

Cultivating Saskatchewan's entrepreneurial ecosystem

Introducing Cultivator powered by Conexus!

Conexus Credit Union is proud to announce the launch of its business incubator brand, Cultivator.



Last night, the brand was launched at the incubator's first Community Night event and represents innovation and growth for our province. Conexus also announced the kick-off of Cultivator's beta programming, bringing together a cohort of innovative companies to test its GROW program.

"Saskatchewan's entrepreneurial ecosystem is flourishing and it's an exciting time for entrepreneurs in our province," said Jordan McFarlen, Conexus' Business Incubator Manager. "Cultivator will allow local startups to launch, grow and scale their company right here in Saskatchewan. No longer will entrepreneurs have to take their ideas elsewhere."

Cultivator will be Regina's first, and Canada's first credit union led, business incubator, and helps address the gaps and barriers in Saskatchewan's entrepreneurial ecosystem.

"When you look at Saskatchewan's entrepreneurial landscape, there's not a lot of space, resources or funding to help local startups get their companies up and running and has caused for many startups to leave our province," said McFarlen. "We have a lot of talent here in Saskatchewan, and we want to ensure we provide them with the tools they need to help them be successful. We want them to be proud to say they are a Saskatchewan company. Cultivator does just that, helping to remove these barriers and provides the right supports at the right time for these companies."

AT A GLANCE:

- Conexus launches brand of its business incubator – Cultivator powered by Conexus.
- Cultivator helps local startups launch, grow and scale their company right here in Saskatchewan.
- 10 innovative SK startups joining Cultivator's beta cohort of its GROW program.

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Last night's announcement also included the introduction of Cultivator's beta cohort for its GROW program. The 10 innovative startups joining the program include:

- [Service Box](#) (Regina)
- [Kruugo](#) (Regina)
- [Offstreet](#) (Regina)
- [Brew Ninja](#) (Regina)
- [Carma](#) (Regina)
- [Deliverr](#) (Regina)
- [MyComply](#) (Saskatoon)
- [Solus Guard \(ORA\)](#) (Saskatoon)
- [Echolotto](#) (Regina)
- [Lumeca](#) (Regina)

"Cultivator will provide us the different resources and mentors we need to help us take our company to the next level," said Shea Martin, CEO of Brew Ninja. "We couldn't be happier to have been chosen as part of this beta cohort and are excited to help kick-start this programming that will not only help us as a company but future startups as well."

Over the next six months this beta cohort will test out mentors, speakers, workshops, resources, etc. in real-time. The incubator is being treated similar to its very own startup, learning and growing along the way. Changes will be made to the program based on feedback provided by these companies, helping Cultivator ensure the programming it offers in the future contributes to the success to the startups working to launch, grow and scale their companies in the province.

Cultivator will also be hosting monthly community nights to bringing those within the entrepreneurial ecosystem together to inspire, learn and connect. If you're looking to build a scalable startup company in Saskatchewan, would like to join one, or want to see what the entrepreneurial ecosystem is all about, we recommend attending one of these community nights.

For more information or to learn about upcoming events, visit Cultivator.ca or follow @CultivatorSK on Facebook, Instagram or Twitter.

- 30 -

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About Conexus Credit Union:

Conexus is a forward-thinking credit union committed to our members and their financial well-being. Providing ease, access and value is key to our technological advances and services we bring to market for our members. We know banking is no longer a place you go, but a thing you do.

Cultivator powered by Conexus is part of the Conexus Building Communities project. Using approximately 15,000 square feet of the space, the incubator will be located on the north side of the building and occupy portions of the ground and second floors. The space will include flex space, a pitch space and have a connection to Darke Hall.

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