



WE ARE

**PUSHING
BOUNDARIES**

RESEARCH+INNOVATION

A Year In Review | 2013-2014

**WE ARE
HUMBER**



THE RESEARCH & INNOVATION TEAM
AMANDA BROWN, PATRICIA MORGAN, DANIEL FOWLER,
LAURA KEATING, CANDICE WATSON, KRISTA HOLMES

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COVER PHOTO BY BRIAN DIEP
CREATIVE PHOTOGRAPHY STUDENT

“IT’S A REAL PRODUCT. YOU’RE WORKING WITH REAL CLIENTS. THAT’S AWESOME.”

ABIGAIL GILES, STUDENT
INDUSTRIAL DESIGN PROGRAM

Humber Research & Innovation is a partner in creating relevant, inspiring applied research activities for Humber students. Over the last year, we have helped to create opportunities for over 200 students to participate in applied research activities. These ranged from capstone projects, including creating new smartphone apps, to funded projects, including developing a new monitoring device for household heating and cooling.

“IT’S NOT ENOUGH TO LEARN AND TO PRACTICE THE THEORY PART IN THE CLASS IN A CONVENTIONAL WAY. WE CLOSE THE LOOP FOR THE STUDENT.”

KIFAH AL-ANSARI, FACULTY MEMBER
SCHOOL OF APPLIED TECHNOLOGY

At Humber, faculty members and Research & Innovation work together to ensure that students take their classroom learning and apply it to industry and community needs. We are happy to work with faculty members at any level. Capstone projects are a great place to build a working relationship with an industry partner or community not-for-profit; projects funded by the Staff Initiated Research Fund enable faculty members to pursue their own research interests and engage students as active members of the research team; and externally funded projects let faculty members continue to grow industry partnerships to provide more intensive work experiences for students, while keeping active in their fields.

“I THOUGHT IT WAS GOING TO BE COMPLICATED... AND THEY JUST SAID ‘THIS SOUNDS LIKE A GREAT IDEA. WE WILL SUPPORT YOU,’ AND IT WAS WONDERFUL.”

DOUG THOMSON, FACULTY MEMBER
SCHOOL OF SOCIAL & COMMUNITY SERVICES

Research & Innovation assists faculty members in forming new partnerships, especially interdisciplinary collaborations and exploring new ways of bringing curriculum to life. Ideas can start with a sketch on the back of a lunchroom napkin or with a blue-sky conversation at an event or trade show. We hope the following pages will inspire you to come to us with your bold, new ideas. Research & Innovation is ready to start a discussion at any stage in the development process. We are innovators, collaborators, integrators and facilitators. We are pushing boundaries.

200
STUDENT
RESEARCHERS

42 FACULTY/STAFF
RESEARCHERS



30 INDUSTRY
PARTNERS

39  ACTIVE
RESEARCH PROJECTS

 **7** PROTOTYPES
DEVELOPED

3 PATENTS
FILED

SPOTLIGHT

BERNIE MONETTE, 2013-2014 RESEARCH EXCELLENCE AWARD RECIPIENT



PHOTO BY MAGGIE LITWIN
MEDIA COMMUNICATIONS STUDENT

GET YOUR HOURS

Bernie supervised five student research assistants from the School of Media Studies & Information Technology (SMSIT) as they developed a web platform for industry partner Get Your Hours, an organization that connects high school students with volunteer opportunities in their communities. This project received \$25,725 in funding from the Colleges Ontario Network for Industry Innovation (CONII).

LAUNCH SUCCESS SERVICES

Working with his SMSIT colleague Sean Doyle and three student research assistants from SMSIT, Bernie supported the development of Gallop, a platform for creating, targeting and managing advertising campaigns for industry partner BNOTIONS, a mobile, data and analytics innovation firm. This project received \$25,000 in funding from the CONII. A new company, Gallop Media, was created as a result of this project.

LOOK BEFORE YOU LEAP

Bernie received \$7,750 in funding from Humber's Staff Initiated Research Fund (SIRF) for his project "Look before you leap: How eye tracking tells us how visitors use a website." Using eye-tracking technology, the goal of this project was to collect data on how users look at websites and links before they actually access them.

COMMUNITY CONNECTS

Bernie helped facilitate and launch the website for a multi-agency collaborative services hub serving the Markham area, in partnership with the Community Connects collaborative. Bernie recruited his colleague, Sean Doyle, to work as the faculty lead on the project, and two student research assistants were hired to work on this project with funding from Humber's Developing Activities and Ideas for Research (DAIR) fund.

MENTORSHIP

Bernie provided mentorship for HumberLaunch entrepreneur Julia Leitch, a 2014 LaunchPad Competition winner and owner of Runway Crush, an online fashion marketplace where emerging designers can showcase and sell their products.

RESEARCH ROUNDS

Bernie participated in the Humber Research Rounds, where he discussed the many access points to research at Humber, the timing and trajectory of an evolving project, the necessary steps to take in order to build a research profile at Humber, and how to engage in industry innovation.

RESEARCH EXCELLENCE AWARD

This award is designed to recognize faculty and staff members who have made significant contributions to the growth of Humber's research program. This could include:

- A well-established research program that shows progressive involvement in an area or topic.
- Research that involves students as research assistants or researchers. Ideally, the research will enable students to apply concepts they are learning in their program.
- Research that attracts external partners, either industry or community partners, as well as external funding. Often the research program will begin with SIRF or DAIR funding, and then it will grow to attract external dollars.
- Research that has an impact on the researcher's field or industry (e.g., patents), as well as on Humber students and/or curriculum.
- Research that involves knowledge dissemination through presentations, conferences, publications, etc.

**"IT'S BEEN GOOD FOR HUMBER.
IT'S BEEN GOOD FOR THE PROGRAM.
IT'S GOOD FOR THE PARTNERS."**

BERNIE MONETTE, FACULTY MEMBER
SCHOOL OF MEDIA STUDIES & INFORMATION TECHNOLOGY

STAFF INITIATED RESEARCH FUND (SIRF)

Since its inception in 2009, the SIRF program has supported 48 small-scale, original, externally-focused research projects by full-time staff or faculty members at Humber.

2 PUBLICATIONS IN PEER-REVIEWED JOURNALS

8 CONFERENCE PRESENTATIONS

4 EXTERNAL FUNDERS
(CONII, HEQCO, IN-CAM and NSERC)



880 STUDENT RESEARCH ASSISTANTS

15

INDUSTRY PARTNERSHIPS
INCLUDING 6 UNIVERSITIES, 7 NOT-FOR-PROFIT ORGANIZATIONS AND 2 BUSINESSES



48 PROJECTS

“STUDENTS BRING A CERTAIN ENERGY TO THE PROJECT.”

ANDREW SCOTT, FACULTY MEMBER
SCHOOL OF CREATIVE & PERFORMING ARTS

PHOTO BY STAN JANKOWSKI
CREATIVE PHOTOGRAPHY STUDENT

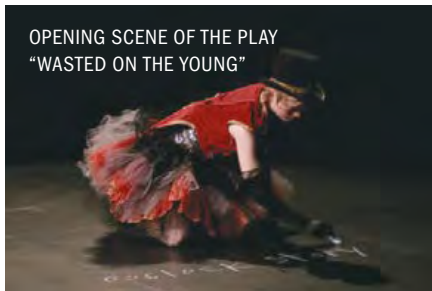


MASSAGE THERAPY STUDENTS PARTICIPATING IN KRISTINA'S STUDY

VALUE OF INTEGRATING ANATOMICAL EDUCATION AND CLINICAL SCIENCE INSTRUCTION FOR ALLIED HEALTH STUDENTS

–Kristina Lisk, School of Hospitality, Recreation & Tourism

Kristina examined whether integrating anatomy and clinical science instruction, compared to clinical science instruction alone, affects novice students' ability to diagnose upper limb pathologies. Her study included 46 Massage Therapy students who were divided into two groups, an integrated basic science group or a clinical science only group, to learn four confusable upper limb pathologies. Students in the integrated basic science group were able to more accurately diagnose upper limb pathologies immediately after learning and one week later, and also outperformed those in the clinical science group on the memory test.



OPENING SCENE OF THE PLAY "WASTED ON THE YOUNG"

CANADIAN THEATRE REVIEW: ACTOR TRAINING IN ENGLISH-SPEAKING CANADA

–Diana Belshaw, School of Creative & Performing Arts
Diana and David Fancy from Brock University explored current programs and requirements for theatre training in Canada. They found that acting programs rarely articulate methodologies and pedagogy clearly enough for potential students to be able to differentiate between them, and professional directors do not consider current training to be adequate in meeting the needs of the professional world. The preliminary findings of their study have been published in the Fall 2014 issue of *Canadian Theatre Review*, Canada's national theatre journal.



STUDENT RESEARCH ASSISTANT SOULEYMANE GUINDO

ASSESSING THE BUSINESS, TECHNOLOGY AND MEDIA COMPETENCY NEEDS FOR TOMORROW'S MUSIC BUSINESS PROFESSIONALS TODAY

–Andrew Scott, School of Creative & Performing Arts

Andrew conducted focus groups to determine what competencies and abilities in the areas of business, technology and media are necessary for contemporary musicians. The results suggested that today's musicians need to manage relationships, be skillful negotiators, invest in skill achievement and make timely decisions.



2013 TOP LEFT YOUTH CONFERENCE PARTICIPANTS

YOUTH ENGAGEMENT IN ORGANIZATIONAL DECISION MAKING

–Heather Ramey, School of Social & Community Services
Heather examined the relationship between youth engagement in organizational decision making and positive youth development. 195 youth, who were engaged in organizational decision making at community organizations, completed an online survey that measured behavioral participation in activities, psychological engagement and youth voice, and positive youth development. The results suggested that high scores on psychological engagement were associated with high scores on measures of competence, caring and confidence. Heather is continuing this research to further investigate why having a say in decision making is connected to higher levels of caring in youth.

TOTAL NUMBER OF SIRF RECIPIENTS 2009-2014

 **4** APPLIED TECHNOLOGY

 **1** BUSINESS

 **3** CREATIVE & PERFORMING ARTS

 **7** HEALTH SCIENCES

 **9** HOSPITALITY, RECREATION & TOURISM

 **7** LIBERAL ARTS & SCIENCES

 **4** SOCIAL & COMMUNITY SERVICES

 **7** MEDIA STUDIES & INFORMATION TECHNOLOGY

2013-2014 SIRF RECIPIENTS

DIANA BELSHAW

Canadian Theatre Review: Actor Training
in English-Speaking Canada

ANDREW SCOTT

Assessing the Business, Technology and
Media Competency Needs for Tomorrow's
Music Business Professionals Today

AMANDA BASKWILL

The Effect of Massage Therapy on Blood
Glucose Levels in Patients with Diabetes

SERGIU FEDIUC AND NOAH GENTNER

The Effects of an Intensive Lifestyle
Intervention on Overall Health: A Pilot Study

KRISTINA LISK

Value of Integrating Basic Science
Education with Clinical Assessment Skills
Training for Allied Health Students

SUSAN SOMERVILLE

Influence of Menu Labeling on Food
Selection in Restaurants

BERNIE MONETTE

Look Before You Leap: How Eye Tracking
Tells Us How Visitors Use a Website

SARA NICKERSON-WHITE

Disrupted Attachment Among Children Who
Have Experienced Trauma: Do Therapeutic
Facility Dogs Make a Difference?

HEATHER RAMEY

Youth Engagement in Organizational
Decision Making

DOUG THOMSON

Pilot Study of Student Internet Use
for Purposes of Complementing
Course Assignments



STUDENT RESEARCH ASSISTANT
JESSICA STACEY DISCUSSING THE
RESULTS OF AMANDA'S STUDY

THE EFFECT OF MASSAGE THERAPY ON BLOOD GLUCOSE LEVELS IN PATIENTS WITH DIABETES

-Amanda Baskwill, School of Hospitality,
Recreation & Tourism

Amanda's research focused on the question
"Does massage therapy have an effect on blood
glucose levels in patients with diabetes?"

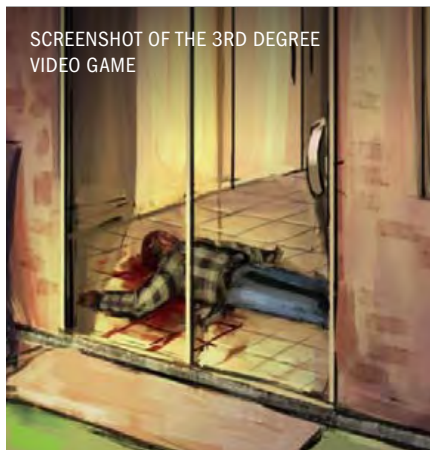
Results from her study suggest that blood glucose
levels decrease during a massage therapy treat-
ment; however, it is unclear whether the effect is
therapeutic. Future research should seek to
understand the underlying mechanism by which
blood glucose levels decrease following massage
therapy treatment.

DEVELOPING ACTIVITIES AND IDEAS FOR RESEARCH (DAIR)

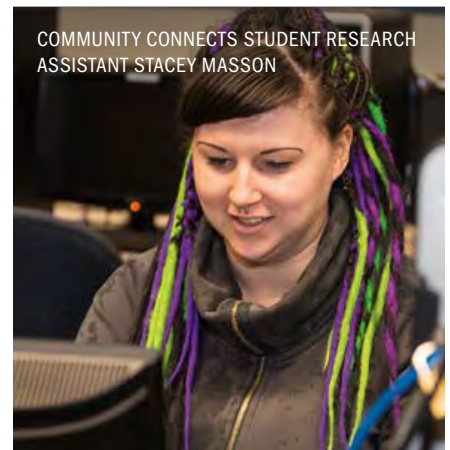
The DAIR program provides support for faculty and staff members in the preliminary stages of research development or the pilot phase of a research project.

3RD DEGREE: OUR DAY STARTS WHEN YOUR DAY ENDS –Doug Thomson, School of Social & Community Services and Umer Noor, School of Media Studies & Information Technology

3rd Degree is an educational crime game inspired by a murder that took place in Toronto 15 years ago. Under the supervision of Doug and Umer, students from Game Programming, Music, 3D Art, Animation and Design, and Film and Television Production programs at Humber collaborated to create a video game, which was developed as an innovative and engaging training tool for students in the Humber Police Foundations program.



SCREENSHOT OF THE 3RD DEGREE VIDEO GAME



COMMUNITY CONNECTS STUDENT RESEARCH ASSISTANT STACEY MASSON

“ONE OF THE BEST ADVANTAGES OF WORKING WITH RESEARCH & INNOVATION IS THAT THEY HAVE REALLY GOOD CONNECTIONS ACROSS HUMBER.”

UMER NOOR, FACULTY MEMBER
SCHOOL OF MEDIA STUDIES & INFORMATION TECHNOLOGY

**COMMUNITY CONNECTS:
WEBSITE DEVELOPMENT** –Sean Doyle and Bernie Monette, School of Media Studies & Information Technology

Sean and Bernie supervised a team of students from Humber’s Web Development program as they developed and launched a website with partner Community Connects, a multi-agency collaborative services hub serving the Markham area. Blue Hills Child and Family Centre, 360°kids, Family Services York Region and Catholic Community Services York Region were partners on this project. The Hub and its new website are increasing the accessibility and improving the quality of services for families and individuals in this underserved area of York Region.

SPOTLIGHT

OOYAVAH – BUILDING A CASE FOR 3D TECHNOLOGY ON YOUR iPad

**“IT WAS A REALLY GOOD OPPORTUNITY
FOR STUDENTS TO LEARN AND TO
EXPERIENCE A REAL-WORLD PROJECT.
IT WASN’T ONLY SCHOOL WORK, BUT
ALSO AN OPPORTUNITY TO DESIGN
SOMETHING THAT IS ACTUALLY
GOING TO BE PRODUCED.”**

**DIMITRI TIMTCHENKO, STUDENT
BACHELOR OF INDUSTRIAL DESIGN PROGRAM**

**PHOTO BY VICKY KAO
CREATIVE PHOTOGRAPHY STUDENT**



School of Applied Technology faculty member Odin Cappello partnered with Ooyavah Inc., a leading Ontario business in stereoscopic technology, to develop a prototype for glasses-free 3D visualization on the Apple iPad. Odin is a part-time instructor in the Bachelor of Industrial Design program and has been working as an industrial designer for over ten years.

The success of Ooyavah's innovative technology requires that users are able to easily and accurately mount the lens to their iPad with high precision, that iPad aesthetics and functionality are not compromised, and that the lens can be conveniently stored when not in use. To find a solution to this design challenge, Odin led a multidisciplinary team of Humber students who worked with Ooyavah to design and prototype a case that integrates their 3D screen and to create the user interface of the new product.

Students Abigail Giles, Keith Millar and Dimitri Timtchenko from Humber's Bachelor of Industrial Design program designed, printed and evaluated several prototypes, in collaboration with Sheridan College's Centre for Advanced Manufacturing and Design Technologies. Ultimately, they designed the hardware that houses the Ooyavah 3D lens.

Odin, Abigail, Dimitri and Keith, along with industry partner Ihor Petelycky, are named as inventors on the patent for the case, which is pending.

Students Victoria DiClemente and Aras Repecka from Humber's Multimedia Design and Development diploma program worked with Ooyavah to design a user interface application and create a visually appealing experience for users. Under Odin's supervision, and working closely with Ooyavah, the student design team contributed to the development of a fully functional prototype ready for use by Ooyavah.

“THE CLIENT GETS THE BENEFIT OF WORKING WITH EXCITED YOUNG PEOPLE, AND STUDENTS GET THE BENEFIT OF HAVING A REALLY COOL DESIGN PROJECT UNDER THEIR BELTS.”

ODIN CAPPELLO, FACULTY MEMBER
SCHOOL OF APPLIED TECHNOLOGY



ODIN CAPPELLO
PHOTO BY VICKY KAO,
CREATIVE PHOTOGRAPHY STUDENT

Creative Advertising student Winston Kangwa assisted Ooyavah with the development of a social media campaign, and Film and Television Production student Vanessa Aellen Piriz has been documenting the design process from the start. Together with fellow students Ryan Maggs and Nick Brown, Vanessa has produced a compelling video that features the new Ooyavah iPad case, exciting 3D animations and interviews with project stakeholders and industry leaders. The video will help launch Ooyavah's upcoming Kickstarter campaign.

This project received \$19,989 in funding from the Ontario Centres of Excellence Voucher for Innovation and Productivity and a \$24,978 Applied Research and Development Grant from the Natural Sciences and Engineering Research Council of Canada.

STUDENT RESEARCH ASSISTANT TUTORIAL

The breadth of research continues to grow at Humber. With wider networks emerging and more projects being independently managed on campus, Humber Research & Innovation looks to set a precedent for informed and skilled student research assistants. The Student Research Assistant Tutorial is a new, interactive and comprehensive online training module designed to introduce students to the basic principles of research at large, and of working as a research assistant in particular.

The tutorial is offered by Humber as a Massive Open Online Course (MOOC) through CourseSites by Blackboard and is available to any institution looking to promote effective, accurate and ethical research assistance. The tutorial provides an overview of the research process, distinguishes between types of methodology and analysis, and acts as an educational resource for students doing research in class or those hired as research assistants for faculty-led research.

The holistic framework divides the tutorial into seven modules: Introduction to Research, Research Ethics, Project Management, Literature Reviews, Data Collection, Data Analysis and Report Writing. The interactive modules use videos, case studies and quizzes to engage students in the research process.

To request access to the Student Research Assistant Tutorial, go to humbercollege.coursesites.com.

FUNDING DETAILS

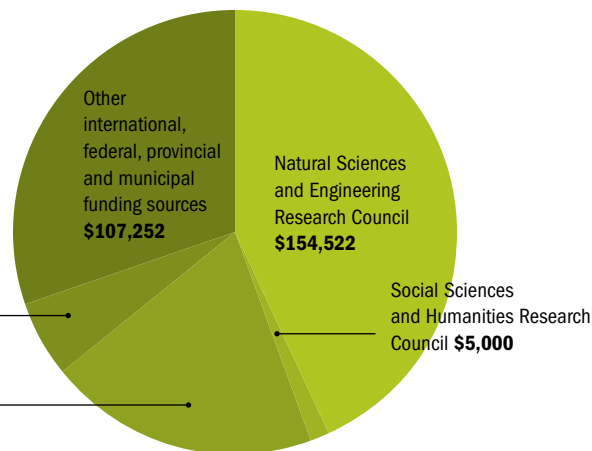
Humber researchers and our collaborators received \$1,687,564 in external grants and private sector contributions to support research projects in the 2013-2014 fiscal year.

FUNDS AWARDED TO HUMBER:

\$356,726

Higher Education Quality Council of Ontario **\$19,985**

Ontario Centres of Excellence **\$69,967**



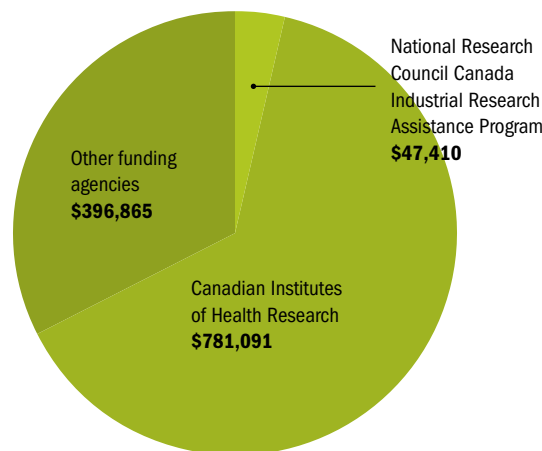
FUNDS AWARDED TO OUR COLLABORATORS:

\$1,225,366

Other funding agencies **\$396,865**

Canadian Institutes of Health Research **\$781,091**

National Research Council Canada Industrial Research Assistance Program **\$47,410**

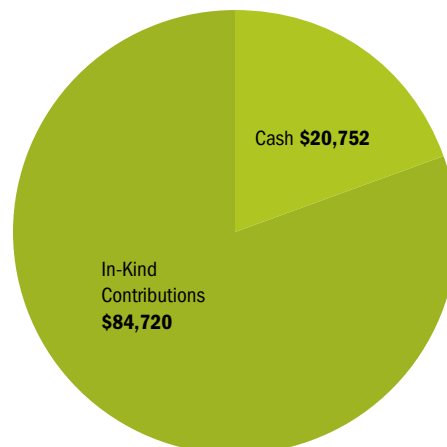


PRIVATE SECTOR SUPPORT:

\$105,472

In-Kind Contributions **\$84,720**

Cash **\$20,752**





“THE RESEARCH THAT’S COMING OUT IS GROUNDBREAKING.”

MELISSA YAKE, STUDENT
SUSTAINABLE ENERGY AND BUILDING TECHNOLOGY DIPLOMA PROGRAM

COMMON WALL AIR LEAKAGE QUANTIFICATION IN SOLID MASONRY SEMI-DETACHED HOMES

Industry Partner: BlueGreen Consulting
Group Inc.

Principal Investigator: Dragos Paraschiv

Students: Matt Archdekin, Nick Brown,
Mujibasharaf Dabgar, Keith Davidge,
David Dokhoian, Michael Drozdowski,
Jennifer Grant, Lucas Melo, Melissa Yake

Funder: NSERC Applied Research and
Development Grant (\$24,766)

Industry partner BlueGreen Consulting Group Inc. worked in partnership with faculty member Dragos Paraschiv and students from Humber's Sustainable Energy and Building Technology program to collect scientific data on air leakage between walls in houses that are connected by an interior wall (semi-detached or townhomes) using blower door technology. The results of this project will be used to provide current homeowners and new builders with incentives to decrease air leakage and improve the overall energy efficiency of their homes.

“WORKING WITH HUMBER RESEARCH & INNOVATION HAS GIVEN ME A HUGE ADVANTAGE IN TERMS OF EMPLOYABILITY. ANY STUDENT SHOULD JUMP ON THE CHANCE TO WORK FOR HUMBER RESEARCH & INNOVATION.”

MELISSA YAKE, STUDENT
SUSTAINABLE ENERGY AND BUILDING TECHNOLOGY DIPLOMA PROGRAM

RESEARCH PROJECTS

“IT’S NOT ENOUGH TO LEARN AND TO PRACTISE THE THEORY PART IN THE CLASS IN A CONVENTIONAL WAY. WE CLOSE THE LOOP FOR THE STUDENT.”

KIFAH AL-ANSARI, FACULTY MEMBER
SCHOOL OF APPLIED TECHNOLOGY

STUDENT RESEARCH ASSISTANTS ANUBHAV MEHTA AND HARSHIL PATEL
PHOTO BY STAN JANKOWSKI, CREATIVE PHOTOGRAPHY STUDENT

UNDERWATER RADIO FREQUENCY COMMUNICATIONS FEASIBILITY

Industry Partner: Crystal Fountains

Principal Investigator: Kifah Al-Ansari

Students: Harshil Patel, Anubhav Mehta, Deepkiran Singh, Keyur Patel, Dhaval Bhavilya, Olanrewaju Awojodu

Funder: National Research Council Canada Industrial Research Assistance Program (NRC-IRAP) (\$3,025) – Awarded to Crystal Fountains

Faculty members and students from Humber's School of Applied Technology worked with industry partner Crystal Fountains, a global leader in the commercial water feature industry, to determine whether wireless communication could be established between their underwater products. Six Humber students examined the feasibility of establishing communication links underwater and identified variables that affect signal transmission.

EFFECT OF A LOW GLYCEMIC INDEX DRINK ON REPEATED ANAEROBIC PERFORMANCE

Industry Partner: BioSteel Sports Supplements Inc.

Principal Investigator: Mojgan Rezvani, Ajay Rampersad (Co-Investigator), Brent Welsh (Co-Investigator)

Students: Pegah Elahi, Huda Jajaj, David Sauriol, Steven Speers

Funder: NSERC Applied Research and Development Grant (\$24,978)

Under Mojgan's supervision, students in Humber's Fitness and Health Promotion, Kinesiology, and Research Analyst programs have partnered with BioSteel Sports Supplements Inc. to investigate the effect of a sugar-free sports drink on athletic performance. The study examines the effects of BioSteel's High Performance Sports Drink (HPSD) on the health and performance capacity of athletes who use it during high-intensity exercise.

BRING NATURE TO LIFE: CREATING AN EARLY CHILDHOOD NATURAL PLAYGROUND AND RESEARCH FACILITY AT HUMBER COLLEGE

Industry Partner: Bienenstock Natural Playgrounds
Principal Investigators: Julie Valerio, Bridget Woodcock
Students: Kaitlin Bedard, Navdeep Bhullar, Christina Campagna, Afeefah Haniff, Hetal Patel
Funder: TD Friends of the Environment Foundation (\$15,000)

Supported by the TD Friends of the Environment Foundation and in partnership with Bienenstock Natural Playgrounds, the School of Health Sciences and Humber Research & Innovation have converted a traditional plastic and steel playground into a naturalized play space for young children to connect with nature. This outdoor learning environment also serves as a research facility where Humber faculty and students can study the impacts of natural outdoor educational spaces on early childhood development.



STUDENT RESEARCH ASSISTANT CHRISTINA CAMPAGNA COLLECTING DATA ON THE OLD HUMBER PLAYGROUND

“THROUGHOUT THIS PROJECT, HUMBER HAS SHOWN THEIR COMMITMENT TO WORKING TOGETHER WITH INDUSTRY TO PROVIDE THE RESEARCH, PROGRAMMING AND PHYSICAL SPACE THAT WILL POSITIVELY AFFECT THE ENTIRE CHILDCARE INDUSTRY.”

**ADAM BIENENSTOCK, INDUSTRY PARTNER
 BIENENSTOCK NATURAL PLAYGROUNDS**



**HUMBER'S NEW NATURAL PLAYGROUND
 PHOTO BY JASMINE DEBOER**

LAUNCH SUCCESS SERVICES

Industry Partner: BNOTIONS
Principal Investigators: Sean Doyle, Bernie Monette (Co-Investigator)
Students: Colin Mather, Quin Yung
Funder: CONII (\$25,000)

BNOTIONS worked with Humber faculty members and students to develop Gallop, a robust platform for creating, targeting and managing advertising campaigns. Over the course of this project, students Colin Mather and Quin Yung developed the front-end of a new media-buying platform and gained practical experience working with the BNOTIONS development team, meeting with in-house clients, and learning web technologies and production protocols that go beyond the classroom.

RESEARCH PROJECTS

SOCIAL ABCs TRAINING FOR EARLY CHILDHOOD EDUCATORS AT HUMBER COLLEGE

Industry Partner: Holland Bloorview Kids Rehabilitation Hospital

Humber Lead: Bridget Woodcock

Funder: Autism Speaks Canada (\$25,000) – Awarded to Holland Bloorview

Jessica Brien (clinician investigator and psychologist at Holland Bloorview Kids Rehabilitation Hospital) and Susan Bryson (Joan and Jack Craig Research Chair in Autism at Dalhousie University and IWK Health Centre) have partnered with Humber's Child Care Centres to provide early childhood educators with more training on Autism Spectrum Disorder (ASD) and related social communication challenges. This research project examines the feasibility of translating their caregiver-mediated Social ABCs early intervention program for infants and toddlers with social communication challenges to a community child care centre model.

THE USE OF AN INFORMATIONAL VIDEO TO IMPROVE PATIENT SATISFACTION, PREPAREDNESS, MOOD AND EMPOWERMENT

Principal Investigator: Amanda Baskwill

Student: Jessica Stacey

Funder: IN-CAM (\$4,799.84)

Amanda was awarded a Canadian CAM Research Fund (CCRF) grant from IN-CAM to investigate the use of an information video to improve the experience of massage therapy patients. Her work has shown that an informational video improves perceived knowledge as patients enter the massage therapy treatment but does not have a significant effect on satisfaction, mood, or patient empowerment.

Student research assistant Jessica Stacey created a poster documenting the research findings that won an award in the IN-CAM Massage Therapy Case Report Poster Competition.



**“THE WEBSITE PLATFORM IS THE
CORE OF OUR BUSINESS, AND
IT WOULDN'T HAVE BEEN POSSIBLE
TO GET TO WHERE WE ARE NOW
IF WE DIDN'T HAVE THE SUPPORT WE
RECEIVED FROM HUMBER. IT GAVE
US THE STRENGTH TO SUCCEED.”**

**CHRISTIANE MACKENZIE, INDUSTRY PARTNER
GET YOUR HOURS**

GET YOUR HOURS WEB PLATFORM DEVELOPMENT

Industry Partner: Get Your Hours

Principal Investigator: Bernie Monette

Students: Joanna Kommala, Colin Mather, Caroline Shaw, Marki Sveen, Julia Robinson

Funder: CONII (\$25,725)

Entrepreneur Christiane Mackenzie partnered with Bernie and his students to develop Get Your Hours—a web platform designed to help high school students find and track the volunteer hours that they need to graduate.

**IMPROVING COST AND SAFETY
FOR HOMEOWNERS: CREATING THE
MB “FURNACE MINDER”**

Industry Partner: Martino Contractors Inc.
Principal Investigator: Georges Livanos
Student: Natalia DeCarvalho, Vlad Porcila,
Michael Voitov
Funder: NSERC Applied Research and
Development Grant (\$24,841)

Georges Livanos, faculty member in the School of Applied Technology, worked in collaboration with Toronto-based company Martino Contractors to test and develop a new device to help homeowners comply with regular maintenance of their furnaces. Students from Humber’s Electronics Engineering Technology program were hired to work with Martino employees to design and test an automated furnace maintenance system. A patent for the MB Furnace Minder product was filed by Martino in March 2014.

**“WE CAN’T THANK HUMBER
RESEARCH & INNOVATION
ENOUGH FOR HOW MUCH THEY
HELPED AND OPENED OUR EYES
TO THE POSSIBILITIES THAT
RESEARCH, HUMBER, AND
STUDENTS CAN FOSTER FOR
SUCH A SMALL STUDIO.”**

FREDD EYLES, GREEN PIXEL

CREATING AN ETERNAL JOURNEY

Industry Partner: Green Pixel
Principal Investigator: Fredd Eyles
Student: Peter Geisberger
Funder: NSERC Applied Research and
Development Grant (\$17,840)

Green Pixel is a small digital media company located in London, Ontario. Faculty lead, Fredd Eyles, worked with Green Pixel staff and students from Humber’s Game Programming diploma program to develop “Eternal Journey” for release on major worldwide mobile platforms, including Apple’s iOS platform and Google’s Android platform. Students were involved in game development, beta testing and social media promotion.



SCREENSHOT OF THE ETERNAL JOURNEY VIDEO GAME

OUR PARTNERS

INDUSTRY PARTNERS

416 Automation	Community Connects	MS Filter Systems Inc.
AppSeed	Crystal Fountains	Ooyavah
Bienenstock Natural Playgrounds	CSMB-TV	SMB Pulse
BioSteel Sports Supplements Inc.	Dandy	Toronto District School Board
BlueGreen Consulting Group	Get Your Hours	Toronto and Region Conservation Authority
BNOTIONS	Green Pixel	
Castlemore Educational Services	Martino Contractors Inc.	

ACADEMIC PARTNERS

Bishops University	Carleton University	Sheridan College
Brock University	Holland Bloorview Kids Rehabilitation Hospital	

FUNDERS



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WE ARE COLLABORATING



FILM AND TELEVISION PRODUCTION STUDENT RACHEL MALBOUEF DIRECTS ENTREPRENEURS LICHUAN WEN, BRENNON LUNDY, LINDSAY BRANTON, COLIN EDWARDS-CREWE, TIM O'REILLY, MIKE REYNOLDS, WESLEY CAMPBELL AND ANTHONY ZAMBRI AS THEY PREPARE TO FILM THE *LAUNCHPAD* COMPETITION.

To watch the video, go to youtube.com/humberlaunch.

PHOTO BY JUSTICE ACHAMPONG
GRAPHIC DESIGN STUDENT

WE ARE

**GETTING IDEAS
OFF THE GROUND**



HUMBERLAUNCH

A Year In Review | 2013-2014

**WE ARE
HUMBER**



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COVER PHOTO BY MERNA JIBRAIL
CREATIVE PHOTOGRAPHY STUDENT

ALL THE WAY FROM THE TOP

The wide range of services and activities offered by *HumberLaunch* support Humber students and alumni in their entrepreneurial ventures. Through the New Venture Seed Fund and the pitch competitions supported by funding from Ontario Centres of Excellence, Humber has awarded \$250,000 since 2010 to students and recent graduates with the energy and dedication to turn their great ideas into successful businesses. Our entrepreneurs have come from every school at the college and have opened businesses offering products and services ranging from one-of-a-kind jewelry to hydroponic greens to unique approaches to personal training. We are proud of our members and all that they have accomplished.

With each new year, *HumberLaunch* membership continues to grow, and the opportunities and services for members increase and expand. None of this would be possible without a dedicated team, including the *HumberLaunch* manager, the office staff, the workstudy students who play such a vital role in supporting and promoting *HumberLaunch* activities, and the Humber faculty members who willingly contribute their time and expertise to enable members to launch and grow their businesses.

As we look back to celebrate a successful year, we also look forward to another year of growth. Moving forward, we will broaden our scope by opening the doors of *HumberLaunch* to the community, and welcoming new members in addition to the Humber students and alumni who access our services. We invite you to drop by our office at the Lakeshore Campus to learn more about how we can help you to realize your entrepreneurial goals.



WE ARE HUMBERLAUNCH

Small businesses start with great ideas. With support for those great ideas, budding entrepreneurs tend to flourish. At Humber, students and alumni who have the desire to start their own business have the necessary support to assist them with the growth of their innovation.

HumberLaunch is an extension of Humber Research & Innovation. Our mission is to be Humber's destination for entrepreneurial innovation. We provide students, alumni and community members with the environment and resources to cultivate innovative ideas into successful business ventures. We do this by offering entrepreneurs funding, mentorship, resources, business development, 3D printing and meeting facilities at no cost to members.

68 ACTIVE MEMBERS

44 HUMBERLAUNCH BUSINESSES

95 WALK-INS

“HUMBER HAS ALLOWED ME TO KEEP CREATING. HUMBER’S ADVICE AND FINANCIAL SUPPORT HAVE BEEN SO IMPORTANT TO MY SUCCESS. IT’S GREAT TO SEE THEY RECOGNIZE WHAT STUDENTS ARE CAPABLE OF.”

DESIREE GIRLATO, ARMED JEWELRY

APRIL 2014

- Our *LaunchPad* competition and entrepreneurs were featured on CBC's *The National* – “The Class of 2014: changing attitudes towards finding work”

MAY 2014

- Startup Canada Entrepreneurial Effect Award runner-up

NOVEMBER 2013

- Recognized by the *Globe and Mail* article “A Dragon’s Den for college-born business ideas”

▶ 33 active members in 2013

DECEMBER 2012

- Humber*Launch* introduced the *LaunchPad* competition (formerly known as Friendly Fire Competition)

▶ 8 active members in 2012

JANUARY 2012

- Humber*Launch* (formerly known as Innovation Humber Incubator) was established
- Created a social media presence, including a Facebook page, Twitter account and YouTube channel

OUR INNOVATORS



“THE BEST ADVICE IAN TERRY GAVE ME WAS ‘SET GOALS AND DON’T BE CONSERVATIVE ABOUT THEM. FIGURE OUT WHAT IT TAKES TO GET THERE, BE SPECIFIC, AND STRIVE FOR IT.’”

TIM O'REILLY, SOUNDSTILL PRODUCTION

SOUNDSTILL PRODUCTION VIDEO SHOOT
ON A TORONTO ROOFTOP

TIM O'REILLY, SOUNDSTILL PRODUCTION INC.

Tim O'Reilly is an entrepreneur who successfully pursued his business idea in spite of startup disappointments. SoundStill Production is an independent sound recording and production company. In summer 2012, Tim decided to turn his passion for music into a business reality. While in his third year of Humber's Bachelor of Music program, he registered his business and started a search for funding. After having three funding applications denied, he continued to pursue his business idea and made his first sale in January 2013. In his first year of business, Tim generated over \$10,000 worth of sales.

Tim has been mentored by a number of Humber faculty members, including Ian Terry, Steve Bang and Bo Pelech. Tim credits these mentors for playing an invaluable role in the development of his business. SoundStill Production has provided services to over 40 independent musicians, The Toronto Blues Society, The Financial Planning Conference, a number of conferences and the SoundStill Production Project. Tim is a winner of the HumberLaunch 2014 LaunchPad competition.

“I KNOW HOW TO RECORD SOUND AND EDIT. IT'S ACTUALLY REALLY EASY TO ME, BUT THE HARD PART HAS BEEN SALES AND MAINTAINING THE BUSINESS. THE LEARNING I RECEIVED FROM MY MENTORS ALONG WITH THE FUNDING, EVENTS AND SERVICES HUMBERLAUNCH HAS PROVIDED HAVE REALLY HELPED.”

TIM O'REILLY, SOUNDSTILL PRODUCTION

JULIE FITZGERALD, JULIE FITZGERALD SCHOOL OF DANCE & ONLINE INSTRUCTION

Julie Fitzgerald is an accomplished fiddle player and step dancer from Bancroft, Ontario. Julie created her first instructional step dance DVD while she was a student in Humber's Bachelor of Music program. In her final year at Humber, she won both the New Venture Seed Fund competition and the *LaunchPad* competition. With seed funding from Humber, she opened Julie Fitzgerald School of Dance, where she teaches private dance and fiddle lessons, and offers online step dance lessons suitable for beginner, intermediate and advanced dancers.



JULIE FITZGERALD DURING
A STEP DANCING PERFORMANCE



COLIN EDWARDS-CREWE

COLIN EDWARDS-CREWE, COLINRESPONSE

In music, "call and response" is a succession of two distinct phrases where the second phrase replies to the first. This definition of the common phrase perfectly describes the services that ColinResponse offers. Owner Colin Edwards-Crewe is a musician and motivational speaker who works with postsecondary school students in the Greater Toronto Area to prepare them to move forward into the next phase of their lives after high school. Colin was awarded seed funding from both the New Venture Seed Funding competition and the *LaunchPad* competition.

OUR INNOVATORS

- 5 in 1
- Alora Artistry
- Aqua Greens
- ARMED Jewelry
- BlakBlak
- BreenScreen Media
- C.C.C.O.I.N
- cc: productions
- Chean LinkZ Corporation
- Cochrane Yard Care
- ColinResponse
- Dynamic Website Development
- Dynasty Training
- EcoRev
- Foreign Canada
- Gidea Group
- Health Passport
- Julie Fitzgerald School of Dance & Online Instruction
- Loving Support Services
- Marty Bernie Music (MBM)
- Mobile Printer
- Newsie
- NuvoMat & Clutch
- Open Music Networks
- Paws & Claws Social Club
- Portal 10 Designs
- Possibly With Dynamite
- Rentit
- Romanster
- Runway Crush
- Simplistics
- Skyline Farms
- SoundStill Production Inc.
- Static to Dynamic
- Teem Prodigy
- The Jewelry Market
- The Sorry Girls
- The WaterWave
- Time For War Fitness
- TrainMeFit
- Tuscarora Hemp Lacrosse Stick
- Vopic
- Z-Con Property Services and Construction
- Zetatextbooks

OUR MENTORS

HUMBER FACULTY MEMBERS HAVE PLAYED A CRUCIAL ROLE IN THE SUCCESS OF HUMBERLAUNCH

Faculty members are our voice to students within their respective schools. They refer students who come to them with great ideas to HumberLaunch for the support that we can offer them.

Not only do faculty members refer students to HumberLaunch, they also participate in many of the events and activities that we offer. There are opportunities for faculty members to become mentors to entrepreneurs, to be coaches in our pitching events, to be judges in our competitions or to be speakers at our events.

We encourage faculty members and business professionals to continue to refer those individuals with innovative business ideas to us and reach out to us if they are interested in any of the programs that we offer.

ELIZABETH FENUTA

Elizabeth teaches in the Architectural Technology program in Humber's School of Applied Technology. She received her Masters of Architecture and Honors Bachelor of Architectural Studies from the University of Waterloo. Studying architecture in Italy and working at various prestigious architecture and design firms in Toronto she provides a unique inter-disciplinary approach to spatial practice. Elizabeth is a partner and principle at Fenuta Wang Design and has a strong background in design communication, digital fabrication and technology. She has several publications on her master's thesis, portfolio and design theory in Metropolis Magazine, Spacing Magazine, Ktisma Journal and Damdi Publishing. Elizabeth is a member of the Royal Architectural Institute of Canada (RAIC).

ELIZABETH FENUTA
HUMBERLAUNCH MENTOR





STEVEN BANG
HUMBERLAUNCH MENTOR

STEVE BANG

Steve has been a HumberLaunch mentor since 2012. He has provided one-on-one mentorship for multiple entrepreneurs and has been a very active coach at HumberLaunch speed pitching events.

Steve teaches a variety of courses in The Business School at Humber. Steve spent 29 years working for Bank of Montreal (BMO) before becoming a full-time professor at Humber College. He started at BMO shortly after graduating from Wilfrid Laurier University with a B.A. in Economics. During Steve's time with the bank, he held many positions including branch manager, commercial lender, sales leader and a senior manager role in the bank's call centre. He also held several positions in the marketing department, including one travelling across the country teaching staff how to sell guaranteed investment certificates. Around Steve's 23rd year with the bank he made the decision to retire early and pursue teaching as a full-time occupation. Steve is a Fellow of the Institute of Canadian Bankers and has a MBA from Dalhousie University.

JIM SKINNER

Jim teaches Entrepreneurship and Small Business Management in The Business School at Humber. He is the author of *Business Plan, Business Reality: Starting and Managing Your Own Business in Canada*. Now in its fourth edition, this textbook, published by Pearson/Prentice Hall, is used by colleges and universities across the country. Jim has conducted numerous Entrepreneurship Development programs in Canada, the Caribbean, Africa, South America and Asia. A graduate of York University's Glendon College, Jim has had careers in sales management and direct marketing and practices entrepreneurship as a business development consultant. He is also a past recipient of one of Canada's top teaching awards: The Association of Canadian Community Colleges' Teaching Excellence Award.



JIM SKINNER
HUMBERLAUNCH MENTOR

OUR MENTORS

- Keith Beveridge
- Debbie Bianco
- Sabrina DiMarco
- Marvin Dolgay
- Elizabeth Fenuta
- Tony Gifford
- Paul Griffin
- Gamini Hemalal
- Julian Humphreys
- Charles Janthur
- Richard Kingston
- Jacky Ling
- Hugh MacDonald
- Susan MacGregor
- Cesar D. Polvorosa
- Brad Poulos
- Hugh Samson
- Karim Shivji
- Peter M. Sirois
- Jerry Smith
- Mark Stoiko
- Josh Wiwcharyk

NEW VENTURE SEED FUND

Many Humber students plan to start their own small businesses, either while completing studies or at the time of graduation. With more than 10,000 Humber graduates annually, these businesses have included everything from new product design to accounting services, landscaping to spa clinics, and machine shops to freelance marketing companies.

Initially, one of the major stumbling blocks for most new business development is access to small amounts of start-up capital. The Humber New Venture Seed Fund provides up to \$10,000, on a competitive basis, to a select number of applicants.

The fund seeks applications in the fall of each year. Selection criteria include quality and completeness of a business plan, creativity, capacity for generating employment, past history with new venture start-ups (individual and team members), estimated potential for sustainability, and academic record. This year the fund made awards to nine new businesses.

ELLA MARINIC WITH A STUDENT IN MATHARE, KENYA
FEMME INTERNATIONAL



2013-2014: 38 APPLICANTS, 9 WINNERS

FEMME INTERNATIONAL

International Development students Sabrina Rubli and Ella Marinic are working to address the unique health and safety needs of women and girls in developing countries. By providing females with feminine hygiene products and information kits, Sabrina and Ella hope to help females overcome gender-specific barriers to education. Femme's program has two components: knowledge translation, which involves leading school girls aged 12 to 16 through a series of interactive workshops discussing the female reproductive system, and the distribution of Femme Kits, which are designed to contain everything a girl needs to manage her body in a safe, healthy and sustainable way.

AQUAGREENS

Craig Petten and Pablo Alvarez, graduates of the Sustainable Energy and Building Technology program, co-own AquaGreens. They focus on sustainable food production through aquaponic technology, with the goal of producing high quality, nutrient-rich fresh fish and produce at competitive prices.



CRAIG PETTEN AND PABLO ALVAREZ
AQUAGREENS



CARRIE HOLMES
BLAKBLAK



JACOB FARJOU
DYNASTY TRAINING – TRAINSMART

BLAKBLAK

Carrie Holmes, Bachelor of Commerce – Fashion Management student, is the owner and founder of BlakBlak, a niche clothing line targeting women in the Goth subculture and providing them with unique, high quality and affordable garments.

COLINRESPONSE

Colin Edwards-Crewe, Bachelor of Music student, guides secondary school students into life after high school through motivational speaking and live entertainment.

DYNASTY TRAINING – TRAINSMART

Jacob Farjou, Exercise Science and Lifestyle Management student, sets a new standard for personal training in the prevention of chronic diseases by providing clients with the tools and information needed to make lifestyle changes.

HEALTH PASSPORT

Mallorie Grabish and Justine Chen See, students in the Community Integration through Co-operative Education (CICE) program, plan to start a social purpose business that improves the health and well-being of adults with developmental disabilities. This will be accomplished by their product, a Health Passport, that will be designed to provide health-care workers with the information needed to provide the appropriate services for adults with developmental disabilities.

KOZAK VIDEO REELS

Adam Kozak, Advanced Journalism student, creates professional videos for high-level athletes seeking scholarships from the Canadian Inter-university Sport (CIS) or the National Collegiate Athletic Association (NCAA), or hoping to play sports competitively overseas.

TRAINMEFIT

Lindsay Branton and Brennon Lundy, Fitness and Health Promotion students, offer comprehensive personal and small group training that includes lifestyle and goal counselling, and basic nutrition planning.

Z-CON

Anthony Zambri, Landscape Technician student, owns Z-Con, a seasonal residential lawn care service company that aims to supply clients with above average service and exceed customer expectations.



2013-2014 LAUNCHPAD WINNERS
 ANTHONY ZAMBRI, CRAIG PETTEN, PABLO ALVAREZ
 AND WESLEY CAMPBELL WITH HOST DANIEL SHVARTS

WORKSHOPS & EVENTS

30 WORKSHOPS & EVENTS WITH 754 ATTENDEES

HumberLaunch hosts workshops featuring industry experts, mentors and successful entrepreneurs. Topics span a number of entrepreneurial subjects including innovation and entrepreneurship, sources of funds, sales, marketing, intellectual property, business communication and social media marketing. We also offer other benefits such as entry to trade shows, showcases, conference participation, business competitions and one-on-one mentorship with an industry or faculty member.

LAUNCHPAD

To promote commercialization and economic development, HumberLaunch and Humber Research & Innovation introduced the Friendly Fire Pitch Competition in 2012. The Friendly Fire Pitch competition, renamed the LaunchPad Competition, is an opportunity for student entrepreneurs to compete annually for a chance to win a share of \$40,000 to get their business started.

The competition receives dozens of applications annually. From there, applicants meeting the criteria are narrowed down to 16 semi-finalists. Semi-finalists are then invited to attend two speed-pitching events (which are similar to speed dating) where entrepreneurs pitch their business idea to a variety of coaches. The coaches then offer feedback and assistance to each entrepreneur. Based on the coaches' feedback and other criteria, the finalists are chosen. Each finalist then moves forward to the last event where they pitch their idea to a panel of judges for a share of \$40,000.

2013-2014: 39 APPLICANTS, 4 WINNERS

- Project:** AquaGreens
Team: Craig Petten and Pablo Alvarez
Amount Awarded: \$20,000
Description: Aquaponic food production
- Project:** SoundStill Production Inc.
Team: Tim O'Reilly
Amount Awarded: \$10,000
Description: Sound and video production
- Project:** Tuscarora
Team: Wesley Campbell and Mike Reynolds
Amount Awarded: \$4,000
Description: Hemp/flax lacrosse stick
- Project:** Z-CON
Team: Anthony Zambri
Amount Awarded: \$4,000
Description: Property maintenance
- Project:** ColinResponse
Team: Colin Edwards-Crewe
Amount Awarded: \$1,000
Description: Music and motivational speaking
- Project:** TrainMeFit
Team: Lindsay Branton and Brennon Lundy
Amount Awarded: \$1,000
Description: Fitness and health promotion



FILM AND TELEVISION PRODUCTION STUDENTS DURING THE LIVE TAPING OF THE LAUNCHPAD COMPETITION

INTO THE CLOUD: SOCIAL MEDIA @HUMBERLAUNCH



6,500+ LIKES



925 FOLLOWERS



91 POSTS, 62 FOLLOWERS



47 FOLLOWERS



19 EVENTS, 646 TICKETS SOLD



33 VIDEOS, 1,506 VIEWS



THE HUMBERLAUNCH TEAM
CHERYL MITCHELL & CRYSTAL GELLIZEAU

INNOVATE WITH US

HumberLaunch services are available to all entrepreneurs, not just those affiliated with Humber. We strive to create an entrepreneurial community representing a rich variety of sectors and innovators. Our mission is to provide entrepreneurs with the environment and resources to cultivate innovative ideas into successful business ventures.

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