



Brock University

Annual Report

2021/22

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Message from the Executive Director



The Brock LINC is home to innovation at Brock University. Our goal is to foster a creative climate within the spaces in our facility — the Rankin Family Pavilion — and through the programs that we offer. We do this in collaboration with University partners who are leading the way in campus-wide technology adoption and research innovation. In particular, the Library has been a key partner with the Makerspace and Digital Scholarship Lab, the Cool Climate Oenology and Viticulture Institute with the R3 Wine Consumer Lab, and the Goodman Group with collaboration on Venture Development programs.

This past year marks the first full year of operation for the Brock LINC. While we officially hosted our grand opening in February of 2020, the COVID-19 pandemic effectively paused our operations for most of the 2020-2021 academic year. It became an opportunity to do some much needed planning that often gets put on the backburner.

The 2021-2022 academic year was a year of foundation building.

- We set up our strategic plan,
- hired a small, but mighty team,
- launched key programs on creativity and entrepreneurship, and
- established new partnerships and collaborations at Brock and in the community.

While the year was marked by a flurry of activity, it was also the second year of the COVID-19 pandemic. While that limited the ability for in-person events and connections, we were conscious of the onset of online fatigue, most particularly with students. Our inaugural programming mix was designed to be fun, informative and flexible as a result, and was a great engagement opportunity with community members.

It became what I call our “test and learn” year, and the insights that we gathered from this year are a gift that continue to inform our programs and planning for this next year, which have some wonderful momentum and energy.

Surgite!

A handwritten signature in black ink that reads "Farzana Crocco".

Farzana Crocco
Executive Director,
Brock LINC

The Year at a Glance

209

**WORKSHOPS OFFERED
ACROSS THE BROCK LINC**

92

Makerspace
Workshops

81

Digital Scholarship
Lab Workshops

23

Entrepreneurship
Workshops

13

Creativity
Workshops

In the Makerspace



92 workshops offered



447 workshop participants



152 prototyping jobs

In the Digital Scholarship Lab



81 workshops offered



1476 workshop participants



**63% of participants are
community members**

2296 Workshop Participants

62 Entrepreneurs Supported

Mentionable Milestones

Brock's first business incubation program, the **LINCubator**, launches in November 2021.

Highest number of **Entrepreneurship Co-op** participants in Winter 2022 (10 people).

Creativity programs make their debut in Winter 2022, including workshops on

- Bullet Journaling
- Creative Writing
- Coffee Tasting
- Design Thinking
- The Everyday Creative Mind

New partnerships with **Haltech Regional Innovation Centre** and **Tech Place**, building bridges between Brock and Burlington

Participated in **Mindframe Connect**'s programming pilot, introducing mentorship training, and resiliency training for LINCubator entrepreneurs and mentors

Niagara Angel Network mentorship supported LINCubator startups with access to angel investors and advice



Stories About the Brock LINC

Creativity

The Brock LINC aims to bring events and experiences that can help anyone develop a creative mindset. Our programs are designed to help people explore new skills and ways of thinking or to insert a fun or reflective break in the day.



Vineet Garg (left) and Gargi Daga (right) pose with their award.

In [The Social Innovation Idea Challenge](#) students were asked to generate innovative ideas to address the growing problem of plastic waste and were encouraged to think outside of the box on how to upcycle and reuse single use plastics.

Gargi Daga and Vineet Garg presented the Plastic Point System, an incentive-based program that encourages individuals to reduce their plastic waste in exchange for retail discounts and CRA tax benefits. For their efforts, Garg and Daga were the recipients of a \$500 cash award, as well as selected Sick Kids Toronto for their \$250 charity donation.



Geography student Josuha Hutten's "Our Oak" exhibition marks the first in-person exhibit at the Brock LINC.

The Library Makerspace



The Library Makerspace is a collaborative space where people can design, prototype and access new and emerging technologies. The technology in the Makerspace is expansive and includes audio production, photo/video production, 3D prototyping, virtual reality, robotics, and digital prototyping.



How the Library **Makerspace** has been enhancing creativity in classrooms, labs

The [Creativity in Design](#) workshop explored science, technology engineering and mathematics (STEM) concepts through the popular Cricut cutting machine. Aimed at women and girls, this free event introduced participants to creative design, engineering, and the principles of design thinking.

Thad Harroun, Chair of Brock's Department of Physics, has been using the 3D printer in the Makerspace to develop science kits.

The Physics department also borrowed a 360-degree camera and used Makerspace movie editing software to create a [virtual tour of the Physics Department](#) that showcases labs and classrooms in a digital, yet unique way.

Master of Science student Aurora Battis (BSc '20) used the Makerspace's Cricut machine to create custom adhesives for use in [Brock's Spine Biomechanics and Neuromuscular Control Lab](#). Other members of the lab have used the Makerspace's 3D printer to develop life-size anatomical models of the vertebral bones, which are being used in the laboratory to demonstrate musculoskeletal concepts to those participating in ongoing research studies.



The Digital Scholarship Lab



The Digital Scholarship Lab brings together a variety of services and expertise that support digital research initiatives happening across Brock University.

Students enrolled in VISA 2P90 Art in Revolution: Nineteenth-Century Visual Culture took a deep dive into the visual culture of 19th century Niagara while learning how to use CollectionBuilder, Open Source software used by museums, galleries and libraries around the world to build digital collections.



"Admiring tourists viewing the falls, from Prospect Point, Niagara, USA.," Niagara Falls Stereo Cards Collection, RG 599, Brock University Archives and Special Collections.

The class worked in close collaboration with Digital Scholarship Librarian Tim Ribaric, who supported their technical training on CollectionBuilder in addition to David Sharron, Head of Archives and Special Collections in the Brock University Library, who provided access to the archives for students to research and collect materials from Brock's digitized collection.

The R3 Wine Consumer Lab



The first lab of its kind in the world, the R3 Wine Consumer Lab is dedicated to using three “R’s” or realities – virtual reality (VR), augmented reality (AR) and physical reality (PR) – to address wine consumer behaviour questions.

The R3 Wine Consumer Lab is accessible through the [Cool Climate Oenology and Viticulture Institute \(CCOVI\)](#) and approved research projects for the Institute’s partners. The technology partner in the space is XpertVR, which started at Brock as a student-led business. They have supported 150 lab demonstrations, and 400 VR research participants in the lab in 2020. Lab research was suspended in 2021-2022 due to COVID-19 restrictions.



Jessica Blythe, Assistant Professor in Brock’s Environmental Sustainability Research Centre, was featured [on CBC](#) and [CBC’s The Current with Matt Galloway](#) about Brock research around ocean empathy that was conducted

One of the latest innovations out of the lab (aside from research) stemmed from the challenge of wine tasting with VR goggles. A traditional wine glass hits the bottom of the VR goggles, which hinders tasting experiences for research. The R3 Wine Consumer Lab Team took to the Makerspace to prototype different wine glass models that would be compatible with VR goggles. The winning prototype was taken to the University glass blower to develop three patent pending wine glass designs that will be used for future research studies.



Entrepreneurship



Our entrepreneurship programs are designed to support early-stage entrepreneurship from ideation, discovery, and launch. Kick-Starting Entrepreneurship and the LINCubator programs are open to entrepreneurs at Brock and in the wider Niagara community, while the Entrepreneurship Co-op is designed for Brock students.



1. DirtMarket founders and Brock graduates Emma Kirwin (BA '21) and Asad Jalib (BBA '20) were [ranked No. 8 in the Top 100 Tech Companies to Watch in Canada](#) by FoundersBeta, an online global community of founders, innovators and changemakers.
2. Student-led company, HeadsUpCan, [receives \\$30,000 in Mitacs support](#) to study concussion stigma in sport.
3. Brock grad Tefari Bailey (BA '19) [lands \\$500,000 deal](#) on CBC's Dragons' Den.

Spotlight on the First LINCubator Cohort

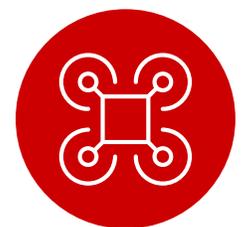


From left to right: Pat Kelly, Joe DeLuca, Kyle Chiki, Hayden Maass, Sean McCann, Adrien Belcastro, and Daniel Gannage.

Hayden Maass

Bornea Dynamics

Launched in 2020 at the beginning of the COVID-19 pandemic, Bornea Dynamics focuses on innovative technologies within military, security and policing applications, which led to the development of their CDAM-9 Anti UAS technology — a prototype defensive technology that targets and defeats adversarial drones effectively. The company is also developing an inclusive respirator intended for those with facial hair, eliminating current requirements for respirator users to be clean shaven.



Joe DeLuca and Pat Kelly

Melody Minds

Melody Minds is a non-medical service that offers fun, inclusive music and multimedia programs for brain injury survivors and people with intellectual disabilities. DeLuca and Kelly have extensive backgrounds in social work and occupational therapy support work, garnering skills that have allowed them to tailor a non-traditional approach to using music and multimedia as vehicles to achieve growth in social, emotional, cognitive, physical and spiritual health.





Adrien Belcastro

Dextrous Technologies

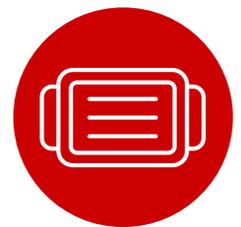
Adrien Belcastro - Founder of 'Flex Wallet,' Belcastro, along with his Lead Developer Daniel Gannage, has identified a lack of security and outdated policies with physical student cards. With the use of QR codes and facial recognition, Flex Wallet will digitize university student cards, offering an easier, more secure way to pay for meals, access transit and dormitories, and more.



Sean McCann

SereniVent

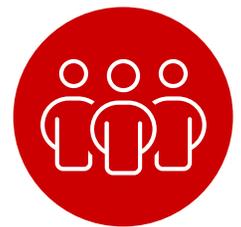
A mason by trade, McCann discovered a lack of development in modern soundproofing techniques for existing homes. McCann's easy-to-produce solution led to the creation of SereniVent, which offers a low-cost, easy-to-install solution to soundproofing ductwork.



Vishal Badiani

Millo

Badiani's virtual collaboration platform Millo offers companies a way to connect staff across an organization. Using AI technology, Millo collects data from users to make relevant connections to co-workers based on preferences from interests, hobbies and mentorship, and helps newly-onboarded individuals find connections in their place of employment.



Kyle Chiki

Local Sport Search

Local Sport Search is an online platform that combines all things sports into one place. The platform provides personalized search filters to find an activity based on a number of factors such as days of the week, type and competition level. Targeting athletes and parents, the site offers organizations and league owners exposure to potential clients.





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