

Brampton Venture Zone by TMU

Brampton City Council
Presentation
Feb 19th 2025



Toronto
Metropolitan
University



Brampton
Venture Zone
By TMU

About BVZ

Brampton Venture Zone by TMU is a purpose-driven, non-equity incubator that is dedicated to building and growing early stage, market-ready technology startups in Brampton.

BVZ is on a mission to create impactful solutions for businesses and people in Brampton and beyond. By bringing together local industry corporations, we understand the most pressing problems that need solving for and invest in groundbreaking technology startups to build solutions for the greater economic and social impact of the community in Brampton. Our programming is sector-specific and we incubate startups operating in the most prominent industries in Brampton. In the past we have operated in the Health, Mobility, Logistics, Smart City and Food tech industries

Our cohorts are comprised of entrepreneurs from all walks of life, from first time founders to serial entrepreneurs looking for a new challenge, or mid career professionals looking to pivot their careers, we believe that entrepreneurship should be accessible to and inclusive of all.

BVZ LAUNCH

We provide startups with access to industry partners for early market validation as well as opportunities to secure potential pilots with “glocal” SMEs across the Health & Wellness sector. In addition, founders will go through venture development workshops and receive integrated mentorship that supports them with launching their MVP in the market.



BVZ Entrepreneurship Fund



BVZ EiR 1:1 Coaching



BVZ Industry Deep Dives



BVZ Founder & Venture Development Workshops



Cohort and alum roundtables



Access to vetted talent

2025 BVZ LAUNCH COHORT



MedGeneus



Maman Biomedical



Tression



AiimSense



Ageless Advisors



Migranium Platforms



Juno Technologies



MedMelanin



HaDa MedTech

Brampton Innovator Program



The **2025 Brampton Innovator Program** is a 6-week market-validation program to inspire "entrecurious" individuals to become full-time technology entrepreneurs. We provide industry-driven content, introductory venture creation materials, and a curated curriculum that supports first-time founders in accelerating market validation. Program participants will gain exposure to various technology and market opportunities across sectors.

We are **industry agnostic** and welcome individuals or teams in **Brampton** or **Peel Region** who have a pre-existing tech startup, just a business idea or want to learn what it takes to launch a tech startup.

Apply today and learn to research and validate your business idea within an emerging industry!

Application Deadline: Friday, May 16th, 2025!

Applications go live in March 2025
Program start date: May 30th 2025
Program end date: July 11th 2025

Brampton Venture Expo

Powered by

Toronto
Metropolitan
University



Brampton
Venture Zone
By TMU



BRAMPTON

BRAMPTON
innovation
DISTRICT

Thursday,
September
11th, 2025



Brampton Venture Expo (BVX)

Brampton's biggest tech and entrepreneurship event!

1700+

Registrations

~1000

Attendees

>50%

Bramptonians

25

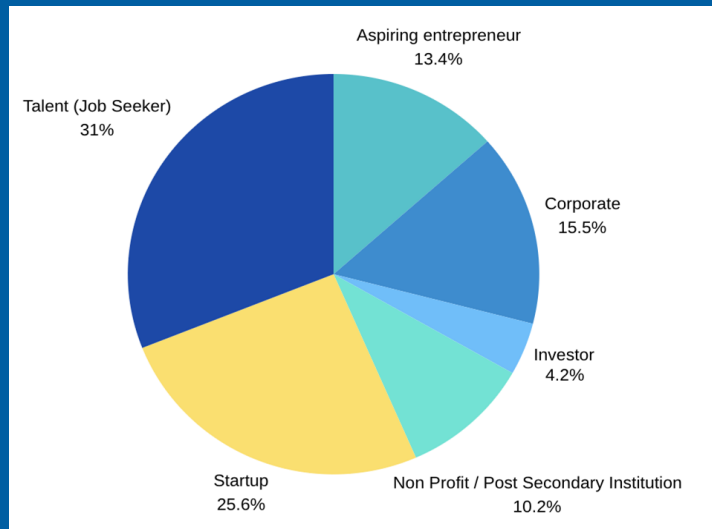
Speakers

47

Exhibitors

30

Local Businesses



| BVZ Annual Programming



Contact Information

Fardan Khan

Director (Interim)

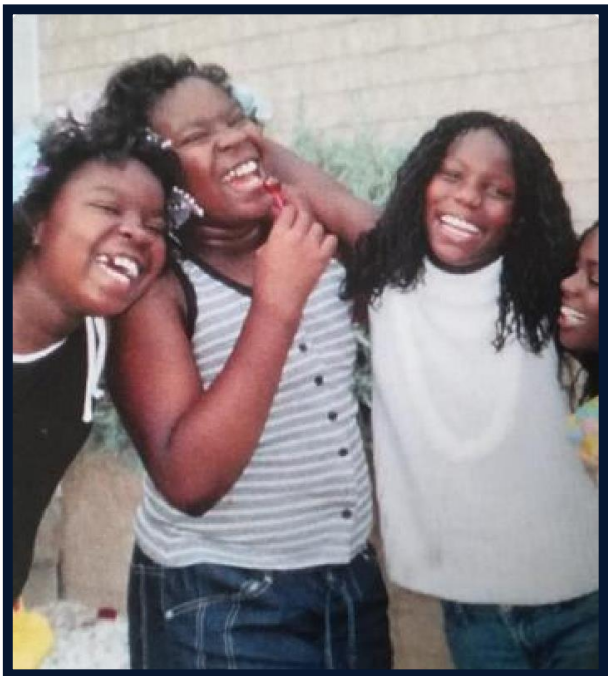
fardan.khan@torontomu.ca

Med Melanin



On a mission to reduce the rate of misdiagnosis

Meet Jannice



30_x

Diagnostic Rate



Maternal Care

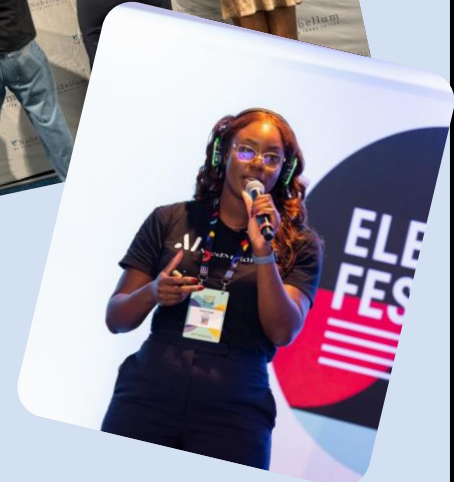


Physician Agree

Help Reduce Misdiagnosis Rates

You have the power to make the change

We are looking for introductions to
pilot partners such as CHCs, HomeCare
Organizations, & Midwifery clinics.
Help us prevent the women see from
being misdiagnosed.



The Problem

The Rights of Medications

🎯 Goal

To optimize efficacy and safety when prescribing, HCPs strive for:

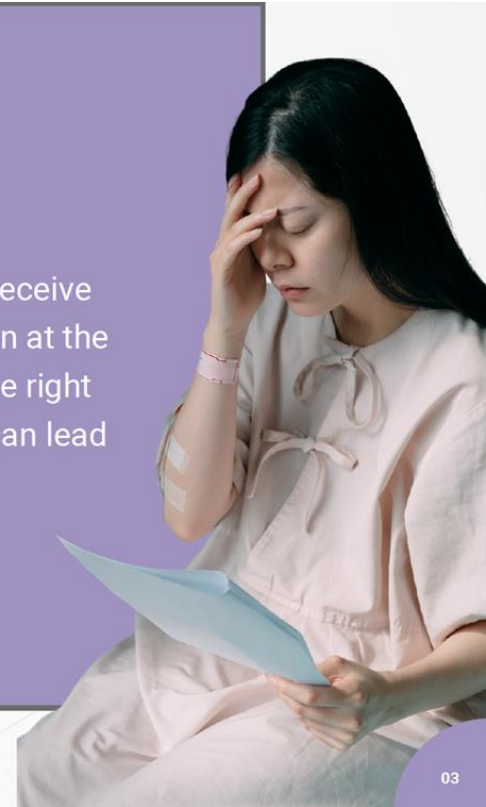
- ✓ Right medication
- ✓ Right dose
- ✓ Right patient
- ✓ Right time
- ✓ Right route

💧 Reality

Responses to medications vary **SIGNIFICANTLY** based on individuals' genetic profile

📄 Result

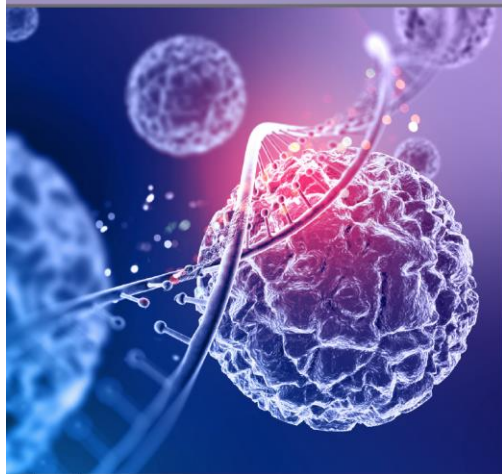
Many do NOT receive right medication at the right dose at the right time, and this can lead to devastating consequences



03

The Problem

The Harsh Reality



Adverse Drug Reactions are among the top 10 causes of deaths in North America



The annual cost of Adverse Drug Reactions are estimated to be 13 billion dollars in Canada. This is likely an underestimation, since 95% of ADRs are not reported to health regulators. Even if only the most severe ADRs are considered, there are an estimated 200,000 ADRs each year in Canada resulting in hospital admission and causing tens of thousands of deaths.

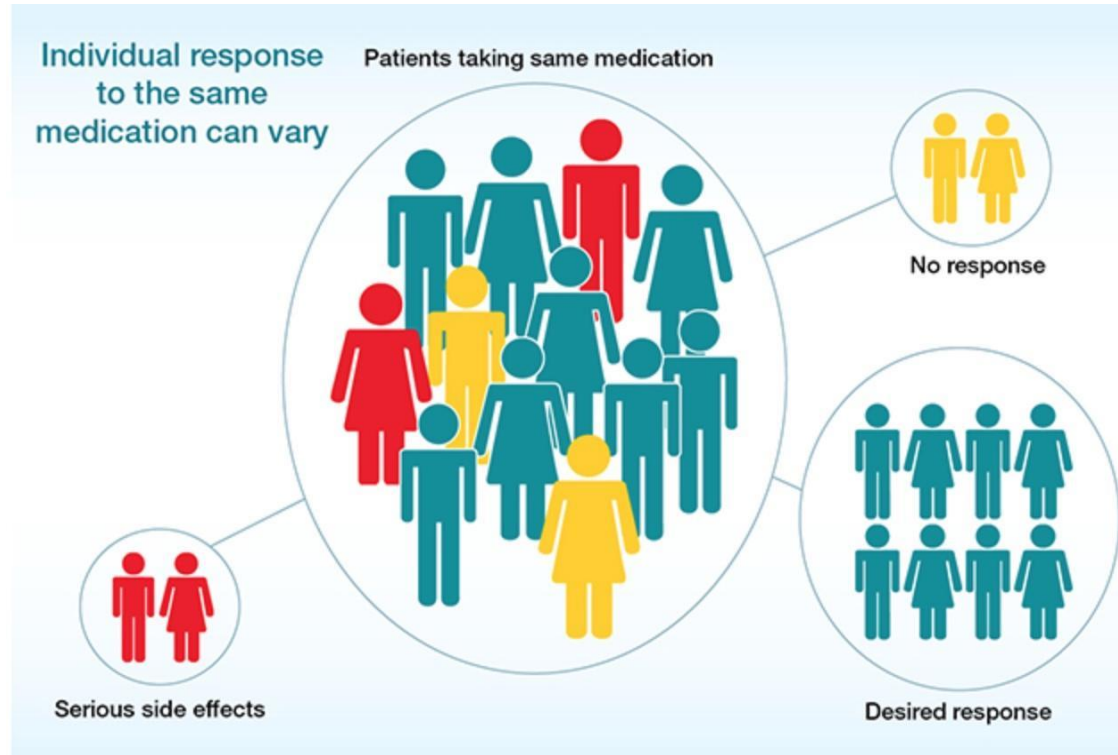


In the US, the direct and indirect costs of adverse events is approaching \$950 billion or more than 40% of total healthcare spending

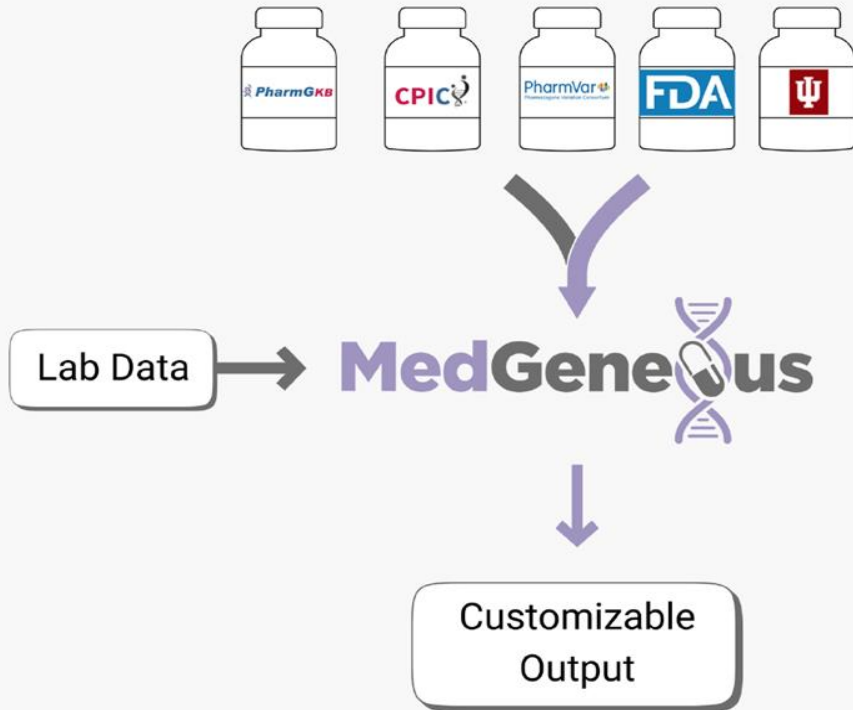


Treatment resistance affects 20-60% of patients with psychiatric disorders and is associated with increased healthcare burden and costs up to 10 fold higher relative to patients in general

How You Respond to Medications is Linked to Your Genes



Solution + Value Proposition



MedGeneus offers a completely customizable software solution to provide PGx insights to the user in the format suited to their needs:

- ✓ Audience – general consumer, lab, health care provider etc
- ✓ Genes and variants (as long as they are being tested at lab)
- ✓ Medications or therapeutic areas needs
Needs/ branding of the customer