

18 Growth-Stage Companies Accepted into LevelUp for \$10,000 Prize

2025 Program Continues to be Oversubscribed; Waitlist for August Cohort Opened

PETERBOROUGH, ON – February 5, 2025—Innovation Cluster – Peterborough and the Kawarthas (Innovation Cluster) announces the launch of the first 2025 cohort of LevelUp, its business accelerator program for technology companies with a minimum viable product (MVP).

LevelUP's 12-week program is specifically designed to help innovative tech-based businesses commercialise and scale. Guided by industry experts, the program includes branding, revenue models, product management, go-to-market plans, customer acquisition, funding, and exit strategies. On April 30th, 2025, this LevelUP cohort concludes with a pitch competition in which eight participating companies will compete for a \$10,000 cash prize.

The pitch competition is made possible by the following industry-leading companies that are each sponsoring both 2025 LevelUP cohorts:

- **Matrix Venture Studio** is a boutique consulting firm dedicated to empowering immigrant entrepreneurs, high-net-worth individuals, and growing businesses in Canada to achieve their entrepreneurial goals and build successful ventures.
- **LaunchPath** is a business incubator and accelerator that helps businesses launch and grow in Canada by offering various services, from coaching and mentorship to funding and resources.
- **Innovation Venture Farm Inc.** is a forward-thinking, entrepreneurial hub that provides innovators with the resources, mentorship, and funding to turn groundbreaking ideas into successful products.

“The popularity and quality of companies applying to LevelUP demonstrate the need that entrepreneurs in the region have in scaling their businesses,” said Zahra Shafiei, Program Lead. In helping these companies navigate growth challenges and accelerate their businesses, the Innovation Cluster is honoured to be part of their success.”

Open to companies across the province, each ‘LevelUp’ cohort has been oversubscribed. The companies accepted into the Spring 2025 LevelUp cohort are:



- Assertive AI
- Cherie AI
- DocumentPro
- FuturU Global Health, Inc.
- Happy Cramps
- Her Yes Club
- Leapon
- MainLogix Technology
- MantaHQ
- Morphace, Inc.
- MYWALLAPP
- Ninichef Education Labs, Inc.
- Parham PKM
- Reziland
- Salleo
- Sanostrategy Corporation
- Storetune Fashion Retail, Inc.
- Yadag Technologies, Inc.

Upon completing LevelUP, participating businesses will be prepared to market test and scale their business with a realistic go-to-market strategy and investor pitch.

Fall 2025 Cohort

The second 2025 cohort will begin on August 6th, 2025, and will be offered free of charge to participants. The Innovation Cluster encourages all growth-stage technology companies that have achieved MVP or are deploying it to apply by July 15th.

Eligibility Requirements

- Open to entrepreneurs in sectors such as Clean Tech, Healthcare Tech, AgTech, and Digital IT.
- Must be an innovation-driven business with a MVP and a team committed to growth and collaboration.
- Must be a company based in Ontario.

All interested and eligible businesses are encouraged to apply online for the Fall Cohort by July 15th, 2025, at innovationcluster.ca/programs/levelup-accelerator/

About the Innovation Cluster



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

ICPK supports growing businesses by providing dynamic programming, mentorship, workshops, and networking opportunities that help them achieve their business goals and grow our local community, job market, and economy.

Media Contact

Christine Crandell, Vice Chair of the Board of Directors
board@innovationcluster.ca

