



April 12, 2016

RBC Fast Pitch Competition

What is the RBC Fast Pitch Competition?

The RBC Fast Pitch Competition represents the culmination of the Entrepreneurial Thinking (ENTI) 317 course at the Haskayne School of Business. Watch as 12 student teams pitch their new business concepts to a panel of expert judges for more than \$100,000 in cash and in-kind prizes to help turn their business concepts into reality.

Who are the judges?

Jeff Boyd, Regional President, RBC (Alberta and The Territories)

Keith Brown, President, Trailtech Inc.

Joon Chan, Partner, PwC Canada

Jerilynn Daniels, Senior Manager, Community Investments & Marketing, Public Affairs, Royal Bank of Canada

Kari Gordon, Executive Director, Startup Calgary

Kris Hans, Strategist, Market Grade

Derrick Hunter, President, Bluesky Equities Ltd.

Charles Locke, Proprietor, The Locke Stock & Barrel Company/The Lake Louise Ski Area

Sarine Mustapha, Senior Vice President and Associate Portfolio Manager, BMO Nesbitt Burns

Jim Pasiaka, Partner, McCarthy Tétrault

Jeff Robson, President and CEO, Vada Capital

Jodi Scarlett, President, ProStar Cleaning and Restoration

Who are the finalists?

AgriSwamp enhances the efficacy and efficiency of dairy cattle waste to create the most effective and sustainable fertilizer. It resolves the environmental risks and economic discrepancies that result from traditional waste management process practices, ultimately turning manure from a problem into a farmer's key asset.

B-Clean's mission is to improve hand hygiene compliance in the medical industry. The B-Clean bracelet utilizes chemical sensors and radio frequency identification chips (RFID) for real-time tracking of hand hygiene in health care workers. Each bracelet is equipped with a unique RFID code which communicates with a door sensor, registering completed hand hygiene once it detects a sufficient level of applied sanitizer.

Canine Hoodie-Footie is a boots-clipped-to-jacket product designed with expert advice from veterinarians and practical concerns from dog owners. This product keeps boots securely fastened and features an integrated harness to prevent choking, sock-like boots with high-traction pads to prevent sprains from slipping and a premium insulated jacket.

Cups2Go recognizes that customers attending movie theatres often struggle when attempting to carry food and beverages to seats from concessions. Cups2Go has a sleek, innovative, paper-thin design that enhances the end consumer's movie theatre experience by allowing for easy transportation of their food and drink purchases.

eGrain is an online grain trading platform that connects Canadian buyers and sellers of grain. Through a simple online interface, we can better facilitate grain trade in Canada by reducing the costs of doing business to both buyers and sellers alike. eGrain will help local farmers connect to a larger network of potential business partners.

Fresh N' Fast strives to provide an efficient pizza vending machine that can produce a fresh, thin-crust, Italian-style pizza for a fraction of the time and cost it takes our competitors to make it. Consumers will no longer waste time waiting for someone to take their order and make the pizza. Fresh N' Fast will provide the same quality of pizza in a fraction of the time.

Impakkt has created the HatSert, a replaceable insert for the suspension in hard hats. This insert is made from a comfortable impact resistance material that will help reduce workplace injuries. As a result of using the HatSert, employers will be able to decrease their insurance premiums and better plan their operations.

Lance-A-Lot is a lancet made of High Specific Strength Steel (lasts approximately 30 lances more than stainless steel lancets) that self-sanitizes through heat sterilization. This will help improve type 1 Diabetics quality of life by reducing the amount of times they must change the lancet after each test, which can be up to eight times a day.

Oh Hail No protective barriers are designed to protect the most vulnerable parts of vehicles, the roof and the hood, from the impact of hail. This will help protect car dealerships against losing millions of dollars as a result of hail damage.

Snowbot Industries aims to remove the need for property owners to manually shovel their driveways and sidewalks. Our product is an autonomous snow clearing robot which is capable of automatically mapping and shoveling driveways and sidewalks without any outside assistance from the owner.

STOCK is a website interface that allows sellers of artificial insemination (AI) to post the semen they are selling from their bull. Using advanced search filters, buyers can then go on the website and find exactly what they want within minutes. This helps streamline the process of buying and selling AI for cattle producers as it is currently exceptionally lengthy, troublesome and inconvenient.

Stop & Start is an ignition lock system that requires the driver to insert their smartphone into our system in order to start their vehicle. Once the vehicle starts, the Stop & Start holder locks the device in place and it cannot be opened until the vehicle is turned off, reducing distracted driving.

What are the prizes?

Competition prizes have been made available through the generous support of RBC, PwC Canada, Market Grade and McCarthy Tétrault.

First Place Prize

- \$10,000 cash (RBC Foundation)
- \$20,000 in-kind services (Market Grade)
- \$20,000 in-kind services (PWC)
- \$20,000 in-kind services (McCarthy Tétrault)
- \$40,000 seed funding (Hunter Centre for Entrepreneurship and Innovation)

Second Place Prize

- \$5,000 cash (RBC Foundation)
- \$10,000 in-kind services (Market Grade)
- \$10,000 in-kind services (PWC)
- \$10,000 in-kind services (McCarthy Tétrault)

Third Place Prize

- \$2,500 cash (RBC Foundation)
- \$10,000 in-kind services (Market Grade)
- \$10,000 in-kind services (PWC)
- \$10,000 in-kind services (McCarthy Tétrault)

What is the Hunter Centre for Entrepreneurship and Innovation?

The Hunter Centre for Entrepreneurship and Innovation at the Haskayne School of Business is focused on shaping a new generation of entrepreneurial thinkers. Entrepreneurial thinking is a way of approaching decision-making and problem-solving through an entrepreneurial lens. It involves creative, progressive thinking and an interest in continuous improvement – recognizing opportunities and knowing how to capitalize on them in real time.

The centre promotes an inclusive, action-based and practical methodology for applying entrepreneurial thinking across all organizations, large and small. Research in the areas of entrepreneurship and innovation provide the impetus for curriculum development and new program ideas. Both undergraduate and graduate students benefit from action-based learning in all aspects of entrepreneurial thinking and action, and have the opportunity to test their skills in class and in partnership with industry.

Haskayne's Hunter Centre for Entrepreneurship and Innovation was established in February 2013 thanks to a lead donation of \$5 million from Doug and Diane Hunter and nearly \$3 million in additional support from Calgary entrepreneurs Wayne Henuset, David Robson, Charlie Locke and Keith Brown.

Media Contact

Ashley Tymko
Communications Advisor
Haskayne School of Business
Phone: 403-220-8160
Cell: 403-608-0392
ashley.tymko@haskayne.ucalgary.ca

About the University of Calgary

The University of Calgary is a leading Canadian university located in the nation's most enterprising city. The university has a clear strategic direction to become one of Canada's top five research universities by 2016, where research and innovative teaching go hand in hand, and where we fully engage the communities we both serve and lead. This strategy is called *Eyes High*, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.'

About the Haskayne School of Business

The Haskayne School of Business was founded at the University of Calgary in 1967, and was named in honour of Richard F. Haskayne, OC, AOE, FCA, in 2002. The business school has approximately 3300 full- and part-time

students enrolled in bachelor's, master's, doctorate, and executive education programs, and stays connected with its more than 21,000 alumni in 80 countries worldwide.

The vision of the Haskayne School of Business is to be an internationally recognized centre of excellence for business education, research, and community outreach, with a special emphasis on the distinct elements that define Calgary and Alberta: energy, entrepreneurship, and ethical leadership.

For more information, visit ucalgary.ca. Stay up to date with University of Calgary news headlines on Twitter @UCalgary and in our media centre at ucalgary.ca/news/media.