

# Startup Certified.



## PROGRAMMING

In the Startup Certified program, students in the Ted Rogers School of Management and the Faculty of Science go through an exclusive program dedicated to entrepreneurial training, throughout the Fall and Winter semester. The curriculum is jam-packed with expert-curated content helping students gain the knowledge and skills needed to navigate the early stages of entrepreneurship. The program has 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 DMZ's Incubator program.

## PROGRAM OVERVIEW

The DMZ Startup Certified program requires completion of the following components:

### **DMZ Launchpad**

Launchpad is a fully online program tailored for flexible, self-paced learning. Participants gain complimentary access to the Launchpad platform, diving deep into comprehensive lessons presented through chapters, enriched with learning resources and video workshops. To reinforce comprehension, short quizzes and surveys punctuate the courses, ensuring that students grasp the essential points from each module. To culminate their learning and attain the Launchpad certificate, students must achieve a minimum score of 80% on the final assessment.

### **Peer-2-Peer Sessions**

Our holistic approach encompasses interactive sessions to bolster collaboration and real-world applicability. We have curated two virtual Peer-2-Peer (P2P) sessions and students must participate in at least one of the two P2P sessions. These P2Ps present an invaluable opportunity for learners to recap chapters, engage with peers, and spark discussions rooted in Launchpad's content. Who knows? Your future co-founder might be just one session away!

### **DMZ Masterclass**

To further augment the learning experience, students are required to attend at least 6 DMZ Masterclass workshops. These in-person sessions, held at DMZ Sandbox, explore various entrepreneurial topics and are usually scheduled for Tuesday or Thursday evenings. Choose a Masterclass that resonates with your aspirations and dive deeper into the intricacies of startup success.

**SIGN UP NOW**

## 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

## CHAPTER COMPLETION DATES

CHAPTER	COMPLETION DATE	LOCATION	TIMING
1 - 6	October 20th	Virtual	Asynchronous
Peer-2-Peer #1	October 25th	Virtual	6 - 7:30 pm
7 - 12	November 17th	Virtual	6 - 7:30 pm
Peer-2-Peer #2	November 22nd	Virtual	6 - 7:30 pm
13 - 14 (Final Test)	November 30th	Virtual	Asynchronous
<a href="#">DMZ Masterclass</a> - minimum of 6 workshops	Dec 20th	In-Person @ DMZ Sandbox	6 - 8 pm

## 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 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 \$8,160 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 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 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!

**- Safiyyah 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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During my last semester at Ryerson/TMU, I had the privilege to take part in 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**

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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**

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## PROGRAM TIMELINE

### Information Session



Students attend a virtual information session to learn more about the program, gain insight into the program expectations, workshops, and opportunities.

### Launchpad Completion



Students are required to complete the online program, attend at least one P2P session, 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 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

**\$200K+**

IN CUMULATIVE FUNDS  
DISTRIBUTED TO  
STUDENTS SINCE 2018

**309**

STUDENTS COMPLETED  
THE PROGRAM

**9**

STUDENT COMPANIES  
CREATED

**35+**

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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