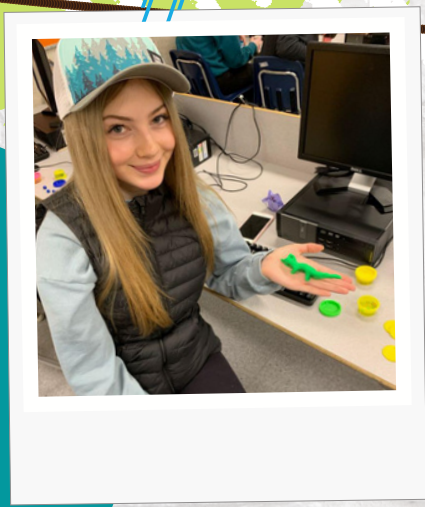


iCUBED SUMMIT NORTH

SUMMARY REPORT MARCH 2021

VIRTUAL VIEWING PARTY



OUR GOAL WAS TO REACH 500 STUDENTS FOR OUR VIRTUAL EVENT

What started as a small event in 2017 with 75 students in Vanderhoof from SD91, slowly began to grow over the years to 250 students with plans to move to Prince George and be hosted at UNBC last May. COVID-19 changed those plans and the 2020 in-person event was postponed. We set our goal to attract 500 students for a virtual event in 2021.

We surpassed those numbers with 945 students signing up from all over BC.

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

“

My students thought the iCubed Summit was excellent. Many of them came away from the day with a new enthusiasm for entrepreneurship because they realized that successful and thriving businesses can be started anywhere by anyone.

”

iCUBED
SUMMIT
NORTH

INVENTION.
INNOVATION.
INTEGRATION.



945

students signed up with their classes, plus another 100+ adults watched to take us to over 1000!



38

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 & Northwest Territories



PARTNERS

Thank you to our sponsors, program funders, and supporters for making iCubed Summit 2021 possible.

TITLE SPONSOR



20

sponsors, program funders and supporters who made our event possible

86458

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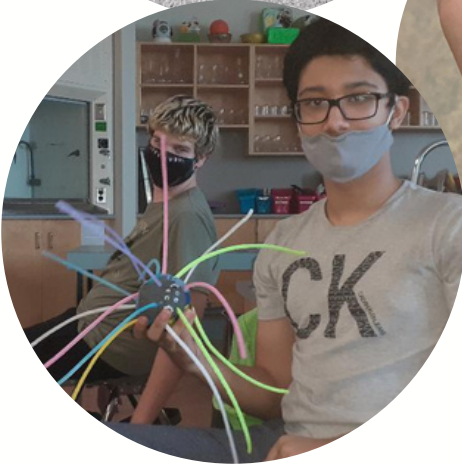
COMMUNITY SUPPORTERS



ACTIVITIES

An all-day virtual event isn't as easy as it sounds. With COVID-19 impacting everyone for an entire year, engaging students virtually was going to be a challenge. We purposely designed short sessions that changed quickly and also included interactive hands-on activities to keep the students engaged throughout the day.

Our research showed that subtle fidgeting actually helps to block out distractions, fight boredom, and increase productivity. We sent out ahead of time, 2 small playdough containers per student for the morning activity & also some pipe cleaners and pom-poms for the afternoon to keep their hands busy while they listened to speakers.



806

photos were uploaded by the students



571

questions and answers were posted by the students & the speakers

Thanks for all the engagement!

“

This event engaged our students in a way that surprised me. They felt part of it through the activities and enjoyed the ability to post pictures and ask questions. It was a very new format for them- we were pleasantly surprised!

”

STUDENT PHOTOS



SPEAKERS



Following Your Curiosity

Josh Nilson - CEO and Co-founder of East Side Games
Maddy Guy - Founder and COO of Grant ME



Being a Changemaker

Shobha Sharma - Founder of Our Satya



Starting With Your Why

Paul Brassard - Managing Partner of Volition
April Bellia - Founder of Granola Girl



Growing Your Dream with Partners

Shawn Caldera - Director of
Scholastic Esports Development at
the Gaming Stadium



Finding Opportunities in Uncertain Times

Mike Irvine - CEO and Co-founder of Live It
Lawrence Lewis - Founder & CEO of One Feather

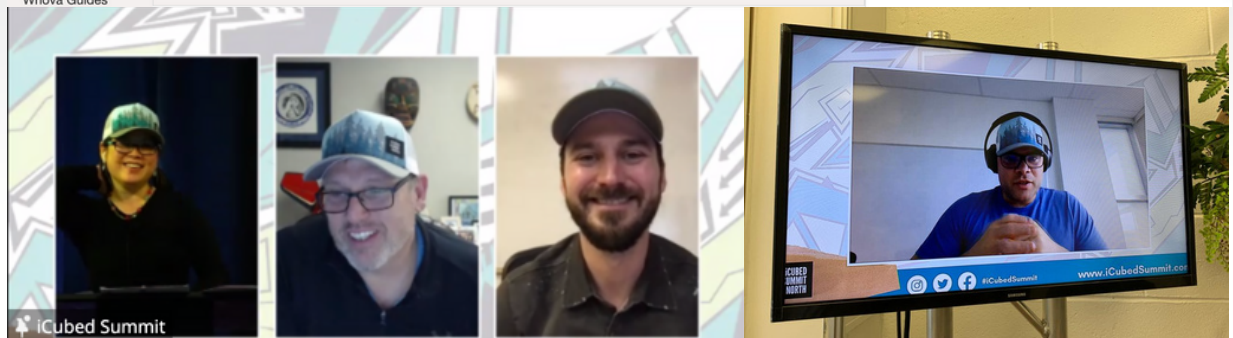
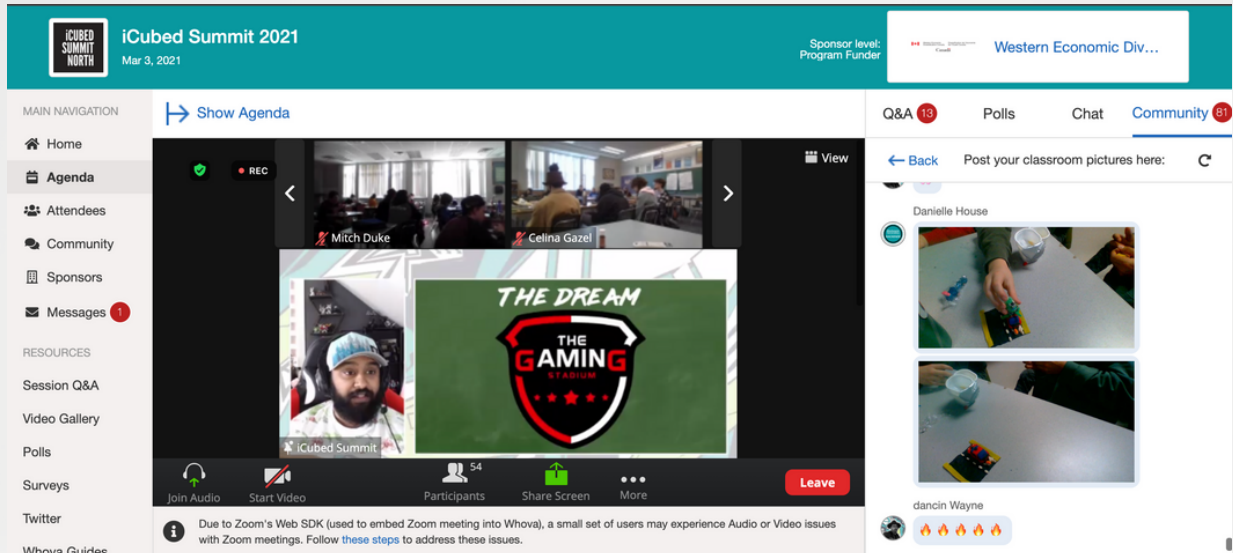


Biggest Lessons Learned

Javier Glatt - Founder and CEO of CadMakers
and Retired Professional CFL Linebacker

“ I was really impressed with all the speakers and the relatability and relevance they brought to the students, not just in entrepreneurship but in career exploration and personal motivation as well. ”

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. ”

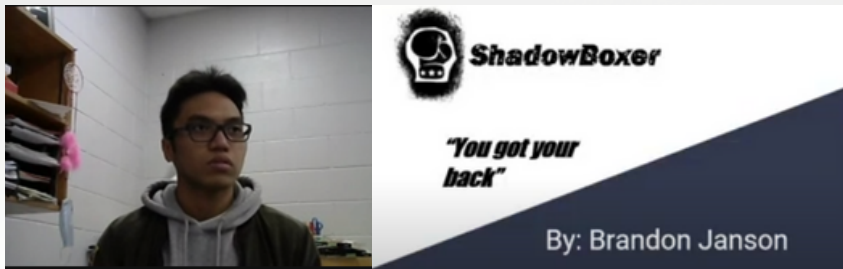
PITCH COMPETITION WINNERS

Each year the graduates of the YELL Canada Entrepreneurship 12 classes run in Northern BC schools are able to pitch at the iCubed Summit pitch competition. The winners of this competition compete at the Provincial Venture Challenge in Vancouver. This year, the pitch competition was held the day before the main iCubed Summit event.



Congratulations to all the teams who pitched. The top 3 teams won prizes including:

1. **The Shepherd** - First Prize: \$2000 UNBC scholarship per student plus iCubed Summit mug.
2. **Shadow Boxer** - Second Prize: \$2000 UNBC scholarship per student.
3. **TrackBC** - Third Prize: Hoodie gift pack from UNBC per student.



Watch their pitches on the iCubed Summit YouTube Channel.

www.tinyurl.com/2021Pitches

YELL Canada's Entrepreneurship 12 class is more than just for people interested in business. It is about developing a growth mindset and skill set that will take students into life.

High school students who take the YELL Entrepreneurship 12 class while still in secondary school will also receive credit for a first-year 100-level Commerce class at the University of Northern British Columbia or at Simon Fraser University.

We are offering the YELL Canada version of Entrepreneurship 12 to all schools in Northern BC. We are also offering a 2-week curriculum for Gr.8 and Gr.10 classes for all schools across BC. Please reach out if you are interested in having these courses in your school.

Thank you to everyone who joined us for iCubed Summit Virtual Viewing Party 2021 and to all our partners who made it possible. If you have any questions, please email us at north@yellcanada.org.