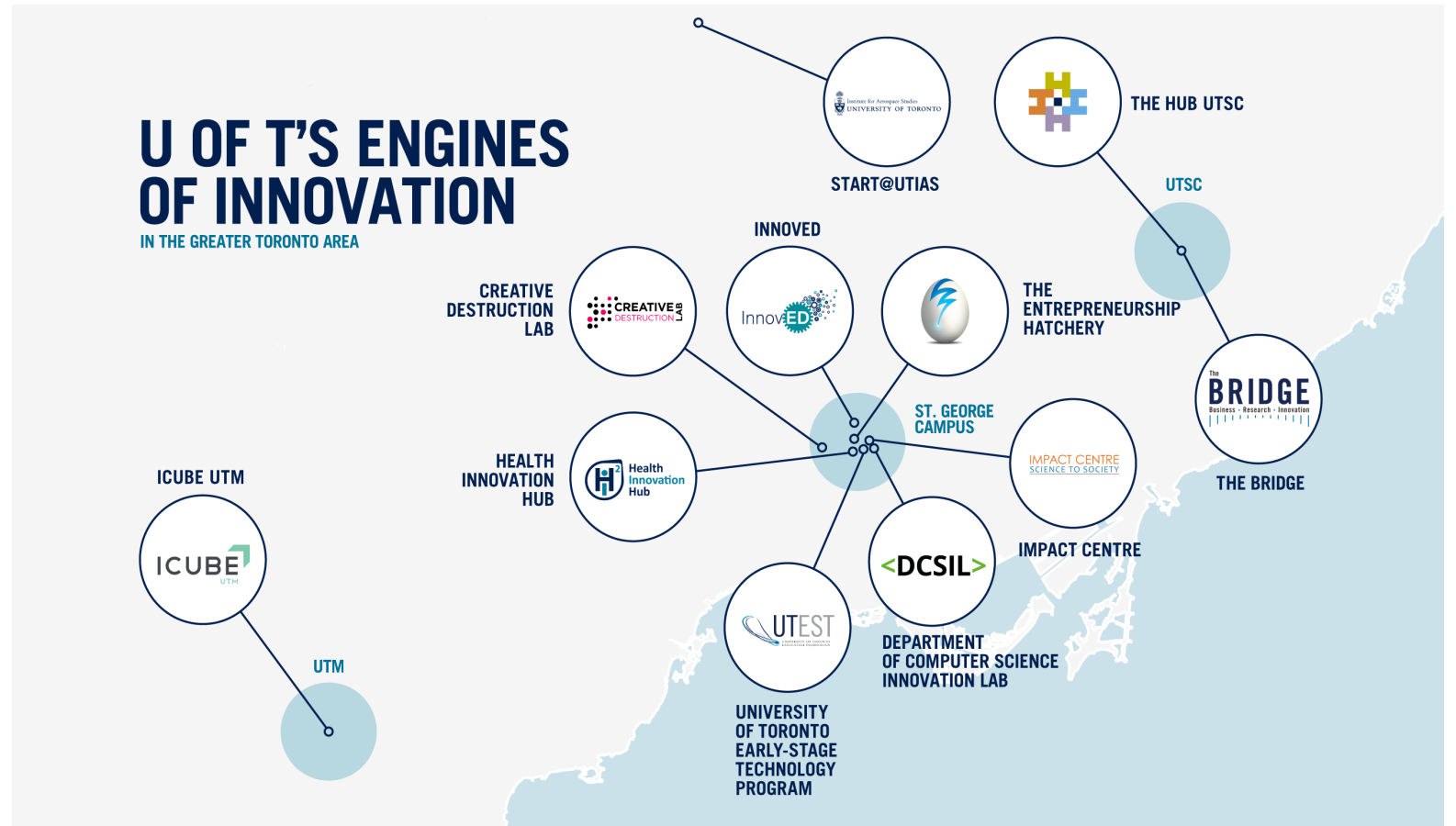
Experiential learning is central to IMI's teaching philosophy and ICUBE, like all IMI programs, helps prepare the next generation of leaders to contribute to our communities, and solve problems through discovery, application and communication of knowledge

Equity and Diversity Statement

ICUBE's dedication to promoting diversity in our teams includes a commitment to ensuring every cohort accurately reflects the UTM community, welcoming folks of all gender identities, sexual originations, races and ages, and actively creating space for marginalized change-makers and under-represented disciplines.

All creators, entrepreneurial thinkers, and leaders are encouraged to apply.

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



**U of T's diverse accelerators and incubators serve students
and faculty from all disciplines and levels of experience.**

People at ICUBE



Dr. Ann Armstrong
Director



Ignacio Mongrell
Assistant Director



Kayla Sousa
Programs Lead



Mohammad Tahvili
Creative Studio Lead

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

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

Our Programs

Indigenous Program –

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

Based on traditional knowledge and created in partnership with Indigenous experts, this program aims to build entrepreneurship competencies, eliminate barriers, facilitate partnerships and mentorships, and build pathways to success for Indigenous entrepreneurs.

Led by Redbird Circle in partnership with The University of Toronto, it is open to self-identifying Indigenous people, with the minimum age being 16 years old.

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

Ideation Lab —

An experiential learning program that follows the school 3 semesters schedule, for anyone with a great idea who wants to make it happen.

We work with change-makers from all backgrounds and industries to help turn big ideas into reality. We offer the resources and teach the skills needed in order to map out a sustainable business or organization. Whether you have been building an invention, dreaming of starting a non-profit, or see a nagging problem that you know you could fix — this program will help you make it happen.

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

Venture Forward —

A boutique-style remote program to support business development and help grow through one-on-one support. This program is open all year.

Venture Forward is designed to accelerate business growth in a sustainable way. Work with mentors and industry professionals in a boutique-style experience. Join a community of entrepreneurs all working toward the same goal: making an impact, and scaling up! University of Toronto students, Alumni, and residents of the Peel region are eligible to apply.

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

Creative Studio —

A student-led creative studio with intends to serve the prototyping and design needs of our ventures and small businesses in our community.

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.

ICUBE Studio's students are talented consultants, marketers, business individuals, designers, and software developers who have undergone a screening process and are supervised by faculty and sta who have extensive business experience. Students work individually or in small creative teams and take responsibility for all project stages — design, production and implementation.

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

Key Events

Sauga Pitch — Peel's flagship start-up pitch competition

Sauga Pitch showcases innovation and entrepreneurship from our Peel community. Focusing on early-stage entrepreneurs, we bring together innovators from a variety of sectors to pitch their businesses for cash prizes and in-kind support.

This partnered event is facilitated by ICUBE at the University of Toronto Mississauga (UTM), Sheridan College's EDGE Entrepreneurship Hub, and IDEA Mississauga, who are all delighted to support entrepreneurs' innovative concepts.

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



PITCH With a Twist — Celebrating International Women's Day

PWT showcases innovation and entrepreneurship from University of Toronto and our greater community. Focusing on early-stage women-identifying 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 this annual event focuses on awarding ventures from the early stage and later stage stream with cash prizes during the International Women's Month.

\$10,000 in cash prizes!

<https://icubeutm.ca/twist>



#UofT PRIDE Pitch — Celebrating Pride Month

Pride Pitch showcases innovation and entrepreneurship from University of Toronto and our greater community. Focusing on early-stage 2SLGBTQ+ entrepreneurs, we bring together innovators from a variety of sectors to pitch their businesses for cash prizes and in-kind support.

The goal of the PRIDE Pitch program is 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!

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



Achievements

318+

Total Ventures

5.9M+

Funding Raised

215+

Workshops & Events

Training

Mandatory Trainings

These are two trainings to be completed within 60 days of your start date:

Basic Occupational Health & Safety Awareness Training Program

<https://ehs.utoronto.ca/training/my-ehs-training/>

U of T AODA Online Training

<https://people.utoronto.ca/inclusion/accessibility/>

ICUBE UTM
Onboarding Deck
2024 - 2025

Room L1240 & L1212, Innovation Complex,
3359 Mississauga Road,
Mississauga, ON L5L 1C6

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