



WE Incubation Program

Changing the world through social entrepreneurship: apply now!

Do you have a world-changing idea? Apply with your business case for your chance to win a spot in the WE Incubation Program!

We believe that young people have the power to change the world—and the WE Incubation Program provides the tools to make that happen. This 12-part program at the WE Global Learning Center in Toronto empowers young social entrepreneurs like you to develop and launch your own social enterprise, giving you access to helpful resources, mentorship and connections with like-minded individuals. Whether it's starting a non-profit or mobilizing your friends to contribute to social justice, this program helps you take the next steps to making your world-changing idea a reality.

Program details

The WE Incubation Program is run by trained WE staff, including experienced educators and leadership facilitators. The program features sessions run by industry experts in leadership, business and social entrepreneurship.

The program is a 12-part learning experience for youth aged 14 to 19, taking place at the WE Global Learning Center. We have both in-person and virtual spots available to the program. The winning finalists will have the opportunity to participate in this transformative program and become an expert on the issue they feel passionate about.

Dates: The program will run every Tuesday from March 19 to May 14, 2019, from 5:30 p.m. to 8:30 p.m. EST. Two sessions will be hosted on Saturday, May 4 and Sunday, May 5, from 11 a.m. to 4:00 p.m. EST. The final pitch event will take place on Saturday, May 11.

Apply today by answering these questions:

- What kind of social impact do you want to create?
- How will it affect the people in your community?
- What is your social project, product or innovation?
- How will your project remain sustainable?
- What aspect of your project would you like support for?

Apply now!

Apply online today with your business case [here](#).

Application is NOW OPEN. The application deadline is March 13, 2019 at midnight.

Finalists will be notified by March 15, 2019

Past participants of the WE Incubation Program



The WE Incubation Program empowers young social entrepreneurs to develop and launch their very own social enterprise. This program gives them the tools and resources they need to pursue their world-changing ideas. Below are some of our past winners and the amazing social enterprises they have founded:



Annabel Gutherz

Annabel is the founder of Annie's Pajammies, a social enterprise that raises money for education-based charities across the globe, by selling a socially conscious and exclusive children's picture book series in conjunction with a corresponding line of pajamas. The book depicts a child traveling across the globe, teaching children about intercultural understanding and appreciation for other cultures.



Charlotte Marron

Charlotte Marron is the founder of Girl Dayz, a program of comedic short videos accompanied by programs and games that gets young girls to learn about themselves, understand their peers, fight bullying and take action. Girl Dayz videos help girls understand why their peers may bully or behave the way they do.



Jaden Bhogal

Jaden Bhogal is the founder of Glorious Gaming Computers, a company that builds personalized gaming computers for clients. A percentage of the profits will be invested in research the development of bacteriophages—viruses that target and kill bacteria, which are very useful for preventing dangerous infections.



Lauren and Kaitlin Grierson

Lauren and Kaitlin Grierson are the founders of TreesCO2 (TreesCO2.com), a tree-planting company that teaches youth about the impacts of deforestation and organizes community tree-planting events. TreesCO2 Ice Cream is organic and locally produced ice cream with tree-theme flavors. Each container makes an impact and goes toward reforestation and conservation initiatives.



Madison Tory

Maddison Tory is the founder of HUGS, which stands for: Hope, Understanding, Giving and Smiles. HUGS are fleece scarves that have hands at the end of them, proving you with a warm hug. A percentage of the profits goes toward providing programs at children's hospitals, like art classes, magic shows or movie nights, to lift the spirits of children undergoing major surgeries and give them a smile. Also, for each HUGS sold one is given to a child recovering from a surgery, spreading smiles in hospitals one HUG at a time.



Satya Sarma

Satya Sarma is the founder of the My New Friend app. A networking app that connects children with disabilities to other children in the area using map systems similar to Uber. My New Friend helps create a more inclusive and friendlier environment and erase the stigma around children with special needs.



Simran Jolly

Simran Jolly is the founder of the Solitary Bee Project. A company that builds bee nesting hives for solitary bees, increasing the bee population and raising awareness about the importance of solitary bees in our ecosystem.



Vanessa Fiore

Vanessa Fiore is the co-founder of Food Refined, a company that aims to cut food waste in half by collecting food compost from grocery stores and restaurants. The compost is converted into biogas, which can be used to generate energy.