



# **A YEAR IN REVIEW**

**APPLIED RESEARCH & INNOVATION**

**2014-2015**

# LETTER FROM THE DEAN



PHOTO BY MICHELLE BOZZETTO  
MEDIA COMMUNICATIONS STUDENT

Applied research and innovation at Humber depends on establishing and maintaining great partnerships; this annual report showcases Humber faculty, staff, and students at work executing projects with partners in the college, in industry, and in the community. We are also proud to introduce you to HumberLaunch members and their innovative new businesses. This year's report itself is a partnership with faculty and students in the School of Media Studies & Information Technology who have worked patiently with us to develop this unique, interactive format. Thank you, SMSIT!

We look forward to continuing to work with all our partners to expand Humber's contributions to industry and to our community, and we invite you to drop by our offices to explore your own applied research and innovation interests.

Patricia Morgan,  
Dean of Applied Research & Innovation

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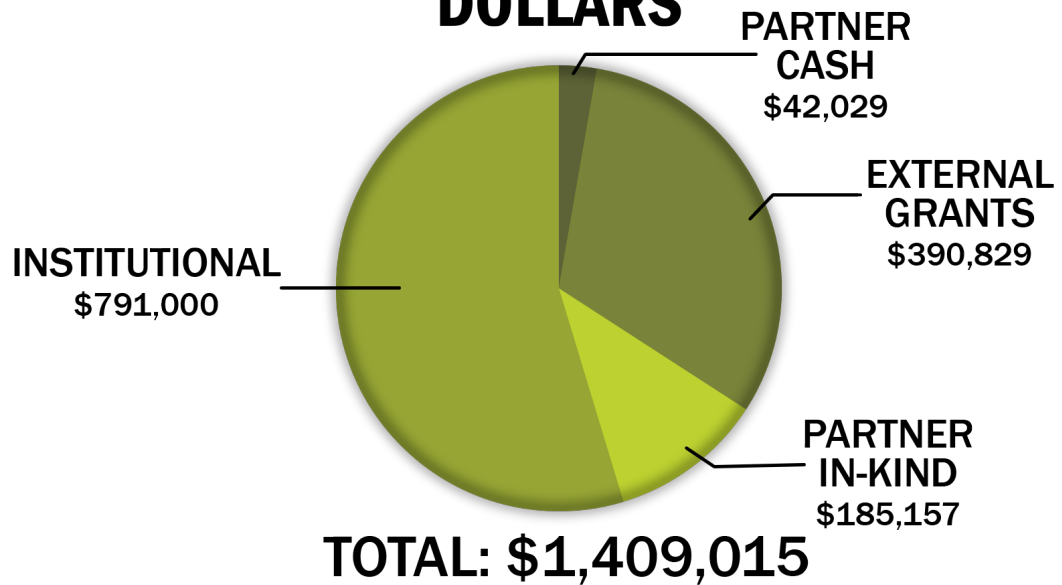
Cover Image by Sabrina Rocca, Creative Photography Student  
Graphic Design by Michelle Bozzetto, Media Communications Student  
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Edited by Amanda Brown, Research Coordinator

# APPLIED RESEARCH & INNOVATION

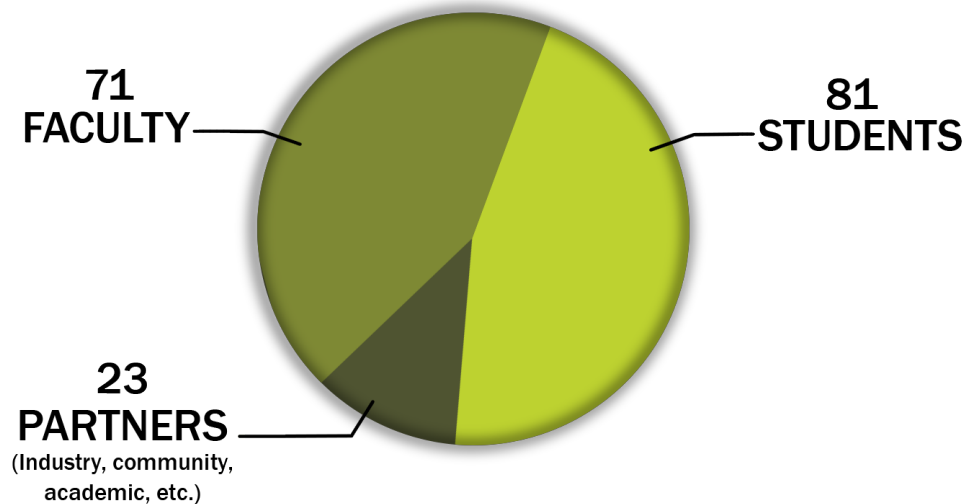


# QUICK FACTS

## TOTAL RESEARCH DOLLARS



## NUMBER OF CONTRIBUTORS



**9** PROTOTYPES DEVELOPED

**1** PATENT FILED

**33**  
TOTAL PROJECTS

# RESEARCH EXCELLENCE AWARD

## GEORGES LIVANOS 2014-2015 AWARD RECIPIENT



**PHOTO BY MICHELLE BOZZETTO**  
MEDIA COMMUNICATIONS STUDENT

Electronics Engineering Technology program coordinator Georges Livanos is the 2015 recipient of Humber's Research Excellence Award. Georges has been a faculty member in the School of Applied Technology since 2001, and his research pursuits range from home automation to biomedical applications.

Most recently, Georges has been working on the development of a device to help homeowners comply with regular furnace maintenance with industry partner Martino Contractors, a Toronto based company that supplies and installs residential Heating Ventilating and Air Conditioning (HVAC) equipment. With \$24,841 in funding from a Natural Sciences and Engineering Research Council of Canada (NSERC) Engage Grant, Georges led a multidisciplinary team of students who designed, developed, and tested an automated furnace maintenance system—the MB Furnace Minder. Georges is named as an inventor on a patent (pending) for the device, which is currently in beta testing. He looks forward to continuing his work with Martino Contractors as they further refine the system.

## ABOUT THE AWARD

The Research Excellence Award is designed to recognize faculty and staff members who have made significant contributions to the growth of Humber's research program. These contributions may include:

- creation of a well-established research program;
- research that involves students as research assistants or researchers. Ideally, the research will enable students to apply concepts they are learning in their program;
- research that attracts external partners as well as external funding. Often the research program will begin with SIRF or DAIR funding and then it will grow to attract external dollars;
- research that has an impact on the researcher's field or industry (e.g. patents) as well as on Humber students and/or curriculum; or
- research that includes knowledge dissemination through presentations, conferences, publications, etc.

# RESEARCH PROJECTS

## COMMUNITY

### **PERSONAL SUPPORT WORKER COOKING AND CONFIDENCE**

**Project lead:** Donna Skells, School of Health Sciences  
**Co-investigator:** Sheila West-Merker, School of Health Sciences  
**Funder:** Humber Developing Activities and Ideas for Research (\$1,628)  
**Students:** Devin LaCroix, Maggie Litwin, Omran Omaid

Donna Skells and Sheila West-Merker are addressing concerns that community personal support workers (PSWs) are not prepared to cook a diverse range of meals for their clients whose cultural backgrounds vary. In collaboration with the School of Hospitality, Recreation & Tourism and Chef Matthew Fulton, the two developed a two-day cooking class for PSW students and examined its effect on students' confidence in their own cooking abilities. Student Maggie Litwin surveyed the cooking lab participants, and study results are being used to plan next steps for the program.

### **EXPLORING THE ROLE OF THE CHURCH AS A HEALTH RESOURCE FOR LIVES TOUCHED BY DEMENTIA**

**Partner:** Ontario Research Coalition of Research Institutes/ Centres on Health and Aging, Seniors' Health Knowledge Network  
**Project lead:** Robyn Plunkett, School of Health Sciences  
**Funder:** ORC Early Researcher Award (\$5,000)  
**Student:** Jian Fei (Peter) Chen

Faculty member Robyn Plunkett aims to shed light on how community institutions offer health-enhancing opportunities for individuals living with dementia. Using the church as an exemplar, Plunkett and student Peter Chen identified ways that churches currently support individuals with dementia as well as ways that churches could provide further support. The study surveyed 51 church leaders, and the early results suggest that cultures that acknowledge dementia and reinforce inclusion can foster healthy environments for individuals living with dementia.

## NEIGHBOURHOOD POLICING PROGRAM EVALUATION

**Partner:** Toronto Police Service

**Project lead:** Jeanine Webber, School of Social & Community Services

**Co-investigators:** Alyssa Ferns, School of Social & Community Services; Daniel Fowler, Applied Research & Innovation

**Funder:** SSHRC Institutional Grant (\$9,915)

**Students:** Marina Alves, Amy Baker, Rachel Cannatelli, Anna Maskulka, Hilry Neale Jr., Alexandra Shaw, Joshua Shymko, Brett Weltman

**“WE HAD THE CHANCE TO GIVE A VOICE TO COMMUNITY MEMBERS, COMMUNITY PARTNERS, AND PEOPLE LIVING IN COMMUNITIES IN TORONTO WHO DON’T NECESSARILY HAVE THE OPPORTUNITY TO HAVE THEIR VOICES HEARD. WE ARE POSITIVELY INFLUENCING CHANGE WITH TORONTO POLICE.”**

**JOSHUA SHYMKO, STUDENT**  
BACHELOR OF APPLIED ARTS - CRIMINAL JUSTICE

Humber and TPS are collaborating to evaluate the effectiveness of the Neighbourhood Policing Program (NPP), a program implemented by TPS in May 2013 to reduce crime and increase public safety and public trust in police. Through the program, neighbourhood policing teams were assigned to selected Toronto neighbourhoods to address community problems that are associated with observed crime patterns and strained relationships between community members and police. Preliminary results suggest that the NPP is making positive changes within these communities, and Jeanine Webber and her team will continue this groundbreaking research.



**SGT. DONOVAN LOCKE, JOSHUA SHYMKO, BRETT WELTMAN, STAFF SGT. STEVE PIPE, HILRY NEALE JR., STAFF SUPER INTENDENT TOM RUSSELL, ALEX SHAW, JEANINE WEBBER, RACHEL CANNATELLI, ALYSSA FERNS**

# EDUCATION

## SUCCESSFUL STRATEGIES FOR LEARNING CENTRES

**Project lead:** Cameron Redsell-Montgomerie, School of Liberal Arts & Sciences  
**Funder:** Humber Staff Initiated Research Fund (\$7,692)  
**Students:** Osama Farah, Arslan Muhammad, Nguyen Anh Thu (Emma) Phan, Alexander Rowe, Million Tesfamariam

The aim of this study was to assess whether the current learner-support model used by Humber's drop-in Math Centre is meeting student needs. A random sample of 240 students participated in the study. Results of this environmental scan indicate that the Math Centre can better market its resources to students and faculty members that use of mobile resources and online technology to reach students outside of conventional hours of operation would be beneficial.

**“A LOT OF STUDENTS DON'T GET TO PLAY WITH STATS IN EVERYDAY APPLICATIONS, SO IT WAS NICE TO HAVE STUDENTS WORKING ON THIS PROJECT. THEY GOT TO SEE FIRST-HAND SURVEY COLLECTION METHODS AS WELL AS STATISTICAL RESEARCH.”**

**CAMERON REDSELL-MONTGOMERIE, MATH CENTRE CO-ORDINATOR  
SCHOOL OF LIBERAL ARTS & SCIENCES**

## CRITICAL THOUGHT OF THE CLASSROOM: DEVELOPMENT OF A MEASUREMENT TOOL

**Project lead:** John Pucic, The Business School  
**Co-investigator:** Susan Kelsall, The Business School  
**Funder:** Humber Staff Initiated Research Fund (\$6,110)  
**Student:** Julia Chan

As an extension of Humber's ongoing Essential Skills pilot project supported by the Higher Education Quality Council of Ontario, the research team surveyed 424 students and professors to investigate a relationship between professors' ethical leadership and students' critical thinking in the classroom. The study found that professors' ethical leadership positively influenced student creativity and psychological capital (i.e. efficacy, hope, optimism, and resilience), yet not critical thinking. The findings on mediation and moderation are significant and help to explain the underlying psychological mechanisms at play. In particular, professor leadership in the classroom is shown to moderate the impact of the professor-student relationship on student creativity and psychological capital.



## EXAMINING THE VIABILITY AND TARGETING OF ONLINE APPLIED BEHAVIOUR ANALYSIS COURSES

**Partner:** Parrot Partner

**Project lead:** Debbie Johnston, The Business School

**Funder:** Humber Developing Activities and Ideas for Research (\$2,756)

**Students:** Valentin Casado, Anastasia Zolotareva

**“THIS INFORMATION IS EXACTLY WHAT WE NEED TO MAKE AN INFORMED DECISION REGARDING ONLINE REVENUE STREAMS.”**

**JUDY TENANT, EXECUTIVE DIRECTOR  
PARROT PARTNER**

Debbie Johnston and her students conducted secondary research to determine the marketability of online learning resources related to parrot behavior modification and to identify the target market for such resources. In addition to this research, the students developed and populated a database of avian veterinarians, bird rescues, parrot clubs, and related organizations in Canada and the U.S. Both the database and study results were shared with Parrot Partner, a registered charity whose goals are public education, parrot training, and adoption. Parrot Partner is using this research to determine how best to develop online learning materials.



# TECHNOLOGY

## DEVELOPMENT OF AN AGRICULTURAL APPLIANCE APPLICATION FOR ONTARIO LIFESTYLE FARMERS

**Partner:** Castlemore Educational Services Inc.

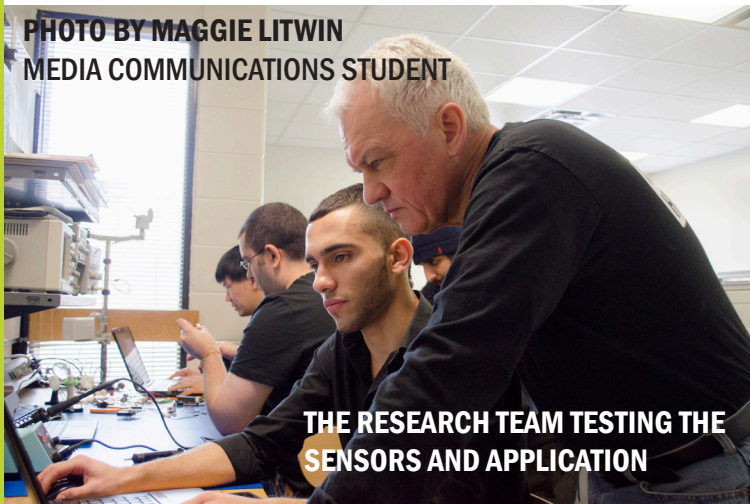
**Project lead:** Peter Wheeler, School of Applied Technology

**Funders:** Humber Developing Activities and Ideas for Research (\$1,404); NSERC Engage (\$24,661)

**Students:** Vamsidhar Allampati, Jason Conway, Michael Voitov, Zhitao Xin, Hang Yin

Castlemore Educational Services and Humber have partnered to build a device that will help farmers track and manage environmental crop conditions in an easy to use package. Electrical Engineering Technology and Industrial Design students have designed, built, and evaluated a prototype device, which consists of a tablet, a case, an application, back end analytics, and sensors for measuring crop conditions such as temperature, rainfall, soil moisture, pH, chlorophyll, and more. As a result of the project, a provisional patent has been filed, and the team plans to have a commercial product available to Ontario lifestyle farmers by 2016.

PHOTO BY MAGGIE LITWIN  
MEDIA COMMUNICATIONS STUDENT



THE RESEARCH TEAM TESTING THE SENSORS AND APPLICATION

**“WE ARE MOVING A DREAM CLOSER TO COMMERCIALIZATION.”**

**PETER WHEELER, FACULTY MEMBER  
SCHOOL OF APPLIED TECHNOLOGY**

## THE NEXT GENERATION GAMING GLOVE

**Partner:** BreqLabs Inc.

**Project lead:** Odin Cappello, School of Applied Technology

**Co-investigators:** Glenn Moffatt, School of Applied Technology; Rob Robson, School of Media Studies & Information Technology

**Funder:** OCE Voucher for Innovation and Productivity (\$18,767)

**Students:** Jake Deichert, Matt Draimin, Ryan Ebbers, Devin LaCroix, Brian Lefrancois, Troydon Rosario, Lauren Thomas

Faculty members and students from Humber’s School of Applied Technology are working with industry partner BreqLabs to design, test, and validate a manufacture-ready prototype of the company’s innovative smart glove. The project will result in a wearable sensor glove that offers aesthetic appeal and comfort while housing BreqLabs’ high precision hand tracking technology. Along with the glove’s industrial design, students from Humber’s School of Media Studies & Information Technology have developed a gesture-based 3D video game, “Tabletop Golf,” that receives input from the glove in order to demonstrate its functionality in an immersive virtual environment.

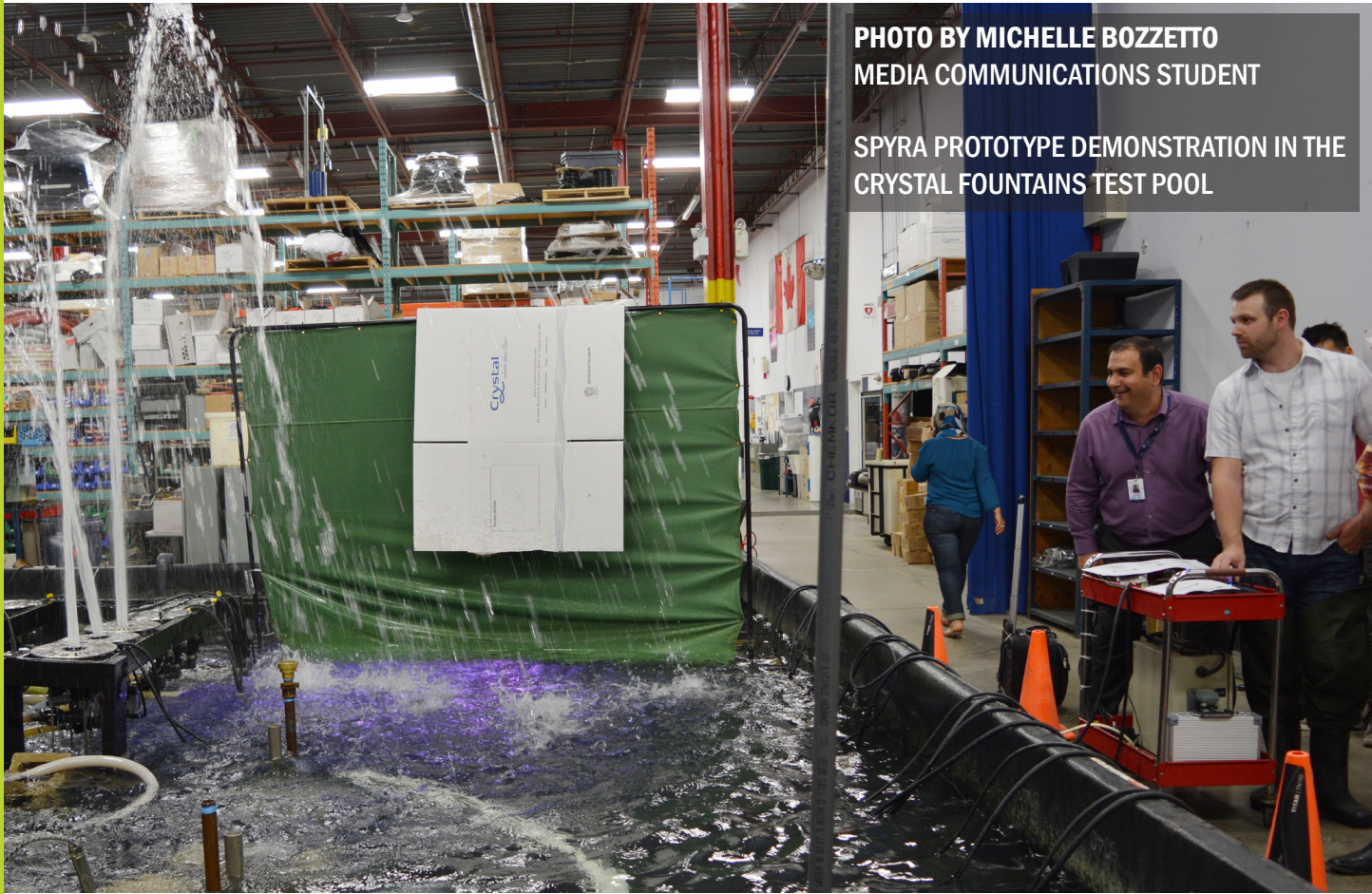
## SPYRA REDESIGN

**Partner:** Crystal Fountains  
**Project lead:** Hassan Hassan, School of Applied Technology  
**Co-investigator:** Muhammad Khan, School of Applied Technology  
**Students:** Michael Domenichiello, Jacob Pranger

Building on an earlier collaboration investigating the feasibility of underwater radio frequency communications, Humber has tackled a new project with Crystal Fountains. Faculty member Hassan Hassan and Mechanical Engineering students Michael Domenichiello and Jacob Pranger worked with Crystal Fountains to redesign Spyra, a fountain system that allows water sequencing on multiple planes. The students designed and developed two working prototypes, converting the Spyra from a pneumatic system to an electromechanical system that is smaller, more efficient, and more cost effective. The team is currently refining these prototypes for production. The redesigned Spyra is expected to hit the market in 2017.

**“I’VE GAINED KNOWLEDGE ABOUT HOW PRODUCTS ARE BEING THOUGHT OF, PRODUCED, AND ENGINEERED IN THE WORKPLACE.”**

**JACOB PRANGER, STUDENT  
MECHANICAL ENGINEERING TECHNOLOGY**



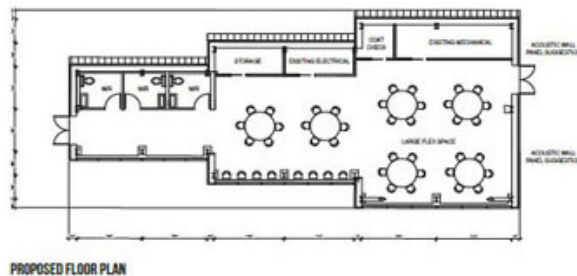
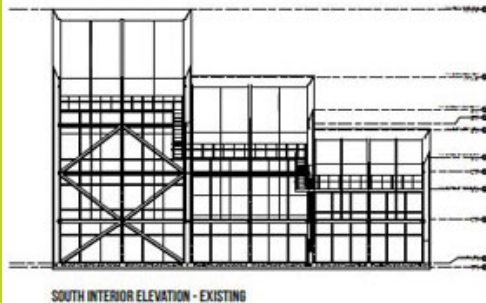
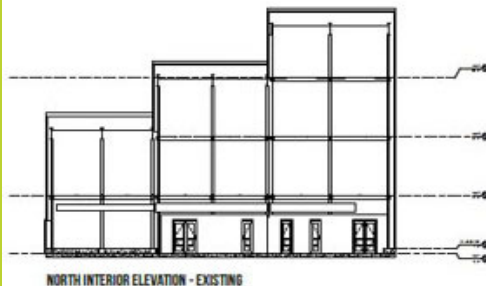
**PHOTO BY MICHELLE BOZZETTO  
MEDIA COMMUNICATIONS STUDENT**

**SPYRA PROTOTYPE DEMONSTRATION IN THE  
CRYSTAL FOUNTAINS TEST POOL**

## GREENWORKS: ADAPTIVE REUSE DESIGN INTERVENTION

**Partner:** Toronto and Region Conservation Authority (TRCA)  
**Project lead:** Elizabeth Fenuta, School of Applied Technology  
**Funder:** Humber Developing Activities and Ideas for Research (\$3,000)  
**Students:** James Arin, Aliessa Dewdney, Winiefred N'Diaye, Jon Nelken, Junxiang (Jason) Tian, Van Tran

Working with TRCA, students from the Architectural Technology and Interior Design programs have created a sustainable adaptive reuse design intervention for the GreenWorks building, a part of the BRE Innovation Park @ The Living City Campus at Kortright. The GreenWorks refurbishment aims to convert the existing water treatment facility into a modern, environmentally efficient, multi-purpose building. Sustainable.TO is currently developing the final design for permit submission, and Humber will continue its research with TRCA as the Innovation Park enters the construction phase.



PROPOSED GREENWORKS ADAPTIVE REUSE DESIGN INTERVENTION

**"THE MULTIDISCIPLINARY TEAM OF STUDENTS WAS SO ENGAGED! THEY REALLY ENJOYED WORKING WITH THE CLIENT AND APPLYING THEIR KNOWLEDGE TO A REAL-LIFE SITUATION. IT WAS EXCITING FOR ME TO SEE THE PROCESS UNFOLD."**

**ELIZABETH FENUTA, FACULTY MEMBER  
SCHOOL OF APPLIED TECHNOLOGY**

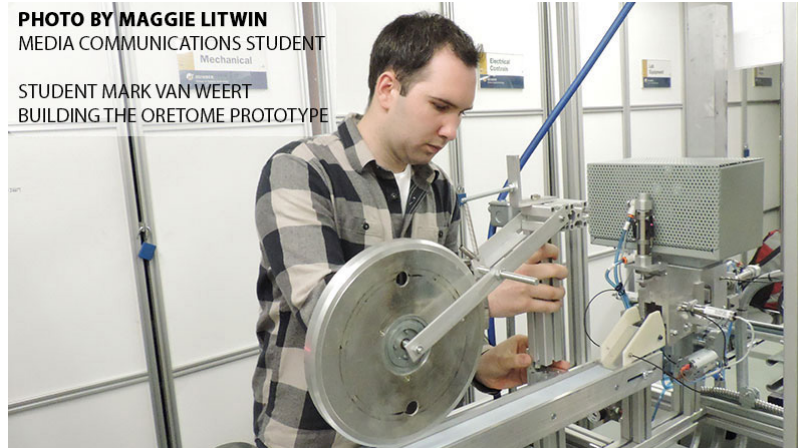
## AUTOMATION ORE SORTER

**Partner:** Oretome Ltd.

**Project lead:** Neal Mohammed, School of Applied Technology

**Students:** Zhengming Liu, Mark Van Weert

Industry partner Oretome Limited worked with faculty member Neal Mohammed and students from the Electromechanical Engineering program to develop a new type of ore sorter that will improve energy efficiency by eliminating the compressed air blasting requirement of conventional sorters. The students constructed a functional prototype as part of their program requirements. Oretome will continue testing the prototype to further develop its functionality.



**PHOTO BY MAGGIE LITWIN**  
MEDIA COMMUNICATIONS STUDENT

STUDENT MARK VAN WEERT  
BUILDING THE ORETOME PROTOTYPE

## MEDIA

### AUGMENTED REALITY: APPLYING A NEW MARKETING TECHNOLOGY

**Project lead:** Amanpreet Chhina, The Business School

**Co-investigator:** Owen Parker and Marcos Cavenaghi, The Business School

**Funder:** Humber Developing Activities and Ideas for Research (\$810)

**Student:** Michelle Conrad

Augmented reality (AR) technology integrates digital information with live video or a user's environment in real time. AR holds promise for the marketing industry by providing a new way to communicate with customers. Faculty members and student Michelle Conrad conducted a literature review and created an annotated bibliography about the marketing applications of AR, which will support their continued investigation of AR-based marketing strategies.

### TALKABIT

**Project lead:** Andrew Ainsworth, School of Media Studies & Information Technology

**Co-investigator:** George Paravantes, School of Media Studies & Information Technology

**Funder:** Humber Developing Activities and Ideas for Research (\$2,541)

**Student:** Maggie Dron

Humber faculty and students are developing Talkabit, a mobile application designed to enhance digital interaction between students using self-recorded, time-limited video on smart phones. The aim of the app is to facilitate active discussion of course content online. With the support of DAIR funding, the team conducted a literature review and a needs assessment and developed preliminary wireframes and a prototype of the app. Faculty member Andrew Ainsworth has since received SIRF funding to continue developing this promising tool.

## APPSEED ADVANCED FEATURE DEVELOPMENT

**Partner:** AppSeed Studio Inc.  
**Project lead:** George Paravantes, School of Media Studies & Information Technology  
**Funder:** OCE Voucher for Innovation and Productivity (\$18,375)  
**Students:** Tristan Darwent, Dustin Gamble, Ariel Gelbard, Tanya Grimes

AppSeed Studios Inc. is a startup company created by faculty members Greg Goralski, Adam Leon, and Andrew Dertinger. The company's innovative technology allows users to easily and accurately turn hand-drawn sketches into interactive app prototypes using computer vision. The app identifies enclosed spaces on a sketch and allows users to turn them into buttons, maps, or other elements and input text. AppSeed worked with a team of Web Design and Interactive Media students to develop the user experience and user interface of the application, which was released in the Apple iTunes store in March.

**PHOTO BY MICHELLE BOZZETTO**  
MEDIA COMMUNICATIONS STUDENT



RESEARCH ASSISTANTS ARIEL GELBARD, TRISTAN DARWENT, AND TANYA GRIMES WITH APPSEED OWNER GREG GORALSKI (SECOND FROM RIGHT)

## ONLINE CONNECTIONS: USING FACEBOOK AT HUMBER

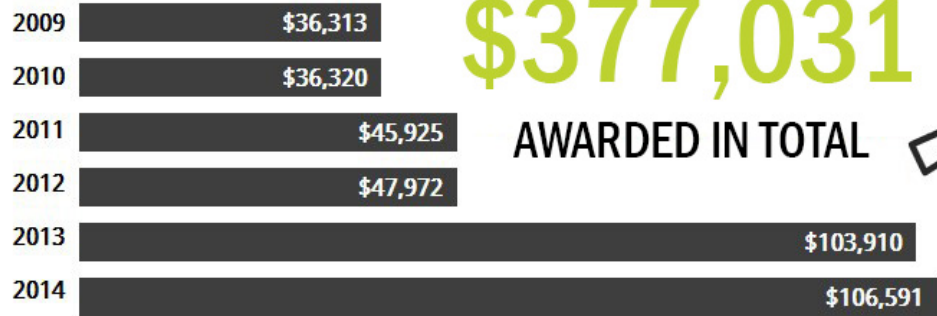
**Project lead:** Naveen Joshi, School of Liberal Arts & Sciences  
**Funder:** Humber Developing Activities and Ideas for Research (\$3,000)  
**Student:** Melanie Johnston

Faculty member Naveen Joshi has investigated the motivations and outcomes of Humber students who use social networking sites (SNS) to engage with their course material and the people in their classes. Semi-structured interviews were conducted to gain an understanding of students' ideas and impressions of SNS, the ways in which they represent themselves on SNS, how and what information they share and exchange, and the ways in which they develop relationships online. Joshi has received SIRF and RIF funding to continue his study with a larger sample of students.

# INTERNAL FUNDING PROGRAMS

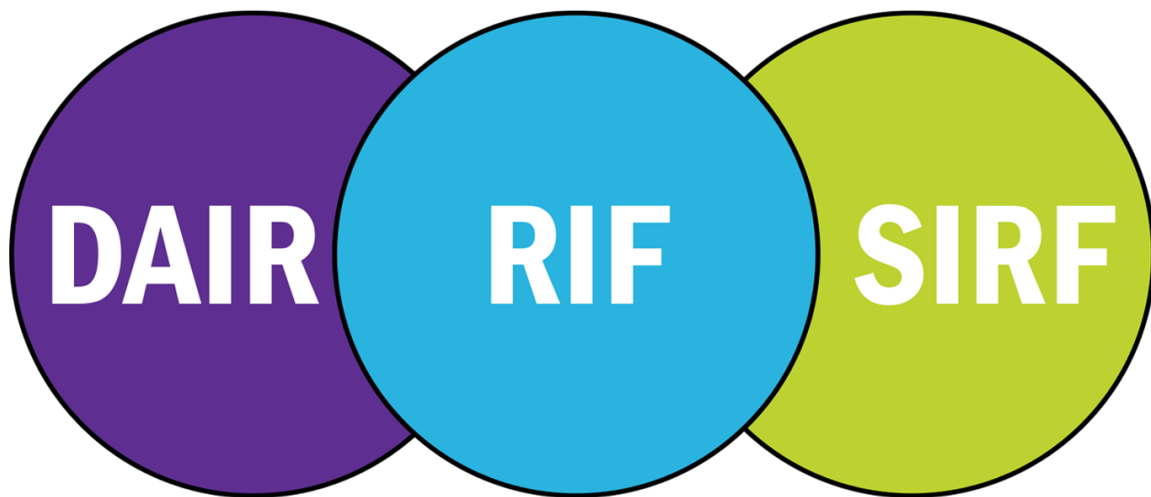
Since launching **SIRF** in 2009, and **DAIR** in 2013, **Applied Research and Innovation** has supported

**61**   
**PROJECTS**



**“IT WAS FABULOUS TO HAVE FUNDING FROM DAIR. WITHOUT THAT, I DON’T THINK WE COULD HAVE MADE THIS HAPPEN.”**

**DEBBIE JOHNSTON, DIRECTOR OF CONTINUING EDUCATION  
THE BUSINESS SCHOOL**



The Developing Activities and Ideas for Research (DAIR) program supports Humber employees who are in the early stages of developing an innovative project. DAIR projects cultivate long-term initiatives that align with Humber's strategic research and innovation priorities.

Newly launched in 2015, Research and Innovation Fellowships (RIF) provide course release time to Humber faculty members who are planning or executing applied research or innovation projects with industry, community, or academic partners.

The Staff Initiated Research Fund (SIRF) supports Humber employees who are engaged in original, externally-focused applied research and innovation. The fund allows employees to explore strategic applied research and innovation initiatives.

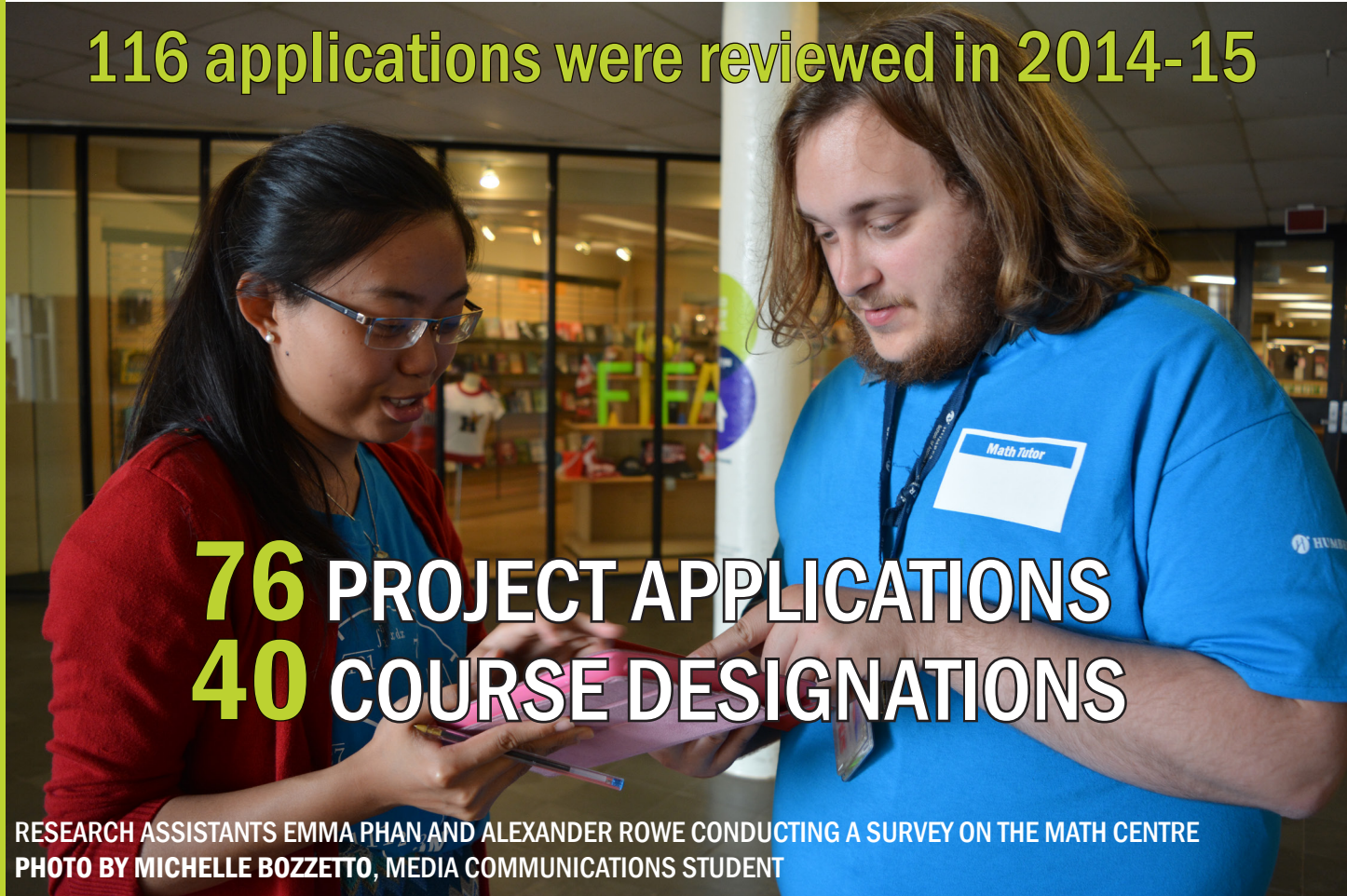
**“I WAS ABLE TO DO A QUANTITATIVE STUDY DURING MY PROGRAM, BUT DOING THIS QUALITATIVE STUDY IS TOTALLY DIFFERENT. DOING THE INTERVIEWS, TRANSCRIBING, CODING, AND RESEARCH TO BACK UP OUR FINDINGS – IT’S A BRAND NEW EXPERIENCE FOR ME THAT WOULDN’T BE POSSIBLE WITHOUT SIRF.”**

**EMILY STROEBEL, STUDENT  
BACHELOR OF APPLIED ARTS - CRIMINAL JUSTICE**

# HUMBER REB

Humber's Research Ethics Board (REB) ensures the ethical acceptability of research involving human participants in accordance with the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans.

116 applications were reviewed in 2014-15



76 PROJECT APPLICATIONS  
40 COURSE DESIGNATIONS

RESEARCH ASSISTANTS EMMA PHAN AND ALEXANDER ROWE CONDUCTING A SURVEY ON THE MATH CENTRE  
PHOTO BY MICHELLE BOZZETTO, MEDIA COMMUNICATIONS STUDENT

# SUSTAINABILITY

## Applied Research & Innovation has gone paperless!

This year Applied Research & Innovation moved the Research Ethics Board (REB) and all internal funding programs (i.e. DAIR, SIRF, and RIF) to a completely paperless online application management system, making Humber the first college in Ontario to have a paperless REB. The new system will dramatically reduce the amount of paper used by the department. Applied Research & Innovation has also published its first paperless annual report—the one you're reading. As an active participant in Humber's sustainability initiative, Applied Research & Innovation is committed to reducing its footprint and supporting Humber in becoming a leader in sustainability.



# PARTNERS AND CONTACT

## Partners

416 Automation Inc.  
AppSeed Studios Inc.  
BioSteel Sports Supplements Inc.  
Bishop's University  
BreqLabs Inc.  
Carleton University  
Castlemore Educational Services Inc.  
Chrysalis Yoga  
City of Toronto  
CCFEW (Citizens Concerned about the Future of the  
Etobicoke Waterfront)  
Crystal Fountains  
Fasken Martineau  
Friends of Sam Smith Park  
Holland Bloorview Kids Rehabilitation Hospital  
Martino Contractors Inc.  
McMaster University  
MS Filter Systems Inc.  
Ontario Research Coalition of Research Institutes/  
Centres on Health and Aging  
Oretome Ltd.  
Parrot Partner  
Saskatchewan Polytechnic  
Seniors' Health Knowledge Network  
St. Joseph's Healthcare Hamilton  
Toronto and Region Conservation Authority  
Toronto Police Service

## Funders



Higher Education  
Quality Council  
of Ontario



**NSERC**  
**CRSNG**



Ontario Centres of  
Excellence



THE W. GARFIELD WESTON  
FOUNDATION



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada

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## Credits

Applied Research & Innovation Cover Image by Sabrina Rocca, Creative Photography Student

# HUMBERLAUNCH



# QUICK FACTS

## AUGUST 2014

- Welcomed new Community Outreach Coordinator, Sarah Lenarcic
- Partnered with Enterprise Toronto and Mastermind Mentorship Program

## OCTOBER 2014

- Received \$200,000 through OCE's On-Campus Entrepreneurship Activities program, a component of Ontario's Youth Jobs Strategy
- Hosted Startup Weekend Etobicoke
- Participated in the CN Tower Climb to raise money for the United Way

## JANUARY 2015

- Launched the innovative Prototype Lab at Humber with the School of Applied Technology

## APRIL 2015

- Announced and celebrated the winners of the inaugural Humber*Launch* Entrepreneurship Awards

## SEPTEMBER 2014

- Partnered with MaRS as a satellite centre for their Online Entrepreneurship 101 course
- Welcomed new Program Assistants, Bram Cherun and Marisa Tomassi
- Officially opened to community members

## DECEMBER 2014

- Awarded \$80,000 to student entrepreneurs through the New Venture Seed Fund

## MARCH 2015

- Awarded \$40,000 to student entrepreneurs through the *LaunchPad* competition

**52** ACTIVE MEMBERS

**42** HUMBERLAUNCH BUSINESSES

**187** WALK-INS

# COMMUNITY OUTREACH

*HumberLaunch* was founded in 2011, offering services to Humber students and alumni. In September 2014, *HumberLaunch* opened its doors to entrepreneurs from Etobicoke and surrounding areas, offering resources and membership to community businesses. Since then, *HumberLaunch* has engaged with over 30 community agencies, developing collaborations with the Lakeshore West Post, MicroSkills, the Queensway Employment & Social Services, Enterprise Toronto, and MaRS. *HumberLaunch* has also joined three community based networks: the ONE Network Partners in Peel, the Etobicoke Youth Network, and the Lakeshore Interagency Network.

In its first year, the community outreach initiative has been a success. Nine community entrepreneurs have joined *HumberLaunch* to develop their innovative business ideas, and *HumberLaunch* has delivered quality events and workshops to the community, including a Startup Weekend with over 70 attendees, a Startup Skills Mixer, twelve information sessions, and several community tours of the Prototype Lab located at Humber's North campus.

*HumberLaunch* continues to develop exciting new community initiatives with plans for a year-long pop-up incubator event series in partnership with Richview Public Library and one-on-one drop-in consulting at pop-up incubators located at community partner agencies next year.

PHOTO BY VICKY KAO  
CREATIVE PHOTOGRAPHY STUDENT



ROGER OSORIO (STARTUP WEEKEND), JENNIFER NGUYEN, JEREMY HABER,  
COLIN PAL, TOM HAXELL, ANDREA LEWIS, SARAH LENARCIC (HUMBERLAUNCH) AT STARTUP  
WEEKEND ETOBICOKE

# MEMBERS

## Aqua Greens

Aqua Greens was founded in 2013 by Humber alumni Pablo Alvarez and Craig Petten. Pablo and Craig grow nutrient-rich organic greens using aquaponic production methods. Both the greens and tilapia (which are required for aquaponic production) are being sold to grocery stores and restaurants throughout Toronto.

Pablo and Craig are three-time winners of Humber*Launch* awards. They were among the New Venture Seed Fund winners in 2013; in 2014, they were awarded \$20,000 during the *LaunchPad* competition; and this year, they took home the Innovation of the Year award at the Humber*Launch* Entrepreneur Awards.



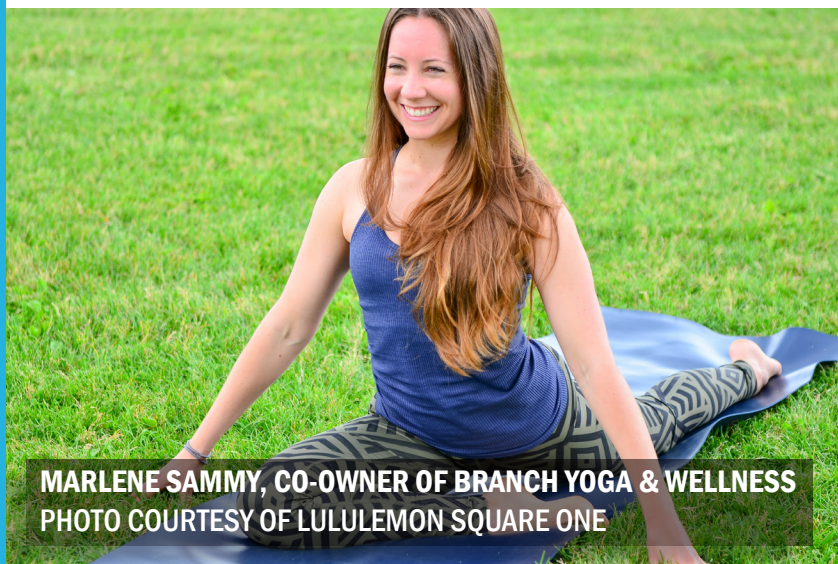
**PHOTO BY MAGGIE LITWIN**  
 MEDIA COMMUNICATIONS STUDENT  
 AQUAPONICS PLANTS GROWING IN  
 AQUA GREENS FACILITY

## OUR MEMBERS

Alora Artistry	DSyk. Music	Jobficient	SocialEyez Media
Alpha Obstacle Training	Dynamic Innovations	Julie Fitzgerald Fiddle & Stepdance	SoundStill Productions
Amazimbo	Dynamic Website Development	Kanaka Fur & Leather	Spunky
Andrew Prosdocimi	Embr Events	Kozak Video Reels	St. Bernard
Ansik	Energize the Earth	Loving Support Services	Starting Point
Aqua Greens	Exclusive Dry Cleaners	Marty Bernie Music	SunPillar
Armed	Feat.Her	Meal Deals	Swing-Rite
Baru Life	Femme International	Popped Up	Team Octopus Productions
Bien Pham	FIT	Possibly with Dynamite	The Collectors Inc.
BlakBlak	Gidea Group	Premium Near Beer	The Sorry Girls
Boobeyes	Gig	R.E.L.M.	TrainSmart
Boqs	Gluten Be Gone	R.E.S.T. Centres	Tuscarora
Braids for Aids	Headquarters Cooperative	Rent4Students	Victoria's Organized Living
Branch Yoga & Wellness	Health Passport	Rockit	WaterWave
Butter Skin	Herb Communications	Runway Crush	WiPit
Chaleur Films	Humanity & Co.	Schource	Working for Full Bellies
Charles Hargobind	Jam Box	Simplistics	Xper
CheanLinkz Corporation	JayU	Skyline Farms	Z-Con Property Services
Clean Car Clean		Snaplas	
ColinResponse			

## Simplistics

Itzik Levy and Jeremy Haber have been active members of *HumberLaunch* since their company, Simplistics, received funding from the New Venture Seed Fund competition in 2011. Based in Toronto, Simplistics is a web design and development company that works with a variety of professional services firms—the *HumberLaunch* website is one of many websites in their impressive portfolio.



## Branch Yoga & Wellness

Marlene Sammy, co-founder and co-owner of boutique yoga studio Branch Yoga & Wellness, became a member of *HumberLaunch* in 2015. Marlene subsequently placed runner-up for the Young Entrepreneur of the Year award at this year's *HumberLaunch* Entrepreneur Awards and won the Community Pitch-It Contest. Branch Yoga offers vinyasa, aerial, and restorative yoga classes, and although its been open for only one year, the studio is already making waves throughout the community. BlogTO recently named Branch Yoga as the top yoga studio in Etobicoke.

### Member resources include:

- Mentorship
- Coaching
- Concierge services
- Access to funding opportunities
- Meeting facilities
- 3D printing services
- Social media assistance



**55**

**WORKSHOPS  
AND EVENTS**

**900+**  
**ATTENDEES**

HumberLaunch hosts a wide range of workshops, business competitions, and showcases for entrepreneurs. Entrepreneurship 101, Startup Weekend Etobicoke, and the LaunchPad Competition are just a few examples of this year's events.

## NEW VENTURE SEED FUND

Humber's New Venture Seed Fund provides up to \$10,000 of start-up capital, on a competitive basis, to businesses founded by Humber students and alumni. Since 2010, the fund has provided support to over 33 new businesses to build on their innovative ideas.

The New Venture Seed Fund seeks applications in the fall of each year. Selection criteria include quality and completeness of a business plan, creativity, capacity for generating employment, potential for sustainability, and applicants' academic record. This year the fund made awards to nine new businesses.

**31** APPLICANTS  
**9** WINNERS



## Baru Vibes

Claire Doyle is a School of Creative & Performing Arts alumnus. She and her partner Juan Carlos Medrano Magalanes formed Baru Vibes, a non-profit organization that provides weekly music workshops for at-risk youth. The workshops focus on leadership development, team-building skills, and improving self-esteem through music.

## Boqs

Tristan Darwent, a student in the School of Media Studies & Information Technology, and his partners Will Du and Ariel Gelbard have created a lockbox that can be locked and unlocked with a smartphone or compatible key tag using Wi-Fi and NFC technology.



## Clean Car Clean

Clean Car Clean is a new company launched by Patrick Millerd, a student in Humber's School of Creative & Performing Arts. Patrick offers mobile vehicle cleaning services using waterless technology.

## DSyk. Music

Daniel Sykora is a student in Humber's School of Creative & Performing Arts. Daniel provides custom, high-quality musical scores for independent filmmakers and video game developers.



## Energize the Earth

Chad Davis is a School of Applied Technology student who is working to provide renewable energy installation services. Energize the Earth installs solar energy systems to help minimize negative the environmental impact of other energy sources.

## Gig

School of Media Studies & Information Technology student Kristina Fercec and her partner Sean Rowe are developing a social media app to help connect job seekers with potential employers for short-term employment in niche markets.



## Headquarters Cooperative

School of Creative & Performing Arts alumnus Jordan Circosta and his team of musicians, Holly Jamieson, Tim McRae, Jared Parker, and Julian Powell, launched Headquarters Cooperative, a not-for-profit music promotion company that puts on shows for up-and-coming local bands.



## Starting Point Massage and Esthetics

Dawn Walker, a Business School student, offers spa services to her clients while promoting wellness and beauty education.

## Team Octopus Productions

Thiago de Sousa Costa is a School of Creative & Performing Arts graduate. His business Team Octopus Productions is a music production company that offers services such as album production and branding strategies.



### NEW VENTURE SEED FUND WINNERS AND HUMBERLAUNCH STAFF

STANDING: JORDAN CIRCOSTA, JULIAN POWELL, TIM MCRAE, ARIEL GELBARD, WILL DU, HOLLY JAMIESON, TRISTAN DARWENT, CHAD DAVIS, GUEST, KRISTINA FERCEC, PATRICK MILLERD, GUEST  
SITTING: BRAM CHERUN (HUMBERLAUNCH), DAWN WALKER, DANIEL SYKORA, CLAIRE DOYLE, CHERYL MITCHELL (HUMBERLAUNCH)

# LAUNCHPAD

The *LaunchPad* competition was introduced three years ago to promote commercialization and economic development. Since then, *LaunchPad* has awarded a total of \$120,000 to 19 new startups.

Each year, the competition receives dozens of applications from Humber student and alumni entrepreneurs. Applicants are narrowed down to 16 semi-finalists who attend two speed-pitching events. At each event, the entrepreneurs pitch their business ideas to a variety of coaches who offer feedback and assistance to each team. Based on the coaches' feedback and other criteria, the finalists are chosen and advance to the final *LaunchPad* event where they pitch their ideas to a panel of judges for a share of \$40,000.

**In 2014-2015, there were 25 applicants and 8 winners.**



**LAUNCHPAD HOST (far left) AND FINALISTS MADELINE PISHORI, JULIAN POWELL, DANIEL SYKORA, JORDAN CIRCOSTA, KRISTINA FERCEC, ROSTYSLAV RULOV, SAVIO WONG, HOSSEIN GHAMSARI, DIANNE MAULSEED, KAYLA MONAI-MCCALLA, COURTNEY DEWAR, MIKE MATHIESON, DENIELLE BASSELS, AND JAMES TAYLOR**

**Business:** Flexible Integrated Tactics (FIT)

**Team:** Madeline Pishori

**Amount Awarded:** \$12,000

**Description:** Multi-meal kit to promote healthy lifestyle

**Business:** Rent4Students

**Team:** Savio Wong, Hossein Ghamsari, and Rostyslav Rulov

**Amount Awarded:** \$10,000

**Description:** Online rental portal for students

**Business:** Gig

**Team:** Kristina Fercec and Sean Rowe

**Amount Awarded:** \$5,000

**Description:** App offering unique gigs

# “IT IS AN AMAZING OPPORTUNITY FOR ENTREPRENEURS TO PRACTICE THEIR PITCHES.”

**MADLINE PISHORI,**  
FLEXIBLE INTEGRATED TACTICS

**Business:** DSyk.Music  
**Team:** Daniel Sykora  
**Amount Awarded:** \$4,000  
**Description:** Custom, high-quality music scoring solution

**Business:** Headquarters Cooperative  
**Team:** Jordan Circosta, Tim McRae, Julian Powell, Jared Parker, and Holly Jamieson  
**Amount Awarded:** \$3,000  
**Description:** Non-profit running live music events

**Business:** The Collectors Inc.  
**Team:** James Taylor  
**Amount Awarded:** \$2,000  
**Description:** Showcasing collectibles from around the world

**Business:** Loving Support Services  
**Team:** Courtney Dewar, Dianne Maulseed, and Kayla-Monai McCalla  
**Amount Awarded:** \$2,000  
**Description:** Providing seniors with home care

**Business:** Possibly with Dynamite  
**Team:** Mike Mathieson and Denielle Bassels  
**Amount Awarded:** \$2,000  
**Description:** Niche audio recording and production company

# MENTORS

This year Humber*Launch* mentors included thirteen industry professionals and Humber faculty members with experience in a wide variety of areas including financial services, marketing and advertising, and fine arts. These mentors are an invaluable resource – supporting Humber*Launch* entrepreneurs as they develop their ideas into viable businesses. Whether through one-on-one guidance, running workshops, or participating as coaches or judges in competitions, mentors are instrumental to the success of both the entrepreneurs and the Humber*Launch* program.

Humber*Launch* is always looking for new mentors—both within and outside the Humber community—who have experience, expertise, and a desire to help the startup community. We encourage anyone who is interested in providing mentorship to new entrepreneurs to contact Bram Cherun.

## HUMBER MENTORS

Steve Bang, The Business School  
Christopher Dunsmuir, The Business School  
Mark Farber, The Business School  
Elizabeth Fenuta, School of Applied Technology  
Paul Griffin, The Business School  
Gamini Hemalal, School of Hospitality,  
Recreation & Tourism  
Brad Herd, The Business School  
Mark Stoiko, The Business School

## INDUSTRY MENTORS

Olufemi Adegun, Centre for Entrepreneurial  
Leadership  
Jay Georgi, Nadvia Diversified Investments  
Mike Hook, Intrepid Law  
Jerry Smith, retired  
Kevin Smith, The Story Architect

**“HUMBERLAUNCH HAS  
CONNECTED US WITH ADVISORS  
THAT ARE CRUCIAL TO OUR  
SUCCESS AND MENTORS THAT HAVE  
BEEN WITH US FROM THE START.”**

**CRAIG PETTEN,  
CO-FOUNDER, AQUA GREENS**

## Mark Stoiko

Mark teaches entrepreneurship, professional selling, and international business courses in The Business School at Humber. He has extensive experience working in marketing and sales, has founded two companies (an advertising agency and a market research business), and is a member of the angel investing group Maple Leaf Angels. As a HumberLaunch mentor since 2012, Mark has mentored several new entrepreneurs and participated in many events and workshops as a coach or moderator. With so much experience to offer, Mark is a huge support to the new entrepreneurs he mentors as they embark on their own entrepreneurial journeys.



PHOTO COURTESY OF BANK OF MONTREAL

## Mike Hook

Mike owns and operates a legal practice where he primarily works with small businesses and entrepreneurs. When he is not practicing law, he spends his time working at his other startup—a whisky distillery—or volunteering as a medic in disaster areas worldwide. Since becoming a HumberLaunch mentor in 2014, Mike has been an active coach, mentoring entrepreneurs and providing legal advice at numerous HumberLaunch events. As an entrepreneur himself, he is in an ideal position to work with startups and help other entrepreneurs face the same business challenges that he does.



PHOTO BY CHRIS POTTER

**“QUITE OFTEN YOU LEARN YOUR LESSONS BY DOING AND MAKING MISTAKES. IF THE ENTREPRENEURS HERE HAVE THE OPPORTUNITY TO LEARN FROM MY MISTAKES, THEN EVERYONE’S A LITTLE FURTHER FORWARD.”**

**MIKE HOOK, MENTOR**

# ENTREPRENEUR AWARDS

In April, Humber*Launch* hosted its first ever Entrepreneur Awards, honoring the success of member entrepreneurs and the contribution of mentors. An evening of celebrations was held in Humber's student-run restaurant, The Humber Room, where fifty attendees from Humber and the community gathered to honor the award recipients. Among the attendees were special guests Deputy Mayor Vincent Crisanti and Shantanu Mittal, Business Development Manager at OCE, who presented awards to the winners.

## 2015 Humber*Launch* Entrepreneur Award Recipients

### Entrepreneur of the Year Award

Winner: Zak Katz from Embr Events

Runner-up: Mike Mathieson from Possibly with Dynamite

### Young Entrepreneur of the Year Award

Winner: Tim O'Reilly from SoundStill Production

Runner-up: Marlene Sammy from Branch Yoga & Wellness

### Innovation of the Year Award

Winner: Aqua Greens

Runner-up: Possibly with Dynamite

### Startup of the Year Award

Winner: Ansik Inc.

Runner-up: Aqua Greens

### Mentor of the Year Award

Winner: Steve Bang

Runner-up: Elizabeth Fenuta



**PHOTO BY SAMMY SI-CONG LO**  
CREATIVE ADVERTISING STUDENT

HUMBERLAUNCH PROGRAM MANAGER CHERYL MITCHELL  
OPENS THE ENTREPRENEUR AWARDS DINNER

# CONTACT

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General Inquiries:

[humberlaunch@humber.ca](mailto:humberlaunch@humber.ca)



6200+ likes



1046 followers

1090 retweets

670 mentions



43 videos

3725 views

**Eventbrite**

25 events

1001 tickets sold



**THE HUMBERLAUNCH TEAM**  
CHERYL MITCHELL, SARAH LENARCIC, BRAM CHERUN,  
MARISA TOMASSI

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### **Marisa Tomassi**

Program Assistant

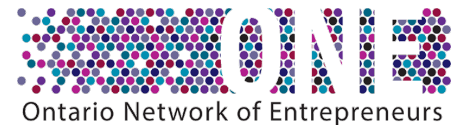
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# PARTNERS AND CREDITS

## Partners



## Credits

**HumberLaunch Cover Image** by Maggie Litwin, Media Communications Student