GRADUATE TRACK

Apex

VIRTUAL BUSINESS PLAN COMPETITION

DRAFT BUSINESS PLANS

67 Entrepreneurs
32 Graduate teams
20 Global Universities
9 International countries
5 Provinces across Canada

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UNIVERSITY OF NEW BRUNSWICK

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2nd $2,000

3rd $1,000

Elevator Pitch (overall)

1st $1,000

2nd $500

3rd $250

Viewers Choice $500 (UNB Faculty of Management)

Theme-based Awards (overall)

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Best Business Plan $500 (New Brunswick Innovation Foundation)

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Networking Events & Workshops

Jan. 18, 2 pm AST

Workshop on Elevator Pitches

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By

Sally Armstrong

Entrepreneurship Librarian

1on1 Mentoring for Elevator Pitches Jan. 19, onwards

Jan. 25, 12:30 pm AST

Interactive Panel: *Totally Digital Work in Business*

pragmatic *Solutions*

Moderator

Levi Lawrence

Entrepreneur

Panellists: Adrienne O'Pray, Mike Power & Pierre-Andre Fruytier

---

Jan. 26, 12:30 pm AST

Workshop: *The Future of Sales-Show me the money*

PLANET HATCH

By

Adam Peabody & Team

Director

Teams voted for this topic among 2 other options

Jan. 29, 6:45 pm AST

Interactive Panel: *The Future of Entrepreneurship in the New Normal*

FREDERICTON CHAMBER OF COMMERCE
The Voice of Business

Moderator

Krista Ross

CEO

Panellists: Adam Peabody, Curtis Kennedy and 1 panellist TBA

Apex **VIRTUAL** BUSINESS PLAN COMPETITION

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We asked all the teams to submit a one-page teaser about their ventures.

S.No	Graduate Team Name	Registered for Practice?	Page #
1	ALLO		6
2	Amet Solution		7
3	ARCLARC	Yes	8
4	Asim Afridi		9
5	ASPx	Yes	10
6	BasedNature		11
7	Beer Me	Yes	12
8	Cove	Yes	13
9	Crafty	Yes	14
10	Decomp		15
11	Door2Door Pickup Couriers	Yes	16
12	Dosy		17
13	EAGER	Yes	18
14	Ecowrap		19
15	ED.TALEX	Yes	20
16	Edu Play		21
17	Gigflow	Yes	22
18	Infloso	Yes	23
19	Inno-thinkers	Yes	24
20	Liberty Atlantic	Yes	25
21	Maque		26
22	Miss Mechanic	Yes	27
23	Mobile DOOH	Yes	28
24	NANOSentinel		29
25	NBEE Consulting and IT services		30
26	Nitap	Yes	31
27	Olive & Marble	Yes	32
28	Pique Analytics Inc.		33
29	ReVi	Yes	34
30	SproutHR	Yes	35
31	ULOPS	Yes	36
32	What The Well		37

Apex VIRTUAL BUSINESS PLAN COMPETITION

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ALLO

Cares about
Chinese Overseas

PROBLEM

The reason is the combination of Culture shock and lack of support, due to barriers of cultures and languages, only providing money instead of taking care of everything back in China by parents as well. They needed to grow up overnight when went abroad for study.

Problems reflected in daily life are three major realistic challenges.

SOLUTION

Not a cure to mental issues.

As it will be too little too late and Chinese students became too introvert to get help from doctors and student center when they were abroad.

Our solution is to provide supports before it becomes a mental issue, focusing on challenges.

COMPETITORS

No competitors so far.

CUSTOMERS

250 million Chinese overseas students every year.

REVENUE MODEL

Information will be disclosed in final Business Plan.

45%
Depression
(Data by Yale University)

50%
Considered Suicide
(Data by YokeBBS and Collegedaily)

57.8B USD/YEAR

CONSUMPTION BY CUSTOMERS (MARKET SIZE)

Chaojun Su, MBET student at University of Waterloo

Maria Wang, MBET student at University of Waterloo

Kim Lou, 2nd-year student at University of Waterloo

Nuvia Lin, Fresh graduate from Wilfrid Laurier University

AmetSolution

Amet 🛜 Solution

Helping Nature With Technology

Waste management is one of the biggest environmental challenges facing cities around the world. The world generates 2.01 billion tons of municipal solid waste annually, with at least 33% of it not managed in an environmentally safe manner and it is further projected to grow to 3.40 billion tons by 2050. It is a fact that most of Africa is known as some of the dirtiest places in the world especially Nigeria where solid waste management has caused a lot of health hazards, environmental pollutions and even road accidents. The issue of waste collection, disposal and management in Nigeria is not very effective. Health impact of solid waste in the environment includes exposure to toxic chemicals through air, water and soil media besides exposure to infection and biological contaminants stress-related odor, noise, vermin and visual amenity, risks of fire, explosion, and subsidence. We have identified a problem in our environment, we will now discuss how our project can help resolve the problem.

We learned that most of the waste management companies in Nigeria do not monitor the waste bin fill up ratio, proper collections locations, any technology for waste categorization from our primary research. As a result, they do not have a planned route and time for waste collection. Sometimes, they pick up half fill garbage bins and at other times they do not pick bins that are overflowing. These increase their transportation cost, fuel cost, wastage of resources etc.

PRELIMINARY DESIGN

Our prototype plan is to mount an ultrasonic module distance measuring transducer sensor to a garbage bin to measure the trash fill level and then transmit the real-time information to waste collectors through our monitoring platform. These sensors will collect location information, bin fill level, and then send it to the main cloud servers. The data is analysed there and helps to optimize vehicle routes based on the frequency of visits and fill levels. It will warn the authorities immediately if the sensors detect that the bin is full. In this way, our IoT-based system can help organize this spot for the next pickup. This makes the waste management process successful and avoids the overflow of garbage bins in developing countries.

Sharjil Rahman, CEO
American International University-Bangladesh

Ibrahim Imran, CTO
Computer Science from Aldersgate College, Philippines

ARCLARC

Introducing ARCLARC a **Two-Sided SaaS Platform**, a bridge between the buyers and the sellers of construction and landscape materials. The existing strenuous process of buyers is they physically contact each seller in the region, get quotes, compare prices and then select according to their client's budget. The buyers here are not aware of the other cost options out in the market.

The value proposition that the **buyers** on ARCLARC get is, gaining access to all the competitive price options in one platform saving both time and money. They would have the advantage of ordering samples from the seller at a small price. They would also get the benefit of delivery options for their orders - Freight and Parcel services. The other privileges include secure instant transactions and access to their account with reward points after every purchase that can be redeemed later. The value that the **sellers** on ARCLARC (nurseries and building material suppliers) get is an instant scale and a greater market reach. It will serve well for both small registered businesses looking for an online presence and well-established businesses looking to market.

ARCLARC will emphasize differentiation filling in the gaps that the existing market has failed to recognize. It has a sustainable side to it, offering services like **Demolition and Clearance after which the Construction Renovation** and Demolition wastes (**CRD wastes**) that usually ends up in landfills, will be diverted to the company's warehouse, segregated and resold on the platform for recycling. **ARCLARC will shine as a SaaS Sustainable E-commerce** providing its consumers

with unique and striking services when compared to the options that are currently offered in the market.

Being the Founder/CEO of ARCLARC, an Architectural and Landscape Designer, I will be able to contribute in terms of leadership, management, web development and respond to customer feedback. The Co-Founder/CFO has 35 years of experience in the field of construction and will be contributing in terms of physical infrastructure planning and development. We will be hiring a talented team of SaaS developers and cybersecurity analysts as we secure funds to further develop our platform.

Industry: Architecture, Civil and Landscape

Founded: 2020

Headquarter (planned): Atlantic Canada

Type: Privately held SAAS platform

Founder/CEO: Carol Joella Ustine, B.Arch, M.LA

Co-Founder/CFO: Ustine Joseph Yonas, B.E (Civil)

Carol Joella Ustine, CEO and Founder, B.Arch, M.LA

Flamingo

Your sustainable travel guide

TEAM NAME: Asim Afridi

Travel is essential part of modern life and during the last decades, tourism has developed into one of the largest socio-economic activities across the globe. The world economic paradigm, and consequently the tourism industry, is configured according to the linear model of production and consumption, in which goods are discarded after usage, resulting in massive waste. Travel needs to be sustainable in this connected world where it is affordable. Most importantly, tourists do not have any tools to guide them how to travel sustainably which cover different aspects for complex industry such as tourism.

It is difficult to define tourism, as unlike with other industries, there is not one clear product. It incorporates many industries, including lodging, transport, attractions, travel companies, and more. Furthermore, in the specific problem context (stated above) Flamingo's initial focus will be smaller high-growth regions. In the long-term, the plan is to scale up for bigger and more complex regions and markets where there is a growing demand for sustainable tourism.

Flamingo's strategic focus is to do an outreach to customers initially within market segments where consumers travel frequently and yet there are consumers of "sustainable tourism" which is a significant proportion of total travel market. Marketing channels will be social media, blogs, articles and any/all means to outreach our initially targeted market segment(s).

Flamingo's business model is simple. We want to equip travellers with tools and awareness helping them travelling sustainably. They should enjoy their voyages to the fullest, yet they should be equipped with tools and knowledge of how to do it

sustainability. In a way, Flamingo aims to gamify sustainable tourism.

Flamingo's competition is diverse and complex to define. Within many current platforms for "eco-travellers", there is a clear lack not being able to offer a continuum of tools to manage uniformly "sustainable" experience E.g., Travel by road, air travel, lodging, hotels, visiting landmarks, shopping, dining, and many other aspects. In this complex domain it is hard to dash every facet, but our plan is to make it our USP by providing comprehensive aid to travellers in targeted market segments.

As their next steps, team Flamingo aims do MVP for a selected market segments and a defined scope to garner interest, momentum and support. We then plan to do rapid prototyping-based development based on the market feedback and demand. We also plan to continue and fund our market research for other segments we aim to cover in the longer-term.

Asim Afridi,

Founder

Asim Afridi is a veteran Consultant, Design thinker and Entrepreneur currently living in Toronto. Asim is currently pursuing his Masters of Business, Entrepreneurship and Technology at Conrad School of Entrepreneurship and Business, University of Waterloo. Asim is an avid traveller himself and has lived and worked in the USA, New Zealand, Australia, UAE, Pakistan.

ASPx

BACKGROUND

Effective Jan 1, 2020, Joint-Commission Accredited Clinics in the US are now required to implement Antimicrobial Stewardship practices in an effort to reduce overuse of Antibiotics. "Antibiotic stewardship" practices have proven successful at hospitals, but they continue to lag in outpatient settings e.g. Clinics.

Antibiotic stewardship refers to a collection of quality improvement activities aimed at ensuring antibiotics are:

- Only prescribed when indicated (i.e., for a known or suspected bacterial infection) and,

- When needed, the correct antibiotic is prescribed at the most appropriate dose and duration of therapy

PROBLEM

According to latest research findings, when asked about implementing stewardship interventions in their own practice, about 47% of physicians participating in the research felt that they would need a lot of help doing so. Respondents were generally open to external organizations providing them with resources and/or technical assistance to support stewardship activities (Rachel M Zetts).

Furthermore 52% of the physicians participating in the research felt practice-based reporting requirements would be to onerous. In in-patient settings such as hospitals, ASP activities are led by a large team comprised of ASP pharmacists, doctors, nurses and program leadership.

Clinic operators and doctors lack the time, resources and skill set to develop and implement ASP at their facility. The resources available to support today are ineffective. (ACP INTERNIST, 2020).

SOLUTION & DESIGN

Based on our research above, a software software-based tool can help clinics implement Antimicrobial stewardship program at their practice.

The tool offers an:

- Once the ASP leader at the facility inputs the objectives, the tool helps build the practice's ASP Charter and Strategic plan followed by Program Implementation schedule mapping out key activities and timelines.

- An automated pharmacist that alerts the prescriber when an unnecessary prescription is being written and provides a decision aid with recommendation for an appropriate antibiotic or alternate along with the most up-to-date details of drug resistance levels in the region.

- For tracking practice's antibiotic prescribing performance vs practice goals.

RATIONALE

Our research reveals that physicians did not know where to start implementing Antimicrobial stewardship practices at their practice. Our research also revealed physicians needed help in collecting, analyzing and reporting data regarding the stewardship goal. Review Appendix: Product Design. The solution's three design features help in addressing the aforementioned pain points for physicians.

The ASP program implementation toolkit helps the ASP leader kick off the program at their practice by building the ASP's foundational resources such as the Charter, Strategic plan and Implementation Schedule.

The ASP pharmacist feature equips the prescriber with decision aids to improve diagnosis and clinical decision, up-to-date drug resistance level and resources for patient education.

Finally, the tool's dashboard reporting capability provides a robust solution to the physician's problem of collecting, analyzing and reporting Stewardship data

Syed Maaz Hashmi   Muhammad Arsalan Badar

BasedNature

THE PROBLEM

Urban areas in Canada face the risk of experiencing the worst effects from various **climate change issues and other sustainability challenges** like air pollution, urban biodiversity loss and fossil-fuel energy consumption.

THE SOLUTION

Helps private and government firms to specifically upscale their sustainability initiatives; specific to challenges pertaining to climate change, air pollution, water pollution, land pollution, biodiversity loss and urban heat island effect.

We will use some of the most effective and case-specific **Nature-based Solutions (NBS)** which would critically assist corporates and businesses beyond their CSR as well as government agencies looking to minimize their environmental footprint.

Provides **innovative and design-based consultancy** to boost environmental protection from the respective company that seeks for implementing NBS.

THE MEANS

Provides impeccable environmental improvements made in gray space (buildings and concrete areas) and efficiently convert them to accommodate green (vegetation and trees) or blue space (ponds and lakes) through a unique mix of **GIS (Geographic Information Systems) and an innovative technological range of novel solutions**. Initial target cities: Toronto (and/or) Vancouver
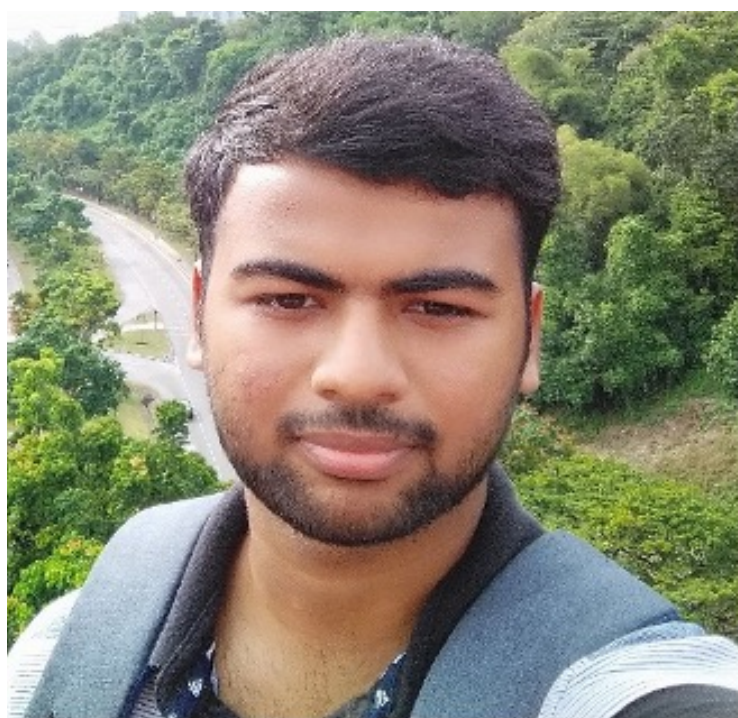
Varunkanth Muralikanth (Varun), CEO & Founder

MSc in Climate Change Science and Policy – University of Bristol (Bristol, United Kingdom)

BSc in Environmental Science – University of Nottingham (Kuala Lumpur, Malaysia)

Master's in technology, Entrepreneurship, and Innovation – Saint Mary's University – Sobey School of Business

Beer Me!

BEER ME!

FIND THE RIGHT BREWER

Beer Me! Eliminates the regret and disappointment of an unsatisfying beer. Beer Me! Offers quick access to the closest tailored beer for you, providing an online hub for all your locally brewed beer.

CUSTOMER
BREWERIES

- Provide value to breweries by implementing a GPS location dat to breweries to enhance in-house promotions and retention rates.

- Subscription-based

- Provide exposure to breweries through the app to expand customer segments and brand promotion

USER
CRAFT BEER DRINKERS

- The only stop for everything local brewing with an easy to navigate app where they'll find brewery menus, new brews, hours, delivery and locations.

- Free for users.

- Users are encouraged to track their consumed beers for a chance to get free beer at a brewery they've never been to.

CUSTOMER SEGMENTS: Local breweries

USER SEGMENTS: Craft beer drinkers/local business supporters/alcohol enthusiasts

INTEGRATION: Breweries pay to be on the app, users are the reason customers (breweries) want to be on the app and pay to be - to gain customer data

McKenna White

Colin Rintoul

TJ Buckley

Cove

1 in 10 Canadians will experience suicidal thoughts in their lifetime. Many will act on these thoughts by attempting suicide, and for thousands this year that attempt will be fatal. When someone seeks help with these thoughts, health care providers often prescribe a safety plan. A safety plan is a paper-based suicide intervention tool that lists personal and professional resources, and strategies to help during a suicidal crisis. This is an evidence-based approach that has been proven to work, when administered effectively in a controlled environment, however since it is paper - it can be easily damaged or lost, or can become obsolete when elements change in one's life.

At Cove, we want to improve their effectiveness when used in a non-controlled setting. Our software platform allows professionals to create and administer safety plans and suicide intervention strategies tailored to the patient's specific needs in a efficient manner. By moving to a digital form, clinicians can easily integrate recommended videos and other internet resources that go hand-in-hand with the methods they currently use. They can also track patients' moods and safety plan usage to improve patient outcomes. For patients, they are provided with a safety plan that can help whenever it is needed in their ever changing environments. The safety plan's professional resources are automatically updated based on location, so applicable and useful treatment, hotlines and people to talk to will always be relevant. Patients can integrate applicable 3rd party apps that will help them get through their crises. This dynamic solution can improve mental health services, and bridge gaps in virtual mental health care.

Our team is highly motivated to improve suicide prevention. We want to help reduce suicide attempts, improve mental health care received, and reduce the stigma surrounding suicide. Through our engineering and marketing backgrounds, and our eagerness to apply our entrepreneurial skills, we believe we can foster change in this area, while maintaining a sustainable business.

Hanna Kyowski

Paul Marchildon

VIRTUAL BUSINESS PLAN COMPETITION

Apex

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Crafty

WHAT IS CRAFTY?

Crafty is a software designed to connect breweries with their vendors. For breweries, inventory is tracked and available for vendors to see. This helps producers gain exposure by increasing convenience for the purchasers. For vendors, this creates a transparent marketplace with a wide array of products from listed breweries. This software reduces the need to have sales employees representing small or local businesses by streamlining the ordering process. The software integrates the available inventory of each supplier so the purchaser can place their order through the app for delivery. The producers will be charged a monthly fee and commissions will be taken per purchase from vendors. Overall, Crafty will streamline the ordering process by integrating inventory from multiple local breweries while allowing purchases to be made directly from the suppliers through this software.

WHO IS OUR AUDIENCE?

The software for Crafty is specifically designed for both restaurants and breweries. Crafty links the restaurants and breweries to streamline purchasing processes. With the inventory uploaded to the software, bar managers can access breweries' live inventory and order products directly from individual suppliers. Initially, Crafty will target only breweries for inventory, but will eventually expand to include all liquor producers.

WHAT IS THE VIABILITY AND MARKET OF THE PRODUCT?

The focus will be to target the local Calgary region and marketing strategy will focus on B2B selling (Business-to-Business). The software will be marketed towards both restaurants and breweries as a "one-stop-shop" for alcohol orders. Restaurants will benefit due to the increased convenience of an app. Breweries will also benefit from increased convenience and less staffing expenses. Various local brands will be utilized to provide a condensed easy ordering option.

HOW MUCH WILL THIS COST?

Crafty will be developed using a lean method which will ensure the company does not take on too much debt too quickly. Software will have a yearly budget for continual development so the company can remain competitive. During the first year of sales, the software will be sold to breweries for $50/month and a 10% commission will be taken from the restaurant for use of the service.

## WHAT ARE THE POTENTIAL PROBLEMS AND SOLUTIONS?

Despite the existence and usage of other inventory apps, breweries are often plagued by intermediaries, increasing overall cost of goods sold. Crafty offers a unique approach by streamlining supply chains, creating cost advantages for all parties involved. The Implementation strategy is highly adaptable, with potential acquisition options.

Ryynn Rathwell

Colleen Jackson
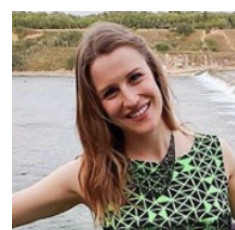
Natasha Werbicki

Decomp

Organic Plastic Waste Disposal Solution

DECOMP

SUMMARY

Decomp is an organic plastic waste disposal solution that utilizes bioreactor technology to create and maintain the optimal growing conditions (i.e. temperature, humidity, pH, etc) for plastic degrading microbes – i.e. fungi and bacteria. Non-recyclable plastics will be sorted, shredded, and then inputted into our bioreactor where the microbes will organically degrade the plastic. This process will take a matter of weeks, as opposed to the 400-1,000 years that plastics take to naturally degrade.

THE PROBLEM

Since 1950, humans have produced 8.3 billion metric tonnes of plastic waste. Of this, 79% is accumulating in landfills. Material Recovery Facilities (MRFs) sort waste to be landfilled, recycled, or incinerated. Municipalities are implementing strict mandates on the amount of waste that MRFs must divert from landfills. But the current solutions available do not facilitate MRFs meeting these targets.

CURRENT "SOLUTIONS"

Landfilling impedes MRFs' abilities to meet their diversion rate mandates.

Incineration can dispose of contaminated plastic waste, but it is limited in its expansion and operation because of the adverse health effects associated with it.

Recycling only works for plastics that are (1) recyclable and (2) have a low threshold of contamination.

ACHIEVEMENTS

UNIVERSITY OF WATERLOO (UW) HULT PRIZE: Winner

UW'S PANDEMIC CHALLENGE: Winner

2020 CEC YOUTH INNOVATION CHALLENGE: 1 of 9 North American Finalists

TRACTION

EARLY-STAGE PROTOTYPING: Developed a 2D Sketch as well as a 3D Model

MARKET RESEARCH & CUSTOMER DISCOVERY: Interviewing MRFs. Letters of Intent are in the pipeline

INCUBATORS + PROGRAMS: Accepted to Concept's Pre-Incubator + a DMZ Program

Gabriel Saunders

MBET, BA Business & Political Science

Tooba Mohtsham

MBET, MSc Biochemistry, BSc Biochemistry

ADVISORS

Dr. Trevor Charles, Professor, Microbiology

Brock Dickinson, Former UN Sustainable Development Consultant

Dr. David Levin, Professor, Biosystems Engineering

DOOR2DOOR PICKUP COURIERS

Young families, newcomers, immigrants, international students, expectant/nursing mothers as well as seniors – these group have a common problem: convenient means of getting weekly groceries needs, especially during the winter months. This problem was exacerbated during the Covid-19 pandemic lockdown, as residents were required to stay-home in order to curb the growing curve of infections around the world. Delivery services was listed as an essential service and door-delivery became the most important.

As captured by CBC News, Door2Door Pickup Couriers has been an integral part of the solution offering last mile delivery services for residents of 3 Canadian cities, in the wake of Covid-19.

EMERGING & SUBSISTING PROBLEM

While delivery services have helped alleviated the lives of residents across the cities, with the solution comes yet another problem in itself – Greenhouse Gas Emission. Transportation is the largest contributor of CO_2 in the world. In 2018, the fossil fuels used in cars, trucks, ships, trains and planes contributed 28.2% which is about 1,883 Million Metric Tons of CO_2 in the United States. By solving the delivery problem in Canadian cities, by partnership with Amazon, also lead to escalating another problem – Global Warming.

PROPOSED SOLUTION

Door2Door Pickup Couriers would like to solve the delivery problems without escalating the already gigantic global problem. By our records, a regularly used delivery van would travel 100,000 km mileage in a year and would emit 102,221 Lbs of CO_2. The 5 delivery vans in our fleet would emit 510,000 Lbs of

CO_2, by the end of year 1. Our Goal is to replace our GHG-emitting delivery vehicle by end of year 3 in business.

Through research, partnerships, dedication, we believe our goal is achievable by 2024.
We hope to leverage my research skills and abilities as a PhD student in University of New Brunswick, partnerships with NB Power & MITACS and dedication to the United Nations Climate Action on global warming, which is the Sustainable Development Goal #13.

COMPANY

Door2Door Pickup Couriers – We are a last-mile delivery service provider, passionate about people, research and technology. Our customers' needs come first, offering excellent service is second to none.

Seun Richards - Entrepreneur, leading strategy & BD, experience in delivery services

Taranjit Singh - eCommerce coordinator and special projects, experienced in delivery services
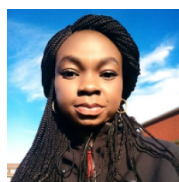
Ese Richards - Project Manager with customer service experience in banks, retails, IT, telecom

Jason Cosman - Head of Operations, experienced in delivery services and natural leader

Dosy

OVERVIEW - THE QUICK PITCH

Dosy is an online platform that teaches women and girls how to ride scooters and bicycles. Through our website (**www.dosybikes.com**), any female user can book her scooter or bicycle classes online and then we match her with the nearest instructor and at her desired schedules.

- **Legal status of company:** Not registered
- **Suggested headquarters:** Al Maqarr co-working space in Heliopolis
- **Project Type:** Offering a service

WHY DOSY?

We are two sisters who had a difficulty of finding nearby scooter instructor and at our desired schedules. So, we decided to launch a platform through which any female user can book her scooter or bicycle classes online and then we match her with the nearest instructor and at her desired schedules. We believe that the micromobility industry is growing in Egypt given the growing population and the increasing traffic every year and therefore people will look for alternatives. Even the state is realizing that and trying to encourage people to ride bicycles in order to reduce traffic congestion, improve the wellbeing of people and eliminate pollution.

Through Dosy, we offer several services, including scooter training packages, bicycle training packages, license training package, and motorcycle racing training package as well as self-defence training and maintenance training package.

CHANNELS

In our promotion of the company, we focus on these three aspects: pollution, women empowerment and traffic. We also address our customers who suffer from these three problems in our promotion and marketing campaigns.

We use our social media pages to promote our startup, social media influencers, celebrities and public figures (usually we do not have costs for this because they support a social cause). We also run Facebook and Instagram ads (1500 Egyptian pounds) and publish every now and then about our startup on pages that have huge audience (some of them do that for us for free and some others time they ask for money 600 Egyptian pounds per each ad).

We will also collaborate with gems, accessories stores, and cosmetics stores as well as famous hairdressers in order to promote our startup in these places and give them 10 percent commission on each customer.

Our website is used for promotional reasons. It has cost us 7,000 Egyptian pounds and its annual renewal fee is 1500 Egyptian pounds.

Menna Farouk
Business Journalist and Social Entrepreneur

Nouran Farouk
Doctor and Social Entrepreneur

Arture
Architect of the future

TEAM NAME: EAGER

Arture is a service that helps you to build a better house. Arture will help the customer using a mobile app. This app allows customers to choose an architect to help them in designing their house. We build houses quickly and efficiently using prefabrication panels. The result can be shown directly in the app. To follow the new era, Industry 4.0 which allows smart, efficient, effective, individualized and customized production at reasonable cost. In the middle of 2021 Arture appears to be completing the target market's need in building their house.

Our target market is divided into 5 types of target markets, but for the initial stage we will focus on 3 types of target markets, namely home developers, single and married couples. The market for arture is located in Indonesia, especially serving in Java island on the first stage. DKI Jakarta is the one we focus on, due to the high demand and the clients abilities to buy and try new products (Early adopters). The indirect competitor is ARS. which a marketplace for creative content. The features they serve are 360 Virtual Reality Image, Augmented Reality image and Augmented Reality Object but they didn't do the building and architect service.

Arture will connect customers with Arture's house building team including architects, field officers, and house builders from simple mobile applications. From customer requests in mobile applications, field officers will come to locations to put some sensors to record site location including area, slope, and site shapes. The sensors will send the information to architects from applications and architects can start designing the house with consumer's requests. From the design, field officers with house builders will make the house using prefabrication walls or partitions. In only 6 weeks, the customers will get their dream house easily.
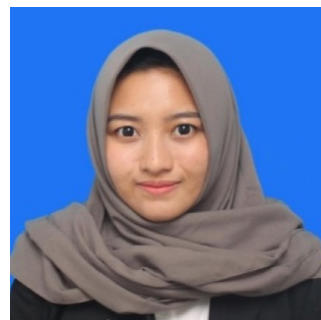
Alya Lihan Eltofani

Team Leader

Imam Teguh Islamy

Team Member

Annisa Kusumawardani

Team Member

Muhammad Rifqi

Team Member

Ecowrap

ECOWRAP

STARTUP BRIEF

Our startup Ecowrap is IoT & SaaS-based one-stop solution for Waste segregation, collection, tracking, recycling & Upcycling for solid waste generated by HORECA (Hotel, Restaurant, Cafe, Bar etc) units. our business model is solely based on waste segregation at source and to make this sector financially viable. To promote waste segregation at source we provide Infrastructure like Smart Dustbins, Tech intervention and training to staff.

Our business model, we incentivize waste generators for segregating waste at source. We pay digital tokens (Eco-credits) and collect all their segregated waste at source. Our smart dustbin shares precise location and real-time data of waste-filled in it. This data helps us in route optimization and reduces our logistics cost. We made this tech-enabled and our user can get notification of pickup scheduled for waste collection and can also access to pickup history and tokens in their wallet. We are developing a market place for FMCG supply chain and up-cycled products. To improve the financial viability we added extra buffer of FMCG supply chain and up-cycled products in our revenue. Our digital tokens (Eco-credit) are redeemable to buy the product at this market place. TO make up-cycled products out of waste material we train women of underprivileged section and provide them with all the material. We sell these up-cycled products and share revenue with these women/self-help group of women.

SOME OF OUR FEATURES ARE

- Our unique business model is to incentivize waste generators for segregating waste at source.

- Eco Credits are our Incentives in exchange of waste which can be converted into cash or redeemable at our marketplace to buy FMCG/recycled/up-cycled products.

- Developed a Very innovative model for enviro-economy inclusivity for women of underprivileged section through the up-cycling of waste material

- World's first circular economy model which in turns leads our customer towards a zero waste institution.

- SAAS & IoT enabled full stack tracking & monitoring of the complete lifecycle of the waste from start to end.

Angraj Swami

Founder & CEO

RECENT ENDEAVOURS

Winner at United Nation Youth CO: Lab 2020

World Tourism Forum Lucerne, Switzerland Finalist- 2019

TATA Institute of Social Science winner 2019

Part of Social Alpha Cohort 2020

Part of Harvard & MIT born Accelerator Manush Lab

Part of Aim Smart City Accelerator

Selected startup in AIC-IITH Cohort

Story Box

TEAM NAME: ED.TALEX

In the context of the recruitment and retention of international students, the university's primary dependence on non-interactive websites and emails does not sufficiently address the questions and concerns aspiring students have when trying to make informed decisions about which university to attend; international students experience challenges obtaining comprehensive information about university services and campus life. Moreover, upon enrolment, students seek social connection but face problems integrating into the local university community. They experience culture shock, language barrier, homesickness, isolation, and financial struggle. Consequently, universities that seek to recruit and retain international students must have the ability to represent themselves to a wide audience and address the challenges international students face. There are 96 universities in Canada and 25000 globally, and according to the Canadian Bureau of International Education (2020), the international student population in Canada increased 185% between 2010 – 2019, with a current increase rate of 33% per year. The problems international students and universities face stem from a barrier in the mode of communication.

To address this problem, The Story Box (a web-based platform) offers an online, interactive service that enables international students to mentor incoming students by sharing personal experiences about university services and campus life through videos, blogs, and podcasts. This platform provides a superior product than those currently offered by locally based and informal competitors and is a potential resource for other recruitment agencies.

The **Story Box**, therefore, can play an important role in supplementing, in an innovative way, the university's formal website and email communications. If the platform is successful, **it will lead to higher rates of international student recruitment and retention because it will reassure and inform students who are applying to the university and improve the students' experiences of life on campus.**

Anamika Saxena

APEX **VIRTUAL** BUSINESS PLAN COMPETITION

UNB | International Business & Entrepreneurship Centre

EduPlay

The idea of this business basically arises from my own home when my sister suffered from uric acid. The person who seemed to be healthy was found out to be suffering from such disease that too at a small age because of the lack of the proper exercise and diet plan. Realization of importance of exercise from small age led me to convert my thoughts into proper business plan.

Our business (Edu Play Pvt. Ltd.) is going to establish effective sports culture in each and every school of Kathmandu valley initially. Our schools lack the ideas of inclusiveness, age appropriateness in the sports students are engaged in. Leisure classes are regarded as game classes without effective planning and without any knowledge of importance of games for proper involvement of the students. Sports are meant to be beneficial when they are binded with rules and procedures. Our trainers will teach them rules, warm up exercises before the sessions and they will also make sure for the involvement of each and every student equally providing them the opportunity to lead the group turn by turn and teach them team work. Trainers will teach the games as per our own game course book where games are categorized according to the class.

Exercises and sports without the balanced diet is of no use. Taking this matter into concern, booklet with effective and affordable diet plans for middle class family will be published in near future.

This idea might not be quite new for developed countries as they have already seen lots of new and unique ventures. But talking about our country, till date we are not completely aware about the benefit of effective sports for children from very early age and how much age-appropriate sports can lead toward the physical as well as mental activeness. Edu Play will try its best to make students fit and active from the very early age.

Nischal Karki

Rasmita Ojha

Gigflow

INTRODUCTION & BACKGROUND

Right now, Millennials and Gen Z are 3x less likely to donate to social causes compared to other generations. That statistic is not surprising when you consider that over 34% of this demographic have less than $1,000 in their savings accounts. Additionally, nearly half have nothing saved at all. As a result, 51% of Millennials and Gen Z feel behind in their financial situation, while 73% are not optimistic about their financial future *[The Cause Marketing Forum, 2020]*.

Millennials and Gen Z are projected to spend 1.4 trillion in 2020 [Trading Economics, 2020]. Moreover, 90% of these consumers say it's important for companies that they buy from to be aligned with their personal goals and values. One study found that younger consumers were the most likely to be motivated to act against brands and companies they disagreed with, as 88 percent of Gen Z and 85 percent of Millennial consumers said they took an unfavorable action towards these businesses, compared to 76 percent of Gen X and 67 percent of Baby Boomers [Zeno Group, 2020].

The data is clear - **Millennials and Gen Z are engaged consumers who care deeply about alignment with the companies they purchase from. At the same time, they are struggling to make strides towards personal and social financial goals.**

How might we empower Millennial and Gen Z consumers to pursue their personal and social financial goals? This action statement is the driver behind Gigflow.

Mo Zaman

Queen's University Masters of Management Innovation and Entrepreneurship

Founder, Gigflow

gigflowhq.com

Infloso

WHAT DO WE DO?

We are an Open marketplace standardizing influencer marketing & connecting micro-influencers with brands. Any budget. Any Reach. Any social media.

HOW DO WE DO IT?

We create a platform to solve the discovery problem and solve the inefficiencies for the campaigns by facilitating better management, real time in

WHO DO WE SERVE?

We are targeting the influencer marketing industry and empowering the mass of all businesses (startups, MSMEs) as well as the mass of all social media users (micro-influencers and average users like you and me). They currently do not have a solution that caters to their needs in a standardized and budget-friendly way.

DEFINE CUSTOMER PROBLEM

Influencer marketing is on the rise, with brands investing evermore in big-name celebrities. However, there are many more micro-influencers who can have a greater-- impact on a brand's product, but who often lack the opportunity to work with brands. Infloso is changing that.

DEFINE SOLUTION PROVIDED

Infloso is a company enabling brands to use the power of micro-influencers to reach their target audiences. We are committed to revolutionizing and democratizing social media marketing by creating a transparent & convenient way to reach influencers.

PRICING + BILLING STRATEGIES

We charge a flat commission by creating a marketplace. There are different collaboration and discovery-based pricing like Influencers want to get more products, more collaborations, more earnings and more campaigns. They pay to get their profiles featured to brands on the platform.

CUSTOMER REACH STRATEGY

We have partnerships with Brands and Influencers for a paid Beta. Use of Digital Marketing and exclusive launch

REFERRAL GENERATION STRATEGY

Referrals, prior commitments, partnerships. Start with our initial tie-ups with few brands and expand by creating an exclusivity hype for the next set of users through referrals

SUCCESS MILESTONE MARKER 1

Validated a problem solution fit with 1 brand & 52 influencers

SUCCESS MILESTONE MARKER 2

Working on performing pre-beta testing for 10 brands and 100 influencers

Utkarsh Khandelwal
University of Pavia.
MSc. In International Business
& Entrepreneurship

Lakshraj Doshi
IIT- Kharagpur
Dual Degree in Electronics & Electrical Communication Engineering

Inno-thinkers

Subscription Box

Due to the spread of COVID-19, 2020 has been a tough period for those struggling mentally with the new normal. The inability to see loved ones and interact with people in everyday life has become even more challenging. Doing tasks as simple as shopping has been difficult and has created an even more isolating environment. According to a research publication at the Cambridge University Press Public Health Emergency COVID-19 Initiative, young adults and elderly people over the age of 60 have higher risks of experiencing loneliness and health problems due to the COVID-19 pandemic.

At Inno-thinkers, we had the idea of creating a monthly subscription box that helps combat deteriorating mental health and promote wellness of the mind. It will contain objects that boost wellbeing and happiness such as an assortment of snacks, coloring books, messages of positivity and other gifts of comfort. Each member that subscribes to our product will be given optional access to a mobile app that allows the user to note their feelings and mental status. This can help to customize the objects within the box to suit their needs and to encourage individual wellbeing.

Our business idea was inspired by the increased need for delivery-based packaging and the soaring rates of online retail. Since the pandemic started, the economic landscape has changed drastically to support customers' purchasing needs from home.

As stated by the U.S. Department of Commerce's data, the U.S. online retail sales have increased from $145.47 billion in 2019 to $199.44 billion. Similarly, according to the International Trade Administration, in 2019 there were 19.8 million Canadian eCommerce users and in 2021 it is expected to add 5.21 million users. COVID-19 has both accelerated the use of online commerce channels and unfortunately increased isolation that has affected personal wellbeing. In hopes to leverage the online market but also promote mental health, we at Inno-thinkers have created a subscription box product that can be delivered to the front of a customer's doorstep with intentions of bring happiness and comfort.
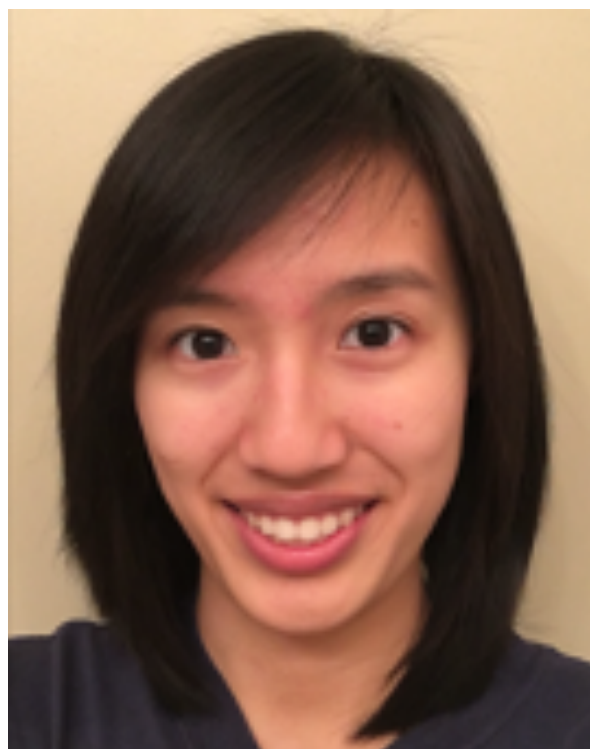
Toby Sheung

Liberty Atlantic *Anti-Money Laundering Services*

INNOVATION IN REGULATION TECHNOLOGY

Liberty Atlantic is a business focusing on the trending issue of regulatory technology combating social ills in the area of anti-money laundering. Canada is currently stricken with a surge in sex trafficking, especially with vulnerable communities in the northern territories of our country.

The reason for this lapse into criminal activity is centered around our lacklustre anti-money laundering policies. Criminals can disguise the source of their funds as Canadian financial infrastructure doesn't have a regulatory framework that is conducive to transparency compared to other nations. Our regulations omit core contemporary industries to financial exchanges such as cryptocurrencies, online gaming, and online gambling.

The company aims to satisfy anti-money laundering requirements for financial service providers. There are multiple markets, such as the Cayman Island hedge fund industry, where regulatory changes have made regulation technology an in-demand service, and there are other jurisdictions, such as Canada, that require additional consultation on their anti-money laundering practices.

Existing procedures to handle anti-money laundering requirements are outdated. With the rise of various financial technology industries, came new regulations in several jurisdictions to help navigate these innovative changes. Outmoded practices to ensure compliance practices

haven't kept up with the technological demands of new regulatory reforms. As a result of this, various fund managers have been inundated with new requirements for compliance and traditional compliance service providers haven't been able to supply the demand with slower services; with these delays, there are missed investment opportunities and slower distributions.

The software Liberty Atlantic has developed enables faster turnaround times. It is easier for investors, more efficient for compliance officers, and gives peace of mind to fund managers concerned that they could be complicit in criminal activity. Lastly, it allows us to more effectively combat harmful behaviour within our borders.
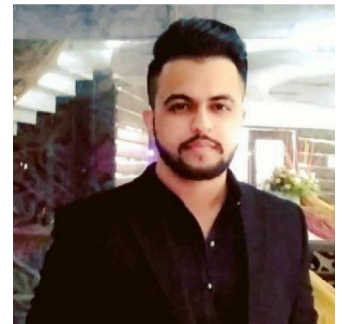
Abhishek Gupta

Brandon Kirby

Junfeng Chen

Tushar Arora

Maque

EXECUTIVE SUMMARY

Maque is a simple idea for a social network that was inspired by the difficulty of connecting to people during a global pandemic. The basis of the idea is straightforward and easy to understand. We use an email based, easily accessible tech stack that allows users to quickly sign up and create a profile. The purpose of our social network is to provide a matching service for networking, making friends or dating virtually. Each week, users decide if they want to opt in to a connection and choose one of the three streams mentioned above. Users are matched to only one person for that week for a phone or video call using Google Meet, a free video conferencing tool that requires a Gmail account. Matches are made through common interests within that week's stream (i.e. networking, making friends or dating). Users can choose a different stream each week and can opt in or opt out at any time. Maque takes care of booking a mutual meeting time and sends a post-meeting survey to ensure that our community is a safe and inclusive space.

Although this idea is simple, we believe that it would be a massive improvement on what's currently available in the online dating market in particular. Users of online dating apps are already using their own workarounds that mimic the features of Maque, except it takes them longer to schedule a video call and the time spent leading up to this call is wasted in weeks of text messages.

Our team wants to make connecting to other people simple, easy and painless. During a global pandemic, it's harder than ever to make meaningful connections. We believe that humans make connections to other humans, and that no amount of artificial intelligence could find that friend, business partner or significant other – at least not currently and without needing access to a massive among of personal data. Maque is offering a free, easy to use and straightforward service backed by a social enterprise model. We don't sell our users' data to large corporations and our focus is on serving our community. Our goal is to enable human connections at a time when mental wellness is vital and increasingly under strain.

Jenny Bicong Ge

BSc/HBA 2016, MPPA 2021
Ryerson University

Miss Mechanic

People don't trust mechanics; whether from over-selling, inability to fix a problem the first time or a general lack of understanding, car owners' confidence in this industry has eroded. Women, who are consistently viewed as not technically competent, are swindled into paying up to 30% more. Car owners often pay for more services than they need, with few alternative options. Miss Mechanic is an on-line automotive service expert with no kick-backs. We are a trusted second opinion wholly dedicated to the car owner. So, how do you ensure you're only getting and paying for the services your car legitimately needs?

Existing services attempt to resolve this problem; from more traditional roadside service providers that provide recommendations to associated garages, to internet-based services that offer forums, groups and DIY videos. Miss Mechanic is different: we provide our customers with verified data and expert advice, offering an independent, certified second opinion in real-time without commissions or sales quotas.

To date, we've built up a strong brand with significant follower engagement. We are currently running our first piloted beta with 30 paying customers enrolled.

Miss Mechanic is championed by a trained licenced mechanic and mechanical engineer, with nearly two decades' experience in the automotive industry; a woman who firmly believes in advocating for those

that are taken advantage of. Miss Mechanic offers people of all genders a trusted second opinion, one wholly dedicated to their needs as car owners. We are changing the way car owners engage with their mechanics, and empowering them to make informed decisions about their car service and maintenance.

Stefanie Bruinsma

Graduate Student, Masters of Business, Entrepreneurship & Technology (MBET), Conrad School of Business, University of Waterloo
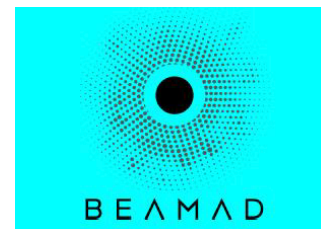
Mobile DOOH

The Mobile Digital Out of Home solution seeks to proliferate the inventory of digital outdoor screens such that there is enough to address every street corner without distorting the aesthetics nor ecology of the environment.

According to the Out of Home Association of America (OAAA) report, Out of Home advertising offers better ROI for brands that newspaper and Television and that the Digital Out of Home is driving the growth in the sector.

Out solution will make these digital media available to cover every locality with relevant location and audience data made available in real-time, secured online platform for advertiser. Each advertiser will be able to target specific audience segment that is relevant to it and have the capability to incorporate real live socio-environmental context which we will also offer per location data to achieve truly contextual contents that will positively engage the customers and lead to desired purchase actions.

We want to support the big brand to engage the consumers at the grass root and especially the Micro, Small and Medium Enterprise (MSME) who are the engine room of the economy to do the same for the success of their product / service in the market.

We want to give every business idea the chance to survive and not just become part of the 90% failed startup data. They all fail most likely because they never got the chance to adequately engage their target customer segments.

Every business idea deserves the opportunity to succeed. We offer that opportunity!!!
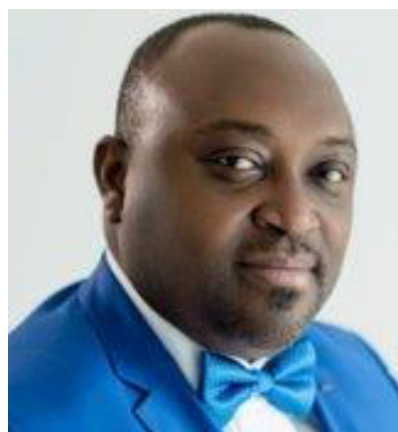
Tolulope Idris

Founder

NANOSentinel

NANOSentinel

A BUSINESS PLAN SNAPSHOT

NANOSentinel is developing the world's only portable technology to detect toxic metal nanomaterials from workplace surfaces in the manufacturing industry.

> **"We find the metal contamination you can't see so your workers won't get sick"**

Currently, there is no easy way to prevent and assess the risk of worker exposure to toxic nanoparticles. Traditional methodologies such as inductively coupled plasma mass spectroscopy (ICP-MS) require highly specialized facilities, processing times of up to a month, and harsh chemicals. This disrupts the ability of workplaces to retain autonomy over their safety practices, leaving workers exposed to toxicity everyday they wait for results.

Our technology is transforming traditional analysis into a portable, safe, easy to use device that provides instant results, so workers don't get sick.

VALUE PROPOSITION

A. Protect worker's health, reduce risk of cross-contamination, unintentional, and prolonged exposure to toxic nanomaterials in the workplace

B. On-site detection and analysis enables timely risk assessment

C. Reduce costs associated with testing and workplace injury claims

BUSINESS MODEL

The product consists of a device, consumables necessary for the analysis, and software. The device identifies and quantifies contaminants from workplace surfaces and a mobile app visualizes exposure levels, suggesting actions to reduce health risks.

MARKET NEED

- Chemical exposure to harmful substances is the #1 cause of occupational fatalities & the #3 cause of time-loss injuries (NWISP, 2018; US Bureau of Labor Statistics, 2020)

- Global nanomaterials market size: $8.5 BN USD (Grandview Research 2019), expected to grow at a rate of 13.1% from 2020 to 2027

Celeste Jhala
Lead Product Designer,
Co-Founder

Amelia Hohenadel
Lead Scientist,
Co-Founder

Viridiana Perez
CEO,
Co-Founder

Shawn Sitthikoun
CFO,
Co-Founder

NBEE Consulting and IT services

Cloud computing is the on-demand delivery of IT resources over the Internet with pay-as-you-go pricing. Instead of buying, owning, and maintaining physical data centers and servers, you can access technology services, such as computing power, storage, and databases, on an as-needed basis from a cloud provider. These services are divided into 3 major categories -

- Infrastructure as a service (IaaS)

- software as a service (SaaS)

- Platform as a service (PaaS)

Infrastructure as a service (IaaS) provides many useful services such as storage options, database services and analytics, Networking and monitoring services, Application services, Load balancing, security management services and providing virtual servers etc.

Software as a service (SaaS) , where, we can deploy company's software or third party software. MNCs cloud providing companies such as AWS or Microsoft azure gives us a very useful feature known as software development kit (SDK), It is a base for various coding languages such as Python, C++ or C#, Java, etc.

Platform as a service(PaaS) , All the hardware components mentioned as an implemented technology, toolsets and processes to build different products.

Navdeep Sharma

Working as an individual

Nitap

Not another Social Media platform

Loneliness has the same impact on mortality as smoking 15 cigarettes a day, making it even more dangerous than obesity....

A study report on US loneliness Index indicate that a total of 44% (2018) of American population always or sometimes feel alone and the latest study has found it only to increase by 7%. It has also revealed that the younger generation felt lonelier than the older generations. The study has also indicated the loneliness is on the rise across the globe.

The first answer that all of us think – "Don't social media take care of loneliness?" Surprisingly, the statistics shows the other way. With 79% (2018) of US population having at least one social media profile and that only increased by 2% from the previous year. Another survey (2019) indicate that an average person spends 144 minutes on social media.

Then, where lies the solution?

There is an urgent to need to encourage and enhance social interaction to combat loneliness, otherwise it could lead to two profiles talking and liking each other - devoid of human emotions.

Most of us would have faced this in the past – post a picture of whatever we did on social media (would have taken us, not more than few minutes!), spend the next few hours on analyzing the likes and comments. Next, we wanted some help, just an errand or be part of that unplanned event, unfortunately, with no close friends around us, we need to reach out to our phones and post it on the social media. The saga continues….

We do not need another social media platform. We need humans to connect with humans.

Instead, just say with a click of a button, there are people ready to reach out and happy to help you...

That is our business case from Team Nitap.

Kumar Srinivasan

MBA Candidate (2022)

Rowe School of Business, Dalhousie University

Olive & Marble

How many people do you engage with at your workplace on a daily basis? Have you ever tried to organize an event with your colleagues and found it to be more work than you thought? According to our primary research, over 80% of people want to engage with their coworkers socially, but do not want to organize these events. Globally, approximately 85% of employees are not engaged at work [1], and there are many aspects of a company that are directly benefited by engagement, for example, companies with a highly engaged workforce have less absenteeism and turnover, and more productivity, and profitability [2].

In order to address these problems, we are working on a software platform in which people can find colleagues with similar interests, manage group activities (both online and in-person), schedule events, pay booking fees, access statistics, and arrange intramural team sports/games and also city-wide leagues, competing against other companies. Our business is based on the Software as a Service model in which companies are our customers, paying a monthly subscription fee - that scales up with the organization's size - to offer the platform to their employees, our end-users. By adopting this pricing strategy and considering an expansion plan, we would break even in the third year of operations. Besides that, we are envisioning strategic partnerships with local sports venues and recreational centers that would be a special type of user within the platform, being able to promote and advertise their businesses, reaching out to potential customers.

Our solution can be considered a corporate wellness benefit, and in Canada this market had $1.2 billion in revenue in 2019, $211 million in profit, and it is projected to grow by 3.2% until 2024 [3]. At Olive & Marble, we believe in bringing organizations together by focusing on creating meaningful connections and making people's lives easier, while enhancing engagement and promoting a healthier lifestyle.

[1] State of the Global Workplace. Gallup, 2017.

[2] Harter, J., Mann, A. The Right Culture: Not Just About Employee Satisfaction. Gallup, 2017.

[3] Ross, O. (IBISWorld). Work-life balance: Rising health service costs have led employers to invest in wellness programs, 2019.
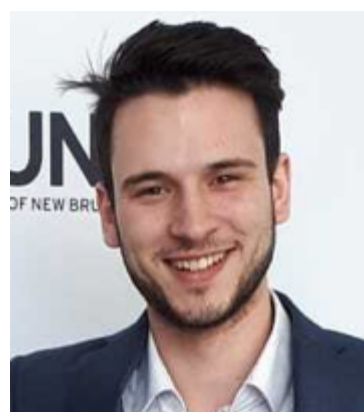
Jeremy Legere

CTO Software engineer

Igor Oliveira

COO Electrical engineer

Pique Analytics

PIQUE ANALYTICS

"Pique Analytics help power utilities achieve impactful, cost-saving and environmentally sustainable solutions for their energy management challenges by providing insights through real-time analytics." Our services include the usage of power consumption data to plan and execute strategies to drive down operational costs and increase energy efficiency on the electric grid. Pique Analytics is headquartered in Fredericton, New Brunswick and was federally incorporated in June 2020. The company is owned by 4 members. **Samson Okpara (CEO & President)** is specialized in business transformation, **Alpha Behera (CTO &VP)** is qualified in electrical and renewable energy engineering, **Alvin Poernomo (CIO)** is proficient in computer science & machine learning, and **Monica Forestell (CSO)** is skilled in environmental science. Each owner shares a passion for reducing environmental pollution and supports the use of renewable energy. Together, the team brings more than 30 years of collective workforce experience.

Pique Analytics focuses on efficient Data Acquisition, Granularity, Transmission, and Analytics. The company provide a fully integrated system, where granular data are captured from the point where the power is being consumed, analyzed in our cloud platform and finally, the information is exchanged between power utility and its customers in the form of two-way dialogue. It's a developing network of communication, analysis, computers, and controls, working together to make the grid more efficient, reliable, secure and greener. This platform will provide utility providers a better understanding of their customer's behavior and facilitate customer segmentation which will lead to a more effective load management system. It is also planning to develop the integration service with third party systems, in near future to control smart appliances in the home using automation technology. This will provide a platform to enable local autonomous control using Artificial Intelligence and Machine Learning techniques.

The smart grid market is highly diverse, and Pique Analytics intends to operate on the Smart Grid Data Analytic segment. The company is mainly a B2B business. Our primary customers are Utility providers who want to improve power distribution efficiency, which benefits our end users (homeowners, renters and commercial building owners).

Samson Okpara,
CEO & President

Alpha Behera,
CTO & VP

Alvin Poernomo,
CIO

Monica Forestell,
CSO

ReVi
ReView, ReVise, ReVisualize.

PROBLEM

Undergraduate and graduate students lack the soft skills to transition from school life to work life.

SOLUTION

ReVi is an online learning platform, enabling customers to practice soft skills in different real-life scenarios through interactive content and provides comprehensive feedback tools. Those tools include self-reflection, real-time quantitative evaluation, and qualitative feedback from subject matter experts.

VALUE PROPOSITION

For the students who want to land their dream job and excel in the workplace, ReVi's online learning platform provides practice in real-life scenarios 24x7 and exhaustive feedback tools to improve their soft skills.

MARKET

Focusing on North America, ~17 M of the total 22 M students in post-secondary institutions are not prepared for this transition. It presents us a sizable market to enter.

COMPETITIVE ADVANTAGE

Unlike learning by traditional means, ReVi helps students in higher education to develop a high variety of soft skills by practicing in simulated day-to-day events in a cost-effective manner.

REVI'S MISSION

To enable students in higher education to thrive in the workplace by improving their soft skills.

THE TEAM

ReVi is co-founded by a team of three from a solid business and engineering background with experiences of scripting languages, product life-cycle management, digital platform development, and Marketing. Also, a strong advisory network comprising seasonal experts in innovative education and commercialization supports the growth and progress of ReVi.

Joanna Wang

Mark Kamukama

Mohamed Aslam

SproutHR

When I was working at a Small-to-Medium Sized Enterprise, I was responsible for managing a small team of accountants. I immediately noticed a big disparity within my teammates. Most managers identify this inconsistency by classifying their employees as good hires and bad hires. When it comes to bad hires, the two most common solutions that employers have is to either let them go or to provide them with training. However, given the incredibly high costs of turnover, most prefer to provide training first.

However, the training that is provided is not effective. I realized that it's not the training modules or content that is flawed, it is the method of teaching it. They are not designed to consider individual personalities and learning styles.

SproutHR is an analytics software that uses personality tests and AI Algorithms to help managers understand the differences between their "good hires" and "bad hires", create personalized training programs based on the learning style of each employee, and understand the different ways in which they can help each individual employee learn and grow. By doing this, not only will they save on turnover costs, but they will be able to improve their efficiency and productivity.

The average annual spend per employee on Learning & Development is $1,299 USD. With this tool, companies will be able to utilize their education budget more efficiently and see positive outcomes and results. Some of the biggest challenges that Small-to-Medium Enterprises face is difficulty in hiring and retention as well as insufficient knowledge between the employees.

Through SproutHR, they will be able to manage the inconsistencies and develop their employees while being able to achieve sustained growth.

Wali Zia

University of Waterloo

Master of Business, Entrepreneurship and Technology

ULOPS

ULOPS

Unlimited Learning Opportunities for the Nigerian Youths

Our business idea was inspired by our pain in seeing brilliant but jobless Nigerian youths languishing in despair due to lack of opportunity. These are our brothers, sisters, cousins and friends who graduate each year without hope of a job. Presently, the future seems very bleak for the over 500,000 Nigerian youths churned out from tertiary institutions every year. The root causes of this problem are lack of industries and deficiency in skills sets of the youths. ULOPS was founded to create a credible interactive virtual platform for unemployed Nigerian youths to acquire relevant skills in today's labour market at an affordable price, to make them more employable and develop skills to help them be self-employed. They will also have the opportunity to be exposed to recruiting firms and gig economy where they can make up to $500 monthly, which is significant considering that the minimum wage in Nigeria is $50. ULOPS is a virtual solution available in both web and mobile platforms (Android and IOS). It consists of four major sections: the tutor, classroom, trainee and job/gig section. The tutor section is where we hire the tutors, interview them and set up their payment details. The Classroom section is connected to ZOOM and MS teams using the Software Development Kit (SDK). The Trainee section is a registration page for the trainee and includes a payment account set up. The Job/Gig section is where we create opportunities for the trainee to monetize their skills.

Our target market is Nigerian youths from middle-class families. Some of the skills we will provide include: Animation, Artificial Intelligence, Coding, Robotics, Scriptwriting, Graphic designing, Public speaking, Music etc. The Total Available Market size is estimated to be about 14.5 billion USB at a rate of $30 per course per month for a year for each youth. The addressable market size of 3.3 billion USD is 23% of Nigerian youths who come from middle-class families. We are targeting 0.5% of the addressable market size, 16.5 million USD, within the first five years. The revenue streams are majorly subscriptions from trainees paying for the training. Adverts and Partnerships are additional sources of revenue.

Wali Zia

Chidiebere Igwe

Chimezie Anochie

What the Well

PROBLEM, VALUE PROPOSITION AND SOLUTION

Well water contamination is not uncommon in Nova Scotia, and viable drinking water data is critically low around the world. According to "A Review of Private Well Contaminants, Testing, and Mitigation Behaviours in Nova Scotia" an estimated 30% of Nova Scotia wells contain at least one chemical contaminant at levels that are considered unsafe for human consumption, with 25%-40% of wells containing bacterial concentrations that carry similar risks. Yet well testing isn't nearly common enough, directly quoted from the aforementioned study "Analysis of available pre-construction survey data shows that 79% of respondents had never tested the chemical quality of their water or did not recall having conducted a water test."

BUT WHY DON'T PEOPLE TEST THEIR WATER?

It is often due to inconvenience related to traveling to a lab to do the test, the process of decoding their own results, researching, and choosing the correct treatment, and finding a treatment provider without reducing their property value. Then finally, a lack of knowledge about the health concerns related to these contaminations.

OUR SOLUTION

Sip; a handheld, battery powered device equipped with a sensor array designed to analyze water straight from the tap. Sip contains a small chamber that fills with water when submerged, analysis results are transmitted via Bluetooth to a smart device of choice, where results are simplified for the user, and a treatment suggestion is provided.

BUSINESS PLAN

Our modeling suggests a unit price of $135 per Sip is competitive and profitable. $135 puts us on par or better than comparable lab tests. According to a 2019 article titled Harnessing smart technology for private well risk assessment and communication "No existing apps permit concurrent data collection, risk assessment, and risk communication" so pricing should have pivot flexibility. We are aiming to produce the first units for $150 each, with a scaled-up manufacturing process reducing each unit to about $45 by year 7.

COMPETITIVE LANDSCAPE

Companies like Libelium, that evolved from a hardware manufacturing business, is now building a wireless sensor platform, will be our competitor, but their service and hardware are extremely expensive, costing thousands for a single unit. The advantage we will have over such a company is the price of our product, the simplification of advanced data, and a tailor-made instant treatment consultation.

Matthew Mizzi

Robert Afari

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Jan. 25 - Undergraduate Practice Rounds

Jan. 26 - Graduate Practice Rounds

Jan. 27 - **Eliminations** (all tracks)

Jan. 28 - **Elevator Pitches** (all tracks)

Jan. 29 - **Finals** (all tracks)

For inquiries relating to the Apex Virtual Business Plan Competition

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