

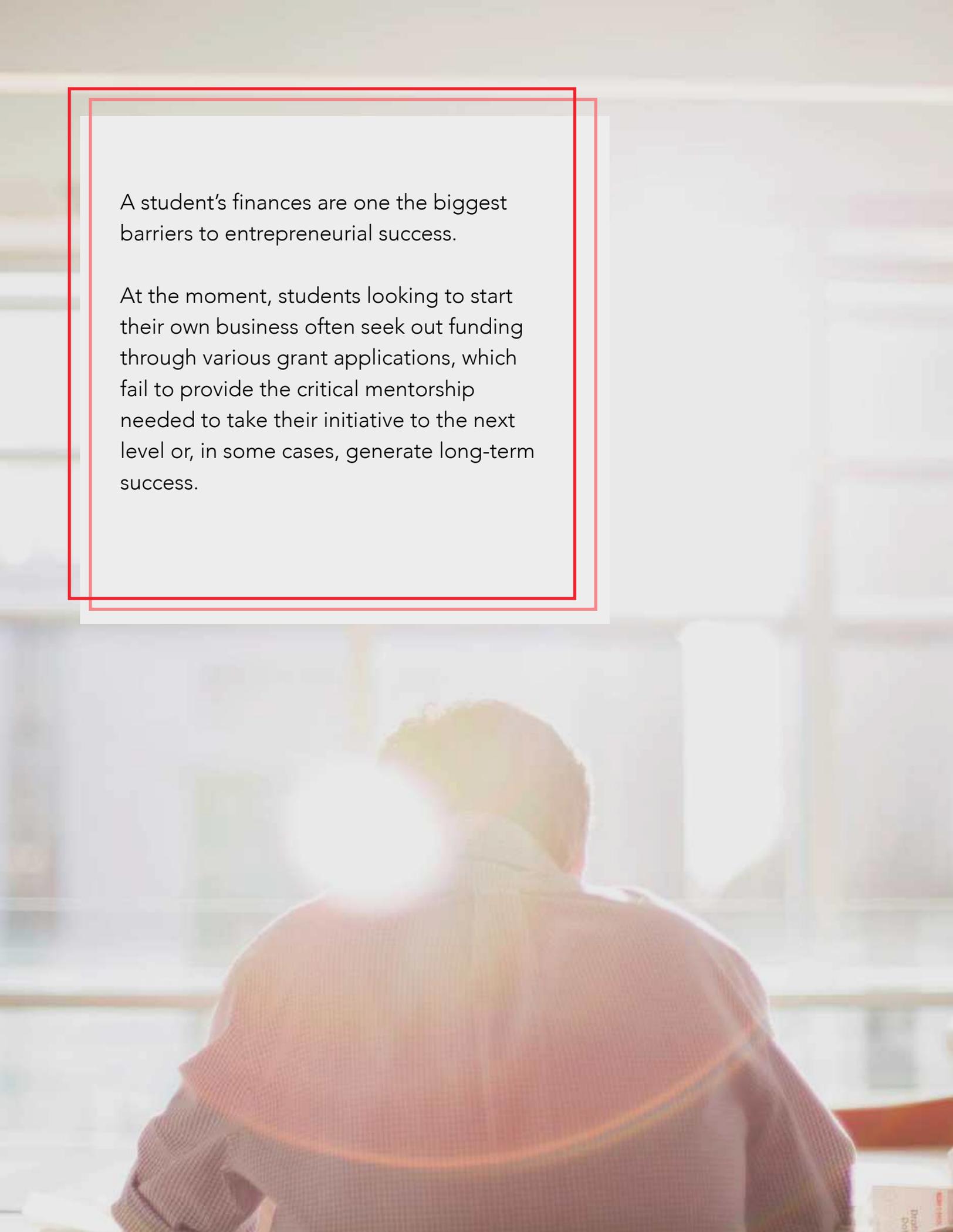
Sandbox student grant program.

APPLY

dmz.to/studentgrant

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DMZ
SANDBOX

A person with short blonde hair, wearing a pink ribbed sweater, is seen from behind, looking out a large window. The window shows a bright, slightly blurred outdoor scene. A white text box with a red border is overlaid on the upper left portion of the image.

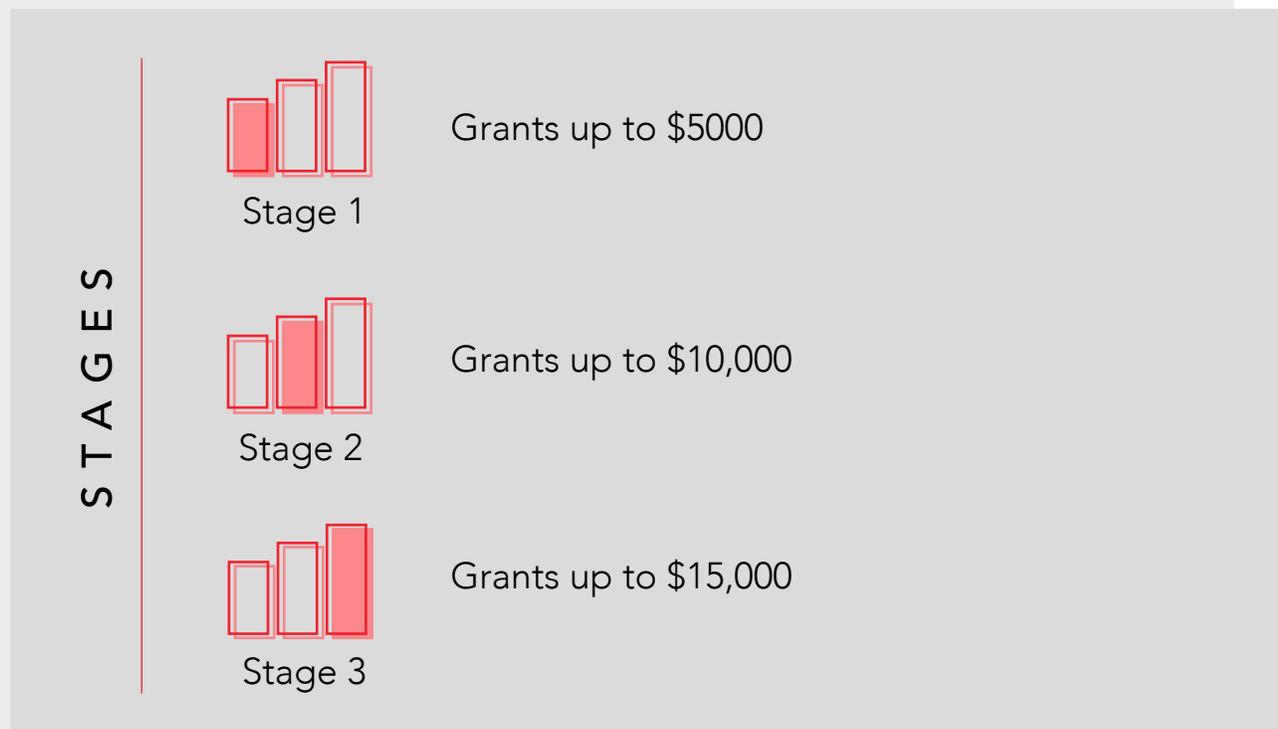
A student's finances are one the biggest barriers to entrepreneurial success.

At the moment, students looking to start their own business often seek out funding through various grant applications, which fail to provide the critical mentorship needed to take their initiative to the next level or, in some cases, generate long-term success.

Objective.

The DMZ Sandbox Student Grant Program (also known as the “Grant Program”) will financially support and provide eligible Ryerson led startups with the crucial grant funding and mentorship they need. The initiative will support innovative projects and initiatives that have a positive impact on the economy and society.

DMZ Sandbox will commit up to \$1,000,000 over four years to support Ryerson student-led startups working with the Ryerson Zone network or DMZ Sandbox. The grant will be made available through a series of stages, with the following amounts available to eligible startups at each stage:



The DMZ’s Sandbox Student Grant program will support Ryerson University’s efforts to boost innovation, entrepreneurship and engagement.

Impact.

The grant program will result in:

- More Ryerson undergraduate and graduate students engaging with the university's entrepreneur Zones.
- More Ryerson undergraduate and graduate students actively pursuing innovative startup ideas throughout their academic career.
- Increased grant funding for Ryerson undergraduate and graduate students who want to start their own business.



Eligibility.

The Sandbox Student Grant Program is open to Ryerson students registered in a full-time academic program or a recent graduates (up to eight months after date of graduation) from a full-time academic program who meet the following eligibility requirements at each stage:

Stage 1:

- Have an innovative company, business solution or idea in the early stages of development. Participating Ryerson students or recent alumni must be a founder, co-founder or have a 25 percent stake in the company/solution/idea and cannot have received more than \$60,000 in total funding (through investment, financing or grant programs); and,
- Available to work with one of Ryerson University's Zones that aligns with and/or focused on their startup speciality.

Stage 2:

- Have an incorporated company that features an innovative business solution. The Ryerson student and/or recent alum must be a founder, co-founder or have a 25 percent stake in the company and cannot have received more than \$60,000 in total funding (through financing, investment or grant programs); and,
- Available to work with one of Ryerson University's Zones that aligns with and/or focused on their startup speciality.

Stage 3:

- Have an **incorporated** company with an innovative business solution (the Ryerson student or recent alumni must be a founder, co-founder or have a 25 percent stake in the company) and that cannot have received more than \$60,000 in total funding (through financing, investment or grant programs); and
- Available to work with one of Ryerson University's Zones that aligns with and/or focused on their startup speciality.
- Secured customer buy-in as evidenced by paid transactions or signed letter(s) of intent.
 - Proof of customer buy-in may be requested by the selection committee and is subject to review for authenticity.

A high-angle photograph of a person with dark hair and glasses, wearing large black headphones and a dark blue t-shirt, sitting at a wooden desk. They are focused on a silver laptop in front of them, with their right hand on the trackpad. The desk is cluttered with various items, including a small potted plant in a white pot, a clear plastic bag of carrots, and some cables. The background shows a blurred office or workspace environment.

Application and evaluation structure.

Eligible startups can apply online during the application period each semester (fall and winter) as indicated on the Sandbox Student Grant Program website. Applicants will be assessed by a committee comprised of individuals from the Ryerson Zone Network and, where necessary, subject matter experts as described under the "Selection Committee" amendment.

Stage 1 (up to \$5,000 grant):

- In the Stage 1 application form, eligible startups must submit an outline of their business/venture, product/service concept, market opportunity and a calendar that includes milestones they set out to achieve a quarterly basis within the span of one year from the date of application to application deadline. Stage 1 is available here: dmz.to/studentgrant
- Each applicant's written application will be assessed by the Selection Committee using the following criteria:

Criterion	Weight
Size and importance of the problem addressed (economic or social).	20%
Quality of lean canvas business model (robust, well thought out).	20%
Uniqueness of the solution (relative to competitors and in terms of intellectual property).	20%
Clarity and effectiveness of the business presentation.	20%
Have a leadership team comprised of driven, coachable and collaborative people with some expertise in the area of focus.	20%

- The Selection Committee will score each application using the Stage 1 criteria, the top ten applicants will be invited to make a three-minute pitch to the Selection Committee during a live pitch competition (to be held in November for the fall, and March for the Winter (the "Live Pitch Event"). The Selection Committee will ask questions and judge the applicants based on the following criteria (the "Stage 1 Pitch Criteria")

Criterion	Weight
The opportunity: <ul style="list-style-type: none"> Clearly articulated business opportunity Opportunity has an attractive, sustainable business model Opportunity will create a competitive edge that can be maintained (key features/key benefits) Probability of success 	30%
Strength of the applicant/team <ul style="list-style-type: none"> Does the reviewer feel the applicant/team members has the ability to achieve a successful outcome based on their qualifications (CV) and/or the ability to scale? 	25%
Project plan and milestones <ul style="list-style-type: none"> Is the market readiness plan well thought-out? Can the applicant achieve the milestones set out within the six-month timeline? 	25%
Budget <ul style="list-style-type: none"> Is the budget justified? 	20%

- Based on the Stage 1 Pitch Criteria, the Selection Committee will decide on the amount of grant funding awarded to the applicants which could range from \$0 to \$5,000.
- If awarded, grant funding will be advanced in two stages, 80 percent when a grant is awarded and 20 percent at the end of six-months if the recipient meets previously agreed upon requirements. These include attempting and/or achieving milestones during the one-year period after the date of application.
- If awarded grant funding, the recipient will be required to incorporate their business (if not already incorporated).

Stage 2 (Up to \$10,000 grant):

- For companies that have received Stage 1 funding, the Stage 2 application form must be completed. Eligible startups must submit an outline of their business/venture, product/service concept, market opportunity and a calendar of the milestones they have met in the previous four-month period as well as milestones they intend to meet in the next four-month period, from the date of application. The application for Stage 2 can be found here: dmz.to/studentgrant
- For companies applying directly to Stage 2, the Stage 2 application form must be completed, in addition to an outline of their business/venture, product/service concept, market opportunity and a calendar of the milestones they have met in the previous four-month period, from the date of application, by the application deadline. In addition, companies will need to outline the milestones they intend to meet in the next four-month period. If selected, companies applying directly to Stage 2 are not eligible for funding from Stage 1. The application for Stage 2 is available here: dmz.to/studentgrant
- Finalists will then be required to present their pitches live during the applicable Live Pitch Event.



- Applications for Stage 2 funding will be evaluated by the Selection Committee on the basis of the following criteria (the “Stage 2 Criteria”)

Criterion	Weight
The opportunity: <ul style="list-style-type: none"> ● Clearly articulated opportunity ● Opportunity has an attractive, sustainable business model ● Opportunity will create a competitive edge that can be maintained (key features/key benefits) ● Probability of success 	30%
Strength of the applicant/team <ul style="list-style-type: none"> ● Does the reviewer feel the applicant/team members has the ability to achieve a successful startup based on their qualifications (CV) or the ability to scale? 	25%
Project plan and milestones <ul style="list-style-type: none"> ● Is the market readiness plan well thought-out? ● Can the applicant achieve the milestones set out within the 6-month timeline? 	25%
Budget <ul style="list-style-type: none"> ● Is the budget justified? 	20%

- Based on the Stage 2 Criteria, the Selection Committee will decide on the amount of Grant funding to be awarded to the applicant which could range from \$0 to \$10,000.
- If awarded, grant funding will be advanced in two stages, 80 percent when a Grant is awarded and 20 percent at the end of six-months if the recipient meets the requirements for the Grant funding, including attempting and/or achieving milestones during the six-month period after the date of application.
- If awarded grant funding, a recipient will be encouraged to continue to maintain membership of the Zone that aligns best with the business of the startup until the full amount of the grant is paid out.

Stage 3 (up to \$15,000 grant):

- For companies that received Stage 2 funding, the Stage 3 application form must be completed in full before proceeding to the next level. Eligible startups must submit a comprehensive business development plan and include a calendar of milestones they have met in the previous eight-month period, as well as milestones they intend to meet in the next two-year period, from the date of application, by the application deadline. The application for Stage 3 is available here: dmz.to/studentgrant
- For companies, applying directly to stage three, the stage three application form must be completed. Eligible startups must submit a comprehensive business development plan and include a calendar of milestones they have met in the previous eight-month period, as well as milestones they intend to meet in the next two-year period, from the date of application, by the application deadline. If selected, companies applying directly to Stage 3 are not eligible to receive funding from Stage 1 or Stage 2. The application for Stage 3 is available here: dmz.to/studentgrant
- Finalists will then be required to present their pitches live during the applicable Live Pitch Event.



- Applications and the pitch for Stage 3 funding will be evaluated by the Selection Committee on the basis of the following criteria (the “Stage 3 Criteria”)

Criterion	Weight
The opportunity: <ul style="list-style-type: none"> ● Clearly articulated opportunity ● Opportunity has an attractive, sustainable business model ● Opportunity will create a competitive edge that can be maintained (key features/key benefits) ● Probability of success 	30%
Strength of the applicant/team <ul style="list-style-type: none"> ● Does the reviewer feel the applicant/team members has the ability to achieve a successful startup based on their qualifications (CV) or the ability to scale? 	25%
Project plan and milestones <ul style="list-style-type: none"> ● Is the market readiness plan well thought-out? ● Can the applicant achieve the milestones set out within the 6-month timeline? 	25%
Budget <ul style="list-style-type: none"> ● Is the budget justified? 	20%

- Based on the Stage 3 Criteria, the Selection Committee will decide on the amount of grant funding awarded to the applicant, which could range from \$0 to \$15,000.
- If awarded, grant funding will be advanced in two stages, 80 percent when a grant is awarded and 20 percent at the end of six-months if the recipient meets the requirements for the Grant funding, including attempting and/or achieving milestones during the six-month period after the date of application.
- If awarded grant funding, a recipient will be encouraged to continue to maintain membership of the Zone that aligns best with the business of the startup until the full amount of the grant is paid out.

Selection committee.

- The Sandbox Student Grant selection committee will be chaired by Natasha Campagna, Manager of DMZ Sandbox.
- The committee will be comprised of a member from the office of Zone Learning and other Zone directors.
- The committee may also include Zone entrepreneurs, past and present and subject matter experts within related fields, if required.

Additional important information.

- Applications for the Grant Program will open twice a year, once for the fall semester event and once for the winter semester event. Information will be available on the Sandbox Student Grant Program website.
- Students can apply with the intent of just receiving the first \$5,000 but will still need to submit a one-year plan if the startup chooses to apply for stage two or three of the fund in the future.
- The startup must disclose financial statements at the request of the Selection Committee or Sandbox/DMZ administrative staff.
- The startup does not need to be technology-based.
- If a startup is awarded grant funding, a representative of the company will be required to sign the standard Grant Program terms and conditions available [here](#) prior to receiving any funding.
- Grant funding will be allocated to companies, not individuals.
- The Live Pitch events will take place on November 1st, 2018 and March 14th, 2019.

Administration.

The administration of the fund and its budget will be managed by the DMZ's operations team, which include the Director of Operations and Financial Officer.

DMZ Sandbox team will oversee the implementation of the grant program including the application screening process, organizing events, arranging meetings with stakeholders, as well as checking references among other activities.