

IDEAS SUMMARY

1. Survival Sphere

Christine Kilpatrick

A sustainable waterproof charcoal substitute that can generate light and heat in survival situations.

- Environmentally friendly
- No competition in North American market
- Marketed primarily to retailers, not end consumers
- Can also be used for camping/survival trips

2. B-Safe App

Tailai Wang

A survival and weather app that will assist users in times of stress while remaining relevant in everyday situations with interactive games and lessons.

- Virtually empty market
- Promoted using social media challenges
- Profit is generated through standard advertisements and premiums on third party products

3. Obstacle Course Training

Faith Lum

A competitive obstacle course to simulate stress during natural disasters and provide emergency protocol training

- “Tough Mudder” for natural disasters
- Unique training idea not currently available
- For all ages, emphasizes team collaboration
- Marketed through social media and partnerships with natural disaster organizations

4. Sandbag

Alex Bae

A flood barrier that combines the innovative box-wall structure with the ease of sandbags in a water-blocking solution.

- Easy to set up and store
- No training required
- Innovative design
- No competitor market presence

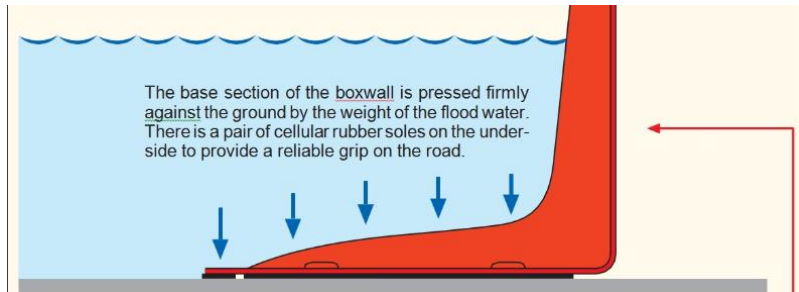


Figure 1

5. Online Network

Carly Black

An online network that connects survivors of natural disasters with applicable services in the immediate aftermath.

- Mental health support (psychologists, psychiatrists)
- Medical services (doctors, specialists)
- Contractors (home, vehicle repairs)

6. Support Bus

Omar Kassam

An on-demand mobile service that provides mental health support and childcare.

- Assists disaster-hit individuals, families, and communities
- Complements existing post-disaster services
- Works in partnership with the Canadian Red Cross and government actors
- Meets critical, yet underserved, need

7. Pet Safe

Nader St-Amant

A customizable dog/cat house resistant to natural disasters with a safe for personal valuables.

- Provides peace of mind to customers
- Fireproofing, watertight, temperature insulation
- Safe space for holding photos and other precious valuables