



Profiles of Innovation

2024/25 Impact Report

George Brown College IPON Funded Companies



Introduction



We are excited to share the outcomes of George Brown College's recent IPON funding round, a key initiative aimed at fostering innovation and growth within the entrepreneurial community. This funding round was strategically designed to provide crucial support to ventures at different stages of their development journey, from those just beginning to conceptualize and protect their ideas to those who have already established intellectual property (IP) and are looking to scale.

A key highlight of this funding round is the deliberate support provided to businesses across the spectrum of the entrepreneurial chain. We understand that the needs of a startup differ significantly from SMEs. By funding ventures at various stages, George Brown helps build a more resilient and dynamic innovation ecosystem.

The funded cohort also demonstrates a commitment to diversity and inclusion, with close to 70% of companies identifying as equity-deserving.

Reflections & Remarks

Krista Holmes, PhD (*she/her*)

Associate Vice-President, Research & Innovation

It is with great excitement that we celebrate the incredible achievements of the George Brown College IPON-funded companies in this year's Profiles of Innovation: 2024/25 Impact Report. Innovation thrives when bold ideas meet strategic support, and this cohort exemplifies the transformative power of intellectual property in shaping industries, fostering inclusion, and driving economic growth. At George Brown College, we believe in the strength of diverse entrepreneurship and the limitless potential of ideas turned into tangible impact. As we reflect on the milestones of the past year, we recognize the dedication, resilience, and ingenuity of each founder and we look forward to the continued future success of these innovators and this program.

Andrea Orazi (*she/her*)

IP Commercialization Manager

We are incredibly proud of our IPON Client Portfolio at GBC we've supported so far. Each company represents bold ideas, hard work and a drive to create real impact in their respective industries. It is especially meaningful to have funded several Black-led companies and to see more equity-deserving founders coming through our pipeline. Watching these entrepreneurs grow and gain valuable IP knowledge and assets has been a highlight for our team and it's a true testament to why this kind of support matters.

Why GBC's Approach Is Important

Central to George Brown College's approach in this funding round was a strong commitment to diversity, equity, and inclusion (EDI). This is strongly reflected in the cohort of companies selected for support, aiming to foster an inclusive entrepreneurial landscape.

Moreover, supporting companies at different points along the entrepreneurial chain is crucial because it addresses the unique challenges and opportunities faced at each stage.



01 Nurturing Foundational IP Protection

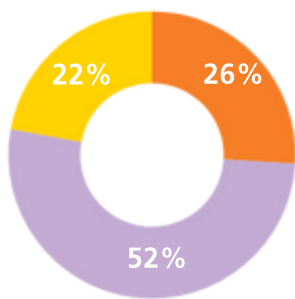
By investing in ventures with no current registered IP, we help nurture the foundational stages of innovation, enabling promising ideas to take hold and begin building essential protection for future growth.

02 Leveraging IP for Growth and Scale

By supporting companies with existing registered IP, we empower them to solidify their competitive advantage, protect their ongoing development, and use their IP as a strategic asset for scaling their businesses and generating revenue.

Meet Our Clients

↘ A snapshot



- Artificial Intelligence
- Advanced Manufacturing
- Health and Med Tech

With approximately **\$150,000**, GBC supported 12 innovative Ontario companies in identifying and protecting their valuable intellectual property, while also delivering specialized IP workshops and knowledge sessions to strengthen their capacity for long-term innovation and commercialization.

This strategic support was directed towards bolstering innovation within key sectors crucial to Ontario's economic growth, including leading-edge developments in Health and Med Tech, transformative applications of Artificial Intelligence (AI) across various fields, and developments in Advanced Manufacturing.

GBC'S cohort was:

45%

Youth Entrepreneurs

27%

Women

63%

Black

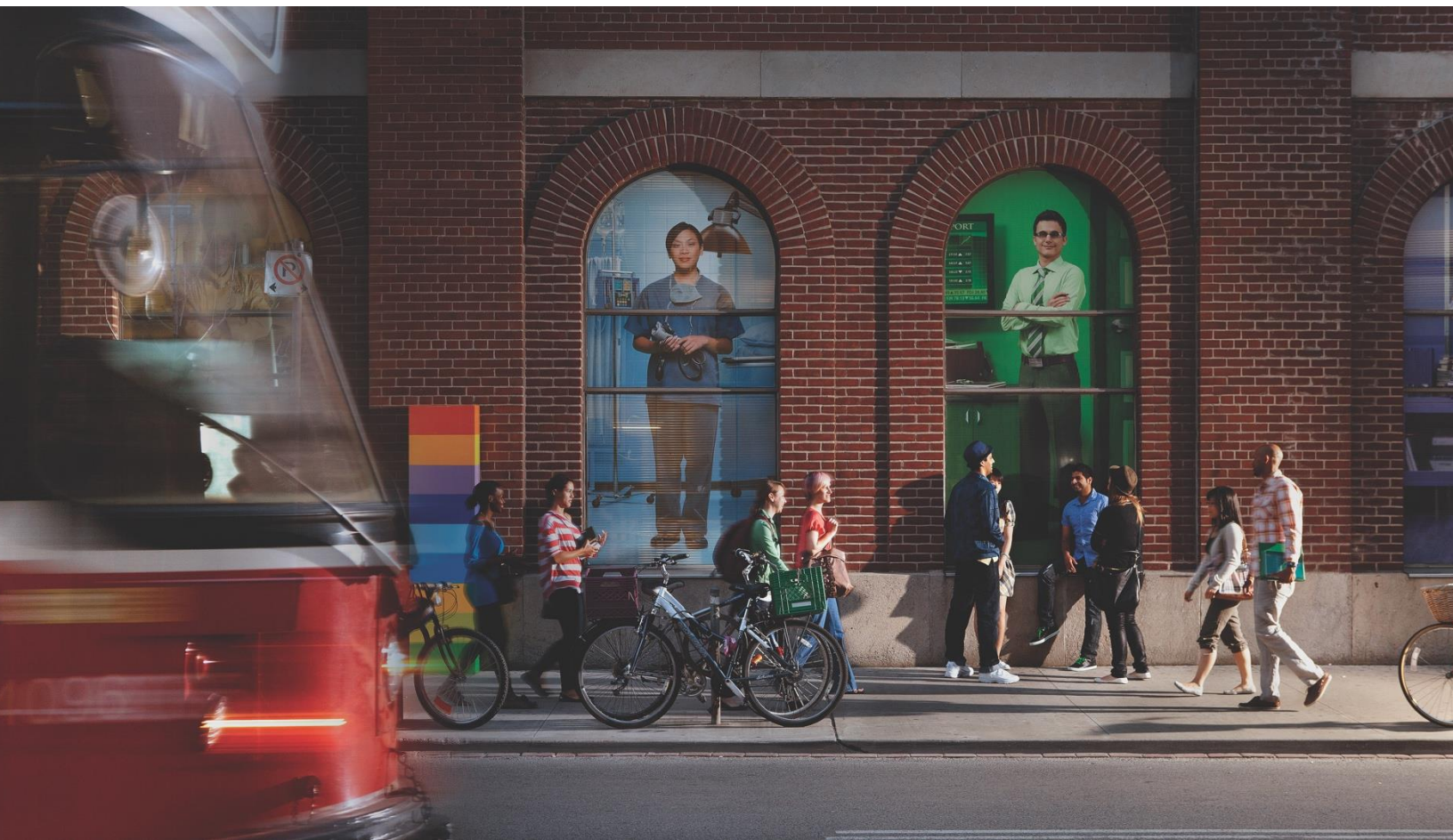
9%

Indigenous

Please note that companies or their partners often identify with more than one EDI group, as the source survey allowed choosing all that apply. This means a single company can be included in multiple category counts, like Black and Youth Entrepreneurs, which causes the total percentages across groups to exceed 100%.



Our Clients



Mass Engineered Design

- ↳ Mass Engineered Design Inc., a company specializing in the Design and Development of proprietary technologies, received **\$12,000.00** in program support. This funding was strategically utilized to help the company safeguard its innovations and was further strengthened by a matching contribution of \$3,000.00. Mass Engineered Design Inc. currently holds a Patent and a Trademark and utilized this support to explore further avenues for Patent and Industrial Design protection.



Gerry Mascovitch of Mass Engineered Design at Discovery X with Minister Nolan Quinn

↘ Phenom One Inc.



Phenom One Inc., which is developing a sustainable sport hydration bottle, received **\$12,000.00** in program support. This funding was strategically utilized to help the company safeguard its innovations and was further strengthened by a co-investment of \$5,529.00. Phenom One Inc. currently holds a Trademark and utilized this support to explore securing Patent and Industrial Design protection for their product. As one of the 12 funded businesses, their participation highlights the program's reach into innovative consumer goods designed with sustainability in mind.

↘ Beechman

Beachman, a company focused on the manufacture and sale of electric bikes, received \$9,300.00 in program support. Beachman currently holds a trademark and used this support to explore securing industrial design protection for their products, highlighting the program's role in supporting innovation in the EV and manufacturing sectors.



Beechman E-Bikes

Helius Originals

Founded in the co-founder's living room during the isolation of the December 2021 lockdowns, Helius Originals emerged with a bold vision: to bring the sophistication of a luxury bar experience into homes, ethically, sustainably, and with style. What started as a creative response to pandemic-era constraints quickly grew into an eco-luxury business grounded in purpose. Rooted in Black and Indigenous ownership, Helius Originals repurposes landfill-bound materials, like reclaimed wood, into premium smoke barware kits that marry elegance with environmental consciousness.



Bilqees Grant, Co-Founder and CEO of Helius Originals

Each handcrafted piece tells a story of waste transformed into wonder, of ordinary objects reimagined as instruments of indulgence. Their mission extends beyond barware; it's about redefining extravagance itself as something that can coexist with care for the planet. Helius has partnerships with The Four Seasons Hotel chain, as well as other exclusive partnerships in Spain, Japan and the USA.

To support their journey in protecting and growing their intellectual property, we provided Helius Originals with **\$15,820.00** in IPON funding. This investment helps ensure their innovative, sustainable designs are safeguarded as they continue to illuminate a path toward a more responsible and radiant future.

Smartone Solutions Inc.

SmartONE Solutions Inc., a company providing technology to large telecommunication companies to support their smart building strategies, received \$14,855.50 in program support. Already holding Trademark and Industrial Design IP, SmartONE Solutions Inc. utilized this funding to explore securing Patent protection, a strategic move to safeguard their innovations. With reported annual sales exceeding \$5M+, SmartONE demonstrates significant scale and success in the smart building technology market.

Beauty Lives Here Inc.

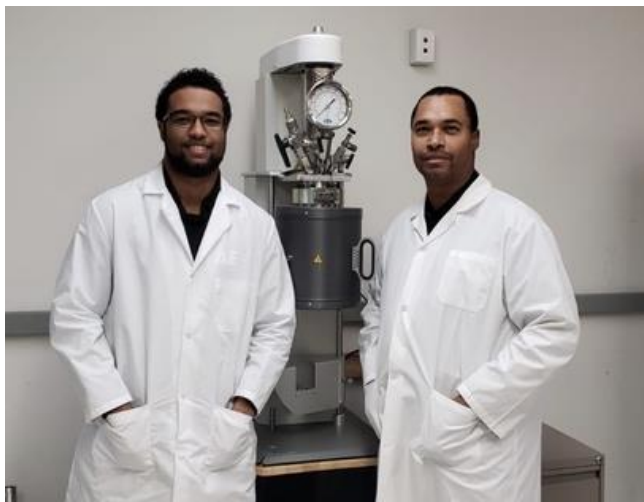
Beauty Lives Here Inc. is a technology company dedicated to solving real world problems in the health and beauty space using advanced technologies like AI, ML, and Computer Vision. Through this initiative, the company received **\$9,600.00** in program support. This funding was strategically utilized to help the company safeguard its innovations and was further strengthened by a co-investment of \$3,375.00. Beauty Lives Here Inc. currently holds a patent and utilized this support to explore further avenues for patent and trademark protection. Being in a pre-revenue stage, this support provides valuable assistance to companies leveraging cutting-edge technology, like that led by owner Khalil Soule, as they develop their intellectual property portfolio.

Headache Sciences Inc.

With a **\$14,999.62** investment, we supported a groundbreaking Ontario-based health technology company pioneering a Software as a Medical Device (SaMD) to diagnose migraines objectively. IPON funding supported critical R&D collaboration and helped accelerate commercialization readiness, bolstering Ontario's medtech ecosystem. This initiative not only addresses a global health challenge affecting over 1 billion people but also strengthens Ontario's position in digital health innovation, driving economic growth, job creation, and improved patient care.

Kare Chemical Technologies Inc.

Kare Chemical Technologies Inc. received **\$12,000.00** in program support for their innovative work in pharmaceutical technology.



Kare Chemical Technologies Inc. co-founders Kareem Abdur-Rashid and Dr. Kamaluddin Abdur-Rashid

Co-founded by Kareem Abdur-Rashid, a master's student at the University of Toronto Mississauga, and his father Dr. Kamaluddin Abdur-Rashid, the company has developed and patented a catalytic process that converts citrus industry by-products into high-purity, single-component cannabinoids for pharmaceutical use. Their approach demonstrates both a commitment to environmental sustainability and the potential for high-value waste valorization.

The company is led by a dynamic father-son team representing diversity and innovation in Ontario's health-tech ecosystem. Their participation underscores the program's commitment to supporting groundbreaking ventures across sectors and ensuring that talented entrepreneurs have access to growth opportunities. Kare currently holds a patent and reports significant annual revenues in the \$1M–\$5M range.



Doveka Group Ltd.

Doveka received **\$15,000.00** in IPON program support to advance its development of robust Internet of Things (IoT) systems designed to drive intelligent decision-making in demanding environments. Based in Burlington, Ontario, Doveka specializes in state-of-the-art, sustainably built sensor technologies that aim to transform traditional operations and contribute to a greener future.

The company emphasizes co-creation and collaboration with stakeholders, ensuring its tailored solutions meet real-world needs. Led by Idris Soule, Doveka is actively building its intellectual property portfolio, with plans to pursue patents and trademarks. The company reports annual revenues in the \$101,000–\$500,000 range and reflects the program's commitment to supporting innovative, sustainability-focused ventures in the tech sector.



Owujupe Inc.

Owujupe received **\$5,000** in IPON program support to advance its mission of bridging gaps in technology, finance, and community empowerment. Based in Toronto, the company is developing zero-interest financial service models that leverage the collective strength of communities to improve access to resources, particularly for underserved populations.

Founded by Godfrey Jonas, Owujupe is a dynamic, tech-driven organization focused on creating lasting social and economic impact. Through innovative digital tools and community-based programming, the company aims to foster financial resilience and drive inclusive growth. While currently pre-revenue, Owujupe is actively exploring intellectual property strategies including patents and trademarks, and reflects IPON's commitment to supporting early-stage ventures that combine innovation with social impact.

Yekola



In a digital age where voices can easily be lost in the noise, Yekola is amplifying the ones too often forgotten. This pioneering, Black-owned language learning platform is on a mission to teach, learn, and preserve over 2,000 African and Indigenous languages, one learner, one conversation, one community at a time. Backed by the Black Entrepreneurship Alliance (BEA), Yekola places social connection at the heart of its approach, making fluency not just a goal, but a shared experience.

With a focus on audio-first, community-driven interactions, Yekola transforms language acquisition into a dynamic, culturally grounded journey. Users can explore tiers from “Curious Learner” to “Global Community,” supported by cutting-edge features like AI-powered translation, daily sprints, automatic language identification, and seamless social media integration. Whether you're seeking to explore dialects, preserve heritage, or connect globally, Yekola makes the process accessible and engaging.

To help Yekola protect and scale its innovative intellectual property, we provided **\$11,999.46** in IPON funding. This support enables them to continue bridging linguistic divides and ensuring that African and Indigenous languages don't just survive, but thrive in the digital world.

Med Melanin



In a healthcare system where women of color (WOC) are too often misdiagnosed, unheard, or underserved, Med Melanin is leading a necessary revolution. Founded by Yvonne Osagie and supported by a passionate, Black-led team, Med Melanin is a telehealth platform that connects WOC with culturally competent physicians while offering tools to help them advocate for their health with confidence.

By bridging gaps in patient-doctor communication and focusing on the unique healthcare needs of vulnerable populations, Med Melanin aims to transform how WOC experience care. With features that analyze risk and support tailored treatment plans, the platform empowers users and practitioners alike to make informed, compassionate decisions.

To support their growing innovation and protect the IP behind their culturally responsive telehealth model, we granted **\$5,650.00** in IPON funding.

Our Events

As part of our commitment to supporting innovation and applied research at George Brown College, the Office of Research and Innovation hosted a series of targeted events focused on IP education. These sessions were intentionally designed to serve innovators working in niche and fast-evolving sectors, such as Indigenous entrepreneurship, Artificial Intelligence, and Advanced Manufacturing, who often face unique IP challenges and lack access to tailored guidance.

By offering expert-led presentations, one-on-one consultations, and space for open discussion, these events provided practical, relevant knowledge to help participants navigate complex IP landscapes and strengthen their commercialization potential. Beyond knowledge sharing, these events have also helped foster strong community connections, deepened relationships with key partners, and generated valuable business development leads, reinforcing George Brown College's role as a collaborative hub for innovation in Ontario.



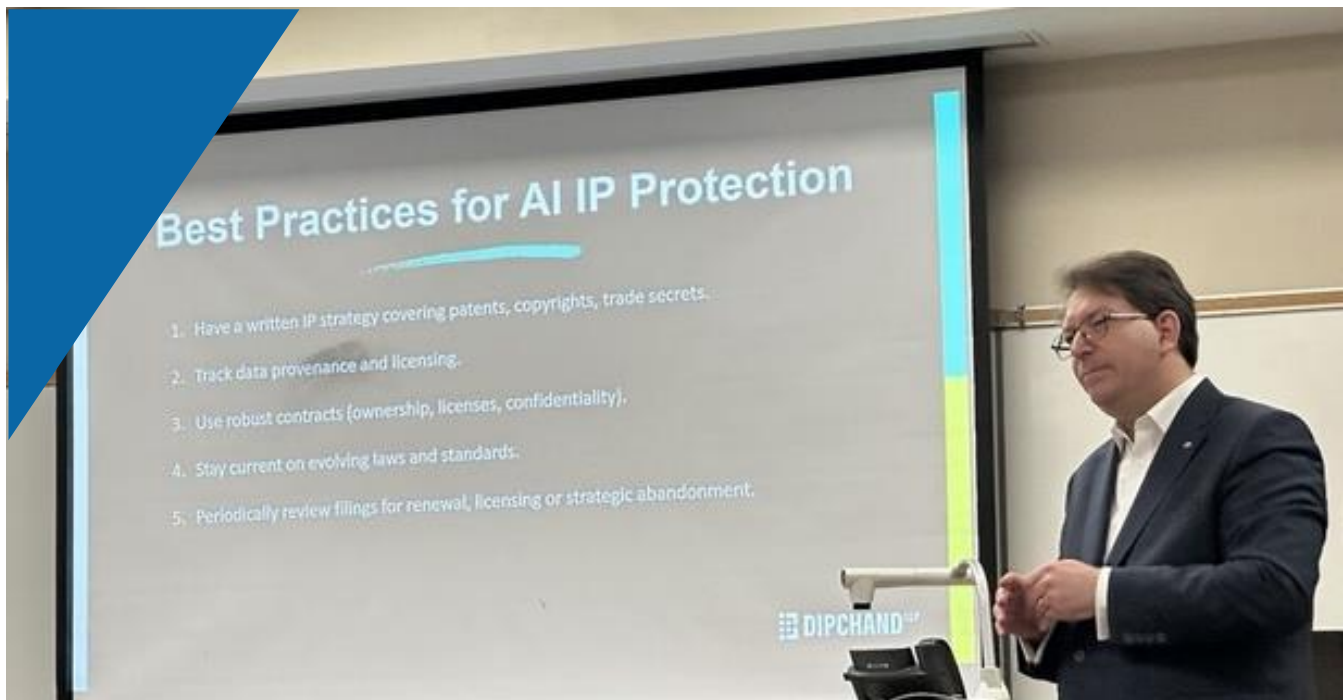
Lunch & Learn: Intellectual Property in AI and Advanced Manufacturing

This event, hosted by the GBC and supported through IPON funding, was a valuable session focused on the evolving intersection of IP, AI, and advanced manufacturing.

With **42 sign-ups** and **27 attendees**, the session attracted innovators, researchers, and entrepreneurs seeking to deepen their understanding of how to protect and commercialize their work in rapidly advancing fields.

Louis-Pierre Gravelle, a leading IP lawyer from **Dipchand LLP**, delivered an insightful presentation on patents, IP strategy, and ownership considerations within AI and advanced manufacturing. His talk offered clarity on the current IP landscape and practical guidance on safeguarding innovation in these emerging sectors.

This event ensured that creators and researchers working in niche and fast-moving areas like AI and advanced manufacturing have access to relevant, up-to-date knowledge. Sessions like these empower innovators to make informed decisions and strengthen the province's capacity for commercialization and growth. The event concluded with an engaging Q&A and open discussion, allowing attendees to ask questions specific to their projects and explore real-world IP challenges in a collaborative environment.



Lawyer and expert Louis-Pierre Gravelle shares his expertise on navigating IP in AI

Empowering Indigenous Businesses Through Intellectual Property

The joint Lunch and Learn hosted by the **Canadian Council for Indigenous Business (CCIB)** and the Office of Research and Innovation at George Brown College successfully provided tailored and culturally informed insights into intellectual property (IP) for Indigenous Peoples.

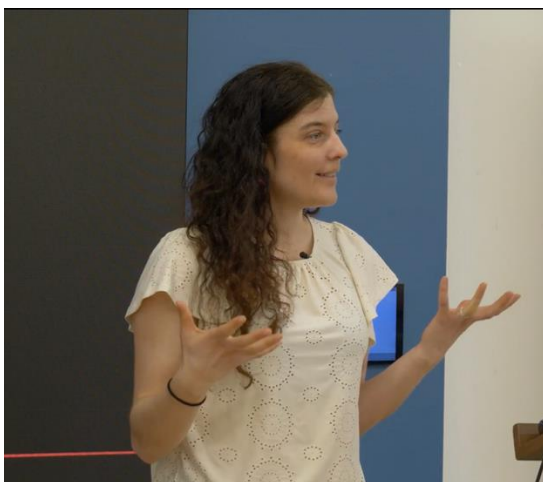


With **61 registrants** and **45 attendees**, the event drew strong interest from community members, entrepreneurs, and allies alike.

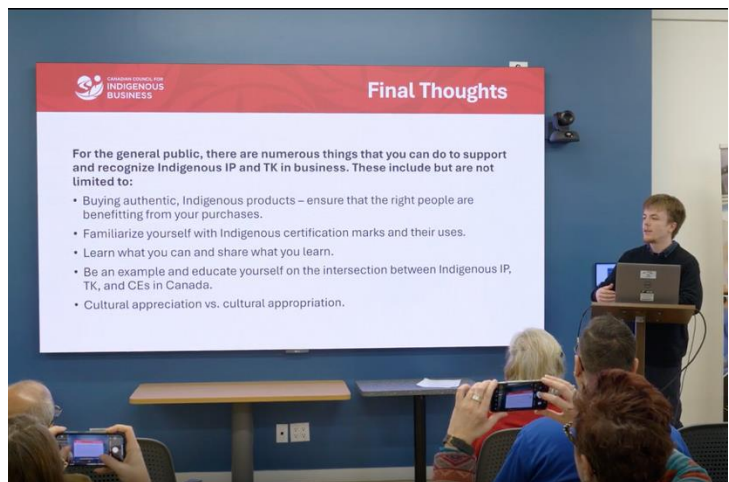
Guest speaker Meika Ellis, an Indigenous lawyer and expert in trademark and copyright law, offered a powerful and thought-provoking presentation that bridged Indigenous worldviews with Western legal frameworks. Her work in protecting Indigenous Knowledge and Cultural Expressions underscored the importance of approaching IP through a lens that respects sovereignty, tradition, and community consent.

The event featured a presentation of the latest Indigenous IP research findings, conducted by CCIB's Public Policy team and delivered by Senior Associate Cody Lewis. This was followed by meaningful one-on-one consultations, where attendees had the opportunity to discuss their unique business needs directly with IP experts. The session wrapped up with vibrant networking opportunities and a culturally grounded lunch prepared by an Indigenous chef.

The session shed light on how IP is often overlooked in conversations about Indigenous business development, and how it can be both a protective and empowering tool when approached in a way that honours Indigenous perspectives.



Lawyer and expert Meika Ellis shares her expertise on navigating IP through an Indigenous lens



Cody Lewis, Senior Associate at CCIB, presents the latest research findings on Indigenous Intellectual Property



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