



FROM THE BLOCK TO BOARDROOM

Street Entrepreneurs Showcase and Trade Show · Saturday, September 12, 2026

MEDIA KIT · SEPTEMBER 2026

THE EVENT

Thirty-six founders open for business. One day. Open to the public.

On Saturday, September 12, 36 new businesses created through Street Entrepreneurs 3.0 will open for business at the University of Toronto Schwartz Reisman Innovation Campus. Their founders have spent 16 weeks moving from business ideas to registered enterprises through Urban Rez Solutions Social Enterprise's entrepreneurship incubator for formerly incarcerated and justice-impacted people and their families.

The 2026 cohort is the third since Street Entrepreneurs began and the first to culminate in a public marketplace where customers can meet the founders, buy their products and services, and watch entrepreneurs pitch their businesses live.



EVENT DETAILS

Where and when

DATE

Saturday, September 12, 2026

TIME

10:00 AM to 4:00 PM

LOCATION

University of Toronto Schwartz Reisman
Innovation Campus, 108 College Street,
Toronto, ON M5G 0C6

ADMISSION

Free and open to the public

ACCREDITATION

Media accreditation through BrandEQ Agency

EVENT NAME

Street Entrepreneurs Showcase and Trade Show,
"From the Block to Boardroom"

The program at a glance

36

businesses launching at the
September 12 Showcase

50

founders recruited and trained
in the 2026 cohort

16

weeks of intensive
business development

36

online training sessions

22

years of community work
behind Urban Rez

FREE

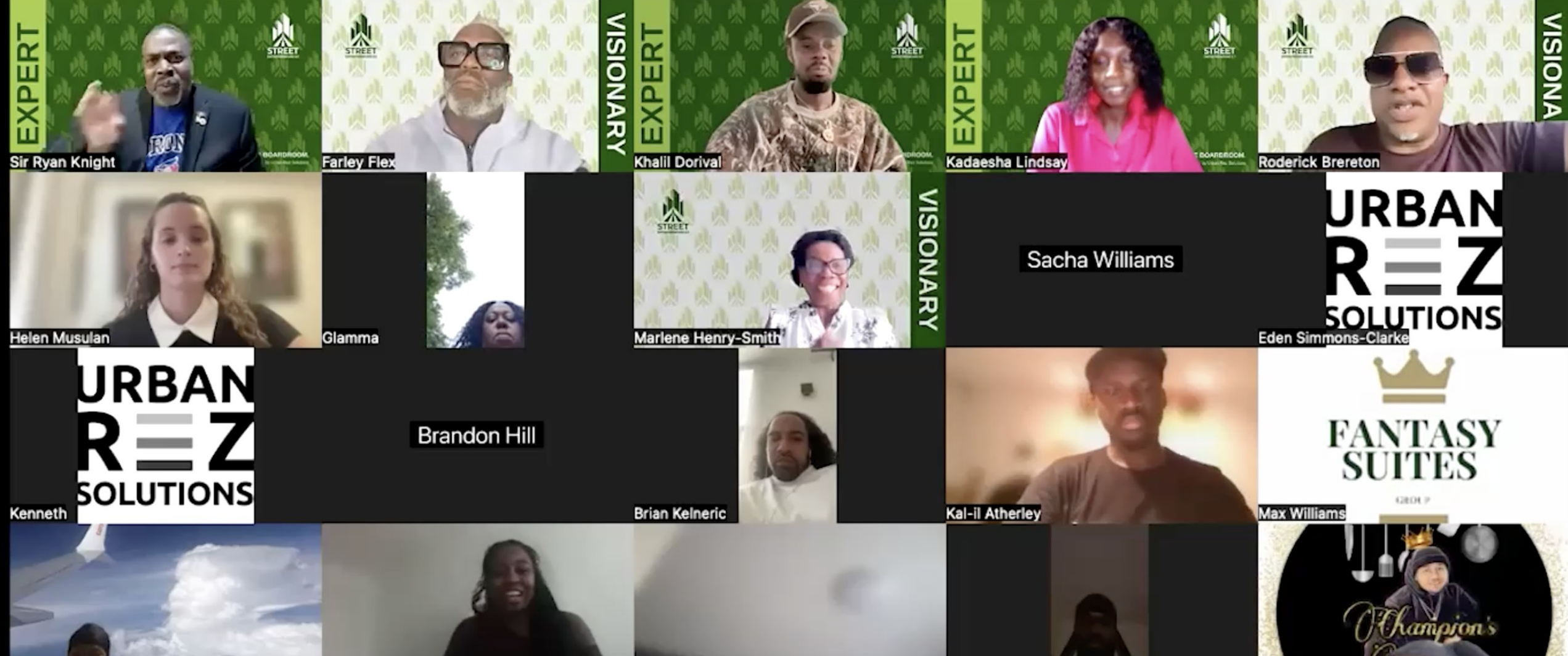
admission, open to
the general public

Street Entrepreneurs is designed to turn entrepreneurship into a practical pathway forward. On September 12, the public will see that work move from training into the marketplace as founders sell, pitch and build customers for businesses developed through the program.

What visitors will see

- Meet and shop from 36 new businesses
- Live entrepreneur pitch sessions throughout the day
- A featured keynote presentation on entrepreneurship
- Closing remarks and awards recognition
- Direct access to founders, community leaders, and business supporters

More than a traditional trade show, the Showcase is a working marketplace. Founders will demonstrate products and services, take orders, meet customers, build business relationships and pitch their companies live.



INSIDE THE COHORT

Before the Showcase: 16 weeks. 36 sessions. One goal.

Founders, mentors and co-hosts during a live Street Entrepreneurs 3.0 session. Still and video available for editorial media use.

THE KEYNOTE

Summer Young

Founder, Sevyynn Shades Inc. | Street Entrepreneurs Graduate, 2023

Summer Young returns to Street Entrepreneurs not as a participant, but as its 2026 Showcase keynote speaker.

Since graduating from the program, she has continued building Sevyynn Shades Inc. Her return gives this year's founders something particularly valuable: the perspective of an entrepreneur who has already stood where they are standing now.



"The opportunity to share that journey with emerging entrepreneurs who are stepping into the next chapter of their own lives is something I'm genuinely excited about."

Summer Young, Founder, Sevyynn Shades Inc.

VOICES



"Entrepreneurship becomes real when someone is prepared to put their name, their idea and their future behind a business."

Roderick Brereton · Co-Executive Director, Urban Rez Solutions Social Enterprise



"You watch people go from an idea in a notebook to a business you can buy from. Sixteen weeks. The Showcase is where Canada gets to meet them."

Farley Flex Nwaigbo · Co-Executive Director, Urban Rez Solutions Social Enterprise

HOSTS AND MENTORS

Khalil Dorival

Host · Mental health specialist · Founder, Khalil Dorival Enterprise

Khalil leads each cohort through the program, pairing business instruction with a focus on mental wellness, resilience and the personal foundations required to build and sustain a business.



Kadaesha Lindsay

Co-host · Graduate, Street Entrepreneurs

Both Khalil and Kadaesha are Street Entrepreneurs graduates who returned to help deliver the program, demonstrating a central part of the model: graduates coming back to support the entrepreneurs behind them.



FEATURED FOUNDERS

Three businesses. Three stories. Three reasons to come.

Shianne Nazana Kumar

G1gGl3z

A neighbourhood laundromat with extended hours, planned for a community in East York that has been without one for two years.

"I want to build a generational foundation for my children so I can teach them the value of being stable, all while helping and giving back to your community."

Leon Powell

OTB Entertainment

A blockchain-based royalty platform that helps independent artists track content, automate royalty claims, and receive secure, tax-compliant payouts.

"Street Entrepreneurs has given me direction, structure, and a base network I can rely on to get my goals realized."

Bryan Hood

The ReUp.ca

A production logistics and infrastructure company serving Ontario's film, television, streaming, and commercial production industry.

"What kept me going was the realization that my experiences could either become excuses or fuel for creating change. I chose the latter."

All three founders are available for media interviews in advance of and during the September 12 Showcase.

Urban Rez Solutions Social Enterprise is a Toronto-based nonprofit social enterprise now in its twenty-second year of service, working in workforce development, community safety, and prevention. The organization has served more than 500 participants across programs supporting formerly incarcerated and justice-impacted persons and their families, at-risk youth, and community members seeking new pathways.

Its Inside-Out program begins building relationships with participants inside correctional facilities before release and continues that support after they return to the community. Urban Rez is co-led by Co-Executive Directors Roderick Brereton and Farley Flex Nwaigbo.

Street Entrepreneurs 3.0 is a sixteen-week business incubator and a program of Urban Rez Solutions Social Enterprise. Each participant leaves with a registered business, a business plan, a website, and an online store.
urbanrezsocialenterprise.com

MEDIA ASSETS

Everything You Need to Cover the Story

B-ROLL VIDEO

Program footage available for broadcast and digital editorial use.

drive.google.com/file/d/1sFx9bw6HGlnfgvECV_E60kEc_iyea5QC

ON-SITE ACCESS

Media accreditation for September 12, including floor access during pitch sessions.

Everyone featured in program media assets has consented to the use of their likeness in program-related media kits.

STILL IMAGES

Cohort sessions, founder portraits, Urban Rez and Street Entrepreneurs logos.

INTERVIEWS

Co-Executive Directors, program host, keynote speaker and selected founders available by arrangement.

ADVANCE INTERVIEWS

Interview opportunities can be arranged ahead of September 12 for outlets preparing advance coverage.

MEDIA CONTACT

Interviews, assets, and questions

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Street Entrepreneurs is a program of Urban Rez Solutions Social Enterprise.