



Stu Clark  
**NEW VENTURE  
CHAMPIONSHIPS**

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Graduate & Undergraduate Edition  
**MARCH 9–11, 2023**

**ASPER**  
SCHOOL OF BUSINESS



**STU CLARK CENTRE  
FOR ENTREPRENEURSHIP**



**University  
of Manitoba**

# WELCOME



On behalf of the Asper School of Business, I am pleased to welcome students and judges to Winnipeg for the Stu Clark New Venture Championships. Located in the centre of Canada, our city is a hub for innovation and an inspirational meeting place for entrepreneurs from across North America.

Throughout the competition, students will test their ability to plan, pitch and present their unique ventures while being challenged to adapt, evolve and innovate as entrepreneurs. By presenting their ideas to expert judges, students not only build industry connections, but also engage in a unique learning opportunity.

I am excited to see the many new ideas that students will bring to this event as they compete for the opportunity to kick-start their entrepreneurial dreams.

Entrepreneurship can take you down unexpected and exciting routes. To all student competitors, I encourage you to open your minds to new opportunities and the chance to expand your entrepreneurial connections across schools and disciplines.

The Asper School of Business is grateful for the support of Stu Clark [BComm(Hons)/76, LL.D/2011], the Centre's namesake and a true champion of our school. This event is possible thanks to his generosity and the Stu Clark Centre for Entrepreneurship, which has been advancing the entrepreneurial dreams of UM students for over 25 years.

Thank you to the Asper Foundation for their continued contributions to this competition, and to the leading event sponsor, The Associates of the Asper School of Business.

To the over 50 industry experts and veteran judges joining us this weekend, including benefactor Stu Clark and members of The Associates and Young Associates, thank you for sharing your insights and for providing students an opportunity to grow.

I wish all competitors the best of luck, and I hope this weekend inspires you to pursue new paths on your entrepreneurial journey!

Best,

A handwritten signature in black ink, reading "Bruno Silvestre". The signature is fluid and cursive, with a large initial 'B'.

**Bruno S. Silvestre, PhD**

Dean, I.H. Asper School of Business  
CPA Manitoba Chair in Business Leadership  
CN Professor in Supply Chain Management  
University of Manitoba

# DIRECTOR'S MESSAGE



We are excited to be back live, bigger than ever, at the Stu Clark New Venture Championships. Thirty-two teams (16 undergraduate and 16 graduate) from across Canada and the United States are joining us to compete in the Stu Clark Centre's most important event of the year – hosted at the historic Fort Garry Hotel in the heart of downtown Winnipeg.

On Thursday, March 9 we kick off our event with The Associates Welcome Reception. You will have the opportunity to meet senior leaders from the Winnipeg business community, competition judges, our leading entrepreneurship academic team, and of course your peers in the competition.

Don't miss the undergraduate and graduate level Elevator Pitch Video Compilations where each team will test their powers of persuasion to win over the judges.

Friday, March 10 is a full day of semi-finals. When you are not pitching your business plan, you might check out some Winnipeg sights, such as the

Winnipeg Art Gallery, Thermëa Spa or the Canadian Museum for Human Rights.

The next day, March 11, be sure to join us as we announce the teams that will be advancing to the finals. The finals run over the course of the day and culminate in the awards ceremony, where we recognize the winners with \$60,000 dollars in cash prizes!

The final reception is your chance to see polar bears up close and personal at the Assiniboine Park Conservancy's polar bear habitat. Located in the zoo's Journey to Churchill exhibit, this newly renovated enclosure is for rescued polar bears to roam freely and socialize.

We are excited about the innovations that have arisen out of the pandemic. In many ways, we are now engaging more passionately and creatively with our students, our academic partners, the entrepreneurial ecosystem and the community at large. We have faced challenges that have reaffirmed our conviction that fanning the flames of entrepreneurship is more important than ever – we have strengthened our purpose, sharpened our creativity and been challenged to spark the entrepreneurial spirit in every student that we encounter.

This year we received over 80 applications from across North America. From solutions to complex medical challenges and technological advances touching on a variety of industry problems, to innovative ideas aimed at making life better for our world – we have it all this year.

I am thrilled you are here with us in Winnipeg for the experience of a lifetime. I hope you leave with renewed sense of excitement and energy about all the possibilities that you can bring to life!

Best,

A handwritten signature in black ink that reads "Debra Jonasson-Young". The script is fluid and cursive.

**Debra Jonasson-Young**

I.H. Asper Executive Director for Entrepreneurship  
Stu Clark Centre for Entrepreneurship

# ABOUT THE CENTRE

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At the Stu Clark Centre for Entrepreneurship we strongly believe in sparking the entrepreneurial mindset and aim to provide opportunities, programs, competitions and support to fuel our innovative students. The entrepreneurial journey is not a road to be walked alone, and we are here to support our students in every step of the way!



Debra Jonasson-Young  
Executive Director



Amy Jones  
Program Coordinator



Lindsay Friesen  
Marketing Coordinator



Carine Bado  
Venture Coach



Melinda Sasek  
Office Coordinator



# SUPPORTING ENTREPRENEURIAL DREAMS FOR 25 YEARS

The Stu Clark Centre for Entrepreneurship celebrated a quarter century of success in November 2022.

The Stu Clark Centre for Entrepreneurship (SCCE) at the Asper School of Business celebrated 25 years of supporting the entrepreneurial dreams of University of Manitoba students. With 500+ Venture Coach meetings, more than \$1,500,000 in prize money given to student ventures, and engagement with 1250+ students from all over North America who have participated in SCCE competitions, there was lots to celebrate.

Today, the Stu Clark Centre for Entrepreneurship continues to be a resource available to all UM students. SCCE offers a variety of programs and events to encourage the development of strong entrepreneurial competencies such as resilience, collaboration, and critical thinking, in addition to offering support for starting businesses.

“The entrepreneurial journey is not a road that can be walked alone,” says Debra Jonasson-Young, Executive Director of Entrepreneurship. “We are here to help fuel Manitoba and Canada’s economy by creating opportunities for future entrepreneurs at the University of Manitoba. Whether that’s through programs, competitions, or coaching, we are here to walk that journey with them.”

Thanks to the SCCE’s support, many students have succeeded in their entrepreneurial journey over the past three decades from their first big idea to the launch of a profitable business.



# COMPETITION FORMAT AND PRIZE MONEY

## **Semi-Final Business Plan Competition Format:**

15 minute presentation, 10 minute Q & A, 10 minute judges' feedback

## **Championship Round Competition Format:**

15 minute presentation, 15 minute Q & A

## **Elevator Pitch Competition Format:**

1 minute pre-recorded pitch video

All prizes are in Canadian dollars. The represented University is the only entity that can receive payment from the University of Manitoba. There are no exceptions to this policy.

Teams are encouraged to consult with their University regarding their disbursement policy.

BUSINESS PLAN COMPETITION	UNDERGRADUATE PRIZE MONEY	GRADUATE PRIZE MONEY
First Place	\$10,000	\$20,000
Second Place	\$5,000	\$10,000
Third Place	\$2,500	\$5,000
Fourth Place	\$1,000	\$2,500

ELEVATOR PITCH COMPETITION	UNDERGRADUATE PRIZE MONEY	GRADUATE PRIZE MONEY
First Place	\$1,000	\$1,500
Second Place	\$750	\$1,000
Third Place	\$500	\$750



# SCHEDULE OF EVENTS

Hosted at the Fort Garry Hotel | 222 Broadway, Winnipeg, MB

## THURSDAY, MARCH 9

3:00 PM – 5:00 PM	Mandatory Check-In for Participating Teams – 7th Floor Foyer
5:30 PM	The Associates Welcome Reception – Crystal Ballroom, 7th Floor
6:00 PM	Opening Remarks
6:15 PM	Undergraduate – Elevator Pitch Competition Video Compilation
6:35 PM	Intermission
6:50 PM	Graduate – Elevator Pitch Competition Video Compilation
7:10 PM	Closing Remarks

## FRIDAY, MARCH 10

7:00 AM – 9:00 AM	Breakfast Buffet – La Verendrye Room, Mezzanine Floor
8:00 AM – 10:35 AM	Track 1 Semi-Final Round Business Plan Presentations

**Following the last presentation in each track:**

- Graduate Judges move to deliberation room Salon B, 1st Floor
- Undergraduate Judges move to deliberation room Salon C, 1st Floor

Track 1 – Undergraduate (Tache Room)		Track 1 – Graduate (Gateway Room)	
8:00 AM – 8:35 AM	Peko	8:00 AM – 8:35 AM	Recircle Waste Management Solutions
8:40 AM – 9:15 AM	3Common	8:40 AM – 9:15 AM	Virtruvian Matrix
9:20 AM – 9:55 AM	Soothe	9:20 AM – 9:55 AM	E&S Subsurface Probe
10:00 AM – 10:35 AM	Garage on the Go	10:00 AM – 10:35 AM	Pink + New

# SCHEDULE OF EVENTS

## FRIDAY, MARCH 10 (CONTINUED)

10:45 AM – 1:20 PM      Track 2 Semi-Final Round Business Plan Presentations

Track 2 – Undergraduate (Tache Room)		Track 2 – Graduate (Gateway Room)	
10:45 AM – 11:20 AM	uConstruct	10:45 AM – 11:20 AM	UniServices
11:25 AM – 12:00 PM	InvestoMaze	11:25 AM – 12:00 PM	Dialysis Innovations
12:05 PM – 12:40 PM	inTuitionPay	12:05 PM – 12:40 PM	PhenoBird
12:45 PM – 1:20 PM	NextMed	12:45 PM – 1:20 PM	Pediatrica Therapeutics

11:30 AM – 1:30 PM      Lunch Buffet – La Verendrye Room, Mezzanine Floor

1:30 PM – 4:05 PM      Track 3 Semi-Final Round Business Plan Presentations

Track 3 – Undergraduate (Tache Room)		Track 3 – Graduate (Gateway Room)	
1:30 PM – 2:05 PM	SteadiSpoon™	1:30 PM – 2:05 PM	CareMate Technologies
2:10 PM – 2:45 PM	Arblu	2:10 PM – 2:45 PM	EcoCrete
2:50 PM – 3:25 PM	Style	2:50 PM – 3:25 PM	CurveAssure
3:30 PM – 4:05 PM	Acrylic Robotics	3:30 PM – 4:05 PM	C-PRO Corp.

4:15 PM – 6:50 PM      Track 4 Semi-Final Round Business Plan Presentations

Track 4 – Undergraduate (Tache Room)		Track 4 – Graduate (Gateway Room)	
4:15 PM – 4:50 PM	BeMultilingual	4:15 PM – 4:50 PM	DeVrim Technologies
4:55 PM – 5:30 PM	TalkMaze	4:55 PM – 5:30 PM	SomnOSA
5:35 PM – 6:10 PM	Pet HealthCare Innovations™	5:35 PM – 6:10 PM	Group Renew
6:15 PM – 6:50 PM	Safe Scooter Storage	6:15 PM – 6:50 PM	UNCL Co.

5:00 – 6:30 PM      Supper Buffet – La Verendrye Room, Mezzanine Floor



## SATURDAY, MARCH 11

7:00 AM – 9:00 AM	Breakfast Buffet – La Verendrye Room, Mezzanine Floor
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8:00 AM	Announcement of Finalists – Concert Ballroom, 7th Floor
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### Undergraduate – Championship Round

9:00 AM – 9:30 AM	Winner of Track 1
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9:35 AM – 10:05 AM	Winner of Track 2
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10:10 AM – 10:40 AM	Winner of Track 3
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10:45 AM – 11:15 AM	Winner of Track 4
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11:15 AM – 12:30 PM	Undergraduate Championship Round Judges Deliberation – Salon A, 1 <sup>st</sup> Floor
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11:30 AM – 12:30 PM	Lunch Buffet – La Verendrye Room, Mezzanine Floor
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### Graduate – Championship Round

1:00 PM – 1:30 PM	Winner of Track 1
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1:35 PM – 2:05 PM	Winner of Track 2
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2:10 PM – 2:40 PM	Winner of Track 3
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2:45 PM – 3:15 PM	Winner of Track 4
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3:15 PM – 4:15 PM	Graduate Championship Round Judges Deliberation – Salon A, 1 <sup>st</sup> Floor
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4:15 PM – 4:45 PM	Awards Ceremony – Concert Hall, 7 <sup>th</sup> Floor
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5:30 PM	Bus Departs for Assiniboine Park Zoo – Hotel Lobby
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6:00 PM – 8:30 PM	Closing Reception for all participants at the Assiniboine Park Zoo
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# UNDERGRADUATE TEAMS



## **3Common**

### **UNIVERSITY OF MANITOBA**

3Common is a free-to-use social scheduling and group purchasing application. Our main goal is to create a place where social events can be scheduled with ease while viewing your friends'/families' availability or scrolling through local or global events. We want to eliminate back-and-forth texting with multiple people to set up an event by providing a social media-like platform that allows you to share your integrated Google or iCalendar and send individual or group invites.



## **Acrylic Robotics**

### **MCGILL UNIVERSITY**

Acrylic Robotics Inc. is a robotics startup based in Montreal on a mission to use technology to make fine art accessible to the public. We make limited-edition, blockchain-authenticated collections of art conceived by artists and painted by robotic twins with real paint on canvas – at scale. We're bringing art into the 21st century. Our technology lets artists make limited-edition painted replicas of original pieces – like a printing press for painted art.



## **Arblu**

### **UNIVERSITY OF IOWA**

Arblu strives to create a telescoping pole that operates exactly like a regular ski pole when extended, and when collapsed, the snowboarder will be able to attach it to a harness that will be located either on their thigh or forearm for the easiest access. This solution will allow snowboarders to keep their momentum and balance throughout the day, but also won't be an added inconvenience while enjoying the rest of the slopes.



## **BeMultilingual**

### **UNIVERSITY OF MANITOBA**

BeMultilingual is a company that provides a service for dubbing videos in other languages in order to make them more inclusive and accessible to a wider audience. Our main objective is to decrease the language divide by enabling content creators, such as YouTubers, to reach a more diverse and global audience. To achieve this, we offer a comprehensive service that creates completely new dubbed versions of the content the creator already provides.



## Garage On The Go

**UNIVERSITY OF NEW BRUNSWICK**

Garage On The Go brings the car repair shop right to you! Garage on the Go offers various services, such as tire/oil changes, brake pad replacements, alternator belt replacements, filter replacements, inspections, and more. Garage on the Go efficiently provides these services at the customer's doorstep via the mobile app, online website, or telephone.



## inTuitionPay

**UNIVERSITY OF MANITOBA**

inTuitionPay is a downloadable mobile app that helps international students pay for their fees and connect with other students already studying at these universities. They do this by acting as a payment gateway between local banks and universities to streamline the tuition-paying process. Moving abroad itself can be daunting but having the right financial security to pay tuition fees on time makes it easier!



## InvestoMaze

**UNIVERSITY OF NEW BRUNSWICK**

InvestoMaze is a one-stop solution that uses a "Data-centric AI" paradigm to secure funding and provide networking opportunities for early-stage startups. It also provides investors with a platform to quickly discover and invest in startups that align with their investment criteria and risk tolerance. By leveraging the power of AI, automatic matches are generated which saves investors time and effort in the due diligence process and ensures that they are presented with a curated list of high-potential investment opportunities that align with their portfolios.



## NextMed

**UNIVERSITY OF BRITISH COLUMBIA**

NextMed plans to develop reusable IV bags with a corresponding process to sterilize and refill them. The business model would operate as a saline-as-a-service provider. Our company would own the infrastructure to clean these bags and provide filled saline bags to the hospitals/clinics.

# UNDERGRADUATE TEAMS



## **Peko**

**UNIVERSITY OF BRITISH COLUMBIA**

Peko is on a mission to fight food waste and promote access to affordable, healthy food. Food waste has never been a production problem but rather a distribution problem. Peko enables consumers to access wasted food. Peko's SOM is currently in the Metropolitan Vancouver Area, specifically, millennials who are deal-inclined and primarily purchase groceries online, a market of around \$58.8m. Within the last year, demand for online grocery delivery has grown 41% and continues to grow exponentially.



## **Pet HealthCare Innovations™**

**FLORIDA ATLANTIC UNIVERSITY**

Pet HealthCare Innovations™ greatly improves the health and quality of life for pets and their owners, by designing, manufacturing, and marketing the best products on the planet, that are the most effective, easy to use, and essential for the standard of care for pets. Pet HealthCare Innovations was legally organized in 2022 to create transformative improvements in the pet healthcare space.



## **Safe Scooter Storage**

**UNIVERSITY OF NEW BRUNSWICK**

Safe Scooter Storage is a converted shipping container parked in a downtown parallel parking spot. Customers can easily and securely park and lock up their micro-mobility devices and subsequently charge them while working or socializing at popular downtown events. Operating on a green sourcing model, the SSS shipping container is covered with solar panels, which generate the energy needed to run the charging stations. Security guards, security cameras, and theft prevention systems will also be implemented to allow customers to store their e-bikes safely.



## **Soothe**

**UNIVERSITY OF CINCINNATI**

Soothe has developed a fidget toy combined with a phone case for special needs students to help calm their nerves and ease anxiety. Soothe offers a phone case that has fidget toys attached to the back but still is within reason in terms of bulkiness by being less than 5 millimeters thick. Their product entails a 3-fidget layout to optimize space. The fidgets are strategically placed to allow for easy access in your pocket, and easy use when outside of your pocket. The fidgets include a 3-set slider, a switch, and a rotation disk.





## SteadiSpoon™

### SOUTHERN METHODIST UNIVERSITY

SteadiSpoon™ provides innovative measuring software to track tremors and stabilizing hardware devices to empower people suffering from debilitating hand tremors to regain agency, autonomy, and dignity. SteadiSpoon™ app will be free to download and use for patients, neurologists, occupational therapists, and other key stakeholders to build brand value and awareness. Their hardware has our self-stabilizing, assistive device, and our replaceable attachment heads (fork, spoon, knife, pen, etc.).



## Style

### UNIVERSITY OF CINCINNATI

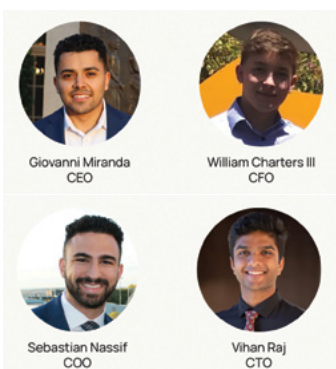
Style alleviates the stress, time, and energy that goes into picking out an outfit. Style is a virtual closet and personal styling app that utilizes machine learning and AI to provide users with on-demand outfit recommendations using their own clothes to encourage people to wear their clothes longer rather than buying new ones.



## TalkMaze

### UNIVERSITY OF ALBERTA

TalkMaze instills confidence in children through communication skills training. Did you know 73% of people are afraid of public speaking? Yet, communication is the top skill employers are looking for, and there is no go-to place for kids to learn effective communication skills. TalkMaze's proprietary technology platform integrates curriculum, coaches, and technology to deliver communication skills training to kids.



## uConstruct

### UNIVERSITY OF SOUTHERN CALIFORNIA

uConstruct's mission is to empower homeowners with the knowledge and resources they need to make informed decisions about their renovation projects to transform their space into their dream homes. Homeowners submit the scope of their renovation project and are paired up with a contractor who matches the project's criteria. Homeowners can use our platform at no cost — no transaction or subscription fees.

# GRADUATE TEAMS



## CareMate Technologies

UNIVERSITY OF ARKANSAS

CareMate Technologies develops individualized pressure point systems that precisely identify wound concerns before they are a problem. CareMate provides intuitive products for the immobile community by offering technology precision monitoring to assist in the movement needs and care of patients. Their flagship product revolutionizes the way pressure ulcers have been identified and monitored.



## C-PRO, Corp.

UNIVERSITY OF MICHIGAN

C-PRO aims to offer the most feasible solutions for homeowners to resolve their issues cheaply and quickly. C-PRO is a two-sided marketplace that connects and offers listing and virtual-calling consulting services between homeowners and home service providers. Compared to traditional Do-It-For-Me (contractors) or Do-It-Myself (YouTube) solutions, C-PRO has enormous advantages in cost, responsiveness, and effort.



## CurveAssure

JOHNS HOPKINS UNIVERSITY

CurveAssure is developing a remote monitoring and assessment tool to provide dynamic metrics and guide personalized treatment for 1.62M US spinal care patients per year. CurveAssure is a system capable of deriving quantitative insights unattainable during clinical visits. Their system utilizes a series of non-invasive wearable sensors to enable at-home patient monitoring and plan a data-driven optimized treatment course that is specific to every patient and their pathology.



## DevRim Technologies

UNIVERSITY OF MANITOBA

DevRim Technologies is aimed at providing an affordable, early, and rapid detection of gastrointestinal viral pathogens using DNA/RNA biosensors. Through our technology, viral detection will be more accessible to healthcare facilities and laboratories thereby reducing the burden of enteric diseases globally. The estimated detection interval is 30 min, and the process can be monitored in real-time.





## Dialysis Innovations

**UNIVERSITY OF MICHIGAN**

Dialysis Innovations provides a novel innovative life-changing solution to end-stage kidney patients by providing a smart dialysis needle that ensures better cannulation, and better dialysis care by enhancing the patient and provider experience at lower cumulative costs by reducing infiltrations. Dialysis Innovations has developed a dialysis needle with a retractable beveled needle tip and a transparent cannula tubing.



## E&S Subsurface Probe Inc.

**UNIVERSITY OF MANITOBA**

E&S Subsurface Probe Inc. has been founded to produce a novel maneuverable soil drilling tool called the Bio-inspired Vibro-based Burrowing Drilling tool (BVBD), which meets the payload requirements of space missions and therefore is practical for remote subsurface investigations. The small size of the BVBD makes the rig also beneficial in soil drilling on sites with limited accessibility on Earth.



## EcoCrete

**UNIVERSITY OF MANITOBA**

Ecocrete is a solution that repurposes waste from water treatment facilities into a concrete mix. The solution proposed is to obtain the lime sludge from the municipalities and process the lime sludge to use it in concrete mix directly (at a certain percentage of 5% to 10%) or dry to powder form and then use it in the concrete mix. This business idea is simple and intuitive while creating a lot of value for society by lowering disposal fees, diverting sludge from landfills, and reducing environmental pollution.



## Group Renew

**UNIVERSITY OF WATERLOO**

Group Renew is a SaaS product that reduces the frustration that group benefits brokers experience when they are preparing a group renewal package. Data for the renewals come from multiple sources such as insurance companies, the client, and from internal data the consultants already have. It also comes in many different formats such as PDFs and Excel files. The process is manual, difficult, and lengthy, and consultants and their teams will spend hours performing the renewal process.

# GRADUATE TEAMS



## **Pediatrca Therapeutics**

**UNIVERSITY OF ARKANSAS**

Pediatrca Therapeutics is addressing a growing problem of infants being born physically dependent on opioids due to maternal opioid use disorder, through the development of a novel drug based on a proprietary technology that has shown promise to improve fetal and neonatal safety profile against prenatal opioid exposure.



## **PhenoBird**

**UNIVERSITY OF WINNIPEG**

PhenoBird proposes a remote sensing solution that provides an early detection tool for growers to identify stressed plants early on in their operations. Agricultural drones can carry different sensors such as true color, near-infrared, and thermal to obtain crop data and detect differences in healthy plants versus stressed plants. Remote sensing can also assess crop characteristics that plant breeders and scientists are interested in when developing high-quality crops.



## **Pink + New**

**UNIVERSITY OF WATERLOO**

Pink + New is the only platform that supports Millennial and Gen Z women through the entire emotional health and healing user journey. It will offer daily support, as well as on-demand courses, group courses, and 1-1 counseling. The vision is to be the go-to destination where Millennial and Gen Z women can find all the emotional health and healing support they need – because it is where the world's best emotional health and healing ministries house their content for these segments.



## **Recircle Waste Management Solutions**

**SAINT MARY'S UNIVERSITY**

Recircle provides WM infrastructure to institutional commercial and industrial ecosystems, to recycle their waste where it's consumed, with 100% recycled raw materials, transforming WM costs into sustainable revenue streams. Recircle has successfully developed the first prototype and achieved a proof-of-concept model for their decontamination machine. This machine transforms plastic (that would otherwise be landfilled) into suitable material for manufacturers.



## **SomnOSA**

### **JOHNS HOPKINS UNIVERSITY**

SomnOSA solution is a novel neurostimulation device that increases tone in these muscles and prevents airway collapse during sleep. SomnOSA involves minimally invasive surgical placement of an electrode that receives energy through a removable battery transmitter that the patient deploys when they go to sleep. The stimulation is timed to the patient breathing in, opening the airway, and restoring normal breathing.



## **UNCL Co.**

### **UNIVERSITY OF ARKANSAS**

Universal Network Controlled Lock Company (UNCL Co.) addresses the rising problem of bicycle theft with a retrofitting, app-enabled, security and monitoring platform to deter theft and eliminate the need to carry a personal bike lock. Our retrofitting solution provides riders the strength of the U-lock and maneuverability of a hardened-steel chain with the convenience of carrying no lock at all. UNCL stations are RFID, NFC, and app enabled.



## **UniServices**

### **MICHIGAN STATE UNIVERSITY**

UniServices instantly and easily connects college students with their local communities in an easy-to-use marketplace/gig-service platform. The platform makes it easy for residents and businesses alike to support students and their local towns in a multitude of ways including access to products and services from college student founders to support them in their own entrepreneurial ventures and easily get hired for odd-jobs or recurring jobs by residents and businesses.



## **Vitruvian Matrix**

### **UNIVERSITY OF ARKANSAS**

Vitruvian Matrix is a patent-pending formulation ready to help grow stable cells for use by cell manufacturers. A wide range of cancers, autoimmune diseases, spinal cord injuries, and infectious diseases may soon have a cure thanks to advances in cell therapy. Unlike others, Vitruvian Matrix's formulation is stable through temperature and lighting fluctuations eliminating contamination concerns associated with other animal-based formulations and providing greater results even across various cell types – all while using FDA-approved ingredients.

# UNDERGRADUATE JUDGES

Judges of the Stu Clark New Venture Championships include over 20 local business executives and professionals from a broad range of public and private sector organizations.

## Semi-Final Rounds



**Aaron Denysuik**

Loyalty & Retention Specialist  
for Business in Manitoba | Group  
Retirement Consultant  
RBC Royal Bank



**Corinne Gusnoki** (Young Associate)  
Business Development Manager  
New Media Manitoba



**Adam Nepon** (Young Associate)  
Founder  
MBA Consulting & Co.



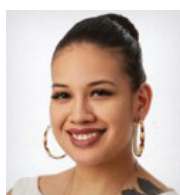
**Edward Acuna**  
Vice-President, Commercial Banking  
Cambrian Credit Union



**Alexander Lavoie**  
Trade Advisor  
World Trade Centre



**Evgeny Gotfrid**  
Co-Founder  
Beauty Bark



**Ashley Richard**  
Associate Director, Indigenous  
Women Entrepreneurship  
Knowledge Hub



**Felipe Garcia** (Young Associate)  
Head of Partnerships  
Small Screen Inc.



**Ben Dueck**  
President/Founder  
Cantera Leadership



**Geoff Westdal**  
Sales Manager  
Coghlan's Ltd.



**Chau Tu**  
Project Manager  
theScore



**Graham Taylor**  
Founder  
Rogue Processing





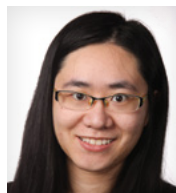
**Indigo Adam-Grant**  
Director, Marketing  
Cambrian Credit Union



**Sonja Tunovic**  
Senior Manager, Development  
Private Pension Partners



**Jackie Romans**  
VP, Banking  
RBCx



**Yvette Shang**  
Senior Advisor - Manitoba Business  
Development  
MITACS



**Matthew Thomson** (Young  
Associate)  
Strategic Sourcing Business Analyst  
New Flyer

## Elevator Pitch



**Meycee Kalaw-Crevier**  
Project Manager  
Emergent BioSolutions



**Stephanie Kalo** (Young Associate)  
Staff Accountant  
KPMG



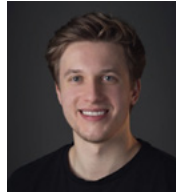
**Mike DeLuca**  
Regional Manager, Builder  
Development  
RBC Royal Bank



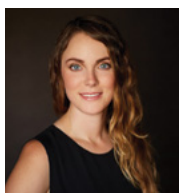
**Grant White** (Associate)  
Portfolio Manager and  
Investment Advisor  
Endeavour Wealth Management



**Nicole Baudry**  
Client Development Manager  
Think Shift



**Chris Schmidt** (Young Associate)  
Founder & CEO  
Parallel



**Nicole Zajac** (Associate)  
Chief Financial Officer  
Penner Oil

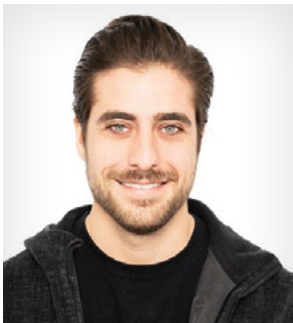
# CHAMPIONSHIP ROUND



**Amanda Hildahl**

**DIRECTOR, STRATEGY, MPI**

Amanda is a graduate of the MBA program at the Asper School of Business and holds a Bachelor of Arts from the University of Manitoba. As Director of Strategy at Manitoba Public Insurance, Amanda is responsible for leading MPI's overall corporate strategy to achieve its transformation goals by establishing MPI's strategic framework, developing internal execution structures, identifying strategic initiatives, and enabling a culture of accountability. She drives cross-functional alignment, promotes fact-based decision-making, and ensures strategy is leaned on as a relatable and actionable asset organization-wide.



**Christos Vasilarakis**

**CHIEF OF STAFF, MATTER INC.**

Christos has dedicated his entire career to helping entrepreneurs bring their ideas to life. He started this journey at university, running the Colligate Entrepreneurs Organization for Manitoba. Upon graduation, Christos joined a management consulting firm dedicated to helping SMBs and entrepreneurs to validate their ideas, raise capital and launch into competitive markets. Christos has since specialized in tech entrepreneurship, working with leading brands in the e-commerce space over the past five years, and most recently, joined an AI technology start-up called Matter Inc. as their Chief of Staff.



**Joshua Zaporzan (Young Associate)**

**OWNER & PRESIDENT, AUDAX VENTURES**

Joshua is an entrepreneur who has built, led, and exited several successful new ventures. Joshua is the Founder of H2MB, a company in the clean technology and renewable energy industry that is building Manitoba's first green hydrogen production facility, working with industries to decarbonize and reduce emissions. In addition to H2MB, Joshua and his team at Audax Ventures work with, and invest in, technology start-ups helping them to launch, grow and exit their business.



**Peter Wheatley (Associate)**

**VICE PRESIDENT & GENERAL MANAGER, HELICOPTERS, STANDARDAERO**

Peter Wheatley is a young professional who is a three-time graduate of the University of Manitoba with a Bachelor of Science in Mechanical Engineering (Aerospace Option), a Certificate in Quality Management, and a Masters in Business Administration. Over the past 17 years at StandardAero, Peter has risen quickly to his current role of VP/GM of the Helicopters business, with MRO operations in Winnipeg, Vancouver, Langley, Dallas, Concord, Singapore, and Portsmouth (UK). His past roles include various positions in engineering, quality, customer programs, and sales operations.



# GRADUATE JUDGES

Judges of the Stu Clark New Venture Championships include over 20 local business executives and professionals from a broad range of public and private sector organizations.

## Semi-Final Rounds



**Alison Kirkland**  
CEO  
Women's Enterprise  
Organizations of Canada



**Denise Zaporzan (Associate)**  
President & CEO  
Asteria Global Inc.  
Chair, The Associates



**Amy Oliver (Associate)**  
Founder and CEO  
Amy Oliver + Co



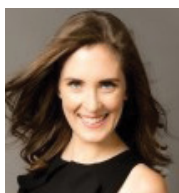
**Derek Rolstone (Associate)**  
Principal  
Stone HR Strategies



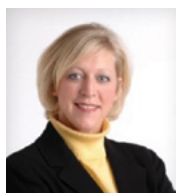
**Dr. Bram Ramjiawan**  
Director of Research Innovation  
& Regulatory Affairs  
St. Boniface General Hospital  
Research Centre



**Doug Nelson**  
President and Senior Financial  
Planner  
Nelson Financial Planning Corp.



**Caroline Ksiazek**  
Business Development Manager  
& Regional Lead (Manitoba,  
Saskatchewan & the North),  
Futurpreneur



**Fiona Webster Maurant**  
President  
Manrex Ltd.



**Christian Robin**  
Director, Marketing and Web  
Presence, Alumni Engagement,  
and Student Recruitment  
RRC Polytech



**Geeta Tucker (Associate)**  
President and CFO  
CPA Manitoba



**Deanna Traa**  
Chief Marketing Officer  
Bold Commerce



**Gloria Thom**  
Local Lead  
Startup TNT

# GRADUATE JUDGES



**Dr. Grant Pierce**

Executive Director of Research,  
St. Boniface General Hospital  
Research Centre



**Michael Williams**

Registered Patent Agent  
Ade & Company Inc.



**Grant M. Zipursky (Associate)**

President & Managing  
Consultant  
MD Innovative Strategies



**Thomas Kormylo**

Partner  
Pitblado



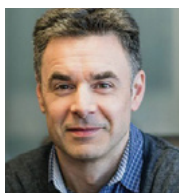
**Helen Faucher**

Marketing Executive  
Industry Expert



**Warren Abrey (Associate)**

Principal  
Outcomes Strategic Consulting  
Inc.



**John Proven (Associate)**

President & Chief Operating  
Officer  
Convion

## Elevator Pitch



**Andrew Tse**

Business Development Manager  
Futurpreneur



**Keith Sutherland**

Director of Operations, Manitoba  
Dynacare



**Joelle Foster (Associate)**

CEO  
North Forge Technology  
Exchange



**Lisa Cefali (Associate)**

Partner, Strategic Development  
Legacy Bowes



**Sam Fay**

Change Leader  
Manitoba Hydro



**Maxine Kashton**

CEO  
Women's Enterprise Centre  
of Manitoba

# CHAMPIONSHIP ROUND



**Stu Clark**

**PHILANTHROPIST**

Stu Clark is the oil and gas entrepreneur who has given back to the Asper School of Business. The Centre is proudly named after his contribution, and he is an advocate for the competition. Please see full bio on page 24.



**Jeff Ryzner**

**INNOVATION SPECIALIST, UNIVERSITY OF CALGARY**

Jeff Ryzner has been helping companies successfully commercialize technology for over 25 years. He is a founding partner of three technology startups, including HealthLink Technologies, a top-tier SaaS solution for private medical facilities in North America. Jeff is an active business mentor. His volunteer work earned him the Futurpreneur Business Mentor of the Year award in 2011 (Manitoba), the BDC Business Mentorship award in 2015 (Canada) and the Startup Canada Entrepreneur Promotion Award for mentorship in 2017 (Prairies).



**Silvia de Sousa (Associate)**

**PARTNER, THOMPSON DORFMAN SWEATMAN**

Silvia de Sousa is a partner at TDS Law. Her practice is concentrated in business law with an emphasis on intellectual property law and technology law. Her practice also includes intellectual property transactions, cannabis advertising and marketing, intellectual property protection, trademarks, copyrights, patents, and licensing matters. Silvia is also a seasonal lecturer for the University of Manitoba, Faculty of Law. Silvia holds a B.A. and an LLB from the University of Manitoba, and is also the Chair of the Transactional IP Committee of the Canadian Bar Association. She is a Member of the Associates amongst many other positions in the community.



**Stuart Henrickson**

**CHIEF FINANCIAL OFFICER, BOLD COMMERCE**

Stuart Henrickson has spent the past five years as CFO of Bold Commerce, one of the fastest growing eCommerce companies in Canada. Prior to this, Stuart spent 25 years in corporate and investment banking in Canada, Europe and the Middle East working for such major institutions as Merrill Lynch, CIBC, and First Abu Dhabi Bank. In addition, Stuart has taken on many volunteer roles, including six years as Board Member and Chair of the award-winning tech incubator North Forge Technology Exchange.

# STU CLARK



## STU CLARK Philanthropist

Stu Clark [BComm(Hons)/76, LL.D./2011] is a Calgary oil and gas entrepreneur. He was the director and Chairman of the Board of Storm Resources Ltd., a TSX listed oil and gas exploration company, as well he is the Chairman of the Board of Alliance Trust Company, a private trust and shareholder services firm, servicing public and private entities in Alberta, Saskatchewan and Manitoba. Mr. Clark was born and raised in Manitoba and educated in Brandon and Winnipeg, before beginning his entrepreneurial career in the oil and gas industry in Calgary.

Mr. Clark earned his Bachelor of Commerce (Hons) from the University of Manitoba in 1976, and in 2011 was recognized by the University of Manitoba with an honorary Doctor of Laws for his contributions of time and resources to the University, the I.H. Asper School of Business, and the Stu Clark Centre for Entrepreneurship. Over three decades, Mr. Clark translated his education into starting, running and then selling several oil and gas exploration companies.

Mr. Clark moved to Calgary in 1984 with the Northland Bank. In 1986, he founded Pinnacle Resources Ltd. and raised \$2 million of shareholder capital. In 1998, Pinnacle was sold for over \$1 billion. Mr. Clark has been involved in the start-up and reorganization of a number of Calgary-based public and private entities during his career.

A renowned entrepreneur, philanthropist and volunteer, Mr. Clark is recognized for his tireless dedication to supporting a variety of charities and educational institutions in Canada. One of his many donations to the University of Manitoba enabled the establishment of the Stu Clark Centre for Entrepreneurship in the I.H. Asper School of Business. Mr. Clark has also been a strong supporter of the Canadian Museum for Human Rights.

Mr. Clark continues to support his philanthropic interests in Alberta and Manitoba.

# THANK YOU TO OUR SPONSORS



## Leaders advancing business education

Since 1982, The Associates have contributed to world-class business education opportunities in Manitoba through volunteerism, mentorship, and philanthropy. Comprised of 300+ industry leaders, The Associates provide an unparalleled connection between the school and Manitoba's business community. Members of The Associates and the affiliated Young Associates network regularly at professional development and social events. Visit our website to learn more about our community!

[www.associatesmb.ca](http://www.associatesmb.ca)



Israel Asper, O.C., O.M., Q.C., L.L.D. (1932 – 2003) and Babs Asper (1933 – 2011) believed that philanthropy is a driving force behind positive change in people's quality of life. For this reason, they formed The Asper Foundation in Winnipeg, Manitoba, Canada in 1983 to build upon their and the Asper family's philanthropic objectives. The Asper Foundation undertakes, develops and supports major initiatives in the areas of Jewish charity as well as culture, education, community development and human rights locally, nationally and internationally. In the recent past, over \$150 million has been donated to various charitable causes through The Asper Foundation.



# JOURNEY TO CHURCHILL



Participants and judges are invited to join us at a one-of-a-kind experience to celebrate the closing of the 2023 Stu Clark New Venture Championships.

In the heart of Assiniboine Park Zoo is Journey to Churchill, and in the heart of Journey to Churchill is the Gateway to the Arctic, home to Winnipeg's famous polar bears. Join us under dancing Northern Lights in the Aurora Borealis Theatre and mingle in the Sea Ice Passage under the pools that polar bears and seals call home. There is a glass wall to view polar bears, the Sea Ice Passage, which is a glass tunnel where you can watch them swim, and a seal viewing area where the adorable little seals will swim right up to the glass to say hello.

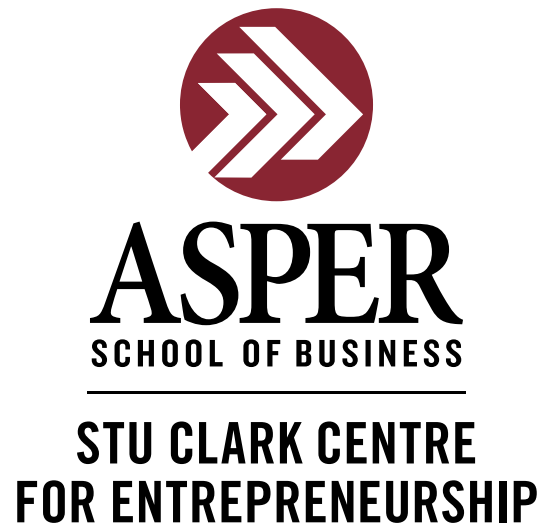
## EVENT DETAILS:

- 5:30 p.m.** Bus departs for Assiniboine Park Zoo
- 6:00 p.m.** Closing reception with polar bear viewing opportunity. Food and beverage will be provided.
- 8:30 p.m.** Bus returns to the Fort Garry Hotel

**54 ZOO DRIVE, SPECIAL EVENTS ENTRANCE  
WINNIPEG, MANITOBA**

*This reception is by invite only, and exclusively for participants and judges.*





We hope to see you at the 2024  
Stu Clark New Venture Championships!



Follow us on social media to stay up to date on  
upcoming events, webinars, and competitions:

@stuclarkcentre



**University  
of Manitoba**

**UMANITOBA.CA/ENTREPRENEUR**