

INTRINSIC NEWS

Alberta's International Start-up Incubator



Issue 2 | October 2022



Intrinsic News is Now Monthly!

October is here and so is the second issue of Intrinsic News. Because of your positive feedback and the fact that there is a lot happening here at Intrinsic and in the innovation ecosystem, we decided to produce Intrinsic News monthly.

Our goal is to keep you informed about our initiatives, companies, team, events, and of course, we look forward to hearing from all of you. The Intrinsic team thanks you for your support and always welcomes your ideas and suggestions.

What's New

Intrinsic's Programs

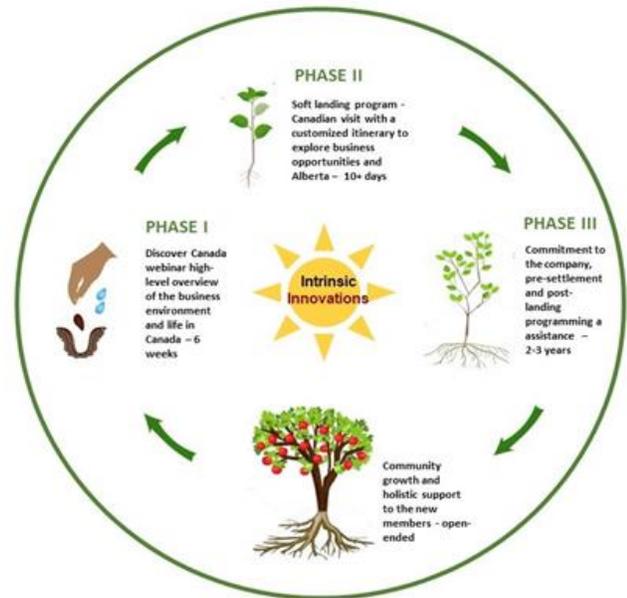
Focus Industry Sectors

International Advisory Board

Intrinsic Welcomes Aspire Cerebro

Intrinsic Innovations' Programs

Intrinsic's programs take on a holistic approach to ensure our founders are positioned to achieve success for their business and for their family's settlement in Calgary. We offer a longer-term relationship-focused program that supports our clients for 18 months and up to two years if needed. Our programs are very personalized to the unique needs of our founders and prepare them on business practices and culture in Canada while also helping their families feel supported as they become comfortable in their new environment. With the help of the Ecosystem Development Program grant from Alberta Innovates, we are developing this online business training program. Please feel free to contact us if you are interested in learning more or would like to contribute to this program.



Focus Industry Sectors

Intrinsic was launched as a way to facilitate global connections. We focus on creating and fostering cross-border connections to create a pathway for businesses from Canada to other countries, and from around the world to Canada, all seamlessly. With our partners, Intrinsic offers insights into local requirements and expectations for business operations, intellectual property, human resources, legal and regulatory requirements between the two countries, as more importantly, the sometimes-subtle differences in business culture and etiquette. While being industry agnostic, Intrinsic has identified the following five sectors as key focus areas:

- Agri-food
- Energy/Clean Tech
- Manufacturing
- Hardware & Software
- Robotics



International Advisory Board

Intrinsic is a global network that is dedicated to helping businesses cross borders. We realize that no single organization can do it all – that's why we continue to expand our network of trusted partners.

Intrinsic is creating an International Advisory Board (IAB) – a group of diverse expert advisors and business leaders in Alberta's and the world's innovation spaces. The role of the IAB is to advise the CEO and Intrinsic team to:

1. Explore, map, and connect diverse innovators to Intrinsic to establish a broader innovation inventory in Calgary.
2. Advise at IAB meetings on how to engage and incorporate innovators of all stripes into the local economy, and to identify supports to unlock and build on their and their families potential.
3. Work with Intrinsic Innovation to find creative ways to tell the stories of these innovative individuals and companies, their work, and their sectors.

We pleased to introduce the following new International Advisory Board Members:

- Claire Lelievre (Investissement Quebec)
- Damarys Zampini (Sustrategy)
- Erika Carrasco (Field Law)
- Jonah Zankl (Cambridge Judge Business School)
- Monica Rovers (Global Connect)
- Ravenna Chen (TusStar)
- Tuan Le (Intrinsic Vietnam)



Meetu Bhagchandani (left), Founder of Aspire Cerebro, and Hina Bhagchandani, Executive Assistant (right), Aspire Cerebro, with Andrew Sanden, Founder & CEO of Intrinsic Innovations (centre)

Intrinsic Welcomes a New Member: Aspire Cerebro

Intrinsic, Alberta's international start-up incubator, welcomes a new member: Aspire Cerebro. Aspire Cerebro is a marketing solutions company with a vision to build healthy brands using creativity, insights, and innovation to inspire healthier lives. Pfizer, Novartis and Danone are just few of the clients Aspire has worked with. The company was founded in India, and it has been in business for over 20 years. In Canada, Aspire started in Calgary 4 years ago and opened an office in Vancouver. Now Aspire has two offices and is operating out of Intrinsic's co-working space in Calgary.