

INTRINSIC INNOVATIONS' INSIDER

Alberta's International Start-up Incubator

Issue 4 | January 2023



Building Bridges Between Countries: Canada - Vietnam

What a year 2022 has been for Intrinsic Innovations. The opening of Intrinsic Innovations Vietnam and a series of very productive meetings with the government officials, people in the business community and members of academia in Vietnam in December was truly the highlight of the year. In addition to having Vietnam as a great milestone, we continue growing our community. We are very excited to work with BLG Venture Clinic which provides pro bono legal aid to entrepreneurs. As well, we are glad to announce two new members of our Extended Team: Yoyin Familusi and Vivek Nittoor. Their profiles are at the end of the newsletter.

We look forward to a busy and exciting 2023. On behalf of Intrinsic Innovations, please let us wish you all the best in 2023!

What's New

Intrinsic Innovations Vietnam

Vietnam National U of Ag

Vietnam Ag Genetics Institute

New Extended Team Members

BLG Venture Clinic



Intrinsic Innovations Vietnam

Why Vietnam? What made Intrinsic Innovations open an office in Vietnam?

The population of Vietnam reached over 98 million and 40% of the total population is under the age of 25. Vietnamese are increasingly ambitious and tech-savvy. The hunger for success motivating Vietnamese youth is a driving force behind the emerging startup scene, and a departure from the mindset of the previous generation. Vietnam defines its tech startup successes so far, and makes it poised to grow into a SE Asian startup powerhouse. The average Vietnamese worker/entrepreneur embodies certain qualities and mindsets well suited to starting and growing startup businesses and is not afraid of a failure. (Source <https://startupuniversal.com/how-vietnamese-culture-lends-itself-to-entrepreneurship/>)

Artificial intelligence, internet of things, and AgTech are just a few sectors of interest for Intrinsic Innovations. Vietnam is also very well positioned to explore opportunities in SE Asia from the perspective of both bringing new technology to Canada and helping Canadian entrepreneurs to get access to that market.

Andrew Sanden and Alec Wang, Co-Founders of Intrinsic Innovations, and Tristan Choi, Founder of Lupin Platform, took part in the official opening ceremony of Intrinsic Innovations Vietnam in Ho Chi Minh City on December 2, 2022. The ceremony was attended by over 200 people, including top level government officials, representatives of the business community and the press. The event was a great success because of the hard work of the whole Intrinsic team, in particular Tuan Le, CEO of Intrinsic Innovations Vietnam, and the community.

Special “thank you” to Ileana Costiuc (Alberta Agriculture and Forestry), Neeraj Gupta (Invest Alberta), Brent Jensen (Edmonton Global), David Stirling (Protein Industries Canada) and Linda Truong (Calgary Economic Development)! Without your contribution the success of the event would not have been possible.

Please contact us if you know of a Vietnamese start-up interested in learning about coming to Canada or if you know of a company interested in expanding into Vietnam. We are happy to help.



Vietnam National University of Agriculture

The population of the world is expected to reach 9 billion by 2050. Food insecurity, supply chain issues and rising costs are just a few challenges of modern society.

Intrinsic Innovations and Lupin Platform Inc strongly believe that innovation, international cooperation, and education are the key to solve such problems. Establishing a scholarship for the students at the Vietnam National University of Agriculture (VNUA) in Hanoi to study and have an internship in Alberta is a step in that direction and a contribution to the better relationship and cooperation between the two countries. The scholarship was presented by Andrew Sanden and Tristan Choi to the VNUA.



Agricultural Genetics Institute

Intrinsic Innovations, Intrinsic Innovations Vietnam and Lupin Platform met staff of the Agricultural Genetics Institute (AGI) in Hanoi. It was a great opportunity to visit laboratories and learn about the type of research conducted at the Institute and major achievements in fields such as microbial and plant biotechnology, genetic engineering, and molecular biology. AGI is developing biofuel crops to optimize productivity on marginal land.

AgTech is important to ensure global competitiveness, reduce rising costs, improve the supply chain and enhance food security. Alberta's agricultural sector contributes approximately \$10 billion to the GDP and employs 70,000. AgTech provides solutions along the entire farm to fork value chain to help farmers, producers and suppliers to become more competitive.

Meet the Newest Members of Intrinsic's Extended Team

Intrinsic Innovations relies on the community and the members of the Extended Team, advisors, coaches, and mentors, to support international entrepreneurs and guide them towards their success in Canada. As we all know, it takes a village to raise a child and it takes the efforts of many to enable someone to succeed. That is particularly true for those who are newcomers to a country. Nobody knows better about the challenges newcomers are facing than immigrants themselves. It is for these reasons Intrinsic Innovations is proud that Yoyin Familusi and Vivek Nicor joined our Extended Team. They are excited to give back to the community without asking anything in return except to pay it forward.



Yoyin Familusi is a Customer Experience Leader, Founder/CEO – Sewa Skincare Co. Born and raised in Nigeria, Yoyin overcame many difficulties to become a successful entrepreneur in Canada. The secret of Yoyin's success is that she is naturally curious, creative and passionate. She is a strong collaborator with a proven success in driving cross functional partnerships for business growth and profitability. Yoyin has business experience focused on strategy development, customer success and advocacy, and consulting. ([linkedin.com/in/yoyinfamilus](https://www.linkedin.com/in/yoyinfamilus))

Vivek Nittoor is a Digital Nomad and Life Learner, Founder/CEO of Nittoor Software Research. Vivek lived and worked in different countries, including India, Japan and USA. Vivek's expertise includes embedded software, high performance computing, high level mathematical models, graph theory, cryptography, digital signal processing, and audio, video and image processing. Vivek held various engineering management positions and has extensive work experience in academia and industry. ([linkedin.com/in/vivekknit](https://www.linkedin.com/in/vivekknit)).



Growing our Community in Canada: BLG Venture Clinic



Supported by Borden Ladner Gervais LLP, the BLG Business Venture Clinic at the University of Calgary's, Faculty of Law, is a student-run, pro bono legal clinic that pairs law students with local entrepreneurs in need of legal service or information. Students receive guidance and feedback from BLG Lawyers to ensure the information provided is complete and accurate.

The goal of the BLG Business Venture Clinic is to enhance the student's education experience by providing valuable mentorship from BLG lawyers, while allowing them to connect with clients and apply their burgeoning legal knowledge in real-life situations. This Clinic will be of a great value to the international entrepreneurs who relocate or expand their business to Alberta with the support of Intrinsic Innovations.

Please contact us if you would like to connect with the BLG Venture Clinic. We are happy to introduce you.

We'd love to hear from you. Please reach out if you would like more information about any of our programs and services.

We are always looking for Extended Team Members. For more information, please contact us at info@intrinsicinnovations.ca

