

Monday, January 10, 2022

Libro-EPIC social enterprise program info session

Date and Time: Monday, January 10 12:00 p.m. - 1:00 p.m.

In partnership with Libro Credit Union, the [Libro-EPIC Social Enterprise Program](#) aims to support changemakers looking to launch and grow a social enterprise. Throughout the 16-week program, participants will learn key skills on topics such as human-centered design thinking, storytelling and social media marketing & branding, social impact, business model generation, business model fundamentals and more. Participants will also have access to up to \$2,000 in funding on eligible business expenses AND have the opportunity to pitch their business for a chance to win a \$5,000 cash prize.

This webinar is intended to give you:

- Detailed overview of the Libro-EPIC Social Enterprise Program;
- Review of eligibility and requirements;
- Detailed information about the application process; and
- Opportunity for Q&A.

Join this webinar if you are interested in applying or learning more about the Libro-EPIC Social Enterprise Program.

More details about this program [can be found here](#).

[Register](#)

Tuesday, January 11, 2022

Basics of starting a small business

Date and Time: Tuesday, January 11 10:00 a.m. - 11:00 a.m.

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

Growing Creative Careers: Windsor & Region - Cohort 2 Info Session

Date and Time: Tuesday, January 11 11:00 a.m. - 11:30 a.m.

This is an info session for [WorkInCulture's Growing Creative Careers: Windsor & Region](#). Arts and culture organization staff (all roles), existing and aspiring board members, and those interested in forming board-governed arts and culture organizations are invited to attend this info session on Cohort 2: Building Better Boards.

Application deadline is Thursday, Jan. 20, 2022.

Learn more and ask your questions about the program before you apply.

What will be covered in the info session?

- How to apply
- Qualifications
- Training topics (outline of program)

- Time commitments
- Benefits for participating
- Next steps
- Q&A

Nadja Pelkey, curriculum consultant and facilitator, will be in attendance to answer any questions you may have about the program and Cohort 2.

About the program

[Growing Creative Careers: Windsor & Region](#) is an intensive professional development experience for artists, creatives and cultural workers living in Windsor-Essex area. This program is led by [WorkInCulture](#) in partnership with the [Small Business & Entrepreneurship Centre](#) and [Arts Council Windsor & Region](#), and funded by the Ontario Trillium Foundation.

Strategic Planning Mastery Workshop

Date and Time: Tuesday, January 11 03:00 p.m.

Hosted by [Stanedin](#)

A free workshop that will help you define your business and achieve your goals.

Looking to level up your business, organization or department in 2022? Join this free strategic planning mastery workshop on January 11, 2022 at 3:00 p.m.

[Register](#)

Wednesday, January 12, 2022

Social media content: strategy and planning

Date and Time: Wednesday, January 12 09:00 a.m. - 10:30 a.m.

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in this workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

You'll learn:

- How to create a content plan that reaches your social media goals
- How to establish the best voice for each of your business's social media channels
- Tactics and ideas for repurposing content, so creating content doesn't become your full-time job
- How to share content across different social media channels without just copying and pasting
- How to build (and populate) an editorial calendar
- How to create and reuse "evergreen" content

This is an intermediate-level webinar, perfect for those who have already created social media accounts. Beginners should consider taking the Social Media for Small Business webinar before this one.

This workshop is a free online webinar for small businesses in Ontario. Participate online for free, using your preferred device (laptop, smartphone or tablet). All you need is a fast internet connection and free webinar software. Download details will be provided after registration.

Sign Language interpreters are provided for this workshop

Webinars will be recorded and available to all registrants.

Everyone who registers for this workshop will be entered into a draw to win a free eBook copy of [See You on the Internet: Building Your Small Business with Digital Marketing](#). The winners will be chosen at random and announced during the workshop, and you have to be in attendance to claim your prize.

Mental health in the workplace webinar

Date and Time: Monday, January 17 11:00 a.m. - 12:00 p.m.

Join the Canadian Mental Health Association Workplace Outreach Worker, Carrie Davis for a discussion on how seasonality can affect employees' mental health and how employers can help with this.

[Register](#)

Tuesday, January 18, 2022

Exporting food and beverages to the UAE

Date and Time: Tuesday, January 18 09:30 a.m. - 10:45 a.m.

Join OMAFRA in collaboration with the Canadian Trade Commissioner Services in the United Arab Emirates (UAE) for this [complimentary webinar](#) on exporting to the UAE for Ontario's food and beverage suppliers on January 18th, 2022 at 9:30 am to 10:45 am Toronto time.

Ontario's food and beverage manufacturers who are export ready or thinking of exporting to the UAE will be introduced to consolidators, importers, prominent retailers, and trade commissioners who are involved in the Middle East market.

The UAE represents a growth area for Ontario food exports. Growing expat populations and fast-paced economic development along with shared interests in trade agreements are driving increased demand for high value food and beverage products.

The UAE is a stable and wealthy country that imports up to 90 per cent of all food consumed and is a major re-export market for other Middle Eastern countries. The cities like Dubai and Abu Dhabi are international trading hubs.

UAE is a major market for Ontario's agri-food and beverage companies. With a population of about 10.0 million, UAE is an open economy with a GDP per capita of US\$ 43,103.00 in 2019.

Major food items from Ontario companies exported to the region are wheat, colored bean, fresh beef, cereal, baked goods, confectionery, snack food, specialty food and beverages.

This webinar will provide current information about opportunities in the United Arab Emirates in coming months.

Speakers will include: A prominent retail chain in the UAE, a consolidator/exporter and trade commissioners who are engaged in the market.

For more information contact Kiram.pandey@ontario.ca

[Register](#)

Grow your brand on Instagram

Date and Time: Tuesday, January 18 02:30 p.m. - 4:00 p.m.

This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to grow your business's reach on the platform. We'll explore different ways businesses are strategically building your following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce, 'swipe up' links, stories, highlights and more.

You'll learn:

- The key parts of Instagram (Grid, Stories, Highlights, Reels) and how to use each
- How to create (and maintain) your brand's aesthetic
- Tips for writing captions that deliver results
- How often you should post to maximize engagement with your followers
- How to properly use hashtags and location tags to increase the visibility of your posts
- How to use Instagram's reporting and analytics to learn what content is performing best

This is an intermediate-level webinar, perfect for those who have already created an Instagram account and explored the basics. Beginners should consider taking the Social Media for Small Business webinar before this one.

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WECAN investor members networking event

Date and Time: Tuesday, January 18 04:00 p.m. - 5:00 p.m.

- Reconnect with your fellow members and meet new members
- Talk about successful investments in early-stage companies
- Discuss the benefits of membership in your local angel group; learn how it help simplify the investment process

WECAN investors welcomes new members. Join as a guest if you are an investor who wishes to invest capital and expertise to help grow innovative young companies.

Current members are encouraged to invite potential new members from their own networks.

[Virtual event](#)

Wednesday, January 19, 2022

Wake Up & Network - Virtual Networking

Date and Time: Wednesday, January 19 08:00 a.m. - 9:30 a.m.

Start your day by making new contacts and sharing your story!

During this *virtual networking session*, registrants will have 90-seconds to introduce themselves to the group. Following the introductions, guests will join breakout sessions for individual intros and networking.

[Register](#)

Thursday, January 20, 2022

Foodpreneur Advantage - Starting a food business

Date and Time: Thursday, January 20 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is your Value Proposition?

Do you have an idea for a food business? Want to learn more before you “venture” into food production? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then be sure to attend this valuable workshop on Starting a Food Business.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry!

[Register](#)

Opportunity knocks: 3 promising export markets for Canadians

Date and Time: Thursday, January 20 10:00 a.m. - 11:00 a.m.

Who should watch?

Canadian entrepreneurs interested in finding their next target market, entering new markets or growing their sales.

You should never put all your eggs in one basket. And when it comes to your company's market portfolio, diversification is the name of the game—it could mean the difference between plummeting sales and continued growth. A sudden downturn in one market won't be enough to sink your business if you've established a presence in other markets to keep it afloat.

To diversify safely and intelligently, you need to know which markets hold the most potential and the fewest risks. The top markets forecasted for Canadian exporters over the next 30 years are the United States, China, the United Kingdom, Japan and India. Combined, these nations account for more than 80% of our international exports.

But they hold even more untapped revenue potential for Canadians. Right now, we're leaving roughly \$39 billion on the table every year because we don't realize their full value.

In this new webinar, *Opportunity knocks: 3 promising export markets for Canadians*, we'll explore the opportunities and risks of doing business in the US, China and India and offer expert guidance to help Canadian companies, like yours, enter these markets with confidence.

Virtual event on Thursday, Jan. 20, 2022 from 10 to 11 a.m. ET.

Learn:

- Where you can find your biggest export opportunities
- Which sectors have the most potential for growth in these markets
- The risks, opportunities and unique challenges of doing business in each market
- Strategies for identifying and entering a target market

[Learn more and register](#)

SEO fundamentals

Date and Time: Thursday, January 20 07:00 p.m. - 8:30 p.m.

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money.

You'll learn:

- What Search Engine Optimization (SEO) is and how Google and other search engines work
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results
- How listing and ranking websites can increase your SEO power
- How to use social media and links from other websites to improve your Google ranking
- How to measure your SEO efforts to see what's working and what's not

This is a beginner-level webinar, perfect for small business owners who have no previous SEO knowledge.

This workshop is a free online webinar for small businesses in Ontario. Participate online for free, using your preferred device (laptop, smartphone or tablet). All you need is a fast internet connection and free webinar software. Download details will be provided after registration.

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Friday, January 21, 2022

Mayor's breakfast (Virtual)

Date and Time: Friday, January 21 07:30 a.m.

The Leamington Chamber of Commerce will once again host the Mayor's Breakfast with Leamington Mayor Hilda MacDonald and Kingsville Mayor Nelson Santos.

Save the date, more information coming soon!

Design thinking

Date and Time: Friday, January 21 12:00 p.m. - 1:00 p.m.

Build your creative confidence and learn how to innovate using a proven Design Thinking process

Change your mindset - about challenges and problem solving - and about creating something new. Build your creative confidence and learn how to innovate using a proven Design Thinking process using the globally recognized IDEO, Stanford school Design Thinking method.

Monday, January 24, 2022

Building your business with social media

Date and Time: Monday, January 24 11:00 a.m. - 12:00 p.m.

Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. Learn how during this informative workshop!

Access to capital

Date and Time: Monday, January 24 02:00 p.m. - 3:00 p.m.

Essential to most young companies is the ability to obtain funding to grow. Please join us for a workshop that will explore key options for funding your startup.

Participants will get an opportunity to discuss the benefits of raising capital from angel investors and will learn about the deal terms and venture valuation. Recognizing that working with private investors is not for everyone, the session will also explore the funding option of applying for loans from financial institutions and government programs.

Participant will engage with WECAN Investors, as well as with representatives from Community Futures Essex County, Libro Credit Union and the Small Business & Entrepreneurship Centre.

This interactive session is presented by [WECAN Investors](#) (Windsor Essex Capital Angel Network), [Community Futures Essex County](#), [Libro Credit Union](#) and [Small Business & Entrepreneurship Centre](#), with funding provided by the Government of Canada under the [Women Entrepreneurship Strategy](#) in Windsor-Essex.

Presenters

Deborah Livneh - Executive Director, WECAN Investors (Windsor Essex Capital Angel Network)

Deborah Livneh Eng. MBA connects investors to promising innovative early-stage companies and helps entrepreneurs access

capital. Deborah is a mentor of startups. She serves as Mentor-in-Residence at VentureWell Aspire Medtech program USA, as well Entrepreneur-in-Residence at WEtech Alliance. She is also a co-founder of the Detroit-Windsor MedHealth Innovation Cluster. Deborah co-founded a medical technology company. She sold it to a publicly traded US medtech company and had led the Canadian plant of the multinational Olympus Medical Corp.

Diane Malenfant - General Manager, Community Futures Essex County

Diane Malenfant has a passion for working with entrepreneurs in all stages of business development to help them meet and exceed their goals. In her role at CFDC she works one-on-one with clients to help them gain access to the capital needed to grow and expand their business. As a lifelong resident of Essex County, she understands the challenges rural businesses face and is committed to providing compassionate client-oriented service in a collaborative way.

Lori Atkinson - Regional Manager, Coach, Libro Credit Union

Lori Atkinson is a strategic and collaborative leader with over 25 years of multidisciplinary management experience. She has a proven track record of exceeding stakeholder expectations, improving performance, increasing revenues, reducing operating expenses and creating an engaged team environment to consistently improve results, profitability and customer and employee satisfaction.

Lee McGrath - Program Director, Women Entrepreneurship Strategy, Small Business & Entrepreneurship Centre

A native to Windsor-Essex, Lee McGrath has worked in economic development for the past six years at Invest WindsorEssex and its Small Business & Entrepreneurship Centre, where she's had the privilege of assisting businesses and industry to grow their footprint in the region. Lee also has business development experience in the pharmaceutical and cosmetic industries.

Presenting organizations

Windsor Essex Capital Angel Network is a members-only organization of angel investors seeking investment opportunities in innovative, early-stage businesses. WECAN facilitates the introduction of entrepreneurs to potential investors in Windsor-Essex and Chatham-Kent, through business presentations, investment meetings, networking opportunities and more. WECAN has recently partnered with three angel groups in SW Ontario to form a large robust angel network: Equation Angels. Angel investors fund, connect, and mentor early-stage companies.

Community Futures Essex County HAS been providing flexible business financing to businesses in Essex County for over 25 years. Lending decisions are made by their board of directors who all live or work in Essex County, so they understand the local economy and the nuances of our communities. They are The Unconventional Lender.

Libro Credit Union is a full-service financial institution serving more than 106,000 member-Owners through a network of digital service and 36 physical locations. As a certified B Corporation®, Libro invests 100 per cent of profits into the people, businesses and communities across southwestern Ontario. Libro exists to grow prosperity in southwestern Ontario.

Small Business & Entrepreneurship Centre has provided thousands of entrepreneurs with the training and support necessary to start and grow successful businesses in Windsor and Essex County for nearly 30 years. They offer guidance and complimentary professional advice from ideation and concept, through start-up and operation, to the early growth and expansion stages of business.

Tuesday, January 25, 2022

Google analytics for small business

Date and Time: Tuesday, January 25 09:00 a.m. - 10:30 a.m.

Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar.

You'll learn:

- How to connect your website to Google Analytics
- How to set up Google Analytics properly to filter out irrelevant traffic
- How to create custom views and set goals within Google Analytics
- How to generate five key reports to let you know how your website is performing
- How to configure Google Analytics to automatically send you reports

This is a beginner-level webinar, perfect for small business owners who have no previous Google Analytics knowledge.

This workshop is a free online webinar for small businesses in Ontario. Participate online for free, using your preferred device (laptop, smartphone or tablet). All you need is a fast internet connection and free webinar software. Download details will be provided after

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Women in Tech Sales Info Session

Date and Time: Tuesday, January 25 10:00 a.m. - 11:00 a.m.

Discover a new career that's in high-demand for women: Tech Sales

Tech companies are actively recruiting women for roles in Tech Sales. Could this be a new career path for you? It's possible!

What is Tech Sales?

What skills do you need? (The transferrable kind)

What training is available?

Do you need to be "techie" to be in Tech Sales? (Spoiler: No!)

Join us to discover more about this exciting career with our guest speaker, Kim Benedict, CEO and Co-Founder of TalentMinded and the Women in Tech Sales Bootcamp.

More about our guest speaker:

Kim Benedict has been in recruitment for over 20 years with the last 7 years building and growing TalentMinded - the first subscription based, full service recruiting solution company in Canada. TalentMinded works with largely B2B SaaS tech companies all over the world especially focused on fast growing scale-ups that are purpose driven.

Kim is also the co-founder of the Women in Tech Sales Bootcamp which has trained over 180 women at all stages of their career and helping them secure tech sales positions with some of the most notable brands like Softchoice, Ceridian, Freshbooks, Clio, Achievers and many more.

When not working on TalentMinded - Kim can be found at her cottage in Muskoka exploring new ATV trails, bass fishing and spending time with family.

Building an inclusive community from startup to scaleup

Date and Time: Tuesday, January 25 01:00 p.m. - 2:00 p.m.

The Canadian Women's Network and UOFT Entrepreneurship presents: "Building an Inclusive Community from Startup to Scaleup". Panelists include:

- [Ingrid Harb](#) CEO, NOTA Inclusion, Founder and CEO Women Ambassadors Forum
- [Jahanzaib Ansari](#) Co-founder and CEO of Knockri, key advisory member to the World Economic Forum's Global Council on equality & inclusion
- [Rachel Williams](#) Chief Diversity & Inclusion Officer at The Motley Fool

Moderated by [Nicole Kaniki](#), Director of DEI, Research & Innovation, University of Toronto

This panel discussion is designed to increase awareness around the use of research-based technologies to diminish systemic bias at scale and ensure the hiring of a more diverse team as an early-stage startup.

During the one-hour session, these thought leaders will reflect upon their role in creating diversity, equity and inclusion strategies within their community and share their insights on how technologies and toolkits can ensure the hiring of a more diverse workforce.

[Register](#)

CyberXLTR Presents: Cyber Futures Conference 2022

Date and Time: Wednesday, January 26 08:00 a.m.

CyberXLTR Presents: Cyber Futures Conference 2022

Virtual Event

Wednesday, 26 January & Thursday 27 January 2022

CyberXLTR is all about adding value to the society we live in through Innovation & Entrepreneurship in the Cyber arena. The need for Innovation & Entrepreneurship in the Cyber field has become even more critical as we move towards a more Connected World. A world in which Smart Cities, Connected & Autonomous Vehicles (CAVs), Industry 4.0 & Drone-based deliveries are just some examples of areas where we face unknown Cyber challenges and significant opportunities. All these areas of Cyber innovation will have a major impact in shaping human life as we know it and thought leaders need to focus on enabling this journey.

CyberXLTR intends to play the role of a catalyst. We want to better understand the diverse Cyber challenges in the connected world so that solutions to these challenges can be enumerated. We also want to give Innovators & Entrepreneurs the tools needed to leverage the opportunities such as the transformation which is happening in Mobility today. Ultimately, all this will lead to enabling a better human society and CyberXLTR should play its role in bringing individuals, organizations & countries together to enable this change.

Join us at the Cyber Futures Conference 2022 to be among the top thinkers & collaborators in Cyber and help project humanity on a Culturally and Economically thriving trajectory. Cyber Futures Conference 2022 provides organizations involved with Cyber culture, and the environment with an opportunity to increase their level of exposure through numerous sponsorship opportunities. With a captive audience from Global Policy Makers, SmartCity SMEs, Tech Start-Ups, CyberSecurity SMEs, Innovation Leaders, Automotive Experts, and Cultural & Academic Institutions, sponsoring a specific component of the conference provides a superb opportunity to demonstrate support for the rapidly burgeoning international Cyber Industries while enhancing your brand awareness and recognition among global Industry colleagues and stakeholders.

Day 1: Wednesday, 26th January 2022

Agenda

Note: All time slots are in EST

8.00 AM – **Start of Conference**

8.30 – 9.00 AM **Opening remarks: AJ Khan, CEO, CyberStrategiez Inc.**

9.00 – 9.45 AM Keynote Speaker - tbd

9.45 – 10.15 AM **Cyberpreneurship Opportunities & Challenges - Cara Wolf - Ammolite Analytx**

10.15 – 11.00 AM Panel: **Enabling Cyber Innovation**

Moderator - We-Tech Alliance

Panelist 1 - Ryerson Cybersecure Catalyst (Accelerator Program)

Panelist 2 - Ryerson Cybersecure Catalyst (Cyber Startup)

Panelist 3 - tbd

11.00 – 11.30 AM **Cyber Challenges in Connected & Autonomous Vehicles - Colin Dhillon - GSMC / APMA**

11.30 – 12.15 AM Panel: **Mobility Cybersecurity**

Moderator - Deepan Dhingra - Vehiqilla Inc.

Panelist 1 - Ed Dawson - Invest Windsor

Panelist 2 - Raneez Ahmed - Vehiqilla Inc.

Panelist 3 - Stephanie Wallcraft - Automotive Journalist

12.15 – 12.45 PM Speaker: **Risk Management for the Supply Chain** - tbd

12.45 – 1.30 PM Panel: **The Future of Cyber Talent**

Moderator - tbd

Panelist 1 - Rohith Marisetty - CyTaara

Panelist 2 - Ryerson CyberSecure Catalyst

Panelist 3 - tbd

1.30 – 2.00 PM **Cyber Innovation Leadership Framework - Philip LaFrance** ISARA Corporation

2.00 – 3.00 PM **Cyber Startups Pitch**

Open Call for Cyber Startups for Ryerson Catalyst Accelerator January 2022 Cohort

Vehiqilla

CyTaara

3.00 – 3.30 PM Fireside Chat: **Global Cyber Innovation Trends - Sumit Bhatia** Rogers Cybersecure Catalyst & **AJ Khan** CyberStrategiez Inc.

3.30 – 3.45 PM **Closing remarks & thanks**

Day 2: Thursday, 27th January 2022

Agenda

8.30 AM Stream 1: **Protecting the Technology Supply Chain - Rohith Marisetty** - CyTaara

1.00 PM Stream 2: **Workshop on Automotive Cybersecurity - Deepan Dhingra & Raneez Ahmed** - Vehiqilla Inc.

8.30 AM Stream 3: **Workshop on Cyber Innovation Leadership Framework - Philip LaFrance** ISARA Corporation

1.00 PM Stream 4: **Workshop on Cyberpreneurship - AJ Khan** CyberStrategiez

[Register](#)

Trade accelerator program info session

Date and Time: Wednesday, January 26 09:30 a.m.

The World Trade Centre Toronto in partnership with the Windsor-Essex Regional Chamber of Commerce, are pleased to host a Trade Accelerator Program (TAP) beginning on February 28th, 2022

This innovative and award-winning program is specifically designed to help small- to medium-sized enterprises by expanding their business internationally.

Alana Howard, Founder & CEO of Cosmopolitan Academy: "The most exciting thing about TAP was definitely the push to think bigger and to act quicker. I really feel that TAP has benefited the whole company. We've actually already created another job and our revenue has already increased by opening to the US market. I was thinking way too small prior to TAP so, I believe there are no limits at this point after taking the program!"

A 45-minute TAP Information Session on January 26th, at 9:30 AM, to tell you more about the program and its benefits.

[Register](#)

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Panelist 3 - tbd

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2.00 – 3.00 PM **Cyber Startups Pitch**

Open Call for Cyber Startups for Ryerson Catalyst Accelerator January 2022 Cohort

Vehiqilla

CyTaara

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8.30 AM Stream 3: **Workshop on Cyber Innovation Leadership Framework - Philip LaFrance** ISARA Corporation

1.00 PM Stream 4: **Workshop on Cyberpreneurship - AJ Khan** CyberStrategiez

[Register](#)

Foodpreneur Advantage - Market Testing your Food Product

Date and Time: Thursday, January 27 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- The Value of Market Testing
- How to Perform Market Testing
- When & How to Incorporate Customer Feedback
- Continuous Improvement Cycles

You have a food product that is so delicious. Your friends and family can't stop raving about it. But what about paying customers? Will they like your product as much as you do? How do you know if you should make changes to your product? In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars. Nicole will guide us through the process of Market Testing your product to ensure you are meeting your customers' needs while staying true to your company's vision.

You will leave with a better understanding of market testing in the food and beverage industry!

[Register](#)

Business Excellence Awards Finalists Announcement

Date and Time: Thursday, January 27 02:00 p.m.

Join the Windsor-Essex Regional Chamber of Commerce for the announcement of the Award Finalists for the 2022 Business Excellence Awards, presented by the Windsor Star. Plus, learn who has been selected for the ATHENA Leadership Award and the Believe Windsor-Essex Award.

Find out how you can vote for the Pillars Of Our Community Award and get details on tickets for the live Awards Show and Dinner May 19th at the Chrysler Theatre and St. Clair College Centre For The Arts.

[Register](#)

Watch it all on the Chamber's YouTube channel starting at 2pm. The BEA News Conference is sponsored by Media Street Productions.

Basics of writing a business plan

Date and Time: Thursday, January 27 02:00 p.m. - 3:00 p.m.

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you! This session will cover:

- The required elements of a business plan
- How to break it down in to manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

10 commandment of entrepreneurship: A virtual series

Date and Time: Thursday, January 27 07:00 p.m. - 8:00 p.m.

10 Commandments of Entrepreneurship: The Virtual Series is a Bi-Weekly Series designed for Entrepreneurs to Share Challenges and Solutions.

Entrepreneurship is not for the faint of heart. It takes focus, determination and a will to do things, go places and make sacrifices that others will not.

The 10 Commandments of Entrepreneurship were created one night in San Francisco when seasoned entrepreneurs reflected on their experiences.

Every other Thursday we will meet virtually until further notice to talk about the Commandment for that session, your experiences, share challenges and solutions.

Register for all 10 Sessions \$100 or Individual Sessions \$15 Each.

January 27th - Don't Waste Time - Yours or Others

February 10th - Be Genuine

February 24th - Give to Get

March 10th - Respect All

March 24th - Always Hustle

April 7th - Be Bold

April 21st - A Startup is An Event

May 5th - Pay it Forward

May 19th - Embrace Failure

June 2nd - Execute! Just Do It

Friday, January 28, 2022

Great Lakes economic forum

Date and Time: Friday, January 28 08:00 a.m.

The Forum is back and returning to Chicago to showcase the region's socioeconomic and environmental strengths and assets.

Join us at the 2022 Great Lakes Economic Forum in Chicago from June 26 - 28, 2022 to network with hundreds of business executives, government officials, thought-leaders, and subject matter experts from the binational Great Lakes economic region.

Since its launch in Chicago in 2015, the Forum has quickly become the foremost gathering of industry leaders from across the eight Great Lakes states and the provinces of Ontario and Quebec who want to engage in meaningful conversations about the strategic significance of the Great Lakes economy and develop collaborative action plans that will build the future competitiveness and sustainability of this vital region to the United States, Canada, and North America as a whole.

The theme of this year's conference – Powering Forward in the Great Lakes Economic Region: Our Prosperity. Our Sustainability. Our Future. – signifies the importance of the region's binational economic strengths, revival, and ability to lead the new global economy. More importantly, it underscores the critical importance of working collaboratively, across key sectors and the border, to build action plans that will ready the region to compete and win in the new global economy.

[More details](#)

Entrepreneurship SpeakHER Series: Resiliency in Entrepreneurship: The COMEBACK, not the setback with Karolyn Hart

Date and Time: Friday, January 28 06:00 p.m. - 7:00 p.m.

The EPICentre is thrilled to announce their first session to kick off the Entrepreneurship SpeakHER Series! It will take place virtually on Friday, January 28th at 6 pm.

They will be joined by their first speaker Karolyn Hart, President, and Founder of InspireHUB Inc. In this session, they will chat about Karolyn's journey as an entrepreneur in the industry sector of Information, Communications, and Technology. They hope to see you there to listen in, engage with this amazing speaker, and create sparks of inspiration within the realm of entrepreneurship regardless of your field of study!

The session is free to attend! For more information, [please click here to visit their series event page](#)

Follow the link below to register for the session and a zoom link for the event will be sent your way:

[Register](#)

<https://calendar.investwindsorressex.com>