

# 2023 Seneca Innovation Symposium Agenda

Version 26

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## Thursday, May 11

Noon to 5 p.m.

[Seneca Newnham Campus](#)

### Noon to 1 p.m.

Networking Lunch

### 1 to 1:30 p.m.

Keynote Speaker | Mohammed Ashour, Co-founder and CEO of Aspire

Aspire's Co-Founder and CEO, Mohammed Ashour will walk through his entrepreneurial journey and explain how Aspire has addressed numerous supply chain and production challenges through innovative processes and technology solutions, making insect agriculture a realistic, accessible solution. The vision of Aspire could not have been realized without collaboration – societal change towards acceptance of insect protein requires numerous partners, working together with the same vision. Further, development of a fully-automated protein production facility requires the skills and knowledge of multiple experts and organizations. Academic collaboration can be a useful tool for any technology-based business in solving specific challenges tangential to the core mission of the company. Mohammed will speak to Aspire's interaction with Seneca amongst others and describe how academic institutions can most effectively enable innovation.

### 1:30 to 2 p.m.

Fireside Chat | Collaborating to Strengthen a Regional Innovation Ecosystem

York Region's Director of Economic Strategy, Jonathan Wheatle and Seneca's Vice President Academic and Students, Marianne Marando, will speak about how post-secondary institutions and regional municipalities can collaborate to support and enhance regional innovation ecosystems. Supporting entrepreneurs, enhancing business productivity and competitiveness through applied research partnerships, and development

of new skills and talent are mutual interests of both organizations. The speakers will describe examples of specific Seneca-York Region collaborative efforts and their outcomes, as well as their combined vision for the future of the innovation ecosystem.

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**2:15 to 3 p.m.**

Session #1a | Rapid Fire Research

Session #1b | HELIX Venture Pitch Event

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**3:10 to 3:55 p.m.**

Session #2a | Collaboration for Social Innovation

Session #2b | Collaboration Practices Impacting New Venture Development

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**4 to 5 p.m.**

Showcase and Closing Remarks

*\*Registration is not required if you only plan to attend the showcase*