

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

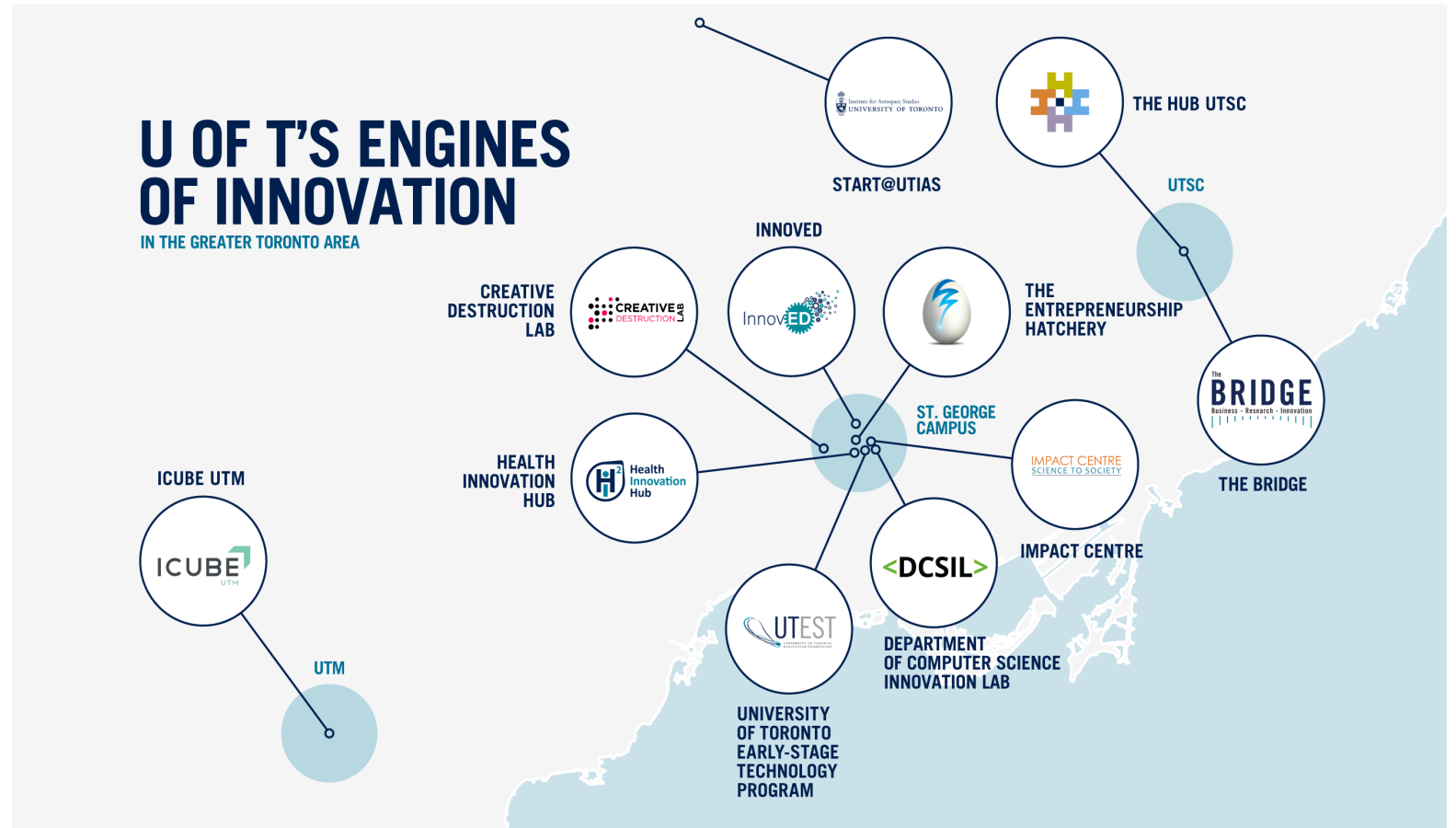
Experiential learning is central to IMI's teaching philosophy and ICUBE, like all IMI programs, helps prepare the next generation of leaders to contribute to our communities, and solve problems through discovery, application and communication of knowledge

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

Timesheets Training

Timesheets Submission process - PLEASE NOTE

- Every two weeks on Mondays, students will receive an automated email from imi.operations.utm@utoronto.ca.
- The email will provide details on the pay period, dates, and instructions for submitting timesheets.
- The email includes their **personnel number** and a link to the form to submit timesheets digitally.
- Maximum total hours for fall/winter session is 200 hours and for summer session is 100 hours.-
Not entitled to Statutory Holiday Pay
- Please round any timesheet entries with minutes to the nearest quarter hour: 0.25 for 15 minutes, 0.50 for 30 minutes, 0.75 for 45 minutes, and 1.00 for 1 hour.

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/>

Role Specific Guides

Graphic Designer

Roles & Responsibilities

- Create visual aspects of marketing materials, websites and other media, including infographics
- Put together disparate elements of a design created by another professional, such as the icons, photographs and other components necessary for a website design
- Consult with clients' marketing, copywriting and sales teams to create cohesive designs that reflect our clients' corporate cultures and goals

Useful Skills

Time Management: Supervisors are likely to give you a list of events needing graphics at the beginning of the month. Create graphics as soon as possible so you don't forget. Come prepared to the weekly meetings to ensure you can provide updates and are on track for posting graphics on the social media platforms.

Communication: Work closely with other members of the team, especially the marketing team. As you have access to ICUBE's social media platforms, you will also find yourself communicating with external partners that message through direct messages.

Graphic Designer

Tips & Tricks

Take Initiative: Check out ICUBE's website calendar to know about future events & ask supervisor if any new graphics are needed.

Send Detailed Emails: When communicating with supervisors, be very detailed in your emails with timelines and messaging for when each graphic will be posted.

Ask for Feedback: Navigating the balance between your own artistic creativity and the content can be tricky. Creating a range of artistic options in the beginning of the term for the supervisors and getting feedback will help you find a template that meets everyone's expectations.

Program and Operations

Roles & Responsibilities

- Coordinate daily operations of ICUBE to improve processes as we grow
- Provide analytical support for operational and strategic decisions for ICUBE and start-up teams
- Calendaring and coordination of all internal and external meetings
- Ensure overall organization of work spaces and resolve any concerns that may rise Liaising with marketing team to grow our user base, social presence, and brand

Useful Skills

Notetaking: You may play a role in the planning of events such as Sauga Pitch or Pitch with a Twist, both of which are planned months in advance. There is a lot of information and conversation happening during meetings and it is important to identify the most important points of the conversations when taking meeting minutes.

Communication: You will likely be tabling at ICUBE events, therefore it is important to know about ICUBE and be able to share ICUBE's message with students, staff, faculty and external partners.

Program and Operations

Tips & Tricks

Become a ICUBE Knowledge Expert: Learn from resources available online through the website to help you prepare for events when you are tabling to represent ICUBE.

Manage Time Wisely: You may have more soft deadline and projects that span a couple months, therefore ensure you manage your time wisely and keep your supervisors updated on your progress through the weekly meetings.

Content Writer

Roles & Responsibilities

- Business Writing (Interviewing faculty and startups, writing about different events and competitions)
- Internal & External Newsletters
- Content preparation for external partners that are including ICUBE in their events
- Create content for the blog to keep it fresh and relevant

Useful Skills

Time Management: Time management is key to this role as you have two hard deadline (one for the internal newsletter and one for the external newsletter). You need to manage your time wisely and plan out when to interview startups, draft stories, allow time for edits and send out by the deadline.

Quick Learner: You need to learn the platform where you create the newsletter. It's important to ask questions to ensure you understand how to use the platform.

Content Writer

Tips & Tricks

Review Business Interview Articles: Look into business interview articles to understand how people interview startups and gain a thorough understanding of the finance and marketing aspect so that you can tailor your questions accordingly.

Use a Planner: Have a notebook to keep track of events that you will need to write about and interviews you will need to conduct.

Research startups before the Interview: Plan your questions to center around who the startup is, what they do and what they hope to accomplish. You may want to ask questions around the history of the startup, what inspired them, how do they manage marketing and finance, what setbacks and challenges have they faced.

Program and Marketing

Roles & Responsibilities

- Creating and building relationships between ICUBE and the student body at UTM Work towards expanding the reach of ICUBE through marketing and social media Assist with events as needed (Tabling, Online & In-person events)
- Reach out to companies for business development and sponsorship for ICUBE events
- Coaching startups that require assistance in their marketing and social media strategy

Useful Skills

Time Management: Most of your work is soft deadlines rather than hard deadlines. Learn how to maintain and set your own targets and deadlines and take leadership and responsibility and every aspect of your work.

Taking Initiative: You will have some of your projects organized by supervisors, however you can make this role worthwhile for you by taking your own initiative. Ask a lot of questions in the beginning of the role to understand expectations and then don't be afraid to take charge and get more exposure and connections by assisting in events when needed!

Program and Marketing

Tips & Tricks

Creativity: Don't be afraid to come up with ideas of your own and feel free to be innovative with your ideas to help the overall team.

Networking: Learn how to use/leverage your network throughout the campus to make events better.

Communication: Maintain effective communication with supervisors and keep them up to date on the work you are doing independently by taking your own initiative and what you have been assigned to do.

ICUBE UTM
Onboarding Deck
2024 - 2025

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Mississauga, ON L5L 1C6

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