

# ACCELERATE

NEWMARKET

## **IMPACT** **REPORT**

March 2022-March 2023



In Partnership With



Generously Supported By:

Ontario 



# TABLE OF CONTENTS

---

## **06 The Partners**

- 08 *Treefrog Accelerator*
- 14 *Newmarket Chamber of Commerce*
- 16 *Schulich ExecEd*
- 18 *Schulich Office of Innovation*
- 19 *YSpace*
- 20 *#RealTalk*

## **22 All-Time Impact**

- 26 *Success Stories*
- 29 *Featured Startups*
- 30 *Featured Speakers*
- 32 *Featured Mentors*

## **34 Partner Team**

## **36 Treefrog Accelerator Team**

## **37 Cohort 1-8 Startups**



# LETTER FROM THE PARTNERS

The team at Accelerate Newmarket is thrilled to share with you the incredible achievements of our program as we mark the end of our second year of operations. It has been an extraordinary journey, and we are proud to report that our program has doubled in size, supporting 300 founders from 187 startups.

This success would not have been possible without the unwavering support and collaboration of our esteemed partners, the Newmarket Chamber of Commerce, Treefrog Inc., and the Schulich School of Business, York University.

Together, we have built a thriving ecosystem for entrepreneurial growth and innovation. Accelerate Newmarket has become a beacon of opportunity, providing founders with invaluable resources, mentorship, and networks to scale their businesses.

The impact of our program is felt not only within our local community but also in the broader startup ecosystem. Our founders have gone on to secure funding, create jobs, and make meaningful contributions to their respective industries.

As we reflect on our achievements, we are filled with gratitude for the dedication and passion of our partners, supporters, and most importantly, our founders.

We are committed to continuing our mission of fostering entrepreneurial excellence and propelling the growth of startups in our region.

Thank you for your unwavering support and belief in our vision.

The impact of our accelerator is not only measured in the success of our startups but also in the positive transformation it brings to the York Region, positioning it as an essential hub for innovation and entrepreneurship in Ontario.



**Chris Emanuel**  
President & CEO,  
Newmarket Chamber  
of Commerce



**Sean Stephens**  
CEO, Treefrog Inc.



**Chris Carder**  
Executive Director,  
Innovation and  
Entrepreneurship -  
Schulich School of  
Business

# THE PARTNERS



## The Newmarket Chamber of Commerce

Helps businesses navigate, adapt, connect and thrive with a wide variety of dynamic programs, services and initiatives designed to support business success including: learning, advocacy, business growth, savings and community building.



## Treefrog Inc.

Treefrog enthusiastically solves problems and provides leadership that results in successful digital transformations for our partners. A true partner to our clients, we provide tangible progress through a regular stream of effective and actionable ideas, authentically delivered.



## Schulich ExecEd

A strategic business unit of the Schulich School of Business at York University in Toronto. Their role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and in the workforce.



# TREEFROG ACCELERATOR

The Regional program of the Treefrog Accelerator is an intensive 5-week program designed to equip startups with the tools and knowledge needed to scale their business.

The Accelerator leverages the digital and marketing expertise of Treefrog Inc. to elevate the potential of our founders.

The program packs in practical workshop learning, personalised mentorship matching, pitching skill development and much more.

The program culminates in an Open House where startups have the ability to meet with investors, thought leaders, government, and other stakeholders to showcase their growth.







# OUR VALUES

*We are founder first*

*We believe that founders need the right tools and guidance to scale fast and successfully.*

*We scale great ventures and build greater founders*

*We build communities*

*We are impact driven*

# MODULES

Our intensive 5-week virtual program is designed to cover the key challenges facing founders looking to scale their venture.

## WEEKS

- 01 Intro & Fundamentals
- 02 What to Build & How
- 03 Building & Marketing Your Startup
- 04 Sales, Strategic Partnerships, and Culture
- 05 Investment & Finance

## CONCLUSION

Graduation & Open House



# MENTORSHIP

Mentorship is a key component of Accelerate Newmarket and has continued to make a significant impact on our participating companies.

Through interviews and careful pairing, each company is matched with an expert mentor in their field who possesses the knowledge and experience to guide them in overcoming their specific business challenges.

Our mentors generously share their insights, industry connections, and practical advice to help our companies navigate the competitive landscape and accelerate their growth.

The mentorship relationships formed during the program have proven to be invaluable, providing our companies with personalized guidance and support, and contributing to their overall success.



# PITCHING

Pitch development and refinement is a key part of the Treefrog Accelerator program. Each week participants share their pitch and receive immediate feedback from seasoned entrepreneurs and active investors.

Participants use that feedback to create the final pitch which is shared with the startup ecosystem.

The program also culminates with a pitch competition where the top scoring pitch is awarded a valuable prize package.



# OPEN HOUSE

As the culmination of each cohort, Accelerate Newmarket hosts a dynamic showcase and networking Open House event. During these events, esteemed guests, including investors, local government officials, entrepreneurs, and mentors, are invited to meet with our founders, gaining valuable insights into their innovative startups while also expanding their professional networks.

The events draw a diverse group of stakeholders from the vibrant startup community, fostering meaningful connections and collaborations.

To date, Accelerate Newmarket has proudly welcomed over 880 guests to these events, further cementing our commitment to fostering a thriving ecosystem for entrepreneurial growth and success.

The most recent open house saw the pitch competition finalists Jav Joseph from Mini Chefs and Bakers and Ash Martis from StartupFuel pitch for the grand prize.



# NEWMARKET CHAMBER OF *COMMERCE*

The Newmarket Chamber of Commerce is dedicated to helping business and the community succeed.

The goal of the Chamber is to help their members navigate, adapt, connect and thrive with dynamic programs, services and initiatives designed with business success in mind.

As a program participant, each business is provided support in a number of areas including membership in the Chamber.

**We're in Business for Your Business**





## Learn

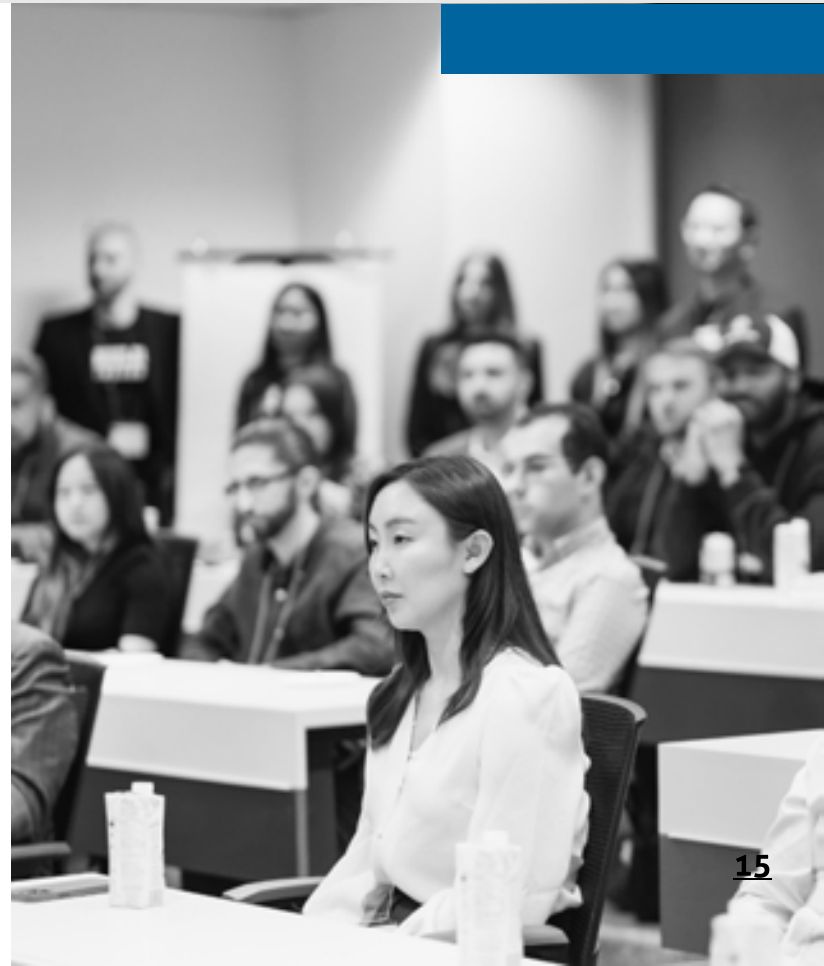
- Seminars/Workshops
- Accelerate Newmarket
- Online Courses
- Reports
- Policy and Advocacy
- Social Media
- Business Articles

## Connect

- Networking
- Introductions
- Mastermind
- Peer Groups
- Committees
- Board Events
- Business Excellence Awards

## Thrive

- Group Health and Dental
- Member to Member
- Savings
- Merchant Accounts
- Advertising
- Group Home and Auto
- Office Supplies
- Gas Savings
- Business Support Services



# SCHULICH SCHOOL OF BUSINESS *YORK U*

Global, innovative and diverse, the Schulich School of Business is rated among the world's leading business schools. Working closely with Schulich ExecEd and the Office of Innovation & Entrepreneurship, participants gain access to exclusive education opportunities and learn from world-renowned professors, speakers and mentors.

Half of the Accelerate Newmarket participants have been given access to the Schulich ExecEd Mini-MBA: Essentials of Management.

The modules of the Mini-MBA profile essential current knowledge in the top 13 MBA subjects - from marketing to finance - in a practical timeframe that works for founders. They acquire all the current, robust business competencies directly applicable to real workplace solutions in just nine days of learning with nine world class instructors.





# Schulich ExecEd Mini-MBA Program

- Leadership Skills for Founders and Entrepreneurs I
- Strategic Management I
- Managerial Finance I & II
- Marketing Strategy
- Sustainability & Business Ethics
- Strategic Management II
- Lean Supply Chain Management
- Essentials of Human Resource Management
- Leadership Skills for Founders and Entrepreneurs II
- Economic Environment of Business
- Action Learning Projects  
Community Roundtable



## Action Learning Project

At the end of the program is an Action Learning Project, where teams are tasked with creating an innovative solution for how to lead business and community recovery for Newmarket and York Region.

Proposals are then presented to a panel of judges, including business leaders and elected officials.



# SCHULICH OFFICE OF INNOVATION *YORK U*

The Schulich Office of Innovation & Entrepreneurship leads the development of accelerator/incubator services for the Schulich School of Business and its various programs, builds new partnerships throughout the wider innovation ecosystem and designs Innovation-centric Work Integrated Learning Programs.

The Schulich Office of Innovation & Entrepreneurship is responsible for sourcing many of the amazing speakers, mentors and instructors that are part of Accelerate Newmarket.

The Office also provides additional opportunities such as signature monthly events and startup advisors services.



# YSPACE *YORK U*

YSpace is York University's innovation hub that is creating positive change by fostering a community of innovators, entrepreneurs and changemakers.

All Accelerate Newmarket participants are given a 6-month virtual membership that aims to support early-stage entrepreneurs developing innovative technology-based startups with a unique network and support system of mentors, entrepreneurs, and workshops designed to elevate their entrepreneurial journey.

Through this membership, startups have access to founder forum events, exclusive office hours, customised mentorship, dedicated programming, access to capital networks and much more. YSpace members have had access to over 30 unique workshops and took part in over 7000 hours of mentorship sessions.



# #REALTALK

As mental health concerns rise in the tech industry, #REALTALK is the trusted platform for entrepreneurial stories, resources and support. Their mission is to empower every leader to learn, connect and flourish in the tech industry.

The 16-week #REALTALK Mastermind is a safe, confidential space for tech founders.

Every Mastermind Call is facilitated, where a small group members solve problems, achieve goals, and complete projects through peer-to-peer support. #REALTALK is the largest platform for Founder Mental Health in North America.







**ALL-TIME** *IMPACT*

**300**  
Participants

**187**  
Startups

**\$30M+**  
Raised by startups

**853**

Jobs created by  
startup founders

**60%**

Participants from  
underrepresented groups  
(women, persons with disabilities, indigenous,  
racialized persons)

**17520**

Minutes of Training

**880+**

Open House  
Attendees

**1:1**

Mentorship for  
Every Startup

**150**

Schulich Mini-MBA  
Spots

**300**

Participants given  
Access to YSpace

**300**

Participants granted a Newmarket  
Chamber of Commerce Membership





# 100%

Reported Increase in  
Participant's Knowledge Base



# SUCCESS STORIES

## MinuteSkill (now Cliq.AI)

Founders: Nathan Knight, Tanika McCleod

MinuteSkill is a social learning network for early-stage entrepreneurs.

"We had a phenomenal experience with Treefrog. Honestly, that really moved the dial for our business. It came at a point in our journey where MinuteSkill was more of an idea."

Discussion with the Treefrog staff, pitching, and the constant feedback drove us to make critical decisions in our business," notes Nathan.

Tanika added that "when we told them about MinuteSkill, they were so enthusiastic about the idea. They were so on board and supportive, but also critical, and gave us things to think about.

They provided critical feedback that we needed to hear and helped push us to grow.

Treefrog was very supportive, and enthusiastic, but also critical."

They "were asking thought-provoking questions that forced us to grow and evolve. There were many moments like that, but it started with that first conversation."



# SUCCESS STORIES

## Shippie

Founders: Jax Zheng & Jimmy Guo

Shippie is a data-driven delivery technology business. Their mission is to standardize same-day delivery starting with the Greater Toronto Area.

“Treefrog gave us some structure. Before that we were four young and hungry co-founders. We started a business and we're just, go, go, go without a lot of the business fundamentals down, which was a good thing because we did it as quickly as possible.



I think the reason why I wanted to bring one of my co-founders into the Treefrog Accelerator is to give us a little bit of structure to help us understand: what is the company? How does the company grow? How do you scale a company? and learning from the mentors.

I also thought the mastermind groups with [other] cohort members

and some lead mentors to kind of facilitate discussion in and around entrepreneurship brought a lot of value to me. It really helped me understand what other people were going through. It's not that different, even though the industries may be completely different, but the experience and the struggle are the same.”



# SUCCESS STORIES

## Creative Genius Academy Founder: Sylvia Chan

Creative Genius Academy's goal is to bring art to everyone, regardless of background or experience.

What started as an after-school program in 2015 quickly became a school designed to help individuals realize their creative potential. The school's goal is to bring art to everyone, regardless of background or experience and teaches students to break out of their comfort zone, explore new mediums, and have a great learning experience.

Founder Sylvia Chan shared that "The Treefrog Accelerator has been really great.

My pitch definitely changed so much now with adjustments and it has definitely improved. I learned a lot about pitching and the format of it.

The sessions during the morning and afternoons have been helpful in getting into the foundation of business and how to expand your business in different areas like marketing, financial accounting, so it's been really helpful.

I really enjoyed the program so far.

It's awesome."



# FEATURED STARTUPS



bidmii



naborino



# FEATURED SPEAKERS



**Ally Ladha**

Ally is the Co-founder of AMLB CPAs and Consulting, offering virtual CFO services. He is a Chartered Accountant and finance executive with over 10 years of experience in management and financial reporting, investor relations, accounting policy, taxes, and audits.



**Hannah Stegen**

Hannah is one of the co-founders of CultureAlly, a Diversity, Equity and Inclusion (DEI) company founded in 2021. CultureAlly went through the first Treefrog Accelerator cohort in June 2021.

Since then CultureAlly has grown several arms of its business in consulting, training and they have a DEI eLearning software. Hannah has worked in HR and DEI for over 5 years consulting with clients around the globe.

# FEATURED SPEAKERS



## **Trevor Coleman**

Trevor is the Co-founder of Muse, the brain sensing headband. He has also taught design thinking and mentored countless tech startups through their fundraising strategy.



## **Laura Lirette**

With 20+ of years experience in the technology space, Laura's roots date back to when she started out as a software engineer. Currently, Laura is the General Manager at Hardboot Communications, and has been with them for nearly a decade.

Laura is also the GM at OPN and over the years has worked with literally 1000's of Startups. Laura is an Investor Partner in Supporter Fund LP, and principally responsible for reviewing and recommending Startup candidates to the Supporter Fund LP Investment Committee.

# FEATURED MENTORS



## **Barry Hillier**

Barry has diverse entrepreneurial experience, founding companies including a creative agency, SaaS platforms, and an e-commerce coffee company.

He is passionate about supporting entrepreneurs and is applying his experience to build a marketplace serving the global ecosystem of startups.



## **Richa Gupta**

Passionate Consumer Marketer with 10+ years of experience in Canada, USA and India spanning consumer packaged goods, retail and fashion industries.

Richa offers proven skills in leading diverse teams of professionals using situation leadership and exceptional interpersonal skills with a track record of over-delivering on targets.



# FEATURED MENTORS



## **Roshni Wijayasinha**

Roshni Wijayasinha is a trusted leader with over 15 years of Marketing experience, having launched over 50 products and brands in over 20 markets worldwide, and helped companies attain up to 9 figure investment rounds.

She started her career working on top consumer brands on the agency side, and has built her reputation by bringing creativity and strategic insights to leading global technology companies such as Microsoft, Sony & Kobo.

Most recently, she built out Marketing teams and brands at Juice Mobile, Thinking Capital, Benecaid and Foxquilt, and has founded Prosh Marketing, a Marketing Consulting agency that specializes in strategy, planning and communications for small and medium sized businesses (SMBs) and start-ups.



## **Keith Loo**

Keith is the co-founder and CEO of Skinopathy, an AI-powered medtech company. He is also a scale-up adviser and venture builder who advises high-potential, high-scale businesses on their technology, revenue and go-to-market strategies.

Keith has more than 20 years of product and business experience working with firms such as Apple, Logitech, HP, IBM, Microsoft, and others, and was co-founder and Chief Revenue Officer of CTO Boost, Canada's first fractional CTO service.

Keith has worked with some of the world's largest retailers, banks, and telcos to build their Data & AI strategies and innovation labs.

# ADDITIONAL MENTORS

**Ben Stacey**

Regional Manager at Founder Institute

**Chris Kay**

Managing Director at Kanata Ventures and CEO & Co-Founder of Multiplicity

**Dan Tzotzis**

Co-founder & Managing Partner at AWAKE Chocolate

**Giancarlo Sessa**

Co-Founder and Chief Strategy Officer at Blade

**Kelly Yefet**

Associate Director, Digital Marketing at Moderna

**Matan Hazanov**

Managing Director at Verstra Ventures

**Mohan Markandaier**

Managing Partner at Good News Ventures

**Mudit Rawat**

Head of M&A at Tao Digital Solutions

**Ramin Wright**

Head of Ops at Brale

**Sai Poguluru**

VP Digital, Data Analytics & Innovation at Your Neighbourhood Credit Union

**Sarah Willson**

VC at Panache Ventures

**Vito Giovannetti**

Co-Founder of ChainPatrol

# PARTNER TEAM



**Chris Emanuel**  
President & CEO,  
Newmarket Chamber  
of Commerce



**Chris Carder**  
Executive Director,  
Innovation and  
Entrepreneurship -  
Schulich School of  
Business



**Cherry Rose Tan**  
Founder & CEO,  
#REALTALK



**David Kwok**  
Associate Director  
Entrepreneurship,  
YSpace York  
University



**Nafis Ahmed**  
Entrepreneurship  
Manager, YSpace York  
University



**Yanky Li**  
Entrepreneurship and  
Tech Program Advisor,  
YSpace York  
University



**Rami Mayer**  
Executive Director,  
Schulich ExecEd,  
Schulich School of  
Business



**Carlo Sicoli**  
Director, Business  
Development and  
Partnerships at  
Schulich ExecEd



**Megan Mitchell**  
Program Director,  
Centre of Excellence  
in Innovation  
Leadership, Schulich  
ExecEd, Schulich  
School of Business



**Rosa Na**  
Program Manager,  
Schulich ExecEd,  
Schulich School of  
Business ExecEd,  
Schulich School of  
Business

# ACCELERATOR TEAM



**Sean Stephens**  
CEO, Entrepreneur in  
Residence



**Aamer Siddiqui**  
CFO



**Laurie Baker, PhD**  
Executive Director



**James Daigle**  
Director of Innovation  
& Entrepreneurship



**Rob Colquhoun**  
Program Lead



**Sisi Gong**  
International Program  
Manager

# COHORT 1-8

## STARTUPS

8 - And Connection Live

ADFEXCHANGE INC.

Acomodator

AiClues

Arcpoint Connect

Aerialytic

Atomix Pharmaceuticals

Appanzee

Autum Dating Inc.

Accessiom Technologies Inc.

BeTimeful

Beaut

Better Bria Inc.

Bidmii International Inc.

BisRing INC.

Big Rock Mountain Inc

BLUMEx

Bloom Youth Development

Cheffery Inc.

Circle Point Wellness Inc.

CLSR Inc.

Collector Car Canada

Come To Agreement

Conscious Collective

Connect Us

Cove Neurosciences Inc.

Creative Genius Academy

Cyberworks Robotics

CultureAlly

DODJIVI INC

Desserts App Inc

Dynamic Forma

Easylabs

Edgecom Energy

Elventus

Emblazon Pictures

Epilogue

Erthos

Esports How

espiceX Robotics Inc.

Eventaka

Eventemy

Explorers Place

Fibra Inc.

FeedBack

FeelXR

Find Your Neighbourhood

Fix Me a Dish Inc.

Formic Ai

Furnishr

Garren MicroServices

Garrison Logic Inc.

Genuine Taste

Get2Net0 Inc

Giden Media Technology

Goldentrust Capital  
(Aurumverse.io)

GuyBean

Haletale Inc.

Healthy Genie Inc.

Helios Creators Inc.

# COHORT 1-8

## STARTUPS

HeelSnaps	Machine Learning Estimation	Oombo
HeyWizard Inc.	MainNet Labs	Organize That
HIBOU Systems Inc.	Maryh	OrigynApparel
HUEX	MaxxSalary	Pandos
HYGN Energy Inc	mentalED	PaySprint Inc.
IELTS Fluency	Metaverse Architects	Pegasus Aeronautics Corporation
iCareM.D.	Metaworldx	Pelpr
Improved Inc	MinuteSkill	Plantaform Technology Inc.
inferModel	Mini Chefs And Bakers	Plentea Teabar
JobDoh	Mood Milk	Pointsgram
KARLA AI	Musicology	Poet Kitchen
Kare Granola	My Indie Coffee Roasters	Project ANT
Kinerbot	myLaminin	proxSIMity
Kular	My Well Self	Quantified HR
Kurm Consulting Inc.	Naborino	Quote Kong LTD
Lana's Specialty Foods INC - Magic Oats	Nagawa Corporate Training Ltd.	Rax
Laser Creative	Noxware Ltd	Rain Technologies
LifeNotes Wisdom Inc.	November Project PVD	Remission Support
lights,camera...bachata!	NovoJolt	Retea Inc.
Luest	NotePal Inc.	RoboCrop

# COHORT 1-8

## STARTUPS

Rosor	The Happy Era Ltd.
RouteSwift	The Noble Snack Company
Rubicon	Theffy
Schooldose	Tout de Suite Event Management Co
SDQS Inc (VSigns)	TrillaBit
Seven Healthcare Consulting Inc	Twish
Sharkbiit	Urیده
Shippie Technologies Inc.	Ultimate Music Theory
Silent Auctions Canada	Utter Vision
Smoke & Tears Corp.	Vidaaso
Somable app	ViB Digital
Souperwell	VieChi Foods LTD.
Spicestorm	Vimaana
Stabl Inc.	Visita Virtual
Stayeh!cation	Watfo
StoreNextDoor	Web3 Podcast Network
Stylesyh	WeWatch What's The Plan
SwimNGo	Werkspat
Traction Health	Wooden Phoenix
The Firehood	\$plurge



## ***Get Involved***

Interested in becoming a speaker, mentor, or ecosystem partner?

Know a startup that would be perfect for the program?

[www.acceleratenewmarket.com](http://www.acceleratenewmarket.com)

