



April 17, 2015

## 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, Alberta & The Territories, RBC Royal Bank

**Jerilynn Daniels**, Sr. Manager, Community Investments and Marketing, Alberta and The Territories, RBC Royal Bank

**Kris Hans**, Strategist, Market Grade

**Mike Heffring**, PhD, Co-Founder/VP Corporate Development, Expion LLC (Raleigh NC)

**Wayne Henuset**, President and Owner, Willow Park Wine & Spirits

**Derrick Hunter**, President, Bluesky Equities Ltd.

**Frank Maurer**, Associate Vice President (Research), University of Calgary

**Alexander Munro**, Managing Partner, Fronterra Ventures

**Jeff Robson**, President, Vada Capital

**Michael J. Sikorsky**, CEO Global and co-founder, Robots and Pencils

**Randy Thompson**, Founder and CEO, VA Angels

**Angelo Toselli**, Partner, Calgary Tax Leader, Tax Services, Tax, PwC Canada

### Who are the finalists?

**Build-A-Bar** is an innovative and beneficial nutrition program targeted towards the elderly and individuals with special needs who require help monitoring their diet and ensuring that they are receiving adequate nutrition. We will work directly with care center nutritionists to determine the exact amount of nutrients each individual requires, the individual will then be able to personalize and create their own nutritional bar based on personal taste preferences. Taking into consideration allergies, dietary restrictions and texture restrictions as well as recommend amounts of protein, sugars, carbs etc., the individuals will then be able to get involved by choosing various "add-ins" from a wide variety of ingredients.

**Campus Catering Company** is a campus food service that places an importance on allergy accommodation and dietary needs. We aim to be locally sourced and consistently aligned with the desires of the university student body. Our focus on freshness and affordability are met with our passion of delivering a rotating, allergy considerate menu for the campus population. We deliver our meals right to the doorstep of our customer's dorm rooms, providing convenience and consideration for the busy schedules of students. Student's place their order online and select a time of delivery. We deliver every 30 minutes from 5 p.m. until 9 p.m. and provide snack-packs, entrées and health conscious desserts.

**Eco-LOGic** is an alternative to firewood made of recycled paper. It is made by blending paper and water together and then compacting it into a brick form. Testing will be completed to see how efficient the product is in comparison to firewood and prices will be set accordingly. We plan to sell our product through vendors in which firewood is available including campsites, grocery stores and convenience stores. Paper has a lower carbon footprint when burned than firewood and using recycled paper reduces the need to harvest trees for firewood, making our product more environmentally friendly. Ultimately, our vision is to replace all firewood with our firewood alternative for a cleaner and brighter future.

**EcoSpire Plastics** is an innovative plastic manufacturing company with a solution to reduce the environmental impact of plastic cups. We manufacture 100 per cent biodegradable plastic cups from upcycled seafood waste, using a chemical process to extract a substance called chitin from the shells of crustaceans, and convert it into plastic. Our initial focus is to tackle the NHL market and replace the 15 billion plastic cups used in stadiums annually. We will develop a mass-manufacturing process to harness the chitin plastic technology, which has already been proven in research labs. With this process, we will develop a cost-competitive alternative to traditional plastics.

**Happy Hands** is a company that operates in a government-subsidized industry and provides relief to the self-injurious behaviour of persons with disabilities - specifically Autism. Happy Hands provides protective and comfortable gloves designed to provide resistance against injurious behaviour. The memory foam, washer weights, and Kevlar material used to manufacture the gloves provide maximum protection and comfort while maintaining maximum inclusivity. The market for Happy Hands can be expanded to stroke victims in need of assistance with muscle training and resistance against injurious behaviour. Currently, we have been maintaining primary communication with The Society for Treatment of Autism through our team member, Ashleigh, who is an employee at the Centre.

**Lazer Lots** provides a laser line system that eliminates the need for painted parking lines and road markings. Using laser lines increases space efficiency by making sure parking lines are visible even when the ground is covered by snow or gravel, it is too dark to see painted lines, or the painted lines are faded. It also decreases the cost of implementing painted lines and maintaining them for landowners. Our marketing strategy is business-to-business, targeting businesses that own parking lots. Our channel of awareness relies heavily on referrals generated from previous customers.

**Little Feets** flip-flops are a sustainable sandal designed to reduce waste and the wearer's environmental footprint. Composed of bioplastic made from tapioca starch with a braided hemp strap, Little Feets flip-flops will be an inexpensive, biodegradable alternative to conventional flip-flops, designed to be compostable at the end of their useful life. Biodegradable polymers can be blended with the plastic, ensuring that the flip-flops are waterproof and will not decompose on customer's feet. The materials are inexpensive to purchase and the finished product could be sold to consumers at a price they can easily afford. The design of the shoe will be sleek and appealing, in line with trendier, more expensive flip-flops.

**One World Blankets** is a social enterprise that sells baby swaddling blankets and onesie combinations. Our blankets are designed to be versatile and easy to use, allowing babies to sleep easier. For every product purchased, One World Blankets will be donating three vaccines to children in developing countries. Our mission is to create a positive change for all children in the world through creativity and innovation.

**Peeach** is an online web platform where students can find the best tutor for specific courses at their school. We are a premier tutoring edtech company with a global network to connect thousands of students and tutors everyday. Peeach is a course-based tutoring match maker. Tutors conduct their own due diligence on an easy to use web platform and have the convenience of collecting payments online. Students can easily filter, search and book with 100 per cent satisfaction guaranteed. Peeach connects the most qualified tutors with passionate

learners to create an environment where anyone anywhere can get the help they need, making us a convenient and attractive solution for our customers.

**Revitalize Scrubs** is a social enterprise focused on providing environmentally friendly alternatives to body scrubs. Revitalize Scrubs intends to reduce the amount of micro-beads in our world's waters by providing a natural alternative to body scrubs that use these harmful plastic materials. We will consistently analyze our business model and production to ensure that we are environmentally conscious in all aspects of our operations.

**Safety Dynamics** has developed a new and innovative safety technology that works with existing avalanche beacon protocol. Our flagship product is a handheld launching device, which deploys a series of radio sensors to help detect the radio beacon that a buried avalanche victim carries. The value in this product is directly correlated to increasing survival rates. Ski safety gear is a growing and very profitable market and this product would integrate well into the marketplace.

**Securelet** is a revolution in security while on campus. Our mission is to combine fashion with function for women on campus through a subtle yet stylish bracelet to call for help in case of an emergency. The Securelet will have a button that is capable of emitting a loud 'whistle' sound with one touch of the button, and will be able to contact Campus Security with two taps of the button. After tapping the button either once or twice, the Securelet will begin to vibrate for a five second window in which the wearer can hold down the Securelet button to cancel the emission of sound and the call to Campus Security. We hope to use the University of Calgary campus as a test market, with sights to expand to the general population by partnering with the City of Calgary Police. Women should be able to feel safe while on campus. The Securelet gives the modern day woman peace of mind in an unpredictable environment.

### **What are the prizes?**

Competition prizes have been made available through the generous support of RBC, PWC and Market Grade.

#### **First Place Prize**

- \$10,000 cash
- \$20,000 in-kind services (Market Grade)
- \$20,000 in-kind services (PWC)
- \$40,000 seed funding

#### **Second Place Prize**

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

#### **Third Place Prize**

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

### **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.

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### **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](http://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](http://ucalgary.ca/news/media).*