

Her Yes Club Clinches \$10,000 Amid Fierce Competition at LevelUP

Innovation Cluster-Peterborough and the Kawarthas' Latest LevelUP Pitch Showcase Proves the Bar Keeps Getting Higher

PETERBOROUGH, ON—May 1, 2025—The Innovation Cluster-Peterborough and the Kawarthas (“Innovation Cluster”) announced Her Yes Club as the grand prize winner of the LevelUP Pitch Competition, taking home the \$10,000 award after an exhilarating live event featuring eight finalists from the first 2025 LevelUP Accelerator Program cohort.

The LevelUP Pitch Competition marks the culmination of the Innovation Cluster’s intensive 12-week LevelUP Accelerator, recognized province-wide as a launchpad for tech startups at the MVP+ stage, ready to accelerate commercialization and revenue growth. The program, in its second year, continues to attract high demand from founders across Ontario.

The winning company, [Her Yes Club](#), is an on-demand platform connecting mothers with safety-screened home daycares that match their needs, schedules, and preferences. Founder and CEO, Carmen Doucette, reflected on the experience: “The Innovation Cluster’s LevelUP program was absolutely game changing for my business. It really propelled me forward. This \$10,000 is everything—it will help me finalize my product development so I can get it into the hands of everyday users.”

The Innovation Cluster’s focus on MVP+ businesses reflects its commitment to delivering high-impact programming tailored to the needs of scaling SMEs. This strategic shift ensures participating companies receive relevant support to overcome common commercialization hurdles.

Of the 18 companies selected for the exclusive program, these top eight earned their entry into the final competition:

- [Chérie AI](#)
- [Happy Cramps](#)
- [Her Yes Club](#)
- [Ninichef Education Labs Inc.](#)
- [Reziland](#)
- [Salleo](#)
- [Sanostrategy Corporation](#)
- [Yadag Technologies Inc.](#)



Runner-up, [Happy Cramps](#), earned three free months of tailored client services from the Innovation Cluster — a \$6,000 value — to accelerate its growth as a leading menstrual pain relief company. “I rely on Innovation Cluster’s mentorship support and Experts in Residence...it gives me reach and access that I don’t have within my own community and network,” shared Monica Singh, Founder of Happy Cramps.

“LevelUP has demonstrated that Canadian innovation is world-class,” said Nicole Stephenson, Chair of the Innovation Cluster Board. “This cohort raised the bar even higher, showing just how ready our SMEs are to scale and lead. Congratulations to Her Yes Club, Happy Cramps, and every founder in this program — your hustle, creativity, and grit are exactly what Canada needs to keep pushing innovation forward.”

The 2025 LevelUP program is made possible by the support of Platinum Sponsor, [Matrix Venture Studio](#), Gold Sponsor, [Launch Path](#), and Silver Sponsors, [Innovation Venture Farm](#), and [ANC](#). The Innovation Cluster and all program participants extend their sincere gratitude for their generous support.

Applications Now Open for Summer 2025 Cohort

The Innovation Cluster is now accepting applications for the next LevelUP Accelerator cohort, launching Summer 2025. If you're a technology-based business with an MVP product launched into the market and are ready to scale, visit innovationcluster.ca to learn more.

New: Mastering Series Launches This May

The Innovation Cluster invites MVP+ stage tech companies to sign up for our first-ever Mastering Series, *From MVP to Product-Market Fit: Ready, Set, Grow!* Over six action-packed sessions, Product Expert Moshe Mikanovsky will provide proven frameworks, real-world strategies, hands-on case studies, and insider roadmaps to fuel serious growth. Think hands-on guidance and practical insights. [Don't miss out—learn more and get your spot today.](#)

About the Innovation Cluster

The Innovation Cluster supports small and medium-sized enterprises in Clean Tech, Health & Medical Tech, AgriTech, the Nuclear Ecosystem, and Digital Tech. As a non-profit, we are dedicated to fueling regional innovation, entrepreneurship, and economic development in Peterborough and the Kawartha Lakes. Learn more at innovationcluster.ca.

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