

DMZ FACTS AT A GLANCE

The DMZ at Ryerson University is the top-ranked university-based incubator in North America and third in the world, as rated by the University Business Incubator (UBI Global) Index. It is one of the country's largest incubators for technology startups, helping entrepreneurs succeed by connecting them with customers, advisors, influencers and other entrepreneurs.

Since DMZ's opening in 2010, it has achieved:

- 309 startups incubated
- 2,908 jobs fostered and created through newly formed companies and market-driven research, plus 294 new jobs at Ryerson
- \$390.8 million in total funding raised by DMZ companies

As of August 2017, the DMZ houses approximately 402 innovators in 70 startups.

Although based out of Ryerson University, the DMZ is open to any company, not just student-led, that meets the following criteria:

- An innovative business idea, enabled by technology, that brings commercial or social value
- A "lean canvas" business model and a prototype that's in the market or ready-to-launch
- A team that fits with the DMZ's collaborative culture

Startups at the DMZ receive:

- Connections to potential clients, plus a network of investors and industry contacts
- Mentorship from entrepreneurs-in-residence
- Coaching from business leaders and advisors
- Media training and exposure
- Access to a collaborative environment and peer-to-peer knowledge transfer
- Workshops, networking opportunities and panel discussions
- Dedicated workspace, meeting rooms, event space and technology

Startups have access to the DMZ's roster of over 80 industry-leading advisors for one-on-one consultations to leverage their experience and vast networks.

DMZ occupies a total of 32,900 sq. ft. over four floors in 10 Dundas St. E, overlooking Dundas Square in the heart of downtown Toronto. Office highlights include:

- Large event space with standing room for 150 people
- 15 meeting rooms, all of which have access to whiteboards
- A Smart Classroom, which uses camera-tracking technology to live-broadcast workshops and other community-engaging activities
- Ping pong room
- Hammock room
- Five private phone booths

Since its doors opened in April 2010 the DMZ has hosted more than 2,355 tours, including government delegations, captains of industry and international journalists, including:

- Jim Smith, CEO and President, Thompson Reuters
- Justin Trudeau, Prime Minister
- Craig Muhlhauser, President and Chief Executive Officer, Celestica
- Terry Stuart, CIO, Deloitte
- His Royal Highness The Prince of Wales
- Margaret Atwood, Canadian author
- Heather Reisman, CEO, Indigo Books and Music
- Ed Fast, MP
- Rafael Barak, Ambassador of Israel to Canada

The DMZ has partnered with a number of leading national and international organizations, including Accenture, MasterCard and Rogers.

The DMZ fosters international opportunities for its entrepreneurs, including a partnership with the Bombay Stock Exchange Institute to create Zone Startups India, an India-based incubator for entrepreneurs to fast-track their startups and connect with mentors, customers and investors. This collaboration lays the groundwork to help young businesses expand into both the Indian and Canadian markets and supports innovation and prosperity in both countries.

The DMZ has created links to top-tier incubators and accelerators around the world, including establishments in Tunisia, Jordan, India, the UK and South Africa. The DMZ has also hosted international fellows from China, South Africa, India, Israel and more.

The DMZ's success has inspired the creation of nine other zones across Ryerson University, which serve as hubs for student entrepreneurship and innovation.

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