

WorkScore.ai Celebrates Victory at the LevelUP Pitch Competition

A Brilliant Showcase of Innovation and Economic Growth in Peterborough

PETERBOROUGH, ON – November 06, 2024 – The Innovation Cluster is delighted to announce [WorkScore.ai](#) as the winner of the LevelUP Pitch Competition at downtown Peterborough’s Market Hall.

Competing against nine other high-calibre semi-finalists, Alex Bilyan, Chief Sales Officer of WorkScore.ai, delivered an impressive pitch highlighting WorkScore.ai’s AI-powered platform designed to optimize warehouse efficiency through real-time performance tracking. By reducing inefficiencies and boosting productivity, WorkScore.ai is revolutionizing warehouse workforce management and saving companies millions of dollars annually.

Reflecting on the journey through the LevelUP program, Bilyan shared, “We’ve come a long way since the start of the year, and the LevelUP program has been incredibly valuable in shaping our success. The difference in our pitch from the beginning to now is remarkable. The mentor sessions were instrumental in helping us refine our pitch, stripping out unnecessary details and building confidence through feedback from different perspectives.” He added that the next steps for WorkScore.ai are focused on converting pilot projects into steady customers, generating revenue, and scaling quickly with new product innovations.

The LevelUP Pitch Competition is the culmination of an intensive 12-week accelerator program that supports later-stage businesses. This second 2024 cohort brought together ten semi-finalists from a record pool of applicants, each representing the next generation of high-impact ventures poised to drive economic growth in the Peterborough region through job creation, innovation, and scalable solutions. The LevelUp program, designed for technology-based businesses with a minimal viable product (MVP) and ready to accelerate their market growth, provided participants with rigorous curriculum, mentorship and resources to refine their business strategies.

Runner-up finalist [Kuwota](#) received a comprehensive branding package valued at \$10,000, generously sponsored by local marketing agency [Mega Experience](#). Kuwota’s mental health platform provides a safe space for users to journal and share entries confidentially with their licensed therapists.



The audience participated in voting for the Best-in-Show prize. [Creativity by Code](#) won that prize which includes five Expert-In-Resident (ExIR) sessions from the Innovation Cluster to help the company advance their growth further.

Pitch Competition Judge [Gilberto Gandra](#) of Responsibly Ventures provided insights into what set the winners apart: “Judges evaluate many factors—the polish, timing, and enthusiasm of each pitch. Some people are natural presenters, while others need to practice to convey their passion. What ultimately set the winner apart was a combination of enthusiasm, visuals, clarity, and investability.”

“The talent and dedication we witnessed at the second cohort of the 2024 LevelUP Pitch Competition were exceptional,” shared Nicole Stephenson, Chair of the Board of Directors. “It was inspiring to watch each cohort participant grow, evolve and refine their business during the program. LevelUP’s mission to foster the Peterborough and Kawarthas region’s most promising businesses is vital to strengthening our community’s economy and reinforcing our role as a center of innovation. We thank our sponsors—[LaunchPath](#), [Mega Experience](#), [Prima IP](#), and [Innovation Venture Farm](#)—for their invaluable support.”

Applications Now Open for Cohort 3

The Innovation Cluster invites high-potential technology-based businesses to apply for the third LevelUP Accelerator Program which will begin in Spring of 2025. If you have a MVP and are ready to scale and innovate, visit <https://innovationcluster.ca/programs/levelup-accelerator/> for details on how to apply.

About the Innovation Cluster

Innovation Cluster Peterborough and the Kawarthas (ICPK) is a non-profit organization that supports Clean Tech, Healthcare Tech, AgTech, and Digital IT entrepreneurs in launching, commercializing, and scaling their businesses.

ICPK supports growing businesses by providing dynamic programming, mentorship, workshops, and networking opportunities to achieve their business goals and grow our local community, job market, and economy. Visit us at innovationcluster.ca.

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