

DRAFT BUSINESS PLANS

96 Entrepreneurs 38 Undergraduate teams **27** Global Universities 11 International countries 9 Provinces across Canada

UNB International Business & Entrepreneurship Centre

Thank you to all our valuable sponsors, community partners, and mentors who supported us during these challenging times.

PLATINUM SPONSOR



GOLD SPONSORS





















MBA Professional Development Class

SILVER SPONSORS

Scotiabank®

Graduate Management
Student Society





Undergraduate Track

1st \$5,000

2nd \$2,000

3rd \$1,000

Graduate Track

1st \$5,000

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)

Entrepreneurial Powerhouse \$500 (CBDC)

Best Business Plan \$500 (New Brunswick Innovation Foundation)

Social Enterprise \$500 (Pond-Deshpande Centre)

Fredericton Chamber New Business* \$500 (Fredericton Chamber of Commerce)

Business Planning & Entrepreneurship Course* \$500 (Planet Hatch)

International Student Start-up Visa* \$1,000 (Planet Hatch)

*additional mentoring, networking, and in-kind benefits





Networking Events & Workshops

Jan. 18, 2 pm AST

Workshop on Elevator Pitches



Ву

Sally Armstrong

Entrepreneurship Librarian

10n1 Mentoring for Elevator Pitches Jan. 19, onwards

Jan. 25, 12:30 pm AST

Interactive Panel: Totally Digital Work in Business



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



. _

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



Moderator

Krista Ross

CEO

Panellists: Adam Peabody, Curtis Kennedy and 1 panellist TBA





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

S.No	Graduate Team Name	Registered for Practice?	Page #
1	Backyard Gig	Yes	6
2	Brain munch		7
3	Captain Planet	Yes	8
4	competence.one		9
5	Dinnerbell	Yes	10
6	Drastic Scholastic Thermoplastic	Yes	11
7	EarthSuds	Yes	12
8	Ébène.Tv		13
9	Erudite Games	Yes	14
10	FAB	Yes	15
11	Flourish Sales Corp	Yes	16
12	Gathna	Yes	17
13	Grandir dans l'Espérance	Yes	18
14	HerdR		19
15	Houliya	Yes	20
16	Immuno Foods	Yes	21
17	Koble	Yes	22
18	LockcardApp	Yes	23
19	Mobies	Yes	24
20	Moodbit		25
21	My GiftMe	Yes	26
22	NABJET	Yes	27
23	New Spring Designs	Yes	28
24	Picketa Systems	Yes	29
25	Rent-A-Skate	Yes	30
26	Roboxy Ltd.	Yes	31
27	Savick	Yes	32
28	Sixth Sensor	Yes	33
29	SPUDLERY		34
30	Thalassophia Tours	Yes	35
31	The Monkeys		36
32	True Wave Grilling	Yes	37
33	Tutor on Time	Yes	38
34	UNB Shuttle Service		39
35	Unsplit	Yes	40
36	VArm	Yes	41
37	Venderty		42
38	Wellow		43

Backyard Gig





THE PROBLEM

College town communities have a problem. Local households need tasks done but don't have the time, expertise, money, or ability to do them. Local small businesses need technical work done but don't have the time or the budget to pay a professional rate and college students are in need of money but many cannot afford a part-time job with their busy school schedules.

THE SOLUTION

Backyard Gig is a two-sided marketplace that allows local households and small businesses the ability to outsource their everyday tasks to skilled and local college students in their area. Our mission is to bridge the gap between students and the community so that they can help each other and achieve more together.

WHY US?

- Save Time Backyard Gig helps you with your daily tasks so you can spend more time relaxing!
- Safety and Trust Our taskforce consists of vetted and qualified college students who are all local to the area!
- Help Local College Students By using our platform, you are automatically helping young college students earn money while also getting your tasks done!

Visit us our website www.backyardgig.com/signup to learn more about what we do or contact our email backyardgig@aol.com



Suryanuj Gupta, Co-Founder



Shahroze Ali, Co-Founder

Brainmunch

* brain munch

DESCRIPTION

Brainmunch will be a Direct-to-Consumer brand selling "productivity snacks" through a Shopify store to students, remote workers, and co-working spaces. Purchasing will be able done through one-time purchases, a subscription box, and B2B bulk accounts. We will be operating within two industries: E-Commerce and Confectionary Snacking. The initial product line will include our very own Trail Mix & Nutrient Bars branded to increase mental performance, clarity, and acuity and sustain energy throughout the day. With seven specialized ingredients & functional adaptogens, Brainmunch's recipe is scientifically validated to increase mental performance throughout the day.

Through branding & our novel product development, we aim to bypass product comparisons and create our category of "productivity snacks." Our mantra is to "Snack With Purpose," representing the dual-branded nature of Brainmunch. Primarily, it represents the idea that we, as a company, want our customers to snack with intent. That means using our products for increased productivity, proper nutrition & intentional living and operating within the \$595 billion mind-body wellness industry. But our mantra represents the social purpose of the brand as well. Even before the onset of the pandemic, over 690 million people were identified as chronically food insecure. With the effects of COVID-19, a decade's worth of progress will be erased as millions more will be classified as chronically food insecure. That's why our business model follows the 1 for 1 model akin to TOMS to do well by doing good. With every purchase over \$10, we will donate to the "ShareTheMeal" charity run by the United Nations Global Food Programme. With 80 cents USD, ShareTheMeal feeds a child in an impoverished nation for an entire day.

Our business plan has recently been selected as one of 40 out of 1000+ applicants for the Canada Starts grant program, a joint fund between RBC Ventures, Shopify, Moneris, and Staples. The \$5000 we have received has set up our corporation & initiated manufacturing and production capabilities. We believe the business's long-term scalability is apparent, with applications for students, remoteworkers, and enterprise accounts. We also believe there is a strong growth runway through international expansion and further new product development.

FIRST-YEAR OBJECTIVES

- In our first year, our target goals are to:
- Earn 45000+ in revenue & 150 monthly subscribers to our service
- Establish partnerships with university campuses (Queen's University, University of Toronto, University of New Brunswick) and GTA based co-working spaces
- Grow readership of our newsletter to 1500+
- Give over 500 meals through the ShareTheMeal program
- Receive \$30000 in total funding from University Pitch Competitions



Callum Bayley (Left) & Michael Oancea (Middle)



Captain Planet

SHOTEJ | ECO-FRIENDLY FUEL



CONVERTING POLLUTION INTO A SOLUTION

Southeast Asian region has an alarming concern for water pollution; specially for riverine countries like Bangladesh. There are approx. 700 rivers and these rivers are getting polluted day by day. One of the many factors that causes river pollution is Water Hyacinth, commonly known as Terror of Bengal.

It can achieve a growth rate of 17.5 metric tons per hectare in a day. It reduces biological diversity and alter fish communities by blocking access to the water. Due to water hyacinth the oxygen level in the water falls, which is why fishes thrive to survive on water bodies. River or canal that contains excessive water hyacinth, starts to smell rotten and has an effect on its surroundings which creates water pollution. The good news is there is a way, where we can use this problematic plant to solve a national crisis.

Fossil fuel storage of Southeast-Asia particularly in Bangladesh is degrading rapidly; within 2031 the country will run out of it. Alternatives are in high demand because govt. is imposing strict restriction of its usage. The demand for LPG in 2017 stands at around 600,000 tons. So, here we come with our solution "SHOTEJ BIOFUEL" where we will transform water hyacinth into clean bio-fuel. For production, first the water hyacinth stems need to be diced then fermented and distilled. This will create ethanol and from that we can get bio-fuel. The production cost of our bio-fuel is less expensive than other alternatives because the material will be produced locally. From 2.5 kg dry hyacinth we can produce almost 7 liters of Ethanol.

Along with bio-fuel, we can produce paper, fish feeds, rope, crafts etc. In Southeast-Asian context this resource is abundantly available; so, if we can use it properly, then many environmental and socioeconomic benefits can be assured at the same time. So, let's convert a pollution into a solution!



Raief Ahad Bin Ansary



Towfiqul Islam Sikder



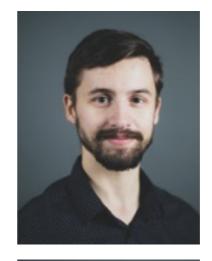
Mohammad Azimul Hoque

Competence.one

It is no secret that employers are seeking candidates with strong work experience related to the fields they are applying for. After doing market validation research with six small to large scale coop recruiters we discovered the most valuable trait a candidate can have is relevant work experience prior to graduation. The problem begins to arise when analyzing how many co-op students are actually gaining valuable co-op experience. A small minority of post-secondary institutions are accessing a majority of the co-op positions. Smaller and newly established Universities need time to build a reputation with hiring managers at these companies before students can even begin to apply for these competitive positions. This is a system that harms both the University and the hiring companies as highly capable and exceptional students are simply overlooked due to the inability for smaller Universities to properly market their students. Amplifying this problem further is Covid-19 and the resulting worldwide pandemic. With millions of citizens losing their jobs, post pandemic recruiting and even co-op recruiting specifically will see a large upswing in efforts due to the rise in demand for labour.

Our solution, competence.one, is a cloud-based platform specifically designed to help students develop personalized competency-based portfolios. Through clever use of metadata tagging and machine learning algorithms. Competence.one can show recruiters candidates that match their criteria first while ensuring these students have the opportunity to stand out. Companies of any size can view students from any University. Students can now be judged on the merit of their competencies rather than the reputation of the University they come from.

Our mindset has always been to allow students to display their competencies and skills in a way that wont get glanced over by recruiters skimming through hundreds of resumes. We look forward to showing you the ins and out of competence.one and what we have in store to completely change the coop hiring process.



Ethan Elliott
Chief Executive Officer



Matthew Boivin
Chief Information Officer



Anirudh Mungre Chief Technical Officer

Dinnerbell

Local bars and restaurants are struggling now more then ever to bring customers through their doors. Our mission is to help independent restaurants and customers alike by encouraging users to visit nearby eateries and watering holes with savings on their favourite items. The Dinnerbell mobile application provides a platform for local businesses to offer specialized deals and promotions sent directly to users, prompting customers to fill seats at the click of a button.

We aim to offer the same marketing advantages of large corporations to all your favorite local spots, enabling restaurants and bars to partake in the growing field of mobile marketing. Using custom notifications, establishments instantly send special promotions to nearby users of the Dinnerbell mobile platform thanks to our location-based distribution system. Simply validate your coupon with your server to receive a discount!

Dinnerbell offers a monthly subscription to establishments that provides a predetermined number of advertisements per month as well as access to create and edit a profile on the mobile platform. These profiles can include photos of the establishment, menus, hours of operation and any reoccurring deals available.

Our team of UNB students designed a tool that will allow managers to entice a surge of eager customers whenever they see fit. No more wasted dollars on traditional unsolicited advertisements that are either ignored or forgotten. We target local patrons looking for that deciding factor on where to take their business. App users will have exclusive access to unique promotions and know how on the new hot spots in their area!





Matthew Ford Managing Partner

Bachelor of Science in Mechanical Engineering Biomedical Option



Thomas Gogan
Head of Business

Head of Business Development

Bachelor of Science in Mechanical Engineering, Minor in Mathematics, Diploma in TME¹



Matthew White

Head of Customer Acquisition & Marketing

Bachelor of Science in Mechanical Engineering Diploma in TME¹



Alex Smith

Secretary/Treasurer
Acquisition & Marketing
Bachelor of Science in
Mechanical Engineering
Diploma in TME¹

¹Technology, Management, & Entrepreneurship

Drastic Scholastic Thermoplastic

In Canada alone, approximately 10 billion pounds of virgin plastic is produced every year, or roughly 275 pounds per person (Environment and Climate Change Report, 2019). Additionally, 91% of Canadian plastic is not recycled and is therefore destined for a landfill or ocean. This is because traditional recycling is based on a linear system (take, make, waste) and relies on individuals to clean and sort their own waste, leading to incredibly high volumes of contaminated plastic.

Drastic Scholastic Thermoplastic (DST) is a waste management company that aims to disrupt the plastic waste management industry by remanufacturing post-consumed plastic waste into consumer and industrial products via semi-industrial recycling machines. DST differs from traditional recycling methods in that we keep plastic waste local. In other words, we collect, sort, clean, and remanufacture plastic waste in the community it is consumed in (creating a circular economic system). Piloting at St. Francis Xavier University (St.FX), our aim is to divert plastic waste from landfills and oceans by creating a value-recovery system that empowers St.FX to manage their own plastic waste. A large part of this value-recovery system is the ability to create clean feedstock of recyclable plastic (i.e. cleaning contaminated plastic waste). This community-based solution to recycling does not yet exist in Canada and we hope to implement this solution to other academic institutions.



Adam Starr

EarthSuds



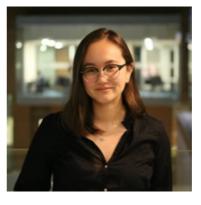
Every year, over 8.2 billion plastic toiletry bottles are disposed of in North America alone. Producing them requires massive amounts of energy and moreover, it has been revealed in a study by National Geographic that out of all plastic ever created, only 9% has been recycled. This equates to over 116.8 million cubic meters of waste being sent into our landfills where they will eventually seep into our oceans, forests and wildlife. What's worse, plastic composition never fully degrades, it only breaks down into smaller microplastics that ultimately find their way into the food we eat and the air we breathe.

EarthSuds is a social enterprise that aims to eliminate single-use plastic, but more specifically, the plastic used in bathroom amenity bottles (ie. shampoo, conditioner, body wash). Co-founder Marissa Vettoretti began EarthSuds upon learning about the plastic crisis and through discovering that her traditional bottles of shampoo contained up to 90% of water and only 10% of active ingredients. To address this issue, we created a solution that not only acts as an alternative for bottled amenities, but also maintains the same top-quality and ingredients as salon-crafted shampoos and conditioners while using zero plastic packaging. EarthSuds are the first single-use tablets of shampoo, conditioner, and body wash. For simple use, users apply water and pressure to melt tablets for a lather like liquid products. All tablets are made sulphate and paraben free, vegan, cruelty free, and produced sustainably with quality environmentally responsible ingredients. Currently, our products sell to consumers in North America, Europe and Asia through ecommerce and are carried in over 70 retailers across Canada and the US. EarthSuds is recognized by National Geographic as a Top 10 Innovative Solution to solving the Ocean Plastic Waste Crisis and was featured in the May 2020 issue. In its earliest stages, EarthSuds still presents

huge potential to fuel not just a movement but an actionable solution to global climate change.



Lindsay Puls
Enterprise Manager of
EarthSuds



Grace Bilodeau HR Manager at EarthSuds



Olivia Gottschalk
VP of Operations at
EarthSuds



Paige Kunihiro
VP of Sales at EarthSuds

Ebene.Tv

Ebene.i v

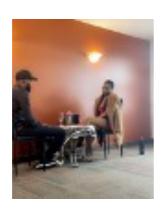
FRANCOPHONE TEAM

This New Brunswick registered audiovisual production company was founded in 2019 and targets a young and active audience on social media. I, the founder of the company, I am director and producer of video content, YouTuber and student at university of Moncton. Ebene. Tv has already produced a series of 20 episodes of 11 minutes each, entitled "Secret de femmes" which is in post-production phase and which expects to be released in the next 3 months.

PLAN OBJECTIVE

- Obtain funding to produce web-series of superior or equal quality to television productions, in order to demystify the myth of amateur web-series.
- Establishment of a website for the distribution of all our content (series, videos, audios and blogs.
- Put in place powerful digital marketing for the development of our web page and our social media to build an engaged and loyal audience





Nitiema Wend Waogre Benedicte

Cette entreprise de production audiovisuelle enregistrée au Nouveau Brunswick a été fondé en 2019 et vise un auditoire jeune et actif sur les réseaux sociaux. Moi, la fondatrice de l'entreprise, je suis de même, réalisatrice et productrice de contenue vidéos, Youtubeuse et aussi étudiante. Ebene. Tv a déjà produite une série de 20 épisodes de 11 minutes chacune, intitulé « Secret de femmes » qui est en phase postproduction et qui compte sortir dans les 3 mois à venir.

OBJECTIF DE CE PLAN

- Avoir du financement pour produire des webséries de qualités supérieures ou égale aux productions télévisées, afin de démystifier le mythe des web-séries amateurs.
- Mise en place d'un site web pour la diffusion de la totalité des séries, des vidéos, des audios et aussi des écrits.
- Mettre en place un marketing numérique de puissance pour le développement de notre page web et nos médias sociaux pour bâtir un auditoire engagé et fidèle.





Erudite Games

The other day I bought "Everything You Need to Ace Science in One Big Fat Notebook" and absolutely balked when I began reading it.

Why? Well, because nothing has changed!

Let me explain what I mean through an anecdote featuring Richard Feynman. Feynman had many criticisms regarding the ineptitude of educational texts—criticisms of which I can't go into detail here. But he did mention one elementary textbook he had read. It contained four pictures—a windup toy, an automobile, a boy on a bike, and something else—and each had a caption underneath that asked "What makes it move?" Four times the question was met with a blunt "energy". Energy makes it move. Now that was horrifying to Feynman. They could have said that "God makes it movability", or "Movability makes it move" and it wouldn't have made a difference! The child has not learned anything other than a meaningless word.

That was in 1964. So you could imagine my dismay when I opened a book in 2020 and read this very sentence on page 99:

"What makes something move? What makes a car speed up? What makes the wheels on a bike turn? The answer is FORCE."

Fifty-six years. Fifty-six years and students are still filling their brains with meaningless content with no value beyond passing a meaningless test. What's more appalling is how poorly this information was disseminated. The level of engagement offered by the typical mediums is subpar at best. Reading textbooks and attending lectures are a tedious task, one that isn't suited towards students' brain's natural learning patterns. I say this because commercial games have no problem leading a teen to master a skill and voluntarily work hard to improve it.

I was getting tired of these iconic figures and PhDholding activists not making a dent in the educational system. So as a lowly undergraduate, I decided to pursue a solution that wouldn't involve imploring the government. That's where Erudite Games came in.

Erudite Games is an indie game company that develops educational games targeted at young adult learners. These games not only deliver highquality content rivalling a high school or university course, they also present it in a way where people feel compelled to educate themselves on their own accord. We achieve this through four approaches: prioritizing deep conceptual understanding above superficial knowledge-possession, utilizing cognitive science and engagement strategies employed in the gaming industry, teaching through inquiry-based puzzles instead of direct instruction, and contextualizing the information through a historical narrative. The games also offer a story that is intricately woven to communicate multilayered, pseudo-scientific themes that often get omitted, and offers the option to learn about topics that are not essential, but tangentially relevant in deepening one's appreciation of the subject.

In our games, you get to be the scientist that derives groundbreaking discoveries from scratch alongside history's greatest thinkers. If you ask me, that seems more exciting to the intrinsically curious child than the crude "The answer is blank" they've been spoon-fed for far too long.



Lily Wu

Fab









We all know that we are treating the planet and the life on it as if its resources are limitless. The fashion industry alone accounts for 4% (~2.1 billion metric tons) of the total GHG emissions and is forecast to jump to 25% by 2050 (McKinsey Research and Ellen MacArthur Foundation). The industry is also the 2nd highest water consumer in the world and at the moment less of the clothing being produced is being recycled (an estimated \$100 billion USD loss per year.

Our challenge is how we might ensure the ongoing success and viability of biomimetic textile innovation and its sustainable practises by creating greater access and opportunity for all. Biomimicry is a design approach to draw inspiration from nature for a healthy planet. When we look at textiles, biomimicry serves as a model, a measure and a mentor towards the ultimate goal of evolving a linear system into a circular one and shaping a sustainable future for the industry through individual actions.

We are Fab, a multi sided platform that will be the base of an ecosystem which supports and grows a community for the sustainable fashion industry. For consumers, Fab demystifies and consolidates information about sustainability practises to help people make informed tradeoffs and feel confident in decision making regarding apparel choices. To influencers such as entrepreneurs, researchers, designers, and investors, Fab creates a community of sustainability minded audiences who can discover and share innovation. For apparel industry generators -brands, retailers, and manufacturers-, Fab provides a hub where connections and business development opportunities are created that save time and money throughout the value chain.

For all three groups -buyers, influencers, and generators- there is a need to discover and expand

awareness, meet and connect and trade and transact. Through these actions the community can leverage the power of the collective to influence change beyond the digital sphere.

Using a phased approach to creating this ecosystem, we maximize our ability to create awareness and build trust in the industry using areas of lowest barrier to entry first to break into the market. By collaborating with the existing market rather than competing, we have found already through interviews with industry experts and biomimicry professionals that there is overwhelming and consistent support but a space to facilitate and grow this movement is missing.

We already have some traction, having a preliminary prototype which is going through usability testing (and yielding positive results). We hope that through the Apex Business Competition we can strengthen and validate our business plan.

FAB is a digital solution to a global, physical and behavioural challenge. By connecting and creating opportunity across the value chain to share information and resources, incremental improvements and positive decisions will build on one another to drive impacts and create a force for change. This is the power and strength of the many when harnessed, focused and connected.



Paige Wohlshutz Research



Halina
Brookson
Design & Product
Development



Alex
Weber
Business
Development

Flourish Sales Corp

The COVID-19 Pandemic has shaken the economy like nothing before. Local, small and medium (LSM) businesses are struggling as they are forced to close and alter their operations. In response consumers have shifted online and relied on large national and multinational retailers for all their shopping needs. This exposed a major dilemma many LSM vendors have been facing as many of their large corporation counterparts have been shifting focus to online retail for years. Flourish Sales is meant to act as a solution for LSM business owners, to help them stay profitable, and help their business grow in these desperate times.

Flourish sales Corp. (FSC) is a one stop web and mobile app based local marketplace that will be limited to buyers and sellers within the same city and expandable to only as large as the customer's and local vendor's province, territory, or state. It acts as a virtual mall and farmers market wrapped in one to allow small and medium business vendors to take their product inventory online without spending a fortune on building a custom website, with the options for delivery or in store pick up making shopping local more convenient than ever. Each business will have their own vendor site as part of the flourish sales network linked to the main platform where buyers can purchase goods within their local communities.

This invention aims to keep money within the community; dollars spent locally can be re-spent within the same territory by raising the overall economic activity level, by paying more salaries, and by building the local tax base. This recirculation of money engenders economic activities, with expenses entirely dependent on the percentage of money spent locally. Flourish Sales



Corp represents a quantifiable advantage to the city and province by promoting the growth of locally owned businesses relative to chain businesses.

Online local sellers and buyers brought together at one local place means more money will be circulating in the local economy. This can increase the construction of more public infrastructure like libraries and schools while raising more funds for taxable transactions for local governmental services. Local purchasing will be more beneficial in the gradual growth of local businesses as well as in the local tax base.

The success of FSC means more customer choices in an online local one-stop marketplace for hundreds of LSM businesses. A multitude of small and medium businesses, each selecting product based not on a national level sales plans but on consumers' interests and local customers' needs, guarantees a much broader range of product choices and demands.



Shogonya Kaskile Mnyonge





Hunsugnan Elodie Elena Galbané



Brandon Taylor Saulnier



Gathna



Have you ever wondered how a fashion brand could solve a problem for its customers while having a strong social purpose? This is exactly what Gathna will achieve by manufacturing and selling skirts that fit multiple body shapes and by inspiring women to feel passionate and accomplished in accepting themselves entirely. For any woman who has trouble finding the perfect skirt, gathna.com will become the destination to buy stylish and highquality skirts. Moreover, the company's mission of empowering women will be conveyed through a distinct feature integrated in the seams of Gathna's skirts. This special feature will be used to portray a message of passion, perseverance, and hope to come. The name "Gathna" is a combination of the names of Gabrielle and Athena. Gabrielle is the first name of the Founder and President of the business while Athena is the Greek goddess of wisdom as well as a symbol of women empowerment. The meaning behind the name of the company is therefore in line with our slogan: "Don't be perfect. Be passionate.". With the goal of becoming the global reference in skirts in the fashion industry, our company aspires to create and sell a wide variety of skirts in which women will feel beautiful and confident. The first Gathna collection will be available in March 2021 and will count five skirt designs offered in a range of sizes from XS to XL. Each design will also be offered in two different lengths which differentiates Gathna from its competitors who all offer a single length per

design. Gathna's skirts are designed and will be produced locally in Quebec, Canada. Our skirts will be available on our brand's official website (gathna.com) as well as in specialty women retail stores. The company will also incorporate environmental sustainability in its product designs by using some Oeko-Tex fabrics and eco-friendly packaging. With the growing need for more inclusive and sustainable fashion brands, Gathna will definitely address important societal concerns. Women will not have to be "perfect" to fit into skirts anymore, they will just need to be themselves since Gathna's skirts will be designed for all women no matter their body type.



Gabrielle Savaria-Jutras
Founder and President

Grandir dans l' Espérance



The Pandemic crisis has raised up three problems in today's life:

- Food shortage
- Disruption of supply chain &
- Risk of financial crisis and jobs losses.

That why JJCL Organic Farm intervenes to resolve these issues, starting locally in our own community, provincially, regionally and nationally why not internationally as well.

JJCL Organic Farm is finally a gamechanger for food sustainability, using a brutal approach in the agroindustry to solve the food shortage, cutting out the supply chain by massively growing locally our produce and with intensified tactic, JJCL will create many jobs in our province and help our communities become financially sustainable.

One might ask, how would JJCL do that? And, the answer is what we are all going to discover during our business plan presentation. Thank you!

If we can intensively produce it locally, we can then easily and cheaply supply it locally.

Be the change you want to see., Be organic! Healthy food for food lovers!



Espérance Balewula

HERDr

Conservation Automated



PAIN: Wildlife is continuously threatened by logging activities while also endangering the forestry workers that endeavor into their environment.

SOLUTION: With this project, we are solving both issues by providing industrial herding services via an autonomous drone deterrence fleet.

GOAL: help manage wildlife species that may be threatened by logging activities

SO, WHAT EXACTLY IS HERDr?

HERDr is a technology platform, which will provide conservation and logging industries with automated means of discovering, tracking, and migrating wildlife with minimal disturbance to local ecosystems. Specifically, we aim at:

- Reducing wildlife deaths (in general, but more specifically moose and endangered bird populations)
- Taking on the responsibility of relocating endangered species from logging sites
- Mitigating dangerous encounters with logging staff
- Recording migratory data
- Aiding forestry firms comply with regulations
- Consulting with conservation agencies

Our services revolve around the piloting of drones equipped with a multitude of animal deterrent methods (such as special lights, sounds and lasers) in areas our client's intend to conduct logging our other hazardous activities for wildlife. Our drones will be:

- Autonomous after year 3 of operations
- Able to gather population and migration information while patrolling
- In compliance with regulations

ACTION PLAN

- Year 1: Pilots operate drones outfitted with a bolton diversion system
- Year 2: Pilots operate a fleet of drones equipped with formation and path finding intelligence
- Year 3: Artificial intelligence continuously monitors regions with autonomous fleets

KEY – Technological development in-house **KEY** – Connecting with industry leaders and gathering referrals (i.e. Acadian Timber, JD Irving and ERD)



Amanda Chief Financial Officer



Nicholas
Chief Sales Officer



Tristan
Chief Technology Officer



Benjamin
Chief Social Officer

Our #1 strength is our team dynamic. With all of us coming from different backgrounds, our experience and passion can make HERDr possible. We are confident that with our team, innovative mindset and capabilities, as well as mentors and funding sources, we will be able to deliver an excellent, usable product and service for the forestry and conservation sectors.

Houliya

In the world full of different businesses and professions, where various top companies and firms were once a dream. When these names came in front of the world we are just able to see those empires, the hard work and sufferings is hidden from the the eyes and perspective of this world. We are living in a society where being advertiser is not considered a good job and it is quite difficult for a man to to gain some reputation. But it is not impossible, the man who knows how to win in this strange world, knows how to fight with the difficulties and how to be the part of this field.

We are likely to start an advertising agency on a small scale which is not only able to update trends along with the culture. The point is we are not trying to change the methods of advertising rather update fashion. In this era of competition we want to start this advertising agency with the help of our University and our negotiations with the societies are under consideration. We would like to tell you respectfully that the Prime minister of our country is the Chairman of our university and he can contribute as much to students as possible.

The new thing we are trying to tell you people that we are starting this setup with zero investment just some required stuff. As for the advertising agency the management and creation of the team is quite difficult, but we have planned to start this work with a small level we would briefly explain it in our business plan. After time to time with the struggles and dream towards goal would help this to grew on

the bigger level and we are very hopeful that in the upcoming years it would be among the top. The thing that matters in the end that how a person is sincere to his goal. The hard work in the present is road towards the bright future. So lets sum up all these with our slogan "DREAM YOUR AD!"



Kiran Shahid

Zainab

Immuno Foods

IMMUNO FOODS

Foods Designed For You

Immuno Foods is a food subscription box specially catered to those with special dietary restrictions. We cater specifically to those suffering from Crohn's Disease, Celiac Disease, and also a Vegetarian/ Vegan box option for those with the preference or potentially an egg or dairy allergy. Customers will be able to visit our website and select their diet restrictions and then receive specially curated boxes with recipes and ingredients delivered to their door weekly.

Consumers need our product- most dietary restrictions come with time-consuming meal preparation, and financial stress. Specialty ingredients come at high prices and can be hard to find. Our boxes take the stress out of meals by providing easy to follow recipes and pre-measured ingredients directly to our customers. There is no need to worry about cross-contamination or having to visit a busy grocery store which given our current pandemic, can be stressful for our potentially immunocompromised consumers.

Immuno Foods was developed by our seven founders, Isabelle Hansen, Wallis Leonard, Demi Matheson, Noah-Klotz Mosher, Alex Dorman, Morgan Clark, and Isabella Hallihan. While all of us will be working together and contributing to the work for Immuno Foods and our Apex presentations, Isabelle, Noah, Morgan, and Isabella will be our primary speakers.



Isabelle Hansen



Noah Klotz-Mosher



Isabella Hallihan



Morgan Clark

Koble



Koble connects fans with bands. Koble that was founded by Dawson Bacon and Jay Shah in Saskatoon, Saskatchewan, Canada with the goal of creating a great concert experience for both the fans and the artists. Our team has uncovered a major opportunity in the music performance space, which is rooted in a plague that everyone suffers from -- a tendency to forget. Through our research we have found that opening acts are losing the potential to grow their fan base by 70% every single time they perform. This is simply because fans forget who the artist was or how to find their music after the show!

Our solution relies on the one thing everyone brings to concerts – phones! Before the concert, a custom webpage will be made on the Koble website for the artist with details about the show. Before, during, or after the concert, fans can go to that page to subscribe to setlist notifications. After the concert, fans receive a notification with:

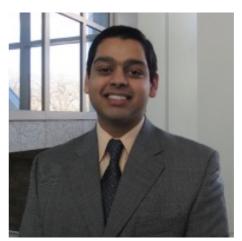
- Artists(s) who performed
- The setlist of the night
- How to listen to them again (streaming and social media info)

To validate our service and solution proposal, we have been in discussion with a variety of individuals from all corners of the music industry. Included in these discussions was: a former manager of world-renowned musicians such as Brett Kissel and the Johner Brothers, fast rising stars that have opened for big names like The Dead South and Megan Thee Stallion, along with a business owner and innovator in the music technology space.

Koble is currently approaching a potential market of \$32 million and is excited to quickly grow into a global market of \$322.5 million. However, we have no plans to stop there. While Koble is currently focused on providing fans with the setlist and ways to connect with artists, we believe that there is an even greater opportunity waiting that encompasses the entire concert eco-system. To put this into perspective, Koble plans on attacking a market that could extend to \$82.5 billion. Follow our journey because it is going to be incredible.



Dawson Bacon



Jay Shah

LockcardApp

Lockcard empowers people to learn vocabulary more meaningfully and effectively.

OUR MISSION

We are pushing a new approach to learning languages, tailored to our varying individual capacities and more aware of our cognitive flaws.

Our app, Lockcard, will become your favourite way to search and retain vocabulary across all languages. It resembles a dictionary but remembers your search history to flash those words to your lock screen, and tests your memory throughout the day.

Although targeted towards learners of a second language at first, we aim to create a culture of intellectual curiosity and continuous language improvement among native speakers too. In the future, our products will form an integrated learning system across all platforms and devices, enabling casual readers to learn new words from their phone, and university students to decipher academic writings from their laptop.

HOW DO WE DO IT WELL?

- A unique use of notifications that serve as interactive flashcards
- A non-intrusive experience where most of the learning happens outside the app
- A user-centric team focused on iterative design
- Honest and research-based brand communication

OUR PROGRESS

We launched our Beta on November 10th 2020, gathering over 300 users in the first month. The feedback has been overwhelmingly positive, and we're now quickly iterating designs based on the feedback collected from user interviews and public feature requests.



Xinyi Fu
UWaterloo Undergrad



Leo Chazalon

UWaterloo Grad



Mobies



INTRODUCTION

I have started a Startup called Mobies. Mobies is a unique B2B and B2C offline business model. I am in the offline mobile accessories sector. I built a solution for the retail shop owner. I provide products from direct manufactures to the retail shop and I reduce the cost of products by 10 to 30%.

PROBLEM OR OPPORTUNITY OF MARKET

I am in the offline mobile accessories sector. So, in India and many Asian countries, a retail shop owner in this sector faces the problem of pricing, quality of products, and availability of credit system. They face a problem because they are buying products from small wholesaler dealer or any middle man who take high commission and much of them don't provide the credit system which is mostly required by every retail shop owner.

SOLUTION

So, after analyzing the problem I developed my offline B2B and B2C business model. In this model, I provide products from direct manufactures to the retail shop owner and also provide a credit system which is mostly required by every retail shop owner. And by this model, I reduce the cost of products by 10 to 30%, and with this model, retail shop owners earn more money by our solution.

TOTAL MARKET OPPORTUNITY

30 billion dollar.

BUSINESS MODEL

1. B2B Model

In my B2B model, I am providing products from direct manufactures to the retail shop owner in a small town. Also, provide a credit system.

So in this model, I am generating revenue from the retail shop owner. In every purchase of products by retail shop owners I take a commission of 20 to 30% depending upon products.

2. B2C Model

In my B2C model, I will try to solve the consumer problem in the offline mobile accessories sector. In this sector, consumer wants quality products at a lower price range. So I developed the B2C model offline

In this model, I am planning to open our retail stores in every small town where the mobile accessories shop is not available or available but quality and price issues. And also I am buying products from direct manufactures so; I have price and quality advantages as compared to the local market. Also, I reduce the operating cost by hiring the employees in commission-based and I can easily find a lower rent shop in a small town. So in my offlineB2C model consumer attract by my price and quality so I can generate a good percentage of revenue by this model.



Parth Pandya

Founder

The AI Platform for Employee Moodbit Experience Understand, engage, retain and boost your teams



WHAT IS MOODBIT?

Moodbit is the first A.I. employee engagement solution that enables managers to understand their teams in real-time, without filling out outdated, long and costly surveys.

With Moodbit, companies can forget about running internal surveys once for all.

Our solution uses A.I. to analyze active data from communication channels, in a private and secure way, and transform it to the Human Factor: engagement, emotions, collaboration and productivity patterns, behavior, and much more, so managers can understand how to improve their teams.

The benefits go beyond the analytics for managers and the organizations. Moodbit's action plan goes directly to the individuals by giving a weekly action plan, improving employee's life with action plans based on The Science of Wellbeing: meditation, stress and anxiety management techniques, better social communication and more.

We are enabling managers to connect deeply with their teams, and to employees to have a stronger bond with their companies and colleagues in a way that it hasn't done before.

HOW DOES IT WORK?

From Collaboration & Communication Platforms to a Superior Employee Experience

You can integrate your corporate systems to Moodbit and it will analyze your activities in Microsoft Office 365, G-Suite, GitHub, Slack, internal Databases and many more. Moodbit identify linguistic markers, tone of voice and communication patterns without saving any of your data

KEY BENEFITS

Identifying and taking actions on burnout and disengaged employees saves more than 2 million dollars annually for a 1,000 person team by retaining key employees. Also, having happier employees increases 13% the company's productivity.

USERS

Moodbit's solution have been used by more than 200 SMBs internationally, and big enterprises.



Miho Shoji Co-founder & CEO **People Analytics**



Alfredo Jaldin Co-founder & CTO Software & Al engineer

MyGiftMe

MyGiftMe

Covid 19 has created a great amount of uncertainty around the world. Many malls and stores have been closed down for an unknown period of time across Canada. Now more than ever retailers need to diversify their revenue streams and compete within the online space. They must do this on top of the already difficult task of retaining customers and bringing new customers through the door.

My GiftMe is an online marketplace that brings the local boutique retail store to their customer's doorstep. More than that we bridge the gap between the customer and the retailer in a cost effective and efficient manner by providing the digital space for shopping to happen and facilitating delivery and pick up for both our retailers and their customers.

Local businesses are the bedrock of the economy, but most are limited by size and capacity. They can't afford to pay a dedicated staff member to drive around the city delivering parcels for 15 dollars an hour plus gas. Some businesses are simply too busy to manage both an online store and their brick and mortar store.

Our client stores have added access to shoppers who may have never been able to travel to the store locations. They can capitalize on client traffic from other partner stores on the platform. If a client decides to increase their delivery fee to a price above our ask, they can make a profit. My Gift Me takes away the need for boutique stores to have to build their own websites, develop a delivery fulfilment system and hire staff to fulfill the demand. By offering a rebuilt online space, retailers simply need to upload their catalogue on our website and they are ready to start selling online. Customers

that previously may not be able to order their items for pick up due to a busy schedule or lack of transportation now have a simple place to access all their favourite stores in one convenient place and have these goods delivered to them at their convenience within 48 hrs. All we ask in return for this amazing service is a percentage of sales made on our platform and a set delivery fee.



Tino Hove



Chisanga Chisanga

NABJET Produce

Life has taught us to be kind and gentle to the people we meet on our way to the top for one has little or no idea of what the future holds. As such, we turn to make the best of friends around us. From this we got our name NABJET Produce. It is a jointly owned venture of 6 individuals and being Buea tomatoes based producer (Cultivation and processing). We provide a high quality variety of local tomatoes at competitive market prices with minimal environmental impact. Current trend shows increased demand for foods that are sourced locally and grown responsibly. Our current production technique requires that we cultivate tomatoes 3 times yearly with the aim of meeting up with the continuous rise in the demand of tomatoes home and abroad leaving NABJET Produce with an opportunity to capitalize on this gab in the market place, reasons being that our produce Is of higher quality, available year round and picked for the best taste and nutrition value. As a follow up, we do have some key to success factors such economics of scale, availability of constant water supply, production of premium products, appropriate physical growing condition, ability to alter goods and services produced in favor of market conditions, the ability to alter the balance between different crops in response to changes in market conditions is important for a farm's viability. NABJET Produce's primary target market segment is the southwest region. To add, customers in our target market includes, the local retail and wholesalers, supermarkets, hotels, restaurants, institutions and provision stores. Some of our opportunities include; there are very few producers in our area that would be to our scale of production, year round supply at a consistent price, there is an increase desire for customers to source their produce locally and how it is produced.

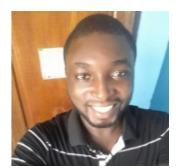
Equally, some of our weaknesses and threats include; the market is currently open for larger agricultural companies to enter a relatively untapped market, the products spoilage creates a limited window for distribution, due to the complexity and amount of environmental required, there is a large amount of start-up capital required. From our analysis, it shows that if one should invest 130,000 CFafrs on a 40 by 50 piece of land, considering the year round cultivation it would mean we invest 390,000cfaf on the said land. After harvesting an estimated number of baskets tomatoes being 40 sold at 9000cfaf each, we will get 360,000cfaf for each period giving us 1,080,000cfaf yearly with a profit of 690,000cfaf yearly. With this, we believe it is evident enough that this business will flourish.



Wirkuu Justice Sevidzem



Njang Dickson Akwo



Ojong Tambe Ebai



Hudibe Ebage Render

New Spring Designs

Consumers are becoming increasingly conscious of where their clothing comes from and are demanding more transparency from retailers. At the same time, most ethical and sustainable fashion brands operate at a price point outside the average consumer's budget. New Spring Designs bridges the gap between ethical fashion and affordable fashion, without compromising on quality and appearance.

New Spring Designs is a contemporary clothing brand that is tailored to the modern consumer. It specializes in affordable, ethical, and beautiful clothing for women in all walks of life. Products include dresses, skirts, shirts, and two-piece sets in western-style designs with Pakistani fabrics. Garments are available in various materials and are suitable for lounging at home, running errands, heading to the office, or a night out.

New Spring Designs will be based out of Canada with production facilities in Pakistan. Sales will primarily be conducted online. The business structure will be sole proprietorship with company founder Noubahar Hasnain overseeing all domestic and international operations. Labour will be outsourced to seamstresses in Pakistan who will source materials from fabric stores in their communities. Once garments are sewn, they will be packaged with the appropriate branding and mailed to customers across the world.

Short-term goals are designing products, securing financing, and creating a brand image. Long-term goals include establishing a supply chain with fabric retailers and seamstresses in Pakistan and setting up an online clothing store. There will also eventually be a social enterprise aspect to the

business, through partnerships with grassroots organizations and small businesses in Pakistan. The business plan will be implemented in Summer 2021, with a formal business launch scheduled for Spring 2022.

Mission statement: Making the most of global connections to bring the modern consumer ethical, affordable, and beautiful clothing.



Noubahar Hasnain

Picketa Systems



Founded in November 2020 and emerging from northwest New Brunswick, Picketa Systems is a Canadian Agricultural Technology company aiming to bring innovative solutions to the agronomy sector. Having been exposed to agriculture for most of their lives, Picketa Systems' founders noticed sub-optimal practices in the agricultural industry. Using the power of data analytics and a reinvented data acquisition method, Picketa Systems will revolutionize how agriculture is conducted.

The problem is that only 20% of Canada's cropland is monitored every year. The current laboratory methods used for testing soil and plant tissue do not allow for rapid evaluation of crop nutrition, which leads to mismanagement of synthetic fertilizers.

The **solution consists** of creating a rapid, non-destructive analysis method to estimate nutrient concentrations in both soil and plant tissue to monitor plants' growing conditions. Upon data collection, machine learning will be used to correlate crop yield to its growing conditions, determining what makes up healthy and productive crops. Finally, using both historical data and agronomy's best practices, actionable plans will be recommended to individual producers based on the conditions they experience in real-time.

The Canadian agriculture industry is one of the most significant contributors to our economy. The plant science sector ranks amongst Canada's top employers, and one in eight Canadian jobs is related to agriculture. The industry covers over 70 million acres of cropland, generating \$70 billion in economic activity.

In the last two months, we've:

- Completed Federal Incorporation
- Raised \$5000 of funding through CCNB-INNOV.
- Raised \$1000 of funding through RBC UNBeatables Competition
- Raised \$1000 of funding through RBC Technology Commercialization Program



Xavier Hebert-Couturier CEO Software Engineering Student



Maxime Dumont
COO Electrical &
Computer Engineering
Student



Dominic Levesque
CTO Electrical &
Computer Engineering
Student



Zachary Andersen
CCO Electrical &
Computer Engineering
Student

Rent-A-Skate



CUSTOMER CHALLENGES

Families face financial burdens when continuously purchasing skates for their children.

Roller skate users lack available locations to use roller skates year-round.

WHY RENT-A-SKATE?

- Use mobile app or website to access hockey, figure and roller skates.
- Free skate maintenance with every rental.
- Weekly, daily, or monthly rental lengths.
- Family and group rates

TARGET MARKET

Who will benefit from renting?

- Families
- Tourists
- First-time skate users

OPPORTUNITY

- Helping local arenas and rinks increase use of facilities.
- Working with non-profit organizations to provide rental skates to members of the community.
- Collaborating with skate maintenance shops to service rental skates.



Michelle Armour



Austin Beliwicz-Puddester

Roboxy Ltd.

YOUR SAFETY IS OUR PRIORITY.



Download the 'Roboxy' mobile app.

STEP 2

Enter the type of home appliance (Microwave oven, Kitchen Stove etc.) you are trying to link to the app after selecting the 'Type' tab.

STEP 3

Choose your home appliance company from the 'Selection' tab.

STEP 4

Enter in the model number of your home appliance.

STEP 5

Select 'Connect' tab. This will link the app with the specific appliance to be linked.

STEP 6/ OPTIONAL

The other appliances in your home that can be linked to the app will be detected as well and will show up on the dialog box as 'Other Devices Detected' and follow the same process used above.

APPE DETAILS AND FEATURES

- Our recently developed Roboxy mobile app links to home appliances allowing customers to connect, navigate and function those home appliances from anywhere using moderate to high internet connection.
- It can be accessed from the most feasible operating systems available in today's world-Android & IOS.
- It can coordinate with home appliances like air conditioners, dishwashers, refrigerators, kitchen



stoves, water heaters, washing machines, trash compactors, microwave ovens and more.

 The app is also linked with emergency contacts such as 911 and can be formatted to hold other emergency contacts as per the individual's compliance.

Founded: 2020

Location: Saint John, New Brunswick. **Founder:** Ria Sabitry & Amanda Alwin

Target Audience: Homeowners and Property

Managers

We are a Saint John-based automation company that creates mobile apps.



Ria Sabitry



Amanda Alwin



Savick

What does a changing climate mean to you?

Copy and paste this question into an internet search engine and you'll get plenty of scientific descriptions of what global warming, or climate change, is. Science based descriptions work very well for scientists advising world leaders, but what does a changing climate mean for everyone else? This question is further complicated by adding a degree of responsibility. What are you going to do about it? For someone like Savick's president, first year Haskayne student Samuel Kondratski, this question frustrated him. There just wasn't much to do. To address this issue, Samuel started Savick in the summer of 2020.

Savick enables its customers to take responsibility for their contributions to climate change.

When an emission is made, whether coming from an individual or business, there is a negative effect on the environment. To mitigate the impact of these emissions, Savick has developed projects that directly benefit the environment. Customers can voluntarily offset their emissions by financially supporting these projects. This includes tree planting on protected land and the installation of solar panels for non-profit organizations. While Savick is a socially minded organization, it also built off of a practical business model. By focusing on delighting it's customers, and understanding their challenges, Savick is poised to succeed in not only the voluntary carbon offset market, but also the industries that can support its offset projects such as carbon upcycling, construction, and clean energy

development. Some important points of differentiation from its competition include Savick's integrated approach to calculating, reducing, offsetting, and verifying emissions. Involving customers throughout these steps contributes to developing climate responsibility. That's why Savick offsets its customers emissions as locally as possible, where they can see the benefits their actions have firsthand.



Samuel Kondratski President

Sixth Sensor

What is the worst part about being a cyclist? The answer is simple: interacting with traffic on the road. Every week there is at least one fatal accident involving a cyclist in Canada. Of these incidents, 73% involve the collision with a motor vehicle. Many of these accidents occur due to the fact that cycling infrastructure is lacking across the country, especially in rural areas. With our product we believe we can drastically reduce these horrific numbers by up to 71%.

Sixth sensor is an aftermarket cycling safety device that is easily attachable to any brand of cycle on the market. The device consists of a small sensor, encased in plastic with a flashing amber light mounted at the rear of the bicycle. The sensor monitors the rear of the cyclist at all times for potential danger coming from behind, whilst the light increases the cyclist's visibility to motor vehicles. The device itself vibrates against the frame of the bike to warn riders when it senses incoming traffic. A free smartphone app may also be used to pair the user's smartphone, or smartwatch, to the sensor to transmit the warning through the device in both visual, as well as audible form. The type of warnings the cyclist would like to use is customizable to ensure the best cycling experience possible. This device will enable the cyclist to keep their eyes on the road ahead, instead of looking over their shoulder constantly to monitor for traffic, which leaves the potential for danger ahead of them. The most appealing aspect of the product to consumers will be the fact that it will be offered for a one time price of \$150 CDN, with no subscription fee for the app initially. In the future, the introduction of a social platform as well as the ability to access GPS traceability through the app will be added to further the app's functionality in the lives of serious cyclists, as well as the parents of young children. With the added functions in the future, the possibility of a small app subscription fee for the advanced features may be added. Customers would still be able to take advantage of the free version to get the most out of

the product, but to access the new features the fee will be necessary.

This concept has been executed before by both Garmin and Smart Bikes; however, they both use more distracting methods of warning, as well as expensive systems with many pieces required for the product's operation. With our low price of \$150, over \$100 less than the cheapest alternative, we are looking to bring product quality that serious cyclists desire, at prices that are affordable for the everyday casual cyclist. To get the full functionality out of their products, both Garmin and Smart Bikes require the user to purchase many different parts. When the consumer purchases the Sixth Sensor product, everything they need will come in the package. This enables the user to achieve a safer cycling experience without the hassle of mixing and matching expensive compatible devices. Both competitors also use HD cameras in their devices. As this seems very high tech and might entice consumers, the reality is that they also are very distracting to the cyclist. Instead of looking ahead or back, the rider will now be focused on the HD camera that may once again leave them blind to oncoming danger. With three forms of warning, Sixth Sensor makes the cycling experience as distraction free as possible, while still providing the user with adequate warning in the case of potential danger.

Sixth Sensor stands for simple, and safe cycling for all, and has a passion for a safer tomorrow. Join us in making cycling safety more affordable, and effective than ever before!



Cody Dunn



Isaac Kielly



Andrew Clark

Spudlery

Have you been aware of your daily waste before?

Single-use products are not only the source of contamination, it is also the major cause of wasting resources, planet-threatening pollution and loss of biodiversity.

How can we address these overwhelming problems at one time? Spudlery was born to improve these situations.

Spudlery is the venture capitalist that produces compostable cutlery, which will repurpose potato waste by using potato peels as the main ingredient to produce edible utensils. It reduces the use of plastic cutlery by offering a viable alternative to single-use spoons and can be eaten when its purpose as a utensil is finished.

What sets Spudlery apart from their competitors is that their product is gluten-free. This will ultimately appeal to Spudlery's target audience of eco-friendly individuals and health food stores.

We have designed the spoon based on the results of sample testing and a public survey of our partners. The purpose is to optimize the user experience as well as improving the product to meet the market's needs.

Three current goals for Spudlery are: increase production, purchase equipment and partnership development. In order to reduce the cost and time of production, we are aiming to purchase

equipment with a specialized mold that will help us to reduce the time forming the shape of the spoon, as well as boost the productivity for more spoons available. In the meantime, we will look for more opportunities to develop relationships with partners such as restaurants or ice cream shops, and suppliers for potato peels and other raw materials.

"We are in the climate crisis, just like a financial crisis, where action needs to be taken." by Mark Carney, a Chief officer of Bank of England.

ENACTUS TEAM

Melanie Melo

Project Manager

Ching Yun Hun

Finance

Giselle Prado, Magnolia Sandovial Andrade, Antione Boudian & Sandra Coy

Marketing

Human Resources

Operation

Research development (after the product sold)

Thalassophia Tours

SUMMARY: Thalassophia Tours is a social enterprise which provides a pleasant eco-friendly travel experience and guarantees you to travel while being environmentally and socially responsible and impactful. Thalassophia will enable you to discover and book eco travel package with just one click away and get the best price

PURPOSE: According to the United Nation Environment Programme (UNEP), tourists produce 6 times more waste while they are traveling. This is the problem of tourism that a lot of people may know. Actually, a Booking.com survey in 2019 said that more than 55% of global travellers are more determined to make sustainable travel, but they lack knowledge and options to practice. Thus, Thalassophia Tours attempt to provide eco-friendly travel packages that will fulfill the travelers' need to make a sustainable travel and give more access to eco-friendly travel options and information.

BUSINESS DESCRIPTION: What does an eco-friendly travel experience feel like? Throughout the journey with Thalassophia, travelers will be using zero waste travel kit, stay at eco accommodation, visit ecotourism destinations, eat sustainably-resourced food from local farms, explore the surrounding area with non-motorized vehicles, and do some eco activities. Travelers could choose their own eco activities that suit them best. The options for eco activities are beach clean-up, mangrove planting, waste management with locals, and planting at local farms. Before the travelers experience their eco-friendly travel on site, they will get a pre-departure orientation in a form of virtual tour with some helpful explanation about eco-friendly travel experience.

BUSINESS MODEL: The main revenue of our business is from the selling of the eco-friendly tourism packages. We assume that our 3 days 2 nights signature trip will be the best selling package and the

price is USD 100. If we could reach the target of 100.000 trips in 5 years, we will approximately generate USD 10 million for the gross revenue. If we take 10% of commission per trip, then the revenue in 5 years will be USD 1 million.

MARKETING PLAN: Thalassophia Tours' target market is travelers in a young adult age (18-35). The other segments are schools (for student field trips) and corporates (for corporate bonding activities and CSR). The ultimate marketing plan is to use digital content marketing about travel and environment topics. Influencers and ambassadors who have been joining the eco-friendly travel experience with Thalassophia will tell their story to our virtual tours and webinars to engage more customers. Beside, we also synergize with the travelers and environment enthusiast communities.

MANAGEMENT TEAM

Yulia Yarsi N. A. as Chief Executive Officer and Co-Founder (Background: Urban and Regional Planning Student and Alumni of Young Social Enterprise Singapore)

Rosyidah 'Adilah as Chief Operating Officer and Co-Founder (Background: Urban and Regional Planning Student and Alumni of Young Social Enterprise Singapore)

Andhika Yoga P. as Chief Technology Officer (Background: Informatics Student and Full Stack Web Developer)

Sarah Adilah A. as Chief Marketing and Finance Officer (Background: Business Management Student and CFO at Pusat Wisata)

Nabila Putri as Chief Research Officer (Background: Environmental Engineering Student and Eco Village Competition Winner



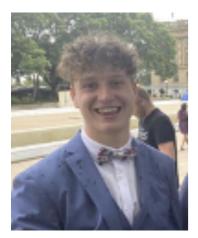


The Monkeys

Our business will focus on the landscaping market during the spring and fall. We will anchor our services towards the elderly who can not undertake demanding physical work and young families without much money or free-time. As university students, we will naturally stand out; to bring ourselves out even further we will offer lower prices than all competition and we'll have

an app. This app will allow customers to select exactly what they need done, so we can bring the correct tools. This will make the work expeditious; and will incidentally bring our work up to a higher grade as we only bring the necessities. Customers will love the new age-cheap way to

keep their gardens kept!









Kole

Henry

Tyler

Mattias



True Wave Grilling

To eliminate food burning flare ups, we have developed the True Wave Grilling accessory for anyone who cooks on a BBQ. The True Wave Grilling accessory makes it very easy to cook healthy, great tasting, and juicy food on your existing propane or charcoal BBQ. Our patent pending Flavor Trough system catches juices before they fall onto the burners or coals of your BBQ, without blocking heat from below.

We officially launched our business 6 months ago and have since generated \$15,000 in revenue. Founded through an Ontario university accelerator, it is our company's goal to share our love for innovation and barbecue with the world through a "Made in Canada" solution so that healthy, great tasting food can be cooked by anyone.

True Wave Grilling is a Canadian company revolutionizing the culinary and barbecue industry through innovative grilling accessories. Our patent pending technology has been integrated into a product line of food grade stainless steel grilling accessories that are engineered and manufactured in Canada. Our products are ideal for grilling novices, enthusiasts and professionals who want to improve the flavour and healthiness of grilled food. All True Wave accessories are suitable for existing grills, barbecues and smokers. True Wave grilling accessories have been proven to produce juicier, better tasting food while making the barbecuing experience easier, flare up free and healthier than ever before.

We are an e-commerce, D2C product business selling our patent pending proprietary product through our own website, with fully scalable integrated e-commerce capability.

Barbecuing is a \$1.5 billion dollar a year industry in the United States, with 80 million people who grill /BBQ more than once a week. 80% of these active grillers own 3 or more grilling accessories already.

True Wave Grills have been sold in Canada, the United States, and Europe. The grill has been positively reviewed and tested by both professional chefs as well as culinary colleges. The True Wave Grill has been reviewed numerous times on social media, and can also be found in retail stores and being used in restaurants.



Matthew Gehring



Sylvia Gehring

Tutor on Time

Tutor on Time is an online platform that helps students prepare for tests, exams, and assignments on short notice by connecting them with experienced tutors who have attended the same educational institution as the student.

PROBLEM: Private tutoring nowadays has become increasingly expensive and inaccessible; not only do tutoring companies charge an average of \$55/hour, they also take an average of three days to connect students to their tutors. According to a survey conducted on University of New Brunswick engineering students, over 67% of them need help preparing for an exam the night before, with many of them unable to find the help they need on short notice.

SOLUTION: The company offers affordable, yet high-quality tutoring from former students of the same institution who have excelled in their studies. Students can sign up for a convenient time slot, and with a large pool of tutors, students can virtually book a tutoring session the night before their exams to have their class material reviewed for the test. The company also offers long term tutoring for students looking for help on a regular basis.

ADVANTAGES: No other tutoring company offers personalized on demand tutoring like our company. Through implementing a decentralized approach, much like Airbnb and Uber, the company can ensure minimal overhead costs while maintaining competitive pay rates for tutors.

OPPORTUNITY: With the widespread global pandemic, academic institutions around the world have rapidly adopted virtual learning as an alternative delivery method. This transition has made it very difficult for students to adjust, making this an ideal time to provide an accessible learning platform for students.



Roy Fraser McIntosh



Minh Nguyen Do Cao



Moneeb Elbakali Kassimi



Irtiza Masrur Khan

UNB Shuttle Service



The problem we have identified is the difficulty and dangers of walking across the University of New Brunswick campus. A secondary problem we identified was the lack of available parking on campus. In terms of a solution, we have created a shuttle system to safely and efficiently transport individuals between buildings. While this serves to the issue of transportation, we are hoping that by offering this service less students will feel the need to bring their cars to school if they live close enough to do so, thus lowering the number of personal vehicles in the parking lots. The revenue generated from this service could also be utilized to build other parking areas if necessary.

The small predetermined fee will be added to student's tuition automatically at the beginning of each semester. This service will also be available to visitors on campus for a daily fee, to St Thomas and New Brunswick Community College students for the same fee as UNB, and to staff and faculty members of all three institutions free of charge. We have chosen not to charge staff and faculty as they already have to pay more for their parking, however staff parking lots are typically closer to buildings. Staff and faculty members also have to travel across campus far less frequently than students.

The system will consist of four shuttles running simultaneously on campus following set routes with various pick up and drop off points to allow users to get to their respective buildings as quickly and as safely as possible. As walking on

campus can be dangerous in the winter due to the ice and snow, we have ensured to plan for appropriate winter service for the vehicles, such as good quality winter tires. The shuttles will run seven hours per day, Monday to Friday throughout both the fall and winter semesters, as that is when the bulk of students are in attendance.



Lauren Francis



Nikhil Jyothish Natarajan



Walker Harper



Alex Richer-Roussy

Unsplit

Imagine that you are a new University student or say International student in New Brunswick or any other province. This is the first ever time you are coming to a new land, what are the first thing you need. As a student, you may think of some basic things like accommodations, banking, and places to visit, landmarks, and other health emergency contacts. So basically once you are setup you explore for jobs and make sure you socialize with people but with covid we have realized that going out are not sensible. We connect people through our app. We can think of it as Facebook for the whole province or a job finder on indeed or for housing on kijij. One of the biggest problems that students face is savings; they earn but unknowingly do not know how to save.

Now to summarise it all: Imagine moving into a new city - what are the initial concerns you think a person may face:

- 1. Finding the right accommodation
- 2. Genuine Job
- 3. Socialization
- 4. Important Map Points
- 5. Being safe from misleading information
- 6. Emergency contacts
- 7. Local Public Transportation
- 8. Local Events
- 9. A budgeting tool to keep expenses to limits

Getting all the resources in one place is difficult in any new land. Now imagine yourself in the situation and hovering for help on different websites, isn't it too difficult to find all of them with accuracy. Although large information centres and app validates such services but with limited resources.

The focus is to help the natives and also migrants to adjust and adapt to the surrounding. Our app will not only help University students but also people around the province. Unsplit provides all the above resources in a single click (such as jobs, accommodation, budgeting tools, assistance for the international student, emergency helpline, .etc) for everybody in the city.

Our application will help both ways: the locals and the students

- Locals can use our app for recruitments, hosting event and for socializing
- Students can use the app for socializing, getting best accommodations, genuine jobs, learning local culture and the personalised budgeting tool for enriching excellent saving culture



Aviraj Singh Mann



Sakshit Dabla



Kanwar Pal Singh



Shauryaa Bhardwaj

VArm

"I just want to be able to hold my children again", said Jason Koger, a man who lost both of his arms in an ATV accident. Losing a limb completely changes someone's life and learning to live normally again is a long and frustrating process. For the 63,000 transradial amputees, 150 thousand stroke victims, and 85,000 spinal cord injury patients, they are living with decreased control over their own bodies. If you can imagine not being able to wrap the ones you love in a big hug, this is your opportunity to help bring accelerated functional recovery to amputee, stroke and spinal cord injury victims.

A study reported that the biggest challenge in the 29 rehabilitation clinics in Canada is the lack of rehabilitation resources. 'VArm' is a virtual reality game that was created to help those who are going through the rehabilitation process of regaining arm and hand function by simulating real-world activities. This device is comprised of a myoelectric armband made of 8 EMG sensors, a camera, a virtual reality headset and the game itself. By measuring these signals, and performing signal manipulation and pattern recognition, the intent that those nerve signals have can be determined and translated into the VR environment. The user will be able to practice using their muscles in a virtual reality environment at any time.

We plan to target upper-limb amputees, rehabilitation tools and the video game industry. These market values are sized at \$45M, \$3.72B and \$60B, respectively. The goal of 'VArm' is to provide a way for patients to take control of their

rehabilitation process in the comfort of their own home. We foresee our product making the most impact in the two months' post-surgery. If an amputee is equipped with the right encouragement to exercise, controlling the prosthesis once received is much easier. For stroke and spinal cord injury, it will reduce the initial pain tremendously. 'VArm' also contains an objective assessment of the patients' progress over time, which will allow a clinician to monitor the patient's progress.



Joseph Richardson Co-founder and CEO



Caitlin Pepper
Co-founder and CMO



Tram Ngo
Co-founder and CRM



Curtis Lough
Co-founder and CTO

Venderty

Venderty (/'vend-er-tee'/) aspires to become a benefit corporation (B-Corp) assisting in generating donations to be routed to popular charities intent on creating a sustainable planet by combatting global environmental concerns. This will be done in the first ever fully transparent and convenient donation system which will be incorporated into everyday activities. This system will be coupled with product vending to increase public interaction, which will serve as the driving force for generating donations and profits.

Ten percent of each sale is routed to a monthly 'charity fund', or customers may donate — without a purchase — in which 100% of the donation is routed to the monthly fund. Each purchase or donation provides the user with the opportunity to vote for their favored charity. The charity with the greatest number of votes will be rewarded with 100% of the donations generated from said month.

Infiltrating a \$30.5-billion-dollar market with an expected CAGR of

9.4% per year, Venderty seeks to surpass the leading competitors by implementing a new innovative system that can be effortlessly applied to variety of high traffic locations; in hopes to generate increased interaction and environmental awareness. Venderty believes in creating a more sustainable planet for future generations by uniting all individuals focused on creating a greener world.





Isaac Francis



Caleb Boyd

Wellow

In a capitalistic society, we are taught to associate happiness with financial freedom. Accordingly, we aspire to attend prestigious Universities with high success rates. However, how much are we willing to give up to get that 4.0 GPA and an office at the Big Four? For the majority of the student demographic, we are ready to prioritize our academic prosperity over our mental wellness. Yet, once we work ourselves to our limits, we are inclined to experience mental burnout. This exhaustion manifests itself in various illnesses, predominantly anxiety and depressive disorders.

Unfortunately, Universities are struggling to implement efficient mental health resources to

diminish such burnout rates.

Obtaining an appointment with a University counsellor often takes weeks and fails to provide a consistent schedule. With a growing student-body, universities cannot provide a sufficient amount of trained-personnel to aid students in their time of need. In addition, students abstain from private counselling, as it costs upward of \$100 per hour. As a result, students must endure their challenges without professional help, often resulting in consequential coping mechanisms and cognitive patterns. Contrarily, students require accessible, consistent, and efficient mental health resources.

Acknowledging this pressing need amongst Canadian universities, and as two students from the Smith School of Business ourselves, we have embarked on establishing Wellow, a fullyoptimized, secure online platform that provides a



subscription-based service to Universities looking to enhance their mental health resources and personnel through outsourcing strategies. Working with a vast network of certified therapists and psychologists, and through the implementation of strong, previously-tested quality testing programs, students from registered universities can visit Wellow's website, get in contact with one of our partner therapists, ask questions, and receive the help they need, either through video or writing, all through a more efficient, convenient form to universities.



Selina Pour Afrouz



Eman Serhan



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

Contact Nandi Kaul

Program Officer nkaul@unb.ca





International Business & Entrepreneurship Centre