

# INNOVATION NEWS

connecting science to you

Issue 1, December 2016

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## A Message from the Director

Welcome to the Science Discovery Zone!

We are excited to be the most recent addition to Ryerson's Zone ecosystem, and actively look forward to engaging mentors, innovators and industry in new modalities that will further spur innovation. Don't let our name, the Science Discovery Zone (SDZ), fool you though. We are working on a wide range of projects from cyber security, to food innovation, to mental wellness, and everything in between. After all, what isn't science! We embrace the evidence-based innovation model with all of our ventures, and the Zone itself is operating like a startup, so we are always looking for new and improved ways to connect science to value. We hope to achieve this by connecting mentors and students with industry, and

providing a space on campus where they can solve substantive global challenges. We also engage our members with a myriad of programming and other opportunities to further build their soft skills.

Although we are very early on, we also have a lot of people to thank. Our Dean Dr. Imogen Coe, and Associate Dean Dr. Marcus Santos, have been instrumental in getting the SDZ started, and their support has allowed us to hit the ground running. In fact, 2017 is going to be a big year for us. We are set to host our Launch Party on Jan 13, 2017 in our recently renovated space located at 159 Dalhousie St.

AND YOU'RE INVITED!

We look forward to having you involved,



and while we manage expectations, we encourage you to reach out and share your ideas and networks to help us grow. See you all in 2017!

Bryan Koivisto  
Director

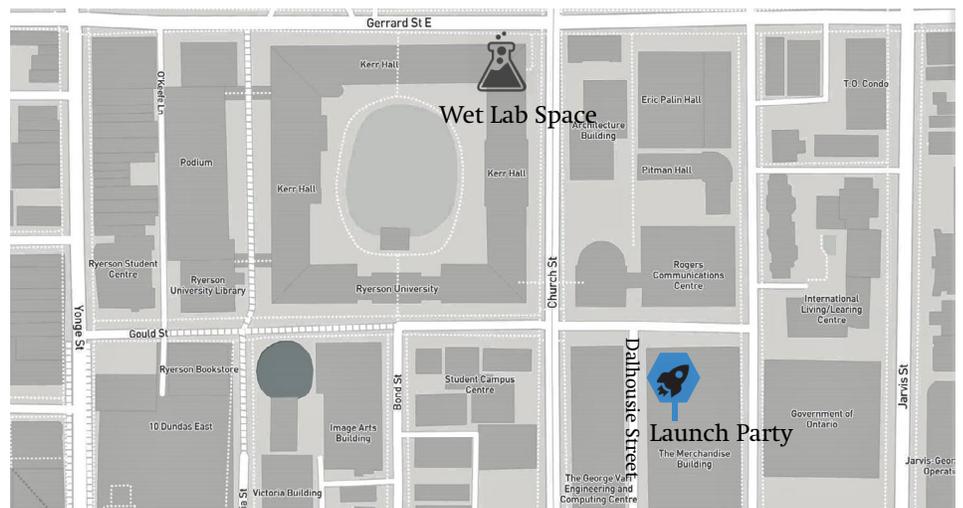
## Science Discovery Zone: Launch Party!

Come join us in celebrating the launch of Ryerson's newest Zone. Food and drinks will be provided. Please RSVP to this event here!

[www.eventbrite.com/e/science-discovery-zone-launch-party-tickets-28405032216](http://www.eventbrite.com/e/science-discovery-zone-launch-party-tickets-28405032216)

Friday, January 13, 2017  
3:00 pm - 7:00 pm  
159 Dalhousie St  
(The Merchandise Building)

For upcoming events, workshops, and space availability, add our google calendar: [discovery.zone@ryerson.ca](mailto:discovery.zone@ryerson.ca)



## Have your cake and ice cream too?

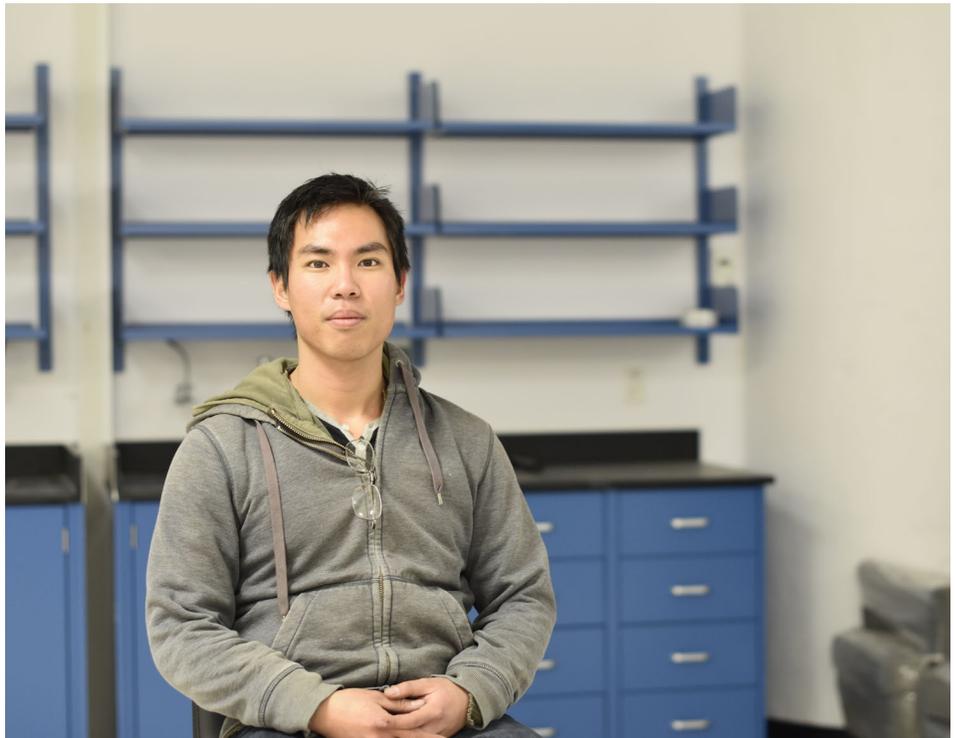
With the recent launch of the science discovery zone, we're eager to share that our members are thriving in their scientific ventures. In this issue we highlight the progress of one of our keen zone members, Keith Mendoza. Keith's curious nature, his determination, and his passion for math and physics is what motivated him to pursue his project - the innovative lunch box.

The use of sturdy metal lunch boxes to pack a day's worth of meals have been part of our daily routine since the late 1800s. Over the years, the only advancements made in the lunchbox industry have resulted in improving their aesthetic design rather than technologically advancing their structure to improve the quality of food preservation.

Recognizing this gap in the industry, Keith has sought to design the lunch box of the future! His prototype consists of two physically (and thermally) distinct compartments where food can simultaneously be stored in warm or cool temperature settings. The mechanics of his cooling device builds on the paradigm of existing technology in use today (and unfortunately we can't tell you owing to IP disclosure) to be able to redirect heat from one compartment of the lunch box to keep one side cool to the other side where food can be kept warm.

The final product will be comparable in size and weight to the typical 10" by 10" lunchboxes we see today, allowing us to implement this technology into our daily routine with ease.

After only four months in the zone ecosystem, Mendoza is already far along in the stages of this project and currently



Keith Mendoza (Photo by Bethany Hughes)

working towards optimizing his technology. By being a member in the SDZ, Keith has already been connected with a patent agent (Marcello Sarkis at Ryerson University) and has also landed a full time job as a technician in a relevant industrial field. The "zone [ecosystem] gave me the courage and support to move forward and pursue this project". Mendoza will work with the zone to continue to develop his prototype and test his technology.

## SDZ towards 200

Are you ready? Stay tuned for a series of co-zone hosted events celebrating innovation over the past 150 years (and towards 200) in Canada including bio-fuelling the future, the science behind medical marijuana, mental wellness, cyber security vs privacy, the future of HealthCare.

### SDZ in the News

Science Discovery Zone Launches at Ryerson University

Science Discovery Zone to get new home thanks to gov't funding

Bringing science to elementary school classrooms

Ryerson's Food Innovation Hub wants to attract food startups

CANADA  
150



Innovating towards 200

## The Food Innovation Hub is shaping the future of food

Owing to our innovative interests in food, nutrition, agriculture and relevant technology, the Science Discovery Zone has welcomed the Food Innovation Hub (FIH) as a micro-incubator within the Zone. Akin to our platform-model, the FIH leverages the excess capacity of students and entrepreneurs to facilitate positive interactions between customers, investors, experts, and advisors in their food-related ventures.

food is not being produced, distributed, manufactured, purchased, or eaten in a sustainable way. The founders of the FIH recognized this, and recognized that implementing innovative ideas throughout the food supply chain could help us make the most of our natural resources while feeding everyone adequately.

*Who's innovating right now?*

An existing FIH industry partner, Entomo

absorbed and utilized by our bodies just as efficient as animal proteins. Foodie wise, crickets are rather delicious.

*How does FIH work?*

The four founders along with other researchers in the FIH, mentored closely by Steve Gedeon, are incubating food related projects with the hope to change food policy for the better. How have they been doing this? Science, of course! Following an evidence-based design thinking approach, they are seeking to transform the food industry.

*So what's next?*

The Food Innovation Hub is planning some fun, entrepreneurial, and foodie-focused events for 2017. So we recommend that you keep in the loop by following them on social media and reading their blog.



From left to right: Alexander Mines, Tanner McDonald, Trevor McConnell, Osama Sbeitan (Photo by Bryan Chong)

*Why food innovation?*

A few entrepreneurship students found themselves at a Global Entrepreneurship Program in Munich this past summer, which led to their stark realization that the food system is broken and it's time to do something about it. According to the U.N., by 2050, farmers will have to produce 70% more food in order to feed the world, and this is not because we won't have enough. This is because currently,

Farms, is one of many companies out there that are addressing this gap in the food industry through their production of what's arguably the most sustainable protein source out there - crickets! The resources required to produce 1lb of cricket flour is 12 times less than what is required to produce 1lb of beef, and its production saves hundreds of thousands of litres of water per year. Nutrition wise, crickets are a complete protein that is



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Did you know?!?

Readers read faster and comprehend more with text that is evenly spaced (left justified) than randomly spaced (fully justified).