



Stu Clark
**NEW VENTURE
CHAMPIONSHIPS**

Graduate & Undergraduate
Business Plan Competition

APRIL 25 - 27, 2025

ASPER
SCHOOL OF BUSINESS



**STU CLARK CENTRE
FOR ENTREPRENEURSHIP**



**University
of Manitoba**

WELCOME



On behalf of the Asper School of Business, I am glad to welcome competitors and judges to Winnipeg for the 2025 Stu Clark New Venture Championships. The Asper School of Business is a hub for innovators and entrepreneurs, located in the heart of Canada.

At the Asper School, our mission is to cultivate the entrepreneurial mindset in all students. We know that entrepreneurship is a path for any student to succeed, develop their skills, and refine their strategic thinking. This is why we are proud to be home to the Stu Clark Centre for Entrepreneurship, the University of Manitoba's first hub for entrepreneurial innovation, serving well over 1000 UM students each year.

The Stu Clark New Venture Championships is an event that brings high-caliber competition, valuable expert feedback, and opportunities to connect with students from across

North America. It is an outstanding point of connection for our entrepreneurial ecosystem and an excellent experiential 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 kickstart their entrepreneurial dreams.

We are 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, his passion for entrepreneurship in all its forms and bold vision for the Stu Clark Centre for Entrepreneurship, which has been advancing the entrepreneurial dreams of UM students for over 25 years.

Thank you as well 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 46 industry experts and veteran judges including benefactor Stu Clark and members of the Associates and Young Associates, thank you for sharing your insights and expertise and for providing students an opportunity to grow.

Best of luck to the competitors! I hope this weekend inspires you to pursue new paths on your entrepreneurial journey.

Best,

A handwritten signature in black ink that reads "Bruno Silvestre". The signature is fluid and cursive.

Bruno S. Silvestre, PhD

Dean, I.H. Asper School of Business
CPA Manitoba Chair in Business Leadership
University of Manitoba

DIRECTOR'S MESSAGE



We are excited to be back live, bigger than ever, for the 2025 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 Friday, April 25th 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 Video Compilations where each team tested their powers of persuasion to win over the judges.

Saturday, April 26th 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 The

Forks, Thermea Spa, The Leaf at Assiniboine Park, Journey to Churchill featuring polar bears up close and personal, The Manitoba Museum or the world class Canadian Museum for Human Rights. And don't forget to try some of the many fabulous restaurants in Winnipeg!

The next day, Sunday April 27th, 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! And Stu Clark himself will be judging in the final round of the graduate level competition – so you will not want to miss this!

It wouldn't be an experience to remember without a fabulous wrap up party! This year we are excited to host you at the "Rec Room" for an evening of fun and yes "games". I promise, it will be an evening that you won't quickly forget!

Fanning the flames of entrepreneurship is more important than ever– and at the Stu Clark Centre we have strengthened our purpose, sharpened our creativity and are dedicated to igniting the entrepreneurial spirit in every student that we encounter by hosting a truly exceptional event.

This year we received over 130 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

At the Stu Clark Centre for Entrepreneurship we strongly believe in igniting 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
I.H. Asper Executive Director



Amy Jones
Event Manager



Marissa Naylor
Marketing Coordinator



Ben Isakov
Startup Coach



Melinda Sasek
Office Administrator

2024 CHAMPIONS

Graduate Business Plan Competition:

- 1st Place: SinuStim - Johns Hopkins University
- 2nd Place: HydroPhos Solutions - University of New Hampshire
- 3rd Place: AirMax - University of Texas at Austin
- 4th Place: ReliaCare - San Diego State University

Graduate Video Pitch Competition:

- 1st Place: Pet HealthCare Innovations - Florida Atlantic University
- 2nd Place: SinuStim - Johns Hopkins University
- 3rd Place: Nosh Protein - Western University

Graduate Social Entrepreneurship Award:

- 1st Place: MetaCycler BioInnovations - University of Waterloo

Undergraduate Business Plan Competition:

- 1st Place: One in a Chamber - University of British Columbia
- 2nd Place: Locaze - Johns Hopkins University
- 3rd Place: Patient Companion - University of Waterloo
- 4th Place: Automax AI - University of Waterloo

Undergraduate Video Pitch Competition:

- 1st Place: One in a Chamber - University of British Columbia
- 2nd Place: Patient Companion - University of Waterloo
- 3rd Place: Sweet Diagnostics - University of Manitoba

Undergraduate Social Entrepreneurship Award:

- 1st Place: Sweet Diagnostics - University of Waterloo



COMPETITION FORMAT AND PRIZE MONEY

Semi-Final Business Plan Competition Format:

15 minute presentation, 10 minute Q & A, 5 minute judges' feedback

Championship Round Competition Format:

15 minute presentation, 10 minute Q & A

Video Pitch Competition Format:

1 minute pre-recorded 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
Social Entrepreneurship Award	\$1,000	\$1,500

VIDEO 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

FRIDAY, APRIL 25	
4:00 PM – 5:30 PM	Mandatory Check-In for Teams – Provencher Ballroom, Main Floor
5:30 PM	The Associates Welcome Reception – Provencher Ballroom, Main Floor
6:00 PM	Opening Remarks: Debra Jonasson - Young, SCCE Executive Director Renée Cable - Minister of Advanced Education and Training Scott Gillingham - City of Winnipeg Mayor Bruno Silvestre - Dean of the Asper School of Business Hardev Bains - Chair of The Associates
6:30 PM	Undergraduate – Video Pitch Competition Showcase
6:45 PM	Graduate – Video Pitch Competition Showcase

SATURDAY, APRIL 26			
7:00 AM – 9:30 AM		Breakfast – Provencher Ballroom - Main Floor	
8:00 AM – 10:15 AM		Track 1 Semi-Final Round Business Plan Presentations - Mezzanine Floor	
Track 1 – Undergraduate (Gateway Room)		Track 1 – Graduate (La Verendrye Room)	
8:00 AM – 8:30 AM	Drago Boxing	8:00 AM – 8:30 AM	ArcticEdge Technologies Inc.
8:35 AM – 9:05 AM	Safety Straw Inc.	8:35 AM – 9:05 AM	Hidalga Technologies, LLC
9:10 AM – 9:40 AM	Xatoms	9:10 AM – 9:40 AM	NeuroFore
9:45 AM – 10:15 AM	Motiv	9:45 AM – 10:15 AM	Revyn Medical Technologies Inc.

SCHEDULE OF EVENTS

SATURDAY, APRIL 26 (CONTINUED)			
10:25 AM - 12:40PM		Track 2 Semi-Final Round Business Plan Presentations - Mezzanine Floor	
Track 2 – Undergraduate (Gateway Room)		Track 2 – Graduate (La Verendrye Room)	
10:25 AM - 10:55 AM	BRCĒ	10:25 AM - 10:55 AM	Eutrobac
11:00 AM - 11:30 AM	MabLab	11:00 AM - 11:30 AM	Rise Media
11:35 AM - 12:05 PM	Spacetime Company	11:35 AM - 12:05 PM	Fetal Therapy Technologies, LLC
12:10 PM - 12:40 PM	Ova Health Inc.	12:10 PM - 12:40 PM	The Easy Snack Corporation
11:30 AM - 2:00 PM		Lunch - Provencher Ballroom, Main Floor	
12:50 PM - 3:05 PM		Track 3 Semi-Final Round Business Plan Presentations - Mezzanine Floor	
Track 3 - Undergraduate (Gateway Room)		Track 3 – Graduate (La Verendrye Room)	
12:50 PM - 1:20 PM	Cloud IX	12:50 PM - 1:20 PM	U-Pro Soccer
1:25PM - 1:55 PM	EquiPad Inc.	1:25PM - 1:55 PM	Veina Vascular
2:00 PM - 2:30 PM	WeldRight	2:00 PM - 2:30 PM	Wistheria
2:35 PM - 3:05 PM	UMaps	2:35 PM - 3:05 PM	Huminic Biosystems
3:15 PM - 5:30PM		Track 4 Semi-Final Round Business Plan Presentations - Mezzanine Floor	
Track 4 – Undergraduate (Gateway Room)		Track 4 – Graduate (La Verendrye Room)	
3:15 PM - 3:45 PM	WaterWatch	3:15 PM - 3:45 PM	Uplift
3:50 PM - 4:20 PM	Metallyze	3:50 PM - 4:20 PM	GradFinder
4:25 PM - 4:55 PM	NeuroLyze	4:25 PM - 4:55 PM	Imagine Devices Inc.
5:00 PM - 5:30 PM	NerView Surgical Inc.	5:00 PM - 5:30 PM	NervMyo Therapeutics

SUNDAY, APRIL 27

7:00 AM – 9:30 AM	Breakfast – Crystal Ballroom, 7th Floor
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8:00 AM	Announcement of Finalists – Crystal Ballroom, 7th Floor
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Undergraduate Championship Round - Concert Ballroom, 7th Floor

9:00 AM – 9:25 AM	Winner of Undergraduate Track 1
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9:30 AM – 9:55 AM	Winner of Undergraduate Track 2
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10:00 AM – 10:25 AM	Winner of Undergraduate Track 3
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10:30 AM – 10:55 AM	Winner of Undergraduate Track 4
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10:55 AM – 12:00 PM	Undergraduate Championship Round Judges Deliberation
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11:00 AM – 1:00 PM	Lunch – Crystal Ballroom, 7th Floor
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Graduate Championship Round - Concert Ballroom, 7th Floor

1:00 PM – 1:25 PM	Winner of Graduate Track 1
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1:30 PM – 1:55 PM	Winner of Graduate Track 2
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2:00 PM – 2:25 PM	Winner of Graduate Track 3
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2:30 PM – 2:55 PM	Winner of Graduate Track 4
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2:55 PM – 4:00 PM	Graduate Championship Round Judges Deliberation
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4:00 PM – 4:30 PM	Awards Ceremony – Concert Ballroom, 7 th
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5:30 PM	Bus Departs for Closing Reception at The Rec Room – Hotel Lobby
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6:00 PM – 8:30 PM	Closing Reception for all Participants & Judges at The Rec Room
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8:00 PM	First bus departs back to the Fort Garry Hotel
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8:30 PM	Second bus departs back to the Fort Garry Hotel
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UNDERGRADUATE TEAMS



BRCĒ

MICHIGAN STATE UNIVERSITY

BRCĒ is revolutionizing performance and safety in athletic and industrial markets through advanced material innovations and groundbreaking product designs. Its flagship offerings include patented shoelaces that never come untied, a high-tech ankle brace on the FDA clearance track, and proprietary polymer composites licensed to major brands like Under Armour and DeWalt.



Cloud IX

TULANE UNIVERSITY

Cloud IX is an AI-powered chatbot designed to support survivors of sexual violence on college campuses by providing confidential, university-specific guidance on reporting, mental health support, and safety planning. Its AI assistant, “Sky,” is trained on each institution’s policies to offer accurate, trauma-informed assistance, bridging the gap between survivors and university resources.



Drago Boxing

WESTERN UNIVERSITY

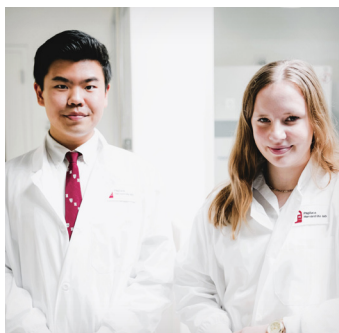
Drago Boxing, founded by Canadian National Cruiseweight Boxer Champion Shane McCarthy, is set to revolutionize training tools for fighters. The company’s patent-pending device is uniquely designed to roll two hand wraps simultaneously while ensuring they air dry flat and untangled. With a speed three times faster than any other solution on the market, this dual wrap roller is the only product that integrates both rolling and drying functions – making it a game-changer for combat sport athletes.



EquiPad Inc.

UNIVERSITY OF CALIFORNIA, BERKELEY

EquiPad is making period products more sustainable and accessible. EquiPad prioritizes comfort and sustainability by using organic plant-based materials and biobased packaging. Their innovative dispensers are designed for convenience, allowing easy placement in restrooms and quick restocking. EquiPad is redefining period care focusing on menstrual health and environmental responsibility.



MabLab

HARVARD UNIVERSITY

MabLab is dedicated to preventing overdoses caused by laced drugs through its innovative five-in-one rapid test, which detects the deadliest lacing agents in under three minutes. Unlike existing test strips that only screen for fentanyl, MabLab's IP-protected solution identifies multiple substances simultaneously, addressing a critical gap in harm reduction.



Metallyze

UNIVERSITY OF BRITISH COLUMBIA

Metallyze provides wastewater treatment facilities with real-time heavy metal monitoring, improving environmental safety and operational efficiency. Metallyze's IoT-enabled electrochemical sensor panel delivers continuous data, reducing chemical use, energy consumption, and compliance risks. Metallyze is set to revolutionize water quality monitoring while driving financial and environmental impacts.



Motiv

UNIVERSITY OF CINCINNATI

Motiv is an all-in-one sports management software designed to streamline communication and operations for high school sports programs. Motiv offers a user-friendly app for coaches, parents, and athletes and a web dashboard for athletic directors. Motiv aims to revolutionize high school sports management with an efficient, centralized platform.



NerView Surgical Inc.

MCMASTER UNIVERSITY

NerView Surgical Inc. is developing NerveSense, a revolutionary handheld imaging system that provides real-time, non-invasive visualization of nerves during surgery. Using patent-pending polarized light imaging and AI-driven algorithms helps surgeons accurately identify nerves without requiring dyes or invasive probes, reducing the risk of accidental nerve damage. NerveSense offers hospitals cost savings, reduced liability, and improved patient outcomes.

UNDERGRADUATE TEAMS



NeuroLyze

UNIVERSITY OF MASSACHUSETTS - LOWELL

NeuroLyze is a health tech company revolutionizing concussion detection in sports through a helmet-mounted device that provides real-time visual alerts for potentially concussive impacts. Using AI-driven algorithms, it delivers personalized brain health insights, helping athletes and staff make informed decisions about injury management and recovery. NeuroLyze offers a scalable, multi-sport solution that eliminates diagnostic uncertainty and enhances player safety.



Ova Health Inc.

WESTERN UNIVERSITY

Ova aims to revolutionize menopause care by addressing the widespread lack of support and education around this critical life transition. Ova is developing a hormone replacement patch with integrated biosensors that track hormonal and metabolic changes in real time, providing personalized health insights for women during perimenopause, menopause, and post-menopause. Ova leverages emerging research and the potential of wearable technology to empower women and healthcare providers.



Safety Straw Inc.

MICHIGAN STATE UNIVERSITY

Safety Straw is a company focused on combating the growing issue of date rape drugs in nightlife environments. Their innovative product is a straw that detects common date rape drugs by changing colour when exposed, providing a discreet and effective way for bars and nightclubs to ensure the safety of their patrons. Safety Straw is poised to disrupt the market and improve safety in nightlife establishments.



Spacetime Company

UNIVERSITY OF MANITOBA

Spacetime Company offers innovative drone light shows that provide a safe, eco-friendly, and cost-effective alternative to traditional fireworks for events. Their fully customizable 3D animated shows include a 20-minute display and eliminate the environmental and safety risks associated with fireworks. Spacetime is poised to reshape the entertainment industry with cutting-edge technology.



UMaps

UNIVERSITY OF MANITOBA

UMaps is a next-generation campus mapping solution designed to improve university navigation, resource access, and event organization. It offers precise pathfinding, real-time information on amenities, and customizable maps for events and clubs, reducing the time and cost associated with traditional map creation. The platform offers a more efficient, lower-cost alternative to current mapping systems.



WaterWatch

TEXAS CHRISTIAN UNIVERSITY

WaterWatch is a wearable drowning prevention device designed to protect young children from water-related accidents by sending real-time alerts to parents' smartphones when water exposure is detected. The device provides a more proactive solution than traditional safety products, offering peace of mind and reducing the risk of drowning incidents.



WeldRight

UNIVERSITY OF BRITISH COLUMBIA

WeldRight's AI Welding Assistant is a real-time feedback tool for TIG welders, using acoustic insights to measure weld penetration depth and detect porosity defects, preventing mistakes during the welding process. This hardware add-on saves fabrication shops significant time and money by eliminating the need for costly, slow manual inspections. WeldRight is targeted initially at small and medium-sized BC fabrication shops but has the potential for broader use.

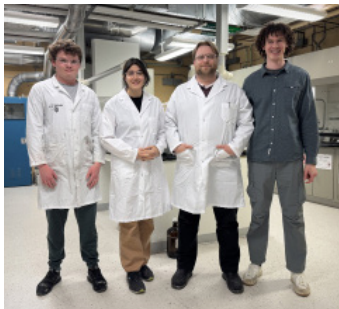


Xatoms

UNIVERSITY OF TORONTO

Xatoms is tackling the global water crisis with its patented AI and quantum chemistry technology, developing advanced photocatalysts that purify water by removing bacteria, viruses, pesticides, and heavy metals. Their solution is more efficient and affordable than traditional methods, particularly for off-grid and resource-limited communities.

GRADUATE TEAMS



ArcticEdge Technologies Inc.

UNIVERSITY OF WATERLOO

Firefighters face life-threatening risks from cancer, with their protective gear being a primary source of carcinogenic exposure due to PFAS-based moisture barriers. ArcticEdge Technologies has developed an innovative PFAS-free material that resists moisture, oils, and carcinogens while maintaining breathability and durability. The potential market for PFAS-free alternatives in firefighting and other industries is substantial, positioning this technology as a notable change in protective textiles.



Eutrobac

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Nitrogen pollution from agricultural runoff has severely damaged over 50% of U.S. water bodies, with pig farms struggling to manage nitrogen-rich manure due to high transportation and treatment costs. Eutrobac's NutriFilter™ offers a cost-effective, on-site biofiltration solution that removes 90% of nitrogen from lagoon water, allowing farmers to use it as fertilizer and avoid costly off-site treatment.



Fetal Therapy Technologies, LLC

JOHNS HOPKINS UNIVERSITY

Fetal Therapy Technologies is the first female-led pediatric microsurgical device company to develop instruments and training models optimized for the uterine environment to improve the safety of lifesaving fetal surgical procedures. Current procedures rely on off-label vascular instruments, contributing to a 40% rate of life-threatening preterm birth complications and \$540M in hospital costs annually. FetalCare Port System and Uterine Training Model address this gap by reducing uterine damage and providing clinicians with accurate training tools.



GradFinder

UNIVERSITY OF MANITOBA

GradFinder provides a centralized recruitment platform that streamlines graduate student recruitment by connecting students and professors through AI-power matching. Students create structured profiles, while professors list vacant positions and filter candidates efficiently, reducing time spent on recruitment. GradFinder also supports department and university-wide onboarding, allowing institutions to scale their recruitment efforts with minimal administrative burden. GradFinder enhances efficiency for students, professors, and universities alike.



Hidalga Technologies, LLC

UNIVERSITY OF ARKANSAS

Founded in 2024, Hidalgo Technologies, LLC leverages AI to streamline healthcare administration, focusing on automating prior authorization (PA) workflows for oncology and specialty clinics. Its flagship SaaS platform, *hidalga*, uses natural language processing (NLP) and machine learning (ML) to reduce PA submission times, improve accuracy, and lower treatment denial rates, significantly cutting administrative costs and delays. By replacing manual processes with automated data transfer, *hidalga* accelerates insurance approvals, reallocates staff time to patient care, and enhances patient outcomes.



Humimic Biosystems

UNIVERSITY OF ARKANSAS

Humimic Biosystems, founded in December 2023, aims to solve critical inefficiencies in drug development. Humimic's organ-on-chip technology enhances early-stage accuracy, potentially reducing costs by up to 26%. Humimic's cell culture models provide reliable, human-relevant data early, enabling researchers to identify ineffective compounds



Imagine Devices Inc.

THE UNIVERSITY OF TEXAS AT AUSTIN

Imagine Devices' Trinity Tube is a multifunctional nasogastric feeding tube that enables feeding, vital signs, and respiratory monitoring in one seamless device using sensors integrated into this feeding tube, eliminating 8-10 wires and tubes attached to a premature infant. Trinity Tube feeds the infant the same as gold standard feeding tubes but solves the problem with skin-mounted devices and enables an effective use of HFNC with included internal airway pressure monitoring from the airway.



NervMyo Therapeutics

JOHNS HOPKINS UNIVERSITY

Peripheral nerve injuries (PNI) impact up to 100,000 people annually in the U.S., with slow nerve regeneration, muscle atrophy, and no FDA-approved treatments. NervMyo's novel long-acting injectable (LAI) IGF-1 uses biodegradable nanoparticles to deliver sustained, localized therapy for over six weeks from a single injection—reducing systemic exposure and improving recovery outcomes.

GRADUATE TEAMS



NeuroFore

WASHINGTON UNIVERSITY IN ST. LOUIS

NeuroFore is a groundbreaking, patent-pending, AI-based diagnostic tool – a computer application - that accurately detects Parkinson’s disease (PD) in its earliest stages before the onset of motor symptoms. Clinicians input patient non-motor symptoms into the application through a series of questionnaires. The system then employs machine learning algorithms to integrate and analyze all non-motor symptoms to display an accurate prediction of “Parkinson’s disease POSITIVE” or “Parkinson’s disease NEGATIVE.” NeuroFore empowers healthcare providers to detect PD early and precisely, revolutionizing patient care.



Wistheria

UNIVERSITY OF CALIFORNIA BERKELEY

Wistheria is pioneering a breakthrough molecular therapy designed to rejuvenate tissues, activate stem cell regeneration, and eliminate damaged senescent cells, effectively reversing aging. Backed by research from the Conboy Research Group at UC Berkeley, this patented technology has improved elderly mice’s cardiovascular, muscular, and cognitive functions. It is set to bring this technology to humans.



Revyn Medical Technologies Inc.

UNIVERSITY OF VICTORIA

The Revyn solution is the first to prioritize patient comfort while improving the diagnostic process from speculum exams to cervical cancer diagnosis. Unlike traditional speculum exams, it visualizes the cervix without painful dilation, using silicone and interchangeable insertion pieces to better fit across anatomies. This ergonomic design integrates easily into clinical workflows, enabling earlier diagnoses and increasing survival rates to 90% while cutting treatment costs in half.



Rise Media

YALE UNIVERSITY

Rise Media revolutionizes influencer marketing by addressing inefficiencies in campaign predictability, performance analysis, and execution speed. Rise Media combines an AI-driven analytics platform with an in-house creator network and industry-specialized influencer consultants to predict viral trends. Rise Media aims to be the first company to create planned and quantifiable viral moments on social media.



The Easy Snack Corporation

WESTERN UNIVERSITY

The Easy Snack Corporation offers high-fibre, high-protein, fruit, and vegetable-based snacks designed for busy individuals who need on-the-go, nutritious options free from unhealthy additives. Their Fruit & Vegetable Blends provide 5x the fibre and 4x the protein of competitors, offering two full servings of produce in a resealable pouch. With no artificial additives or preservatives, the Easy Snack Corporation's products prioritize real ingredients, balanced macronutrients, and science-backed formulation to meet the growing demand for functional, on-the-go food.



Uplift

DUKE UNIVERSITY

Uplift is a patent-pending, adjustable abdominal compression device designed to improve vascular tone in patients with Postural Orthostatic Tachycardia Syndrome (POTS). Unlike standard compression garments, it provides targeted therapeutic pressure (30-40 mmHg) with a cinching mechanism, an engage/disengage function for controlled use during positional changes, a discreet everyday wearable design, and integrated pressure monitoring for consistent therapeutic benefit. Uplift effectively addresses multiple unmet patient needs in a single, innovative solution.



U-Pro Soccer

UNIVERSITY OF MANITOBA

U-Pro Soccer transforms any living room into an extension of a soccer training field with a kid-proof smart training mat and AI-powered smartphone app acting as a virtual coach. The app guides users through structured training sessions of five to ten drills of varying intensity and difficulty, each focusing on specific ball control techniques. The training experience is gamified, featuring challenges, badges, customizable characters, and a "versus" mode for player competition. A dashboard allows parents and coaches to track progress through detailed performance reports.



Veina Vascular

JOHNS HOPKINS UNIVERSITY

Veina has developed a novel blood collection device designed to ensure that patients receive accurate results from a single blood draw, optimizing pressure differentials to prevent turbulent flow and reducing hemolysis during collection. Co-developed with emergency clinicians, the system is intuitive and compatible with existing IV catheters, requiring no extra training for nurses. This technology enhances clinical decision-making by ensuring high-quality blood samples and reducing the need for repeated draws, reducing delays in care.

UNDERGRADUATE JUDGES

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

Semi-Final Rounds



Alexander Lavoie
Policy and Initiatives Manager
Rural Manitoba Economic
Development Corporation



Felipe Garcia (Young Associate)
President
Ocean Drive Sports and
Entertainment Management



Amanda Macdonald (Associate)
VP Business Development, Market
Intelligence, & Corporate Services
Economic Development Winnipeg
Inc.



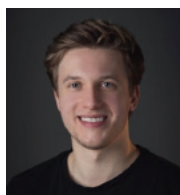
Grant White (Associate)
Managing Director
Endeavour Wealth Management



Ben Dueck
President and Founder
Cantera Leadership Inc.



Jordan Hammond
CEO
Genuine Comfort



Chris Schmidt (Young Associate)
Founder and CEO
Parallel



Kondwelani Kalinda (Young Associate)
Associate Investment Advisor
Endeavour Wealth Management



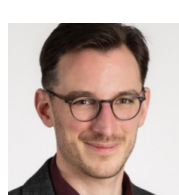
Corinne Gusnoski (Chair of Young Associates)
New Media Manitoba
Senior Manager, Business
Development



Margaux Miller
TEDx Speaker, Emcee, & Global
Community Builder
MAM Media



Damian Crowley (Young Associate)
Business Development Officer
YES! Winnipeg

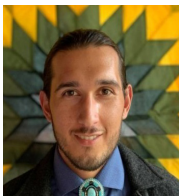


Matt Schaubroeck (Young Associate)
Founder
Leverage Point Consulting



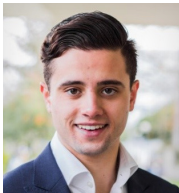
Nicole Zajac

Chief Financial Officer
Penner Oil



Noah Wilson

Senior Business Development
Manager - Indigenous Entrepreneur
Start-up Program (IESP)
Endeavour Wealth Management



Parker Buckley (Young Associate)

Project Manager
Exchange Income Corporation



Wendy Yan

Senior Business Development
Manager
Futurpreneur



Video Pitch

Connor Egan (Young Associate)

Investment Associate
Wellington-Altus Private Wealth



Graeme Crawford

Project Manager
Ernst Hansch Construction



Stephanie Kalo

(Young Associate)
Senior Accountant
Booke & Partners

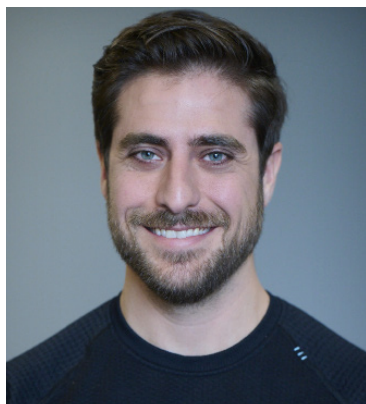
CHAMPIONSHIP ROUND



Amanda Hildahl

DIRECTOR, STRATEGY AND CUSTOMER EXPERIENCE, 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 and Customer Experience at Manitoba Public Insurance, she is driving the execution of MPI's long-term strategic direction—one she recently helped define. Amanda is leading enterprise-wide efforts to restore trust and stability, embed a performance-driven culture, and ensure strategic initiatives translate into meaningful outcomes for Manitobans. She champions fact-based decision-making, promotes cross-functional alignment, and positions strategy as a practical tool that inspires teams to achieve real impact. With a strong focus on customer experience, she is shaping a more responsive, insight-driven organization that puts customers at the center of MPI's mission.



Christos Vasilarakis

PRESIDENT, VASILA CAPITAL

Christos has dedicated his entire professional career to helping start ups and entrepreneurs succeed. He began his career at Red Leaf Capital, a management consulting firm specializing in capital raising for startups in Manitoba. He then joined Bold Commerce, one of Canada's fastest-growing start ups at the time, where he played a key role in raising a \$35 million Series B, led product teams, and eventually served as Chief of Staff to the CEO. Currently, Christos owns Vasila Capital, a corporate finance firm focused on capital raising, business valuations, and strategic growth. He also shares his expertise as an instructor of entrepreneurship courses at the University of Manitoba's Asper School of Business.



Joshua Zaporzan (Young Associate)

OWNER & PRESIDENT, AUDAX VENTURES

Joshua is an entrepreneur who has built, led, and exited several successful ventures. He is the Founder and CEO of H2MB Inc., where he is leading advancements in green hydrogen production and clean technology to decarbonize heavy-emitting industries. Additionally, Joshua is the Managing Director at Audax Ventures, where he and his team supports organizations with software development, growth strategies and investments. Joshua remains passionate about driving innovation and helping companies achieve impactful growth.



Peter Wheatley (Associate)

VICE PRESIDENT & GENERAL MANAGER, CF34/CFM56, STANDARDAERO

Peter is a professional who has found a balance between academic excellence, family, and real world business acumen. He is a 3-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 of Business Administration. Over the past 20 years at StandardAero, Peter has risen quickly to his current role of VP/GM of the CF34/CFM56 business, with MRO operations in Winnipeg and Dallas, Tx. His past roles include VP/GM of the Helicopters business and various positions in engineering, quality, customer programs, and sales operations.

GRADUATE JUDGES

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

Semi-Final Rounds



Amy Oliver (Associate)

Founder and CEO

Amy Oliver + Co



Dr. Bram Ramjiawan

Director of Research Innovation
& Regulatory Affairs

St. Boniface General Hospital



Caroline Ksiazek

Regional Lead Manitoba &
Saskatchewan

Futurpreneur



Dr. Grant Pierce

Distinguished Emeritus
Professor

St. Boniface General Hospital
Research Centre



Catherine Metrycki

Founder and CEO

Callia



Fiona Webster Maurant

President

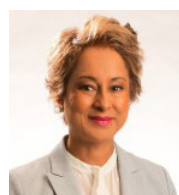
Manrex Ltd.



Deanna Traa

Owner

Minute Muffler Auto Service
Centre



Geeta Tucker (Associate)

President and CEO

CPA Manitoba



Derek Rolstone (Associate)

Principal

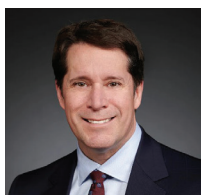
Stone HR Strategies



Geoff Milnes

Progressive Real Estate Group

President



Doug Nelson

Senior Portfolio Manager

Nelson Portfolio Management
Corp.



Gloria Thom

Chief Development Officer

Cofoundr Innovation Group Inc.

GRADUATE JUDGES



Grant M. Zipursky (Associate)

President & Managing
Consultant
MD Innovative Strategies



Michael Williams

Registered Patent Agent
Ade & Company Inc.



Nan Marques (Associate)

SVP, Investment Management
Mackenzie Investments



Warren Abrey (Associate)

Principal
Outcomes Strategic Consulting
Inc.

Video Pitch



Brian Brown (Associate)

Principal
Best Job in the Company
Consulting Services



Lisa Cefali (Associate)

President and CEO
Lisa Cefali Inc.



Sam Fay

Customer Billing & Payments
Administration
Manitoba Hydro

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.



Chuck LaFlèche (Associate)

CFO, SAPPHIRE SPRINGS, INC., PRESIDENT & CEO, VIOTIKA LIFE SCIENCES

Chuck has an extensive career spanning various sectors, including finance, academia, healthcare, philanthropy, and now aquaculture and biotech with Sapphire Springs Rockwood (SSR) and Viotika Life Sciences, respectively. At SSR, Chuck is a founding partner and Chief Development Centre of the world's largest Arctic Charr Recirculating Aquaculture System (RAS) fish farm right here in Manitoba. SSR is not only producing the most environmentally sustainable protein but also addressing the high demand in the world for salmonids. Additionally, Chuck is the CEO of Viotika Life Sciences, focusing on innovative solutions for Anti-Microbial Resistance (AMR) and aiming to become the first majority-owned indigenous biotech company globally.



Silvia de Sousa (Associate)

PARTNER, THOMPSON DORFMAN SWEATMAN, LLP

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, IP Strategy Reports, cannabis advertising and marketing, intellectual property protection, trademarks, copyrights, patents, and licensing matters. Silvia is a Trademark Agent. She is also a sessional lecturer for the University of Manitoba, Faculty of Law. Silvia holds a B.A. and an LLB from the University of Manitoba, and was the Past Chair of the Transactional IP Committee of the Canadian Bar Association and the Past Chair of the Licensing and Transactional Committee of the American Bar Association.



Stuart Henrickson

CHIEF FINANCIAL OFFICER, VALLEY FIBER LTD.

Stuart Henrickson is the CFO of Valley Fiber Ltd, one of the fastest growing Internet services companies in North America. Prior to this, Stuart spent 30 years in corporate and investment banking in Canada, Europe and the Middle East. In addition, Stuart has taken on many volunteer roles in the start-up space, 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 an 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 that was sold in December 2022. He is also 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, the Stu Clark Centre for Entrepreneurship, and the Stu Clark Graduate School. 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. His generosity toward the Asper School of Business at the University of Manitoba has enabled the establishment of the Stu Clark Centre for Entrepreneurship. He has supported this flourishing of student experience, research excellence, and community connections through the Centre, and through prestigious faculty positions (the Stu Clark Chair in Entrepreneurship, the Stu Clark Professor in Finance), and incredible gifts to the Stu Clark Graduate School (\$6 million), and the Behavioural Management Lab (\$4 million). To date, he has made close to \$20 million investments in the Asper School of Business. Mr. Clark has also been a strong supporter of the Canadian Museum for Human Rights and continues to support his philanthropic interests in Alberta and Manitoba.

THANK YOU TO OUR SPONSORS



For more than 42 years The Associates have pursued the goal of being an unbreakable link between Manitoba's business community and the I.H. Asper School of Business. Founded in 1982, the membership-based non-profit organization has grown to record numbers, including 375 Associates and 202 Young Associates.

This relationship is a two-way conversation between business leaders and students, facilitated through numerous social, professional, and educational opportunities throughout the year. Associates members know the necessity of having a world-class business school in the community and through their annual donations in the form of membership dues, the organization provides the capital to make that a reality. Its 577 members provide mentorship; real-time, hands-on learning opportunities, and support for faculty and staff.

The relationship between The Associates and the Asper School of Business contributes to making the Asper School one of the preeminent centres of entrepreneurial and business teaching in the country and one that only gets stronger with age.



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. Inspired by a deep commitment to impactful philanthropy, The Asper Foundation, a Winnipeg-based philanthropic organization, develops major projects and provides support to the Jewish Community and broader community in areas of culture, education, community development, and human rights on a local, national and international scale. In particular, the Foundation strives to improve the quality of life in Winnipeg, therefore much of the focus of this philanthropy is directed to the general Winnipeg community. In the recent past, over \$250 million has been donated to various charitable causes through The Asper Foundation.

THE REC ROOM



Get ready to experience a relaxed and fun evening as we come together to celebrate the grand finale of the 2025 Stu Clark New Venture Championships! Participants and judges are invited to join us for an unforgettable night of fun and festivities.

At The Rec Room, the excitement knows no bounds with a variety of thrilling activities waiting for you. From cutting-edge driving simulations to classic favorites like bowling, ping pong, and pool, there's something for everyone to enjoy. Dive into a world of gaming bliss with over 120 video games, including timeless classics like Pac Man, Angry Birds, and Mario Kart. With a continuous rotation of state-of-the-art games, the possibilities are endless!

Everyone will be given a preloaded game band to kick off the fun! So, enjoy some supper, engage in some games, and connect with your fellow competitors. This is our way of saying thanks to each and every one of you for your outstanding efforts in making the 2025 NVC an event to remember!

EVENT DETAILS:

- 5:30 p.m.** Bus departs for The Rec Room
- 6:00 p.m.** Closing reception at Rec Room. Dinner is complimentary, and guests will be provided drink tickets.
- 8:00 p.m.** First Bus returns to the Fort Garry Hotel
- 8:30 p.m.** Second Bus returns to the Fort Garry Hotel

696 STERLING LYON PKWY LOT 5, WINNIPEG, MANITOBA

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



We hope to see you at the 2026
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