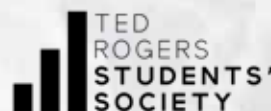


Startup Certified.





PROGRAMMING

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

In the Startup Certified program, students in the Ted Rogers School of Management go through an exclusive program with workshops hosted by The DMZ's Launchpad for Entrepreneurs powered by Desjardins throughout the fall and winter semesters. The Launchpad platform is jam-packed with expert-curated content helping students gain the knowledge and skills needed to navigate the early stages of entrepreneurship. The sessions have been designed to provide a solid foundation for students to either take the knowledge gained and develop their own startup, or make an immediate impact as an early employee at a startup within the DMZ's Incubator program.

LAUNCHPAD + P2P

Launchpad is a completely virtual program that can be completed at your own pace.

Program participants will receive free access to the Launchpad platform, where they will access lessons. Course content is organized into individual chapters with learning resources and video workshops. As learners move through a course, they are prompted to take short quizzes and surveys along the way to ensure they understand key takeaways from each lesson. To complete the program and receive a Launchpad certificate, participants must obtain at least 80% on a final assessment.

In addition to Launchpad, we are hosting three mandatory Peer-2-Peer (P2P) sessions conducted in person by a DMZ staff. These P2Ps allow students to review completed chapters, connect with other like-minded students, and contribute to discussions based on the material learned in Launchpad. You may even find your co-founder here!

SYLLABUS

Chapter 1: Starting Up	Chapter 7: Being a Founder
Chapter 2: Frameworks & Goal Setting	Chapter 8: Talent
Chapter 3: Legal Basics	Chapter 9: Product
Chapter 4: Finance Basics	Chapter 10: Sales & Customer Discovery
Chapter 5: Market Opportunity	Chapter 11: Social Media, Marketing & Branding
Chapter 6: Raising Capital	Chapter 12: Pitching

DATES & TOPICS

EVENT	DATE	LOCATION	TIMING
Tour/Info Session	January 19th	DMZ	2:00 - 3:00
Tour/Info Session	January 24th	DMZ	6:00 - 7:00

CHAPTER COMPLETION DATES

CHAPTER	DATE	LOCATION	TIMING
1 - 4	January 30th - February 6th	Virtual	Asynchronous
Chapter Review I (Mandatory)	February 7th	Sandbox	6:00 - 7:30
Reading Week	February 19th - 25th	-	-
5 - 8	February 26th - March 6th	Virtual	Asynchronous
Chapter Review II (Mandatory)	March 7th	Sandbox	6:00 - 7:30
9 - 12	March 8th - 27th	Virtual	Asynchronous
Chapter Review III (Mandatory)	March 28th	Sandbox	6:00 - 7:30
13 - 14 (Final Test + Next Steps on Paths to Take)	March 29th - April 11th	Virtual	Asynchronous

PATH

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

1. **Co-op/Internship:** students have 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 the program. .
2. **Business Idea Incubation:** Interested students will apply to win a grant of \$8,960 to work on their startup idea. A DMZ Program Lead will give successful students 1-on-1 mentoring sessions for four months and access to exclusive discounts and perks for their startup.

CO-OP/INTERNSHIP

- The Co-op/internship route allows our students to take an experiential learning approach to work within the entrepreneurial ecosystem. Startup Certified participants get a work term that utilizes their transferable skills, along with understanding 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 completed the Startup Certified program. Companies that have hired students from the program are expected to pay the other half of the student's 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 to 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

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

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

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

During my last semester at Ryerson/TMU, I had the privilege to take part in the DMZ's Startup Certified program. For me, I saw this program as an invaluable meeting ground, where I could connect with other motivated students/entrepreneurs. Each session was different and all of the guest speakers who were involved were inspiring and experienced leaders who seem to genuinely care and have a passion for passing down their knowledge onto the next generation of entrepreneurs. I was especially moved by guest speaker Nancy J. Spotton, who stopped me in my tracks with two simple questions. "Who are you? And what makes your heart sing?". And till this day I continue to repeat these 2 simple questions, hoping and knowing that one day the answer will be clear.

- Marvin Del Mundo, Startup Certified Alumna

Startup certified was a great walk through of all the fundamentals a founder needs to launch their startup! It's a great opportunity to meet other aspiring founders and helpful industry professionals.

- Rabie Salloum, Startup Certified Alumna

PROGRAM TIMELINE

Information Session



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

Launchpad Completion



Students are required to complete the online program, attend all the chapter review sessions, and provide their certificate of completion from Launchpad.

Application Period



Students apply to a position with a DMZ startup or apply to work on their 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 for entrepreneurship and innovation.
- Coaching from entrepreneurs and corporate professionals, relevant to entrepreneurship.
- Networking opportunities with other students and with DMZ staff and entrepreneurs.

NUMBERS AT A GLANCE

\$50K

IN FUNDING FOR
STUDENT SALARIES
PER SEMESTER

260

STUDENTS COMPLETED
THE PROGRAM

7

STUDENT COMPANIES
CREATED

28

STUDENTS PLACED
WITH A DMZ STARTUP

THE TEAM

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



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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 help innovators reach the next milestone in their entrepreneurial journey – whatever that might be. The DMZ has helped more than 665 startups raise \$1.53 billion in capital and create 4,500+ jobs through its award-winning programming. 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.

