

TEAM OVERVIEWS 2011

Conquer Climbing Center

(Mark Bittorf, Mike Churey – Brock University)

Conquer Climbing Center intends to be the premier indoor rock climbing facility in the London, Ontario region. It will feature both multiple top-rope and lead-climbing routes of varying degrees of difficulty and a large number of bouldering problems which can be updated regularly. Unlike existing facilities which primarily target families by offering limited climbing options alongside other attractions such as mini-golf, Conquer Climbing will target older and somewhat more serious climbers. Particular emphasis will be placed on marketing the facility as a new and fun experience for young adventurous adults with a particular focus on male and female university students.

FairGaniX

(Brennan Pearson, Matt Walford, Larson Hogberg – University of Manitoba)

FairGaniX is a distribution company specializing in premium, fair trade, organic, eco-friendly products with an initial focus on rain-forest-certified coffee. They have developed a strong relationship with the Tawatinsuyu co-operative in Ecuador, and currently distribute their roasted organic Kichwa coffee beans to a small number of retailers in Winnipeg. The company intends to expand their business across Canada, as well as increase their product offering to their existing and future customers.

Next Generation Flight

(Curtis Parks, Chris Polowick – Carleton University)

Next Generation Flight intends to provide aerial survey data for industries operating in remote regions utilizing inexpensive unmanned aerial vehicles (UAV) of their own design and manufacture. Their experience with UAV and sensors operation in remote areas allows them to effectively cater their system to clients' requirements and efficiently operate in the field. The company will focus on non-mission critical and non-real time applications which do not demand high-capability and high-reliability vehicles. Initial target customers will be mine operators – such as the Ekati Diamond Mine – who perform regular aerial wildlife surveys and currently use higher-cost platforms such as manned helicopters and military UAVs. The company will provide these customers with a turn-key service including UAV operations and data collection and distribution.

Quality Garage

(Jeff Wilson – St Francis Xavier University)

Quality Garage intends to be the leading residential garage restoration business in Atlantic Canada. The company will use commercial grade concrete floor re-surfacing systems to provide high-quality garage refinishing services to residential home-owners. Unlike standard consumer self-application products, this approach results in a much more robust, visually appealing, and longer lasting surface. The company will provide customers with a complete turn-key service, including garage clear-out and temporary article storage during the two-day preparation, application, and drying period. This core business can potentially be expanded to include high-quality garage shelving and storage units and similar related products.

Roxbur X-Trips

(Michael Craig – Acadia University)

Roxbur X-Trips intends to provide organized ski and snowboard group travel packages, activities, and memberships to university students in Atlantic Canada. Although these types of services are available at most major universities elsewhere through on-campus clubs or commercial operators, no such clubs or operators currently exist in Atlantic Canada. Roxbur has already demonstrated the customer appeal and commercial viability of this service at Acadia, and now plans to leverage its existing relationships with ski resorts, transportation providers and snow sports merchandisers to target the approximately 80,000 students who currently attend university in Atlantic Canada.

TeeGate

(Max Spear, Doug Hindson, Peter Whitby – Wilfrid Laurier University)

TeeGate develops tailored social networking services exclusively for private golf courses. We deliver internal virtual networks to strengthen communities within courses, and link these communities together with our innovative external network that modernizes existing reciprocal play programs. Ultimately, we facilitate new networking opportunities for members both within and between clubs. Our services generate additional guest fee revenues for private courses while enhancing the golf experience for their members. Initially targeting clubs in Ontario, the concept will later be scaled across Canada and internationally.