2022

DMZ

Media kit.

Changing entrepreneurs' lives.

704
BUSINESSES INCUBATED & ACCELERATED

$1.65B
BUSINESSES INCUBATED & ACCELERATED

4615
JOBS FOSTERED IN OUR COMMUNITY

The DMZ at Ryerson University 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.

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.

Learn more at dmz.to.

OUR MODEL

INCUBATOR

A highly-customized, equity-based program that helps venture-backable tech startups with an MVP gain market validation and traction over the course of 18 months.

PRE-INCUBATOR

Programs designed to help early-stage founders validate their idea, build a minimum viable product and establish a roadmap to launch a startup.

+ **Bootcamp**

FOUNDER DEVELOPMENT

Programs that help aspiring founders master basic entrepreneurial skills and build a business idea.

+ **Launchpad**

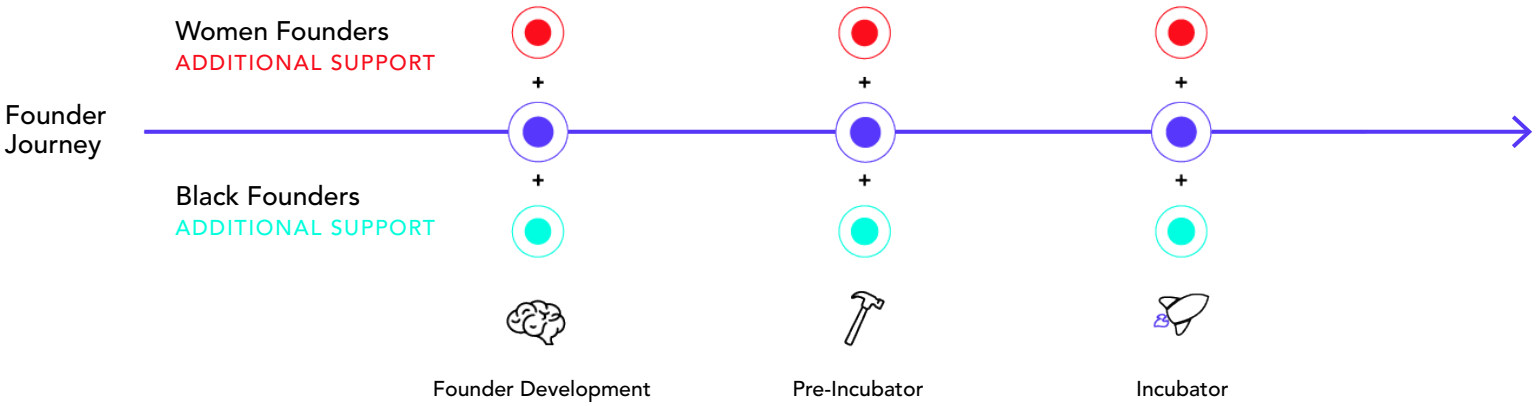
ALUMNI

Alumni programming gives startups access to community events, opportunities to network with and mentor other founders, and other benefits, even after graduating from the DMZ.

STUDENT ENTREPRENEURSHIP

Programs supporting skill development and business ideation/formation for university and high school students.

+ **Basecamp**
+ **CanHack**
+ **Hackathons**



WHAT WE OFFER

The DMZ provides high-impact, high-intensity and highly-customized programs for the best and brightest founders in the world to build, launch, and scale highly impactful startups - fast. That means the founders in our programs get:

ACCESS TO CAPITAL

Fundraising strategies, pitching practice and access to a global network of active early-stage VCs and angel investors.

CUSTOMERS

Knockout methods to increase customer acquisition, expand consistent revenue and land strategic partnerships.

TALENT

Strategies to attract, hire and retain talented people who pack a punch and stick around.

AN EXTRAORDINARY COMMUNITY

Regular workshops and social events, modern office space in the heart of downtown Toronto with awesome amenities like daily breakfast, snacks, coffee, front desk services, game room, nap room, wellness room, showers, and the best startup community in the world.

WORLD-CLASS COACHING

Mentorship and coaching from A-level entrepreneurs and global changemakers.

GLOBAL OPPORTUNITIES

International programming, a global network of partners and DMZ-powered hubs to bring ideas to new global markets.

FINANCIAL MANAGEMENT TACTICS

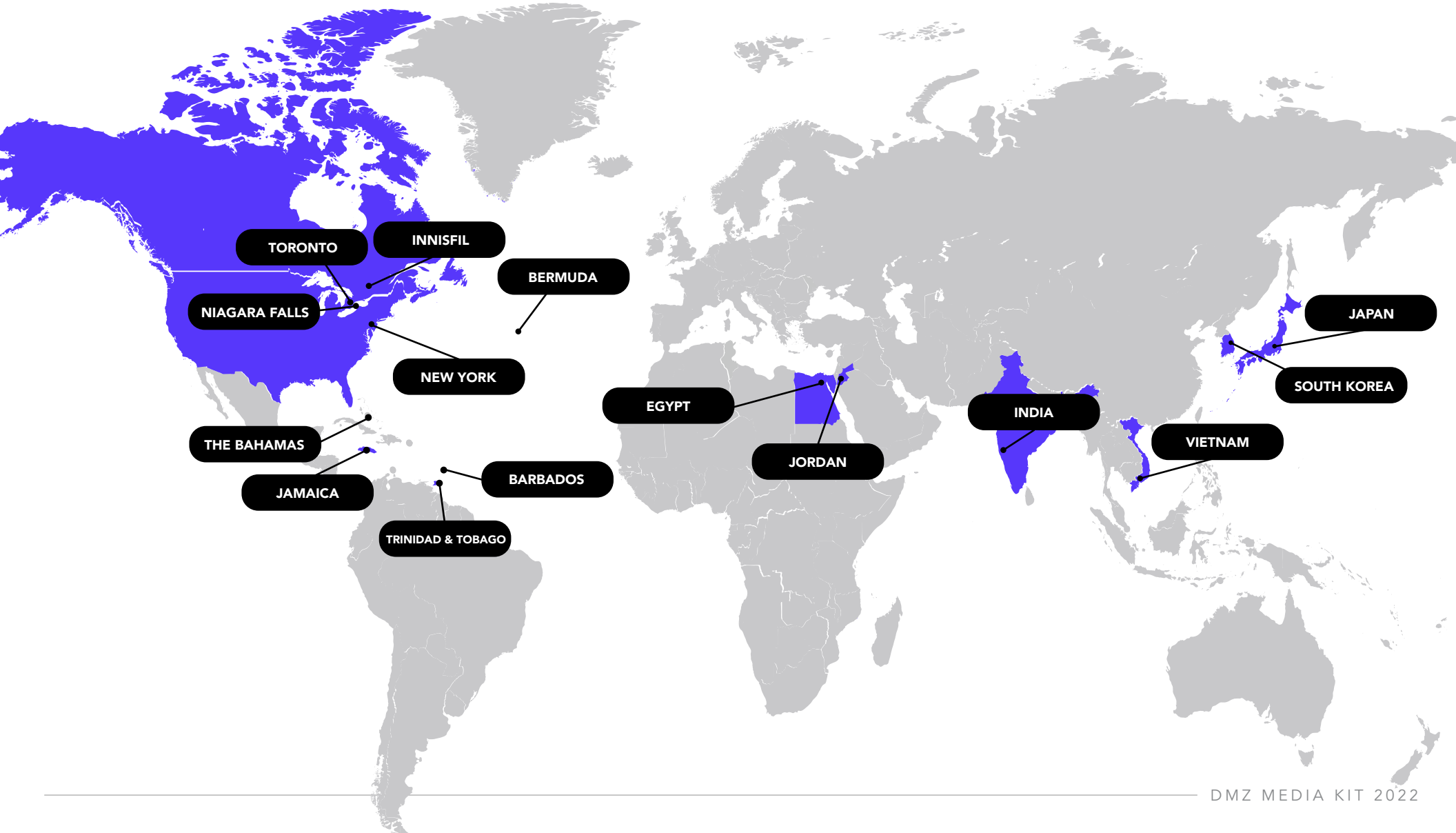
Fine-tuned financial management, banking, cash flow and data modelling support.

MARKETING STRATEGIES

Knockout methods to attract more attention and fast-track growth.

OUR LOCATION

Headquartered in Toronto, Canada with globally-accessible programming, the DMZ has a widely-recognized international presence with DMZ-powered Incubators in over 10 countries and global partnerships across North America, Latin America, Africa and Asia.

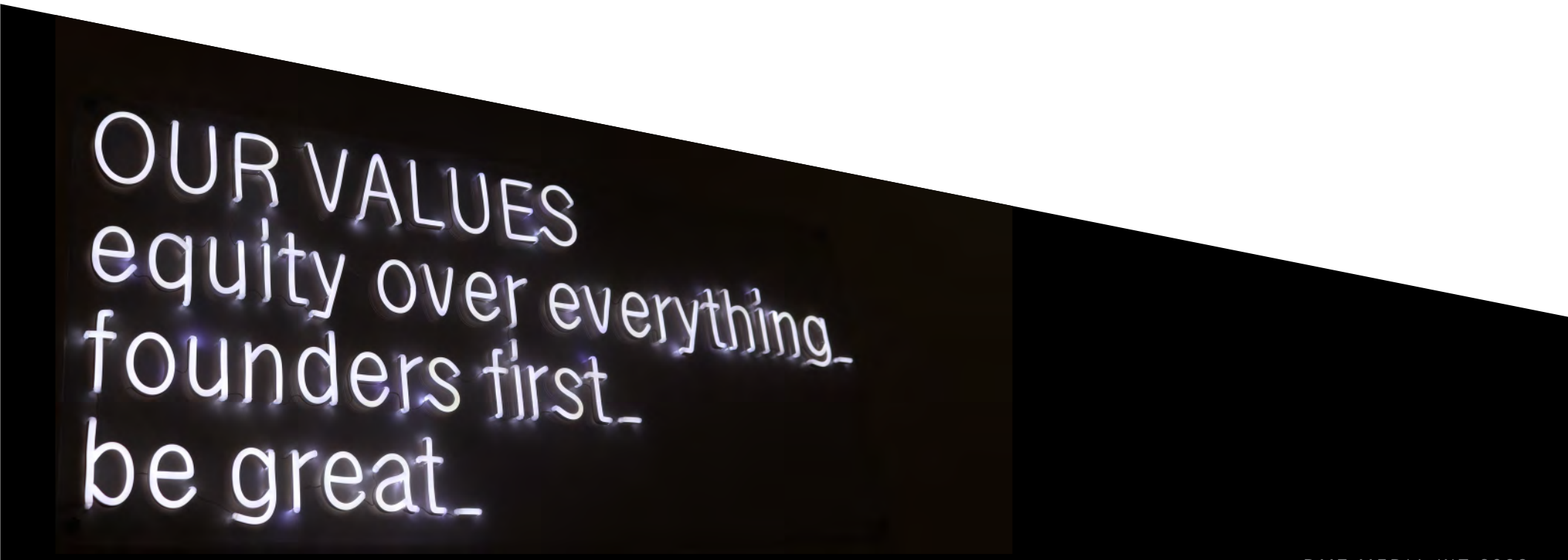


EQUITY OVER EVERYTHING

Diversity, equity and inclusion are embedded into every facet of the DMZ. We strive to create a more diverse and inclusive innovation ecosystem, combat longstanding systemic issues rooted in discrimination, and contribute to the growth in the number of companies led by underrepresented entrepreneurs. Through the DMZ's Black Innovation Program and Women Founders Program, Black and women founders can tap into an additional layer of benefits when they join the DMZ's programs, including additional business capital, specialized mentorship, peer-to-peer support, and more.

The DMZ's Black Innovation Programs are first-in-Canada programs that provide startups led by Black entrepreneurs with the strengthening support of a top university-based incubator network, as well as additional grant funding,
programming, mentorship, events, and connections to industry, capital and an alumni network to support their success and growth.

The DMZ's Women Founders Programs provide a full spectrum of startup support to women-identifying founders at every stage of the entrepreneurial journey: from the ideation phase to scaling phase, with benefits like exclusive community events, mentorship opportunities, enhanced marketing exposure to skyrocket startup growth, and more.



Frequently asked questions and misconceptions.

What does the DMZ stand for?

The DMZ is no longer an acronym for Digital Media Zone. It's simply referred to as 'The DMZ'.

Is the DMZ just for students?

The DMZ is not just for students. In fact, the median age for an entrepreneur is 34 years old.

Is the DMZ an incubator or accelerator?

The DMZ is a tech incubator. It has implemented a model that fuels a startup pipeline which includes:

+ Launchpad - For aspiring entrepreneurs who want to build a business and need support getting started.
+ Bootcamp - For founders who have an early prototype and are ready to validate their business idea, establish an MVP, and ramp up for launch.
+ Incubator - For pre-seed and seed-stage startups that have a full-time founder, early traction, and proven product-market fit.

Does the DMZ focus on a specific tech vertical?

No, the DMZ is sector-agnostic, though we have a preference towards B2B or B2B2C business models.

Does the DMZ take equity from startups?

Startups do not need to pay membership fees for the Incubator, but rather DMZ takes a 2.5% equity stake in common shares from startups in exchange for programming. Any and all returns on this equity go back to Ryerson University, a charitable organization, to support future DMZ operations for startups. The DMZ looks for exceptional founders to support on their journey to build, grow, and scale high-calibre tech companies. Having an equity stake in companies further reinforces the DMZ's commitment to helping founders see long-term success.

There are also no membership fees to join the Bootcamp, but in exchange for this support, the DMZ asks for a 2.5% stake in participating companies in the form of options. Bootcamp graduates that enter the DMZ Incubator program will have their options converted to equity in exchange for the Incubator's 18 months of support.

Boilerplate and logos.

Making an announcement with the DMZ? Please use our official boilerplate and logos below for the announcement.

About the 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 700 startups raise $1.65 billion in capital and create 4,600+ 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.

Stock photos

Please find DMZ stock photos here.

DMZ logo

Please find DMZ logo variations here.

About our Executive Director.

Abdullah Snobar is the Executive Director of the DMZ and the Chief Executive Officer of DMZ Ventures. He is responsible for the strategic direction and continued growth of both organizations.

Headquartered in Toronto, Canada, the DMZ is a startup incubator that provides founders with access to the coaching, capital, customers, and community needed to build world-class companies and has helped 700+ startups raise over $1.65 billion. Under Abdullah's leadership, the DMZ was ranked #1 incubator in the world by UBI Global and named one of Canada's Most Admired Corporate Cultures.

Abdullah is an advocate for building global relationships and has worked to establish a worldwide network of DMZ-powered incubators. With partnerships and global programs across North America, Latin America, Africa and Asia, the DMZ's network helps startups expand to new markets and connect with more customers, partnerships and investment opportunities globally.

As one of Canada's Top 40 Under 40, Abdullah serves on the Board of Directors for the Business Development Bank of Canada (BDC) and the Rideau Hall Foundation, is a Founding Member of the U.S.-Canada Innovation Partnership, and is a Forbes Tech Council member. Abdullah has held previous roles with the Canadian Armed Forces, Fairmont Hotels, and Marriott Hotels & Resorts, and has spearheaded international development in Kenya.

Abdullah holds an ICD.D designation from the Institute of Corporate Directors and has MBA and BComm degrees from Ryerson University.

ABDULLAH
SNOBAR

Please find Abdullah's headshot here.

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DMZ

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