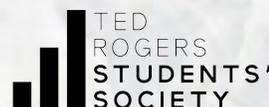


# Startup Certified.





## PROGRAMMING

Built from a collaboration between the Ted Rogers Student Society and The DMZ, Startup Certified, is one of the first steps that students can take in their journey to build their own business.

In the Startup Certified program, students in the Ted Rogers School of Management are given the opportunity to go through an exclusive program with workshops hosted by The DMZ's Entrepreneurs-In-Residence (EiRs) throughout the fall and winter semesters. The sessions have been designed to provide a solid foundation for students to either take the knowledge and develop their own startup, or make an immediate impact as an early employee at a startup within the DMZ's Incubator program.

The syllabus of Startup Certified covers:

- **Entrepreneurship 101 by Michael McCarthy**

This session will provide an overview of entrepreneurship and the journey of an entrepreneur

- **Product Market Fit by Anthony Lau**

Learn to ideate, prototype, test and ultimately launch a product

- **How to Find Your First Customer by Jyll Saskin Gales**

Learn a framework that startups can use to scale their business

- **Sales by Ryan Nahas**

Learn to find your customers and get them to buy

- **Team Player by Nancy Spotton**

Learn how you can be a part of an effective team, whether as a founder or employee

- **Raising Capital by Laith Shurki**

Learn how to build a team to support your early startup endeavour

- **Branding by Liane Coulahan**

Learn how to create and refine the brand of your business

## SESSION FACILITATORS



**Michael McCarthy**  
Executive in Residence,  
UofT



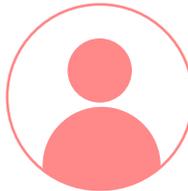
**Anthony Lau**  
COO,  
Swift Medical



**Jyll Saskin Gales**  
VP Growth,  
Inate.Ai



**Ryan Nahas**  
Co-Founder,  
Growth Genius



**Nancy Spotton**  
Founder,  
Master Coach



**Laith Shukri**  
Sr. Market Development,  
Silicon Valley Bank

## PATH

Upon completion of the program, students are offered two exciting paths!

**Co-op/Internship:** Students are given the opportunity to apply for a position at one of The DMZ's Incubator startups. These positions are made exclusively for students in the Startup Certified program and are not open to anyone outside of the program.

**Business Idea Acceleration:** Students will pitch for a chance to win a \$8,000 grant to work on their startup idea. Successful students will be given 1-on-1 mentoring sessions by a DMZ Program Lead for four months as well as access to exclusive discounts and perks for their startup.

Both paths offer the student fair wages for the work they do for either the DMZ startup or their own business.

## CO-OP/INTERNSHIP

- The Co-op/internship route allows our students to take an experiential learning approach to working within the entrepreneurial ecosystem. Startup Certified participants get a work term that utilizes their transferable skills, along with the understanding of the sales and marketing process in a startup environment they gained from the sessions they attended.
- This opportunity is made possible through a Startup Certified grant that subsidizes up to 50% of the wages to companies that have hired students who have successfully gone through the Startup Certified program. Companies that have hired students from the program are expected to pay the other half of the student salary.
- DMZ Incubator companies will get access to the pool of participants who have shown a commitment to working in the ecosystem and who have attended a semester-long set of sessions delivered by the Startup Certified program.

## BUSINESS IDEA ACCELERATION

- This path allows entrepreneurial students to work on developing a business idea and take it to the next level. Through support from the DMZ an environment is set up for students to expedite their startup to take them onto the next step of their entrepreneurial journey.
- This path becomes available once our participants have completed the Startup Certified sessions and have successfully submitted a business plan. After review and consultation with the Startup Certified staff and experts, participants are provided with a fully funded 4 month work term that focuses on completing milestones under the guidance of The DMZ.



## TESTIMONIALS

Our student, Dominic, showed enthusiasm and initiative right from the interview, having researched our company and prepared questions. He carried this trait into the work term as well, helping to identify sales opportunities and building up our team's sales spirit!

- Sandeep Todi, Founder and CEO of Remitr

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Having the opportunity to learn from real entrepreneurs instead of professors who spent 10+ years in school made me look at entrepreneurship in a whole new way. Over the course of six classes in Startup Certified I took more notes than I had in any of my classes at Ryerson, building relationships with other like-minded students along the way.

- Dominic Quintillian, Startup Certified Alumna

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I'd strongly recommend that students start the Startup Certified journey early, and that if you have an idea you're passionate about - just go for it!

- Safiyah Idroos, Startup Certified Alumna

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Unlike Startup School, which offers a comprehensive view over a long period of time, Startup Certified gives you what you need to get started. Going through Startup Certified early during your undergrad is something I can recommend to any student.

- Hamza Khan, Startup Certified Alumna

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## PROGRAM TIMELINE

### Information Session

Students attend an introductory welcome session to gain information on program requirements, workshops and opportunities.

### Session Completion

Students required to complete all 7 sessions in order to move on to the next step of the program.

### Application Period

Students apply to a position with a DMZ startup or apply to work on their own startup out of the DMZ.

### Work Term

Students begin work term and are partnered with invaluable support and resources.

## STUDENT IMPACT

- A unique and differentiated work-integrated learning opportunity that provides students with tangible skills towards entrepreneurship and innovation.
- Coaching from entrepreneurs and corporate professionals, relevant to entrepreneurship.
- Networking opportunity with other students and with DMZ staff and entrepreneurs.

## NUMBERS AT A GLANCE

**\$25K**

IN FUNDING FOR  
STUDENT SALARIES  
PER SEMESTER

**295**

STUDENTS COMPLETED  
THE PROGRAM

**38**

STUDENTS PLACE  
WITH A DMZ STARTUP

**7**

SESSIONS PER  
COHORT

**16**

STUDENT COMPANIES  
INCUBATED

## THE TEAM

We would love to get in touch with you. If you have any questions feel free to contact us.



**Naveed Tagari**  
Strategic Programs  
Specialist, DMZ  
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**Megan Blacklock**  
Manager, Student  
Engagement & Development  
[mblacklock@ryerson.ca](mailto:mblacklock@ryerson.ca)

## ABOUT

# DMZ

The DMZ is a leading startup incubator equipping the next generation of leading tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups. By providing connections to customers, coaching, capital, and a community, the DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey – whatever that might be. Through its award-winning programming, the DMZ has helped more than 665 startups raise \$1.53 billion in capital and create 4,500+ jobs. Headquartered in Toronto, Canada with globally-accessible programming, the DMZ has a widely-recognized international presence with offices in Vietnam and India, and partnerships across North America, Latin America, Africa and Asia.



The Ted Rogers Students' Society is a student-elected society representing over 13,000 full-time undergraduate students attending the Ted Rogers School of Management at Ryerson University. The society is organized by a Board of Directors, consisting of 9 Directors and 6 Executives. Each executive portfolio maintains a committee to assist with daily responsibilities.

