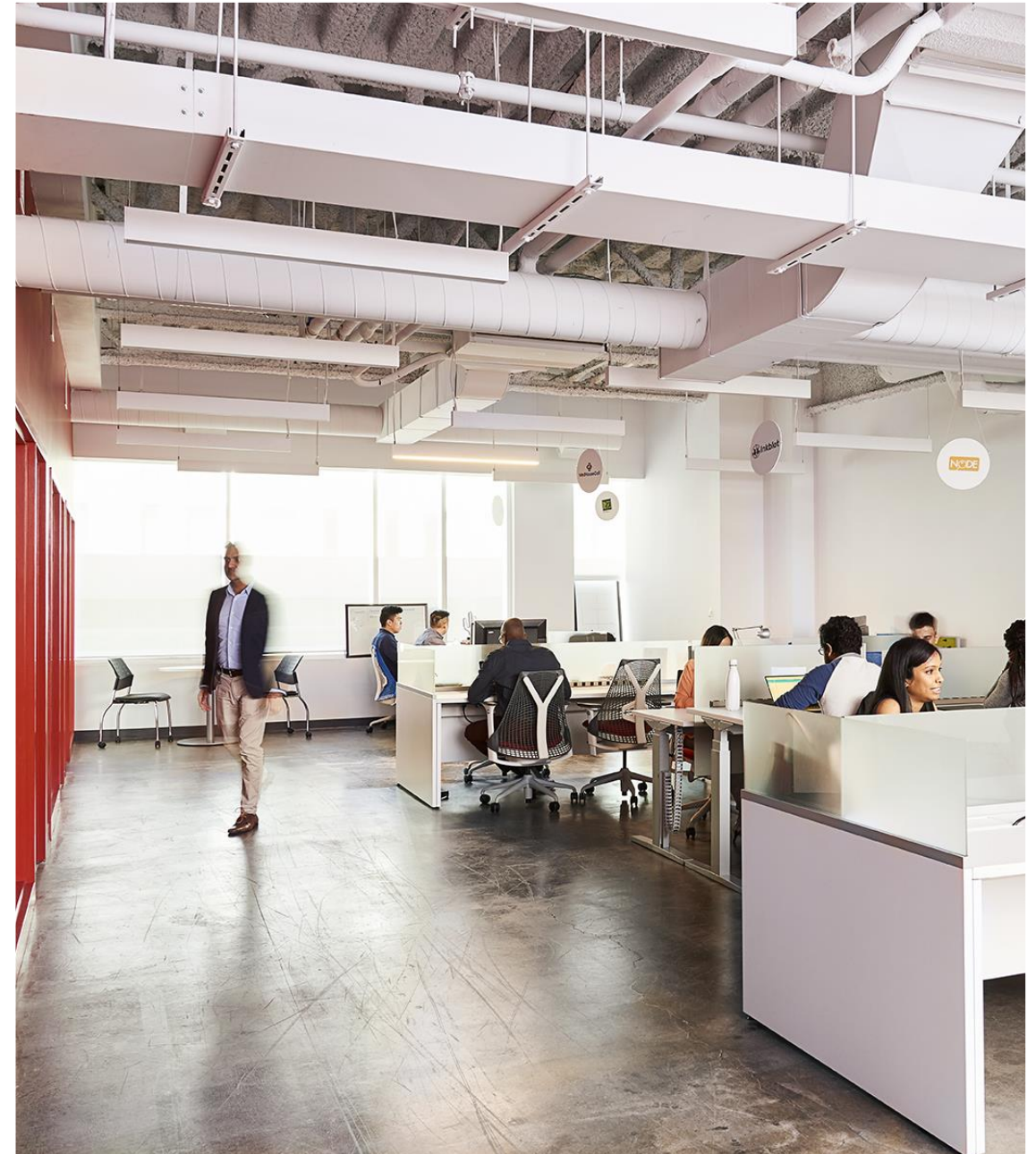


ySpace

Prepared for York Region Agriculture and Agri-Food
Advisory Committee

DAVID KWOK, ASSOCIATE DIRECTOR OF ENTREPRENEURSHIP

YORK 





Agenda

- York Region Food & Beverage Accelerator Overview
- Metrics & Success Stories
- New Cohort!



“

YSpace is York University's pan-university entrepreneurship hub creating **POSITIVE CHANGE** by fostering a community of innovators and changemakers and creating an open and collaborative culture. We support not only the development of ventures, but also the growth and well-being of entrepreneurs as impactful leaders, creating **entrepreneurial mindsets**, and meaningful **work integrated learning opportunities**.

”

Innovation York

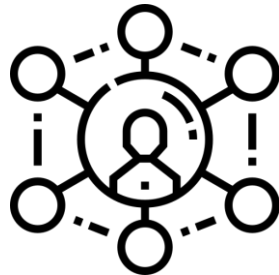
YORK 



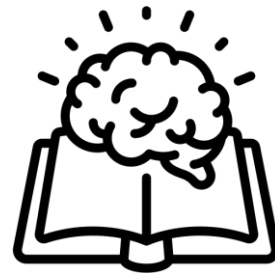
EXPERTISE MENTORSHIP



NETWORK OF RESOURCES



EDUCATIONAL WORKSHOPS



INCUBATOR & ACCELERATOR



CURATED COMMUNITY



YSpace's Impact Since 2018



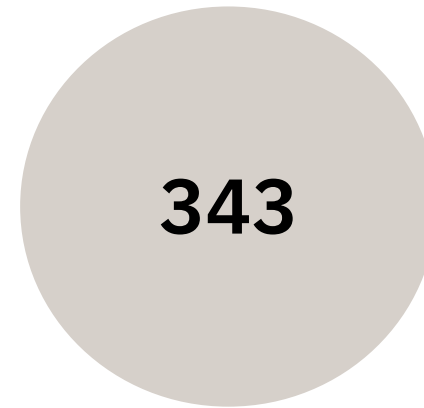
**Ventures
Supported**



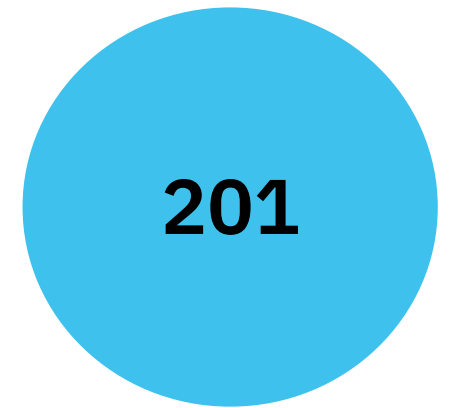
**Revenue
Generated
By Ventures**



**Funding Raised
By Ventures**



**Jobs Created
By Ventures**



**Work
Integrated
Opportunities**



ySpace

Our Sponsors & Partners



Our Advisory Committee



AURELIO CALABRETTA

Vice President & General
Manager Canada



ANDREA RAMLOGAN

Vice President of Business
Development



GARY MACDONALD

Executive Coordinator



MEENA HASSANALI

Agriculture & Agri-Food
Business Specialist



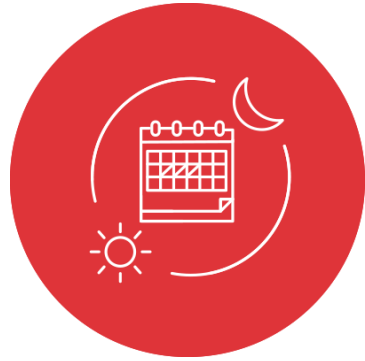
THE J.M. SMUCKER Co



York Region Food & Beverage Accelerator



Hands-on workshops led by industry leaders & influencers.



Dedicated mentor with industry and entrepreneurial experience.



Access to a private network of investors, retailers & serial entrepreneurs.



Gain **constructive feedback** on business model and sell sheets from experts.



On-demand office hours with industry experts on sales, marketing, etc.

YSpace created Ontario's first Food & Beverage Accelerator in 2019 to help scale high growth consumer packaged goods ventures in the food and beverage space.

The Impact of our Accelerator



**Ventures
Supported**



**Jobs
Created**



**Revenue
Generated**



**Retail Locations
Launched**

Supported Ventures

BACKCOUNTRY
WOK

CHOOSE
LIFE FOODS
ALIMENTS



Crooked Tree
FINE FOODS



EATABLE
POPCORN

Wohh!
ALWAYS ALLERGEN-FRIENDLY



MIURA



'NûFs

Oat Canada™



STRYV
NUTRITION

SUKU
VITAMINS

TRANZFUSE™

Success Story: Remix Snacks

Remix Snacks transforms conventional trail mixes by introducing dehydrated beans and delicious, but imperfect fruits that farmers can't sell, providing an affordable and nutrient-rich snacking alternative that also reduces food waste.

“Being a part of this year's YSpace accelerator gave us the resources, the network, the guidance, the encouragement and the confidence to grow Remix Snacks during the difficult times that presented during the COVID-19 pandemic. We owe our success of launching into the local programs at Metro, Sobeys, and Loblaws, growing our e-commerce, and expanding our production to the amazing network we were connected with over the last few months.”

- Isabelle & Jaime, Founders of Remix Snacks



Signed with a distributor and launched into 50+ stores with a 200% revenue growth month over month

Success Story: Ohh! Foods

Ohh! Foods is on a mission to bring awareness to food allergies, by innovating snacks that are free from the top 10 priority food allergens, creating Inclusive Snacking! Their #Inclusivesnacks includes their Ohh Bites and Ohh Cookie Dough!

“Building relationships is key and YSpace has been able to connect us with mentors like Adam, Founder of Awake Chocolate and Judy, who has 20+ years of experience with Kraft & Mondelez who has offered valuable advice on pricing and international expansion.”

- Brittany Charlton, Founder of Ohh! Foods



Sold in over 300 locations including retail chains like Sobey's, Metro, Bed Bath & Beyond, etc.



Success Story: Suku Vitamins

SUKU Vitamins is a new kind of health and wellness company, bridging the gap between beauty and wellness by offering an innovative line of supplements designed to help all women and men worldwide look and feel their best.

Their sugar-free gummies were developed in conjunction with leading nutritionists, naturopathic doctors, and utilize next-generation food science with clinically-proven ingredients that are free of sugar, GMOs, artificial colours and flavours, gelatin, gluten, and major allergens.

“Through the Food Accelerator, we grew to \$200,000 in sales in the five months and mentors that eventually became our advisors post program to help our continual growth as we plan for the US expansion.”

- Ju Young Yoo, Founder of Suku Vitamins



Sold in over 400 locations including retail chains like Fortinos, Rexall, Wholefoods, etc.



Media Recognition



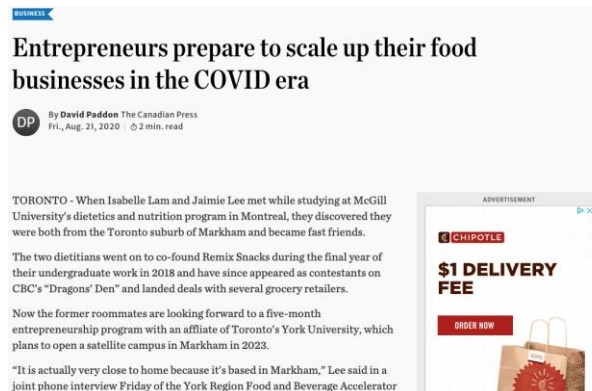
NEWS
Markham natives create Beanbark, a healthy chocolate snack



NEWS
Markham native's got Ballz turns passion for healthy food into successful business



WHATSON
Neighbourhood Eats: Vaughn, Markham business programs help couple launch oat milk
Couple appeared on CBC's Dragon's Den



Food Accelerator 2021 Cohort Shortlist

Alg:



THE
Little Red
BAKE SHOP

MORE
Granola

Metavo
SUPPORTS METABOLISM, NATURALLY

Neophyto[™]
PLANT-BASED FOOD SCIENCE

NOLA[™]
BAKING CO.

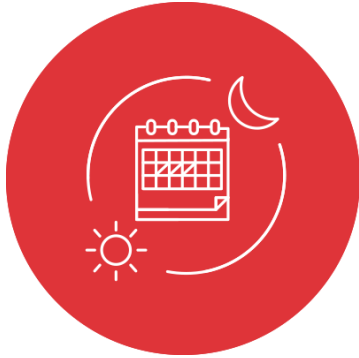
Oatsy
BAR

It'Sooper

Taltis[™]
AFRICA



Virtual Food & Beverage Membership



Virtual webinars
led by industry
leaders &
influencers.



Access to a
**community of like-
minded founders**
for group learning.



Engage with **program
advisors & industry
experts** to close the
knowledge gap.

The Virtual Food & Beverage Membership is designed to support high-growth CPG ventures refine their foundational business and channel strategy to become market-ready.

Virtual Memberships



Connect With Us!



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YSPACE@YORKU.CA