



THE  
LEAGUE  
OF  
INNOVATORS

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OUR VISION

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2020 VISION  
LONG TERM  
GOALS

Get Involved



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# | What is League of Innovators?

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## **We're glad you asked.**

**We are a national Canadian charity that empowers youth to be their own bosses. We offer accessible programs and education for entrepreneurs aged 15 to 25, from discovery through acceleration. Our goal?**

**Amplify the impact of future innovators, and changemakers - and shorten their path to success. We find new ways to deliver game-changing tools and experiences to youth - regardless of their background, geography or socioeconomic situation.**





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## Our Mission

**To empower youth and youth-led businesses. To develop entrepreneurial acumen at scale and across regions. To champion the dynamic contribution and forward thinking of young entrepreneurs.**

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## Our Vision

**From discovery to acceleration, we are mobilizing the next generation of entrepreneurs as they build tomorrow's businesses today.**



# 2



IMPACT MAP	14
BY THE NUMBERS	16



# Our Impact



It boils down  
to this:  
we build  
skills and  
confidence in  
young people.

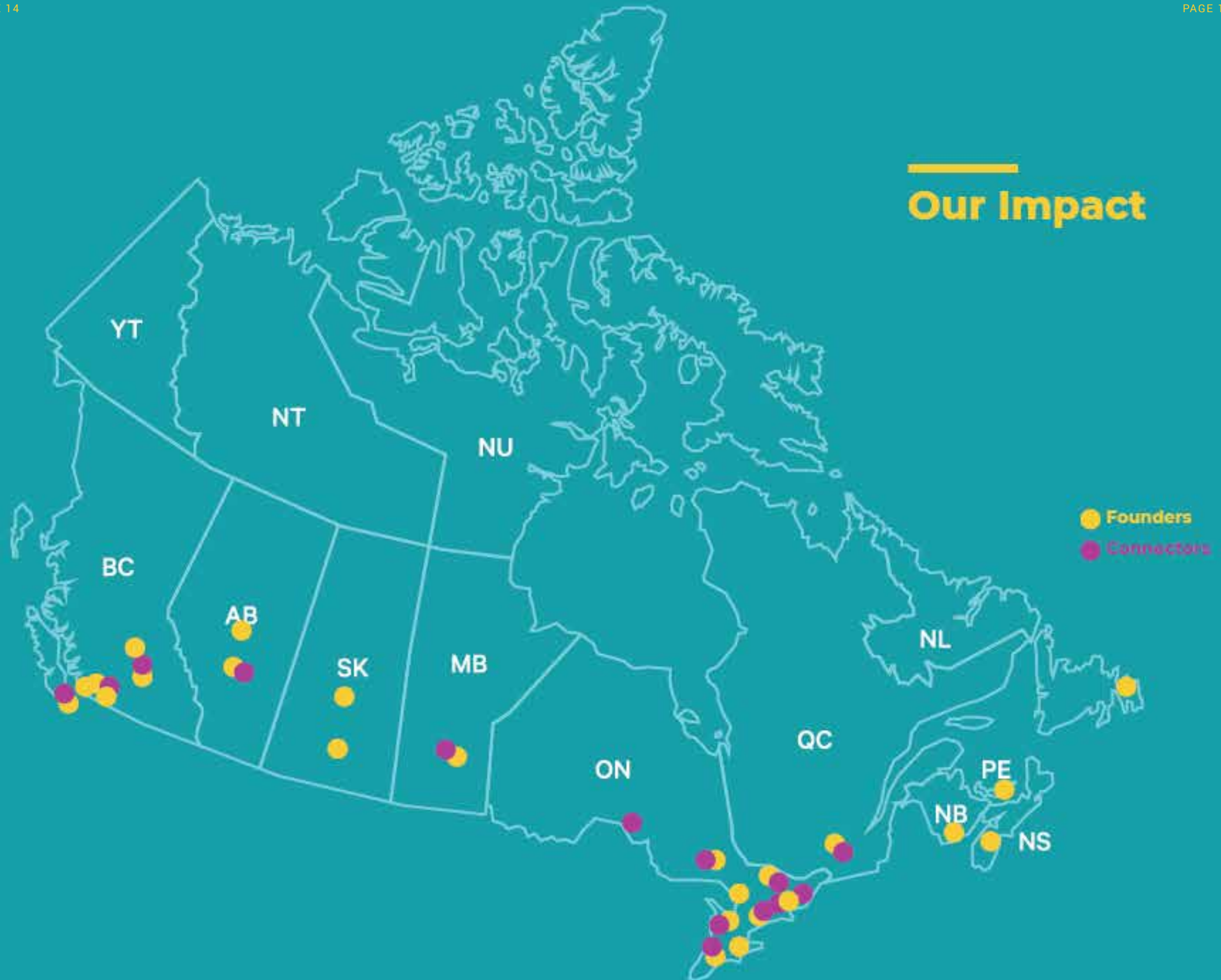
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## Our Impact

We believe entrepreneurship is about more than an idea, product or company; it's about developing powerful tools and competencies that serve you for the rest of your life. Our programming is free because we believe every young person has the potential to create something great. Because our focus is sector-agnostic and our programs are barrier-free, we reach and impact youth across gender, ethnic, socio-economic and geographic divides.







Discover

485

Digital learners

735

Unique resource  
downloads

2303

Students x 42 courses

6046

Public Event  
Engagement

Connect

48

Youth  
Connectors  
across Canada

13

Connector  
Regions

Accelerate

59

Early startups

105

Entrepreneur  
participants

7

Scale up Ventures`

\$22.8M

Collectively Raised

7536

Total  
Youth Engaged



1 icon = 100

Note: Impact measured from League of Innovators launch November 2017 to August 2019

# 3



LOI DIFFERENCE	20
DISCOVERY	24
CONNECT	32
ACCELERATE	44



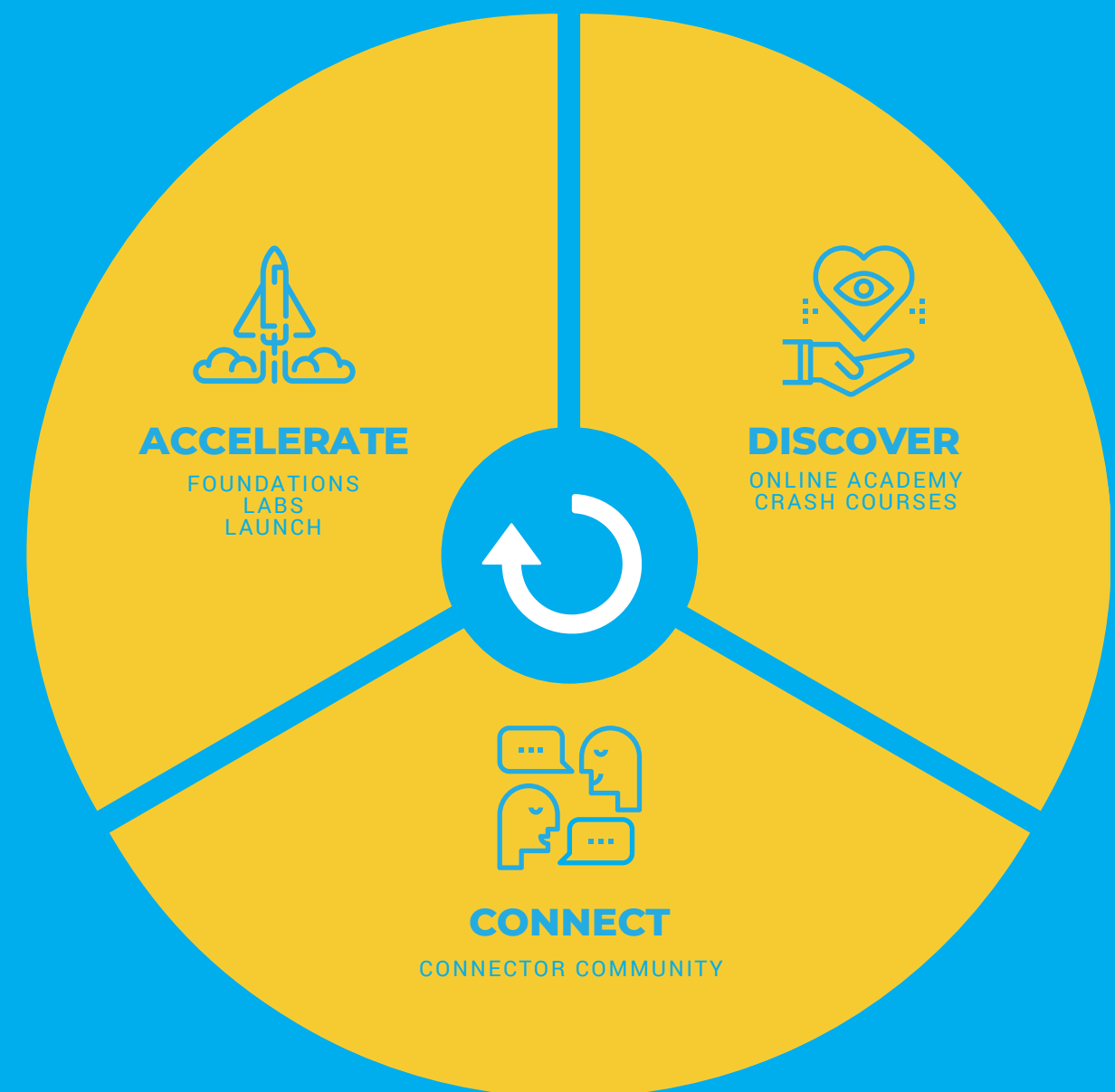
# Our Programs



## Our Programs

**DEMOCRATIZING ENTREPRENEURSHIP  
FOR MANY, RATHER THAN ACCELERATING A FEW.**

We noticed a gap in quality entrepreneurial education—at all stages. To fix it, we expanded from an accelerator-only approach to a more scalable, inclusive model. By shifting our focus to inclusivity and prioritizing long-lasting impact over dollars raised in the short term, we can now support the whole entrepreneurial journey—not just at the point of acceleration.



**Mylene Tu**  
Founder FEM in STEM  
Labs Batch 1, Waterloo, Ontario

## The LOI Difference

In addition to supporting the personal development of young people, our programming and education contributes to tangible economic success. League of Innovators helps bolster Canada as a hub for innovation and growth with our unique approach:

**1**

ALTERNATIVE  
ENTREPRENEURIAL  
CURRICULUM CREATED  
SPECIFICALLY FOR  
YOUTH AGES 15–25.

**2**

CONNECTION TO A  
LARGER NETWORK –  
IN PERSON, THROUGH  
REGIONAL CHAPTERS  
AND ONLINE.

**3**

FREE, EQUITABLE  
ACCESS REGARDLESS  
OF GENDER, ETHNICITY  
OR SOCIOECONOMIC  
SITUATION.

**4**

PRIORITIZING  
DRIVE, CURIOSITY  
AND PASSION OVER  
ACADEMIC STANDING  
OR INSTITUTIONAL  
AFFILIATION.



485

Digital learners

735

Unique  
resource  
downloads

2303

Crash Course  
participants in

42

Crash Courses



ONLINE ACADEMY



CRASH COURSES

## Discovery Programs

**ONLINE SESSIONS:** Digestible, free courses that help youth develop an entrepreneurial mindset.

**TOOLKITS:** Accessible online toolkit for individual students or educators who want to bring the entrepreneurial spirit to the classroom.

**CRASH COURSES:** One-hour, one-day or one-week experiential workshops and learning opportunities to dive into three major streams: Entrepreneurial Mindset, Personal Development and Venture Building.

# Discovery Programs

**THEMES:** Our crash courses, online sessions, and resources fall into three categories. Regardless of category each crash course brings together applicable content, experiential learning, and external supports such as mentors, youth founders or ecosystem partners.

## Venture Building

- Vision, Mission, & Values
- Lean Canvas
- Problem Discovery
- Customer Discovery
- Validation
- Growth Engine - Brand, Marketing & Sales
- Strategy & Growth

## Exploration

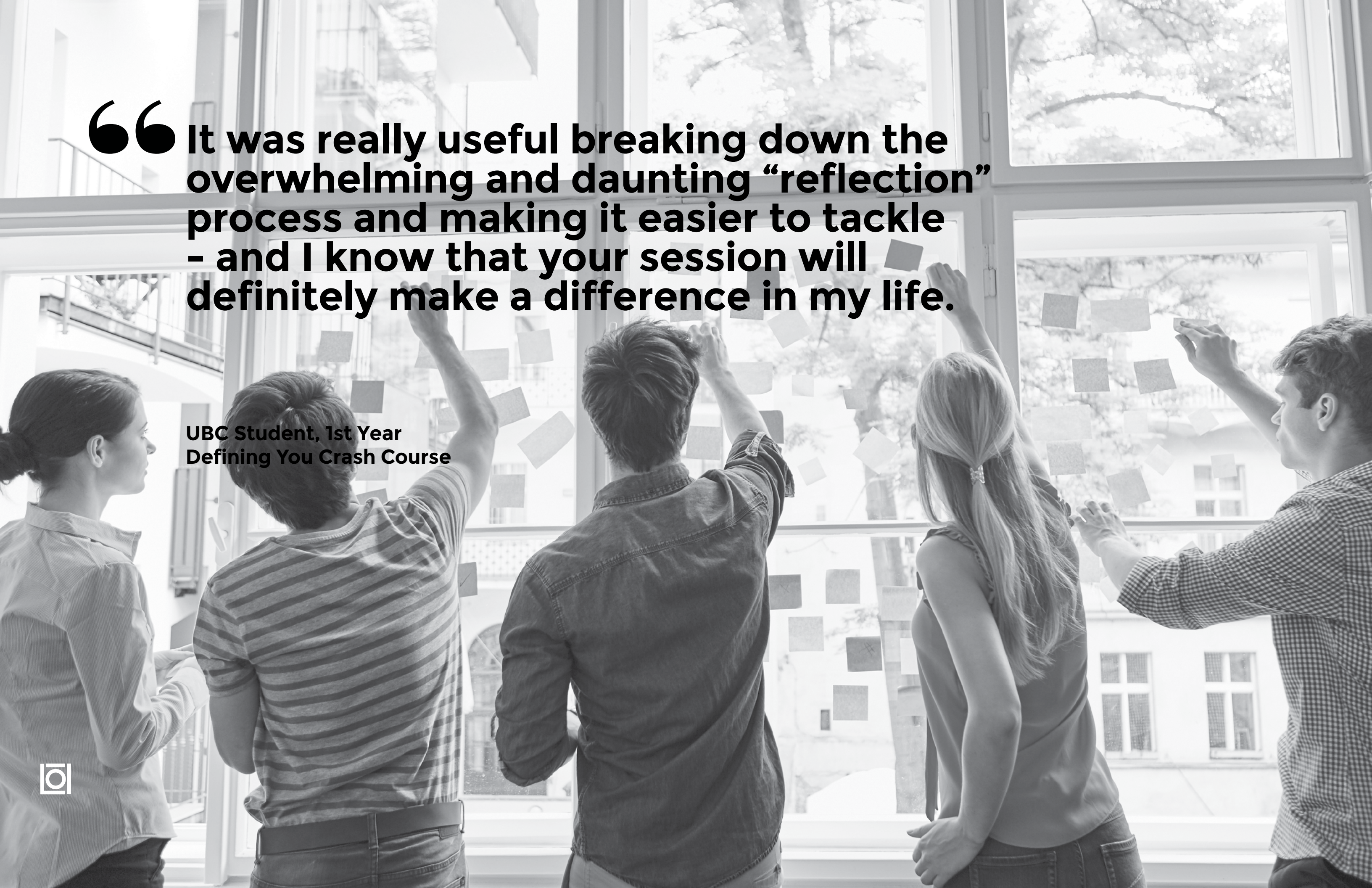
- Entrepreneurship
- Innovation
- Social Entrepreneurship
- Problem Solving
- Creativity
- Finding Purpose

## Self Development

- Defining You
- Personal SWOT
- Personal Advisory Board
- Pitching
- #Goals
- Networking
- Managing Wellbeing





A black and white photograph of five students in a classroom, seen from behind, standing in front of a large window. They are reaching up to place or move numerous small, square sticky notes on the glass. The window looks out onto a building and trees. The scene is brightly lit, suggesting daytime.

**“It was really useful breaking down the overwhelming and daunting “reflection” process and making it easier to tackle - and I know that your session will definitely make a difference in my life.**

**UBC Student, 1st Year  
Defining You Crash Course**

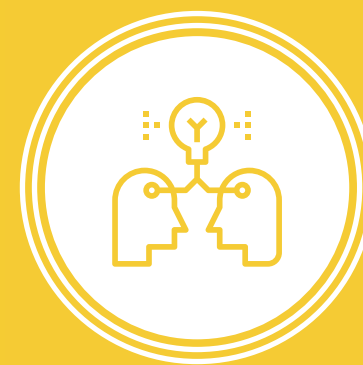




“The week long camp was very inspiring and motivating. I find the skills here are not only for entrepreneurs but for anyone seeking to develop themselves as a more creative and thoughtful person.

Jovan, Grade 11 Student  
Innovation Jam Summer Camp



CONNECTOR  
HUBS

48

Youth Connectors

13

Connector Regions

## Connect Program

In 2018, we grew our Connect arm as a way to include youth ambassadors in our programming. Connectors are young leaders who embody entrepreneurship in all its diversity. They play a special role on the ground, fostering community and innovation in their regions. They demonstrate that entrepreneurship is not just as a tool to start a business, but an approach to career and life.

Each Connector works with their regional hub to mobilize and grow the community in their city. They provide young leaders with a platform to have honest conversations about entrepreneurship and innovation, while creating a strong peer community. Hubs are supported centrally by LOI, and build community online and offline. Whether it's a panel discussion, skill-building workshop or blog post,

all activities inspire a community of young people invigorated by entrepreneurship and innovation. Some of the Connector projects included:

**LOI UNPLUGGED:** Connectors hosted nine events and brought entrepreneurial leaders together to share their stories of triumphs and failures, inspiring the next generation.

**COMMUNITY OUTREACH:** Connectors partnered and engaged with 30+ existing events and schools to expose youth and educators to entrepreneurship.

**CONTENT CREATION:** Connectors posted about LOI and spoke about entrepreneurship 50+ times through blogs, videos, podcasts and more.





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## Connector Highlights

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### Daniel Pico

CONNECTOR FROM DAY 1  
TORONTO, ONTARIO

Dani has been a connector and a supporter of the LOI vision since day 1. She started out in Vancouver but continued working with our team and community of youth as she moved to Toronto. She continues to support LOI through events and facilitation in the GTA while working as the Manager of Strategic Partnerships at RIIPEN.

“The LOI connectors are an impactful group and have provided me with an excellent network of other inspiring and community driven young entrepreneurs who are always willing to share their knowledge. We are connected through our motivation to give back to the entrepreneurial community and support others who want to launch their ideas.”



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## Jeremy Becker

FOUNDER, MEDCONNECT  
CONNECTOR KELOWNA, BRITISH COLUMBIA

Jeremy is a Kelowna native and first joined LOI as a Connector in July 2018. He has been a pivotal connector in the Okanagan region hosting one of our first-ever event in Kelowna for youth curious about entrepreneurship. Jeremy being a serial entrepreneur since a young age, was accepted into LOI Labs incubator not long after. Jeremy started MedConnect, an app that helps streamline doctor-patient interactions and improve doctor availability.

“Biggest thing I learned through LOI was setting objectives and goals that can guide me. Allowing me to really work towards something big.”





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## Dina Lu

FOUNDER, JENNIDI CREATIVE  
CONNECTOR VANCOUVER, BRITISH COLUMBIA

Dina is a UBC alumni, and recently left her full time job to pursue her creative business in calligraphy called Jennidi Creative. Dina joined LOI as a Connector when the program first launched in March 2018. Dina has been a force, representing LOI, running events and sharing her own journey working on her creative side hustle.

“Aside from getting to work with amazing people on events for young people, being part of the Connector program truly inspired me to be entrepreneurial and start my calligraphy business. If I were not part of the Connector program, I don’t think I would have ever started my own business in the first place. The Connector program has been rewarding in too many ways to count.”



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## Mariam Awara

OPERATIONS ENGINEER, CLEARBANC  
CONNECTOR CALGARY AND TORONTO

Mariam Awara, Operations Engineer, Clearbanc  
Mariam became a Connector in Calgary when the program first launched in March 2018. She's since moved to Toronto to join NEXT Canada, and is currently working at Clearbanc. She has hosted LOI events in Calgary and Toronto and develops content on innovation and youth entrepreneurship.

"Being an LOI connector has introduced me to a community of diversely skilled self-starters who inspire me everyday. This includes the facilitators and the entire LOI staff! I love our mission and our focus on meaningful impact!"





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## Kaito Cunningham

CO-FOUNDER, COMMUNITY CODERS  
CONNECTOR VANCOUVER, BRITISH COLUMBIA

Kaito is a third year student at Simon Fraser University, and joined LOI as a Connector when the program first launched in March 2018. He started his business, Community Coders, during his time as a Connector and joined LOI Labs in September 2018. He's continuing his time as a Connector, speaking at events and schools about his entrepreneurial journey, while still a full-time student.

"The league of innovators provided the community and support network that I needed to take my idea and launch into the world of entrepreneurship." - Kaito



LABS



LAUNCH

## Accelerate Programs

We noticed a gap in quality entrepreneurial education - at all stages - for youth founders. Programs were not accessible in many regions around the country and many youth felt excluded. To fix it, we expanded from an accelerator- only approach to a more scalable, inclusive model. By shifting our focus to inclusivity and community, while prioritizing long-lasting impact over dollars raised in the short term, we can now support the whole entrepreneurial journey - not just at the point of acceleration. You will find our programs are focused on a blended model of delivery to ensure we remain inclusive and empower young entrepreneurs that are scattered all across our great big country.

“There are so many tools and resources, including coaches and mentors, you can’t get anywhere else to help you accelerate your growth.”

**Georgiy Sekretaryuk, Founder AdCentric  
Labs Batch 2 - Spring 2019**



59

Graduated early  
stage startups

105

Entrepreneur participants  
Youth Founders from  
Vancouver to Charlestown

7

Scale Up Ventures

\$25.2 M

Collectively Raised



LABS



LAUNCH

## Accelerate Programs

### LABS

This virtual 3 month incubator runs twice a year with 25-30 ventures and provides a framework for developing early-stage startups into viable ventures for youth under 25 years of age. LOI Labs brings learning opportunities to youth anywhere in Canada and connects entrepreneurs to an ecosystem of services through a blended learning model utilizing coaching, mentorship, virtual, and in person tools. This allows youth to participate from rural and remote locations across the provinces and territories.

### LAUNCH

A residency program for seed-stage startups led by youth founders. Currently, the program is based in Vancouver, with a small node in Toronto. Our youth founders have been recognized for their vision in Forbes 30 Under 30, TEDx, Inc.com 30 Under 30, Women of Influence, Peter Thiel Fellowship, the UN, and Entrepreneurs Organization.



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## Madison Guy

Founder GrantMe

Labs Batch 1, Vancouver, BC

“My biggest challenge when I got to university was figuring out how I was going to pay for it. I showed up to UBC on my first day and was immediately hit with a \$20,000 bill to pay and had no money saved up. I knew that I needed to find a solution quickly and that is when I started doing research on scholarships and ended up winning over \$50,000. After solving the problem for myself, I recognized that many students faced a similar problem. I knew that there were hundreds of millions of dollars in scholarships available to Canadian students and so I started working with students at UBC to see if I could also support them with the applications. Upon graduating from UBC in 2017, I started working on GrantMe full time and have been building the company ever since.”

GrantMe is an edtech platform that matches students to scholarships and awards, helping to pay for their post-secondary education. So far, GrantMe has helped hundreds of students access over \$1 million in scholarships and awards—and hired their first employees.





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## Sam Samida-Pugh & Adam Keshavartzi

**Co-Founders Progressive Fusion Solutions (PFS)  
Labs Batch 1, Vancouver, BC**

PFS is conducting fusion energy research and development with a focus on devices of the Inertial Electrostatic Confinement category, an energy producing device which is small-scale, inexpensive and portable. The goal with PFS is quite simple - to create accessible and affordable fusion energy to power humanity, now and forever. PFS started as a project in Grade 11 and since then the team has built their first prototype net-gain fusion reactor (Polywell Alpha), secured their first round of grants and office lab space at UBC.

“As an 18-year-old entrepreneur running a fusion energy R&D company, I can personally say that my age/ lack of experience has been a roadblock in my journey thus far. There are pros and cons associated with being a young individual trying to do something big. Being part of LOI helped us gain that credibility.”



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# Kristoffer Vik Hansen, Josh Andrews, & Alexey Indeev

Co-Founders Spare Labs  
LOI Launch 2018/2019

Spare is helping to accelerate the global shift to autonomous vehicles by enabling anyone to plan and launch a smart transportation network—in seconds. SpareLabs is currently working internationally with automotive giants like Toyota and Mitsubishi, and deploying smart transportation networks in places like the United States, Japan, and Norway.



“LOI gave us the confidence to turn our side project into a real venture.”



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## Brittany Charlton

Founder Ohh Foods

Labs Batch 2, Markham, Ontario

Brittany is on a mission to bring inclusive snacking to the world. She started Ohh Foods out of a lack of options on the market for snacks that did not include the top ten priority allergens. She is fueled by the unfortunate outcomes that result from allergens being present in so many foods on our grocery shelves. Her products can be found on Sobey's shelves in Ontario and soon to be coming to the west coast.

Brittanys' advice for young people playing around with the idea of starting a business: "Just go out there and do it. But know that you are going to be very uncomfortable, so get really comfortable being uncomfortable."







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## Ryan Kelly

Founder, Ascend Applications  
Labs Batch 2, London, Ontario

Ryan is building Ascend Applications a software application that makes websites more accessible to individuals with disabilities. He was inspired to build the solution after he saw how inaccessible most websites were for individuals with a variety of disabilities. He joined LOI Labs in Spring 2019. “LOI has made me realize how many younger founders there are. Before the incubator, I hadn’t met anyone else my age who understood what the startup journey is like, let alone gone through it or experienced it. This has worked out to be more than an insight. I would consider it a lifeline in a way. Entrepreneurship can be very lonely and I have found tonnes of value in just being able to find my peers, relate and talk with other people like myself. It’s incredible.”

## Bunny & Taran Chatrora

Co-Founders Blume  
LOI Launch 2018/2019

Blume is an ecommerce startup focused on providing safe, sustainable period products for women and girls. Originally started in Toronto as Ellebox by sisters Taran and Bunny Chatrora, Blume rebranded in early 2018 to massive success and traction. In 2019, the company raised a \$3.3 million USD seed round led by Felicis Ventures, and included the likes of Victress Capital.

“LOI has been such an incredible resource for us while growing & scaling Blume. We're so thankful to have a great group of mentors to lean on and learn from.”





# 4

# | Our Ecosystem

**It takes a  
village & we're  
grateful for  
everyone who  
makes LOL a  
success.**



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## **Our Partners & Sponsors**

RBC Future Launch

Shaw Business

Maple Syrup Mafia Foundation

Western Economic Diversification Canada

Hootsuite

National Research Council Canada

Osler LLP

PM Search Partners

Ernst & Young

LinkedIn

Sanjay Singhal

SAP through Toronto Foundation

Amazon

Hubspot

Webnames

Coast Capital Savings

Microsoft

Google

WeWork

Unbounce

Shopify

OWNR

Club Kwench

Vigilantes

Loyalty One

Platform Calgary



**Bilal Ahmed, Zehra Quassim & Ahmed Saeed**  
Co-Founders Play Blacktop  
Labs Batch 1, Ontario



## THANK YOU

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### VOLUNTEERS

Mentors, Coaches, Content Creators, Entrepreneurs,  
Investors

### YOUTH

Connectors, Students, Founders, Alumni, and Curious  
Youth All Across Canada





**“Without LOI we wouldn’t have gotten as far as we did. The support was critical and it continues well beyond the end of the program.”**



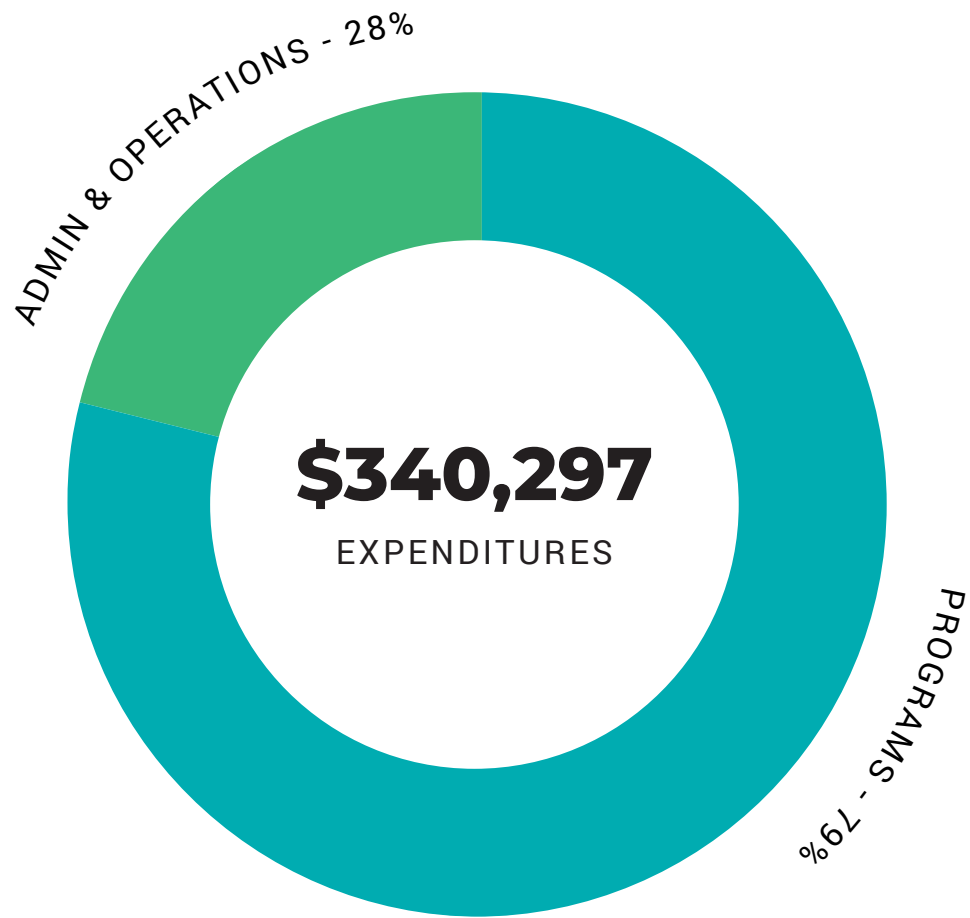
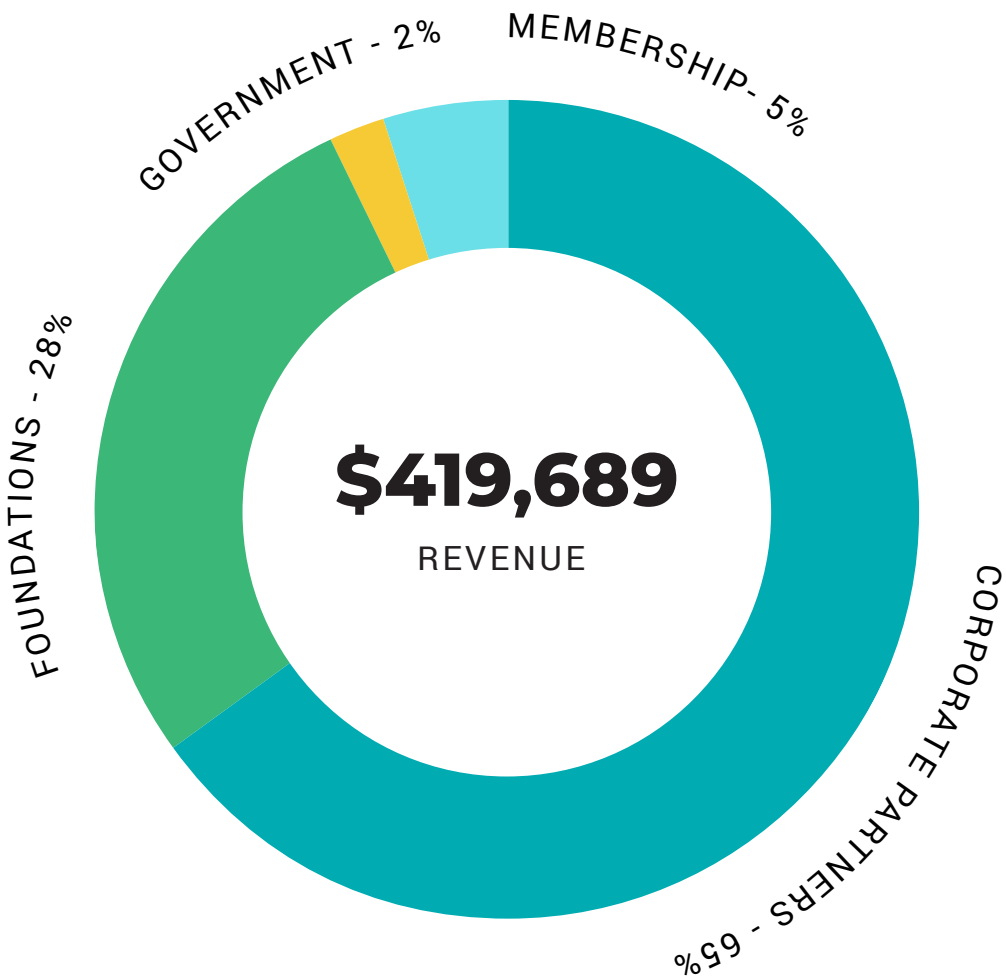
**Ryan Hofer**  
Co-Founder Spectral Aerospace  
Labs Batch 1, Calgary, Alberta



# 5

# Financial Highlights

# Financial Highlights





# 6

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# Our Future

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Youth are the  
future of our  
economy,  
community  
development  
& prosperity.



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## Our Future

It's vital to support youth in their journey of entrepreneurship and innovation. By providing a deeply engaging and life-changing experience for young individuals, we support the creation of conscious, skilled and innovative business leaders across Canada. And the positive effects ripple—through their lives, the lives of their future employees and the Canadian economy.

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## 2020 Vision

Meaningfully engage 20,000 youth across Canada, helping them adopt an entrepreneurial mindset.

Develop and grow a community of youth invigorated and inspired by entrepreneurship and innovation.

Incubate and accelerate 150 youth entrepreneurs and their ventures.

## The Road Ahead

We're continuing to develop national and regional strategies to democratize entrepreneurship for all youth. We're committed to supporting youth from discovery to acceleration with a rich, dynamic expanding entrepreneurial network.

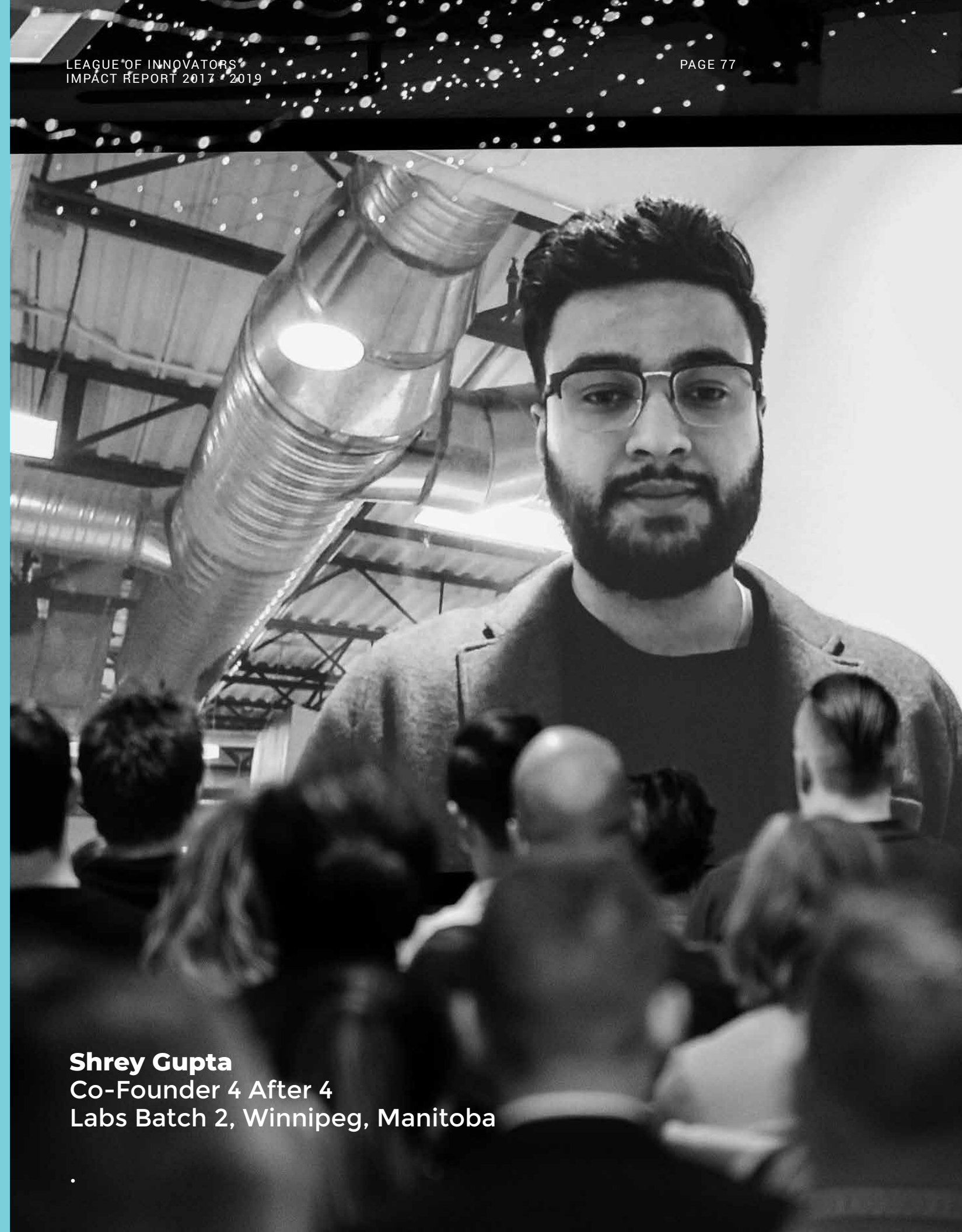
**NO CLIFFS:** Developing supports for every stage of the entrepreneurial journey, so no one is left hanging.

**GROWING COMMUNITY:** Connecting youth to a grassroots network that drives their success.

**NURTURING CONSCIENTIOUS LEADERS:** Instilling community values in youth and bringing a human-centered perspective to entrepreneurship.

**TOOLS TO CHANGE THE FUTURE:** Building resilience by giving youth tools that are relevant today, tomorrow, and beyond.

**CO-CREATING THE NEW SYSTEM:** Learning from tomorrow's leaders to shape the programming they need.



**Shrey Gupta**  
Co-Founder 4 After 4  
Labs Batch 2, Winnipeg, Manitoba



7

Get  
Involved



**Empowering  
conscious,  
thoughtful  
leaders.**



---

## Get Involved

Some of the most powerful innovations are youth-driven - and you can start fuelling tomorrow's leaders today.

Join us in creating a better future.

You already found us, now jot us an email to become part of one of our programs, a connector, youth founder, volunteer activator, mentor, coach, partner, and sponsor to champion our future leaders, entrepreneurs, innovators, changemakers, and disruptors.

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

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## Special Thank You

Design - Creative Room  
Content & Editorial - Monday Creative  
Video Production - Papercrane Creative