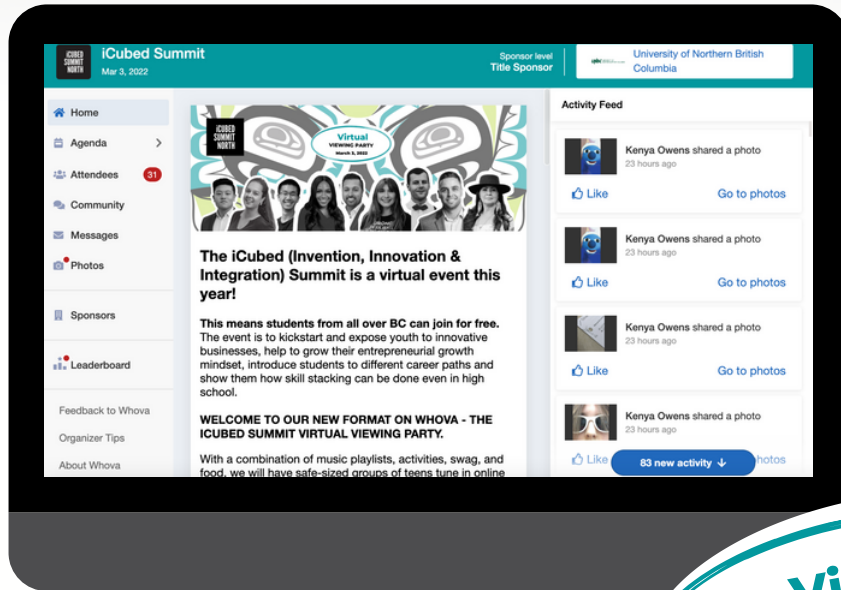


iCUBED SUMMIT NORTH

2022 SUMMARY REPORT



**Virtual
VIEWING PARTY**
March 3, 2022



OVER 1000 STUDENTS REACHED FOR OUR VIRTUAL EVENT

With COVID-19 impacting us yet another year, we once again engaged student through a virtual viewing party format. We were thrilled to have had 1090 students register this year - breaking our past records!

Classes received a box full of gifts and activities to keep the students engaged throughout the day. We designed short sessions with quick transitions, included interactive hands-on activities and sent Pizza lunches out to the schools.

This year, Shelly Samuels, a youth artist from Haida Gwaii, designed the beautiful graphic on our hats, pins, and event design itself. Shelly is from the Kwii'unqliis Yakgujanaas Raven Clan on Haida Gwaii and also from the Kwakiutl Nation.

Her Haida name is Guudangaay Tlaatsгаа Jaad (Strong Minded Woman). For more information about Shelly's story, visit our website.

Thank you to the teachers, school districts, sponsors, and champions!

Some of the swag we handed out...



1090

students registered with their classes, plus another 70+ adults watched!



36

classes from Gr.9-12 participated in the activities, listened to speakers & learned with us!



16

different communities from all over Northern BC, Central Interior Okanagan.



"Orca"

Artwork by Shelly Samuels

The orca symbolizes family, longevity, harmony, travel, community, and protection. Orcas travel in large family groups, working together to protect all members of their pod.


As we gather students from all over Canada for the iCubed Summit, we chose this design as a symbol of protection for those who will travel to be with us and those who will join us virtually. We want you to be safe either way. Also, as our focus is around entrepreneurship, the symbol of family, longevity, and working together as a pod reflects the spirit of entrepreneurs.

PARTNERS


Thank you to our sponsors, program funders, and supporters for making iCubed Summit 2022 possible.

TITLE SPONSOR






20
sponsors, program funders and supporters who made our event possible

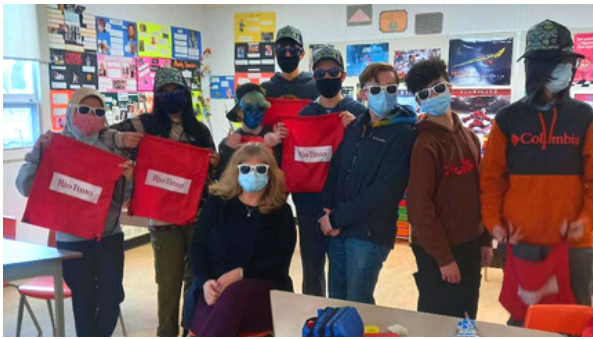


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sponsor impressions on the Whova platform

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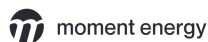
ACTIVITY SPONSOR



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ACTIVITIES

Keeping students' attention during an all-day virtual event isn't as easy as it sounds, especially with COVID-19 having already impacted us all for several years now. We purposely designed short sessions with quick transitions between speakers, and numerous interactive hands-on activities to keep the students engaged throughout the day.

Our research showed that subtle fidgeting helps to block out distractions, fight boredom, and increase productivity. Prior to the event, we mailed out 2 small playdough containers per student for the morning activity as well as some pipe cleaners and pom-poms for the afternoon to keep their hands busy while they listened to speakers.

But being online for an all-day virtual event isn't as easy as it may sound. With COVID-19 having already impacted everyone for an entire year, engaging students virtually presented new challenges. In response, the online version of the iCubed Summit has been designed Northern BC schools that sign up also receive a pizza lunch.

Thanks for all the engagement!

806	571
photos were uploaded by the students	questions and answers were posted by the students & the speakers

SPEAKERS



Taking a non-linear path
Gladys Michell - Creative Purses
Jameel Sayani - MNP



Creating a new box - Impact Investing
Sage Lacerte - Sage Initiative



Environment & Innovation
Arthur Chen - Verdi
Sumreen Rattan - Moment Energy



Adversity & Growth Mindset
Taylor Lindsay-Noel - Cup of Te

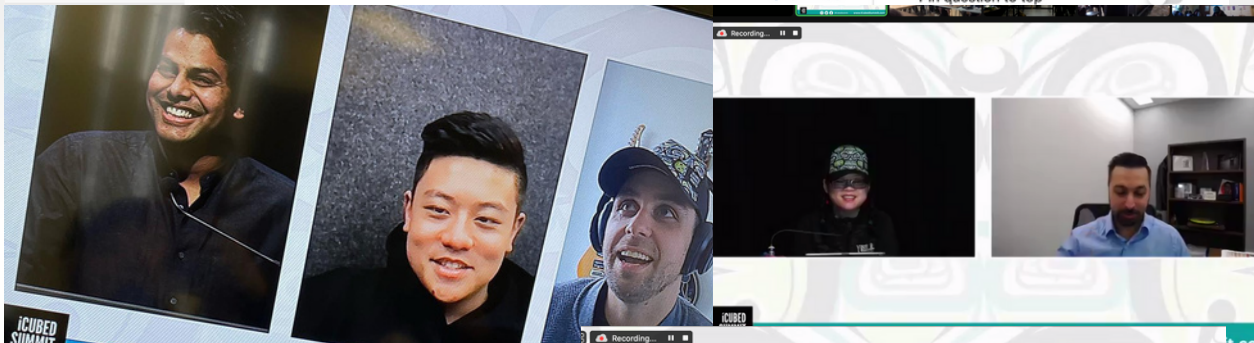
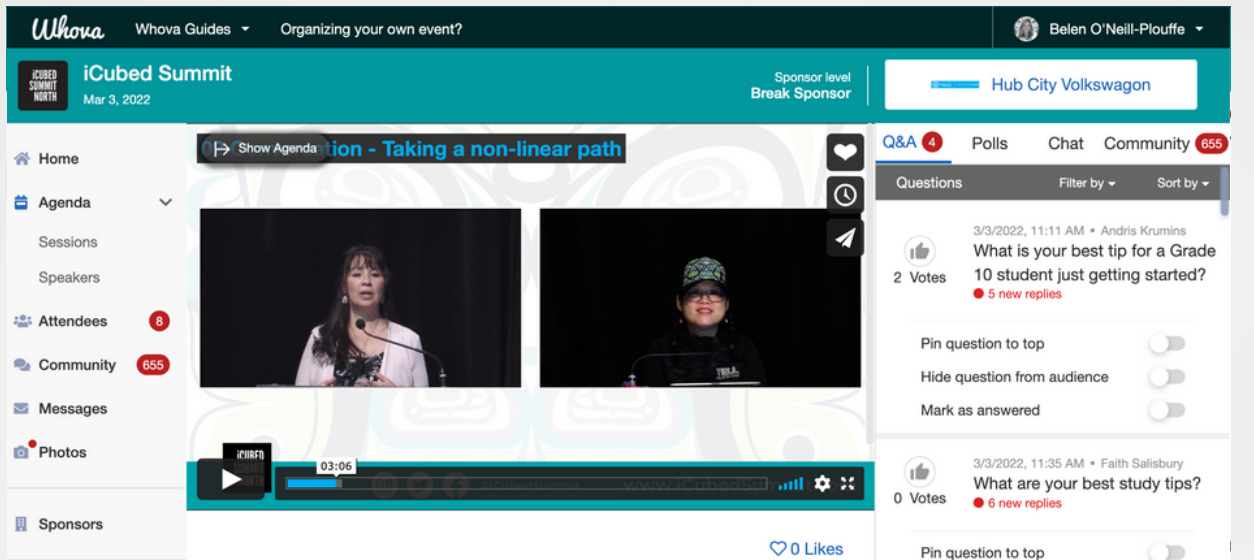


Blockchain, Cryptocurrency & the Future
Erik Ashdown - Covalent
David Zou - Beacon 256



Community Impact & Growth in Northern BC
Joseph Lavoie - Copperside Foods

SPEAKERS PHOTOS



“ I just wanted to thank you again for the iCubed Summit. It was wonderful and I know my students were really engaged and learned a lot. I especially liked how your speakers had ties to Prince George and the north because so often kids think that they have to move away to be successful. ”

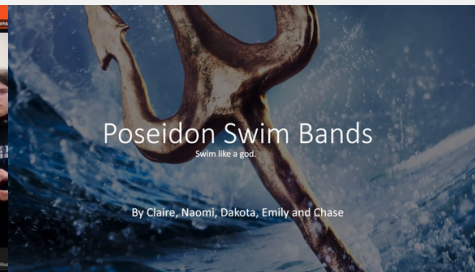
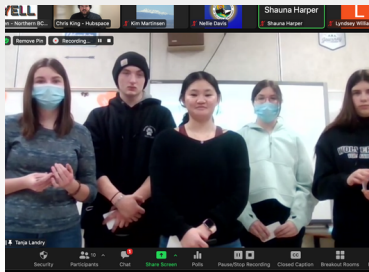
PITCH COMPETITION WINNERS

Each year, YELL Canada Entrepreneurship 12 classes from Northern BC schools compete for the chance to pitch at the iCubed Summit pitch competition; the winning team from each class is invited. Winners of the iCubed Regional Pitch competition are invited to compete at the Provincial Venture Challenge in Vancouver. This year, we the pitch competition the day before our main iCubed Summit event.

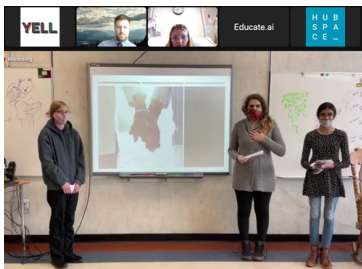


Congratulations to all the teams who pitched! The top 3 teams won the following prizes:

1. **educate.AI** - First Place: \$2000 UNBC scholarship per student plus UNBC Gift Baskets.
2. **Poseidon** - Second Place: \$1500 UNBC scholarship per student.
3. **Embrace** - Third Place: UNBC Gift Baskets.



Watch their pitches on the [iCubed Summit YouTube Channel](#).



YELL Canada's Entrepreneurship 12 class is about far more than teaching students about business. It is about developing the art and practice of solving problems, developing a growth mindset, innovating, and introducing youth to the entrepreneurial mindset.

High school students who complete the YELL Entrepreneurship 12 course with a B or higher receive transfer credit for a first year 1XX-level Commerce course at the University of Northern British Columbia and Kwantlen Polytechnic University .

We offer the YELL Canada version of Entrepreneurship 12 free of charge to all schools in Northern BC, and provide a 2-week curriculum for Gr.10 that is easily integrated into the Careers 10 class. Please reach out if you are interested in having either of these courses in your school.

Thank you to everyone who joined us for iCubed Summit Virtual Viewing Party 2022 and to all our partners who made it possible. If you have any questions, please email us at north@yellcanada.org.