

Sandbox Student Grant Program

2019

APPLY

dmz.to/studentgrant

@DMZSandbox | dmz.ryerson.ca

DMZ
SANDBOX



A student's finances is the biggest barrier to turning an idea into a reality.

At the moment, there are very few programs that fund students at the early stages of development or that permit them to still be a student. This creates a barrier for students who want to pursue avenues of entrepreneurship during their academic career.

OBJECTIVE

The DMZ Sandbox Student Grant Program (the “Grant”) will provide funding to eligible Ryerson students and student-led startups to allow them to develop their ideas. It aims to support innovative projects and initiatives that are positively impacting the economy and society.

DMZ Sandbox has will commit up to \$1,000,000 over four years to support Ryerson student-led startups working within the Ryerson Zone network or in the ideation stage. The grants will support the University's efforts to increase innovation and entrepreneurship and engagement of Ryerson students in the Zone Network.

FUNDING AMOUNTS AND PROJECT DURATION

Projects of all different sizes and stages of development will be considered. The grants are available in a series of stages, with the following amounts available to eligible applicants at each stage:

- ✚ Stage 1: up to \$5,000 for 12 months
- ✚ Stage 2: up to \$10,000 for 18 months
- ✚ Stage 3: up to \$15,000 for 24 months.

ELIGIBILITY

The Grant Program is open for applications from Ryerson undergraduate and graduate students registered in a full-time degree-granting academic program, or a recent (up to eight months after the date of graduation) Ryerson graduate from a full-time undergraduate or graduate program.

The Ryerson student or recent alumni applying must have at least a 25% stake in the company/solution/idea either as an inventor or founder.

Co-inventors, or co-founders must have the permission of their co-inventors/co-founders to apply and must demonstrate this permission through the inclusion of a letter of support for the application signed by the co-inventor/co-founders.

The company/solution/idea must not have previously received more than \$60,000 in total funding (through investment, financing, prizes or grant programs)

In addition the applicant must meet the following eligibility requirements for each stage:

STAGE 1 (up to 12 months):

- ✚ Has an innovative business idea that solves a compelling problem.
- ✚ Has undertaken extensive primary and secondary market research and has an understanding of their unique value proposition.
- ✚ Has an initial mock-up of their product/solution.
- ✚ Is available to work with a Zone that aligns with the subject matter of their startup if they are selected as a grant recipient.

STAGE 2 (up to 18 months):

- ✚ An innovative business idea that solves a compelling industry problem.
- ✚ Has a prototype of their product.
- ✚ Has established customer validation.
- ✚ Has an incorporated company.
- ✚ Is currently a member of and receiving support from one of the Zones in Ryerson's Zone Network

STAGE 3 (up to 24 months):

- ✚ An innovative business idea that solves a compelling industry problem.
- ✚ Is in market and is able to demonstrate traction via a paid customer, or secured pilot project.
- ✚ Has an established customer case study and idea of Ideal Customer Profile (ICP).
- ✚ Has an incorporated company.
- ✚ Is currently a member of and receiving support from one of the Zones in Ryerson's Zone Network (including the DMZ);

If the idea/concept/intellectual property described in the application has arisen out of research work undertaken in a Ryerson lab, has been supported through research funding, involves university personnel, including faculty, or staff as a co-inventor, or arises out of a group course project then a Ryerson invention disclosure form must be filed in respect of the intellectual property and a waiver obtained from the Office of the Vice President, Research and Innovation prior to application.

Only one application per idea and/or start-up may be submitted in a given round.





PROCESS & TIMELINE

The program will be open for applications once in the fall and once in the winter semester. Please check our website for exact application dates

1. Applications must be submitted on the application portal (accessed at dmz.to/studentgrant) by Monday, November 18th 2019.

2. Shortlisted applicants will then be invited to present to the adjudication committee on INSERT, 2019. Final decisions will be communicated by <INSERT>

Eligible applicants can apply online via our application form found here dmz.to/studentgrant

Using the form, Applicants must describe their business/venture, product/service concept, market opportunity and a timeline of milestones they set out to achieve.

Shortlisted applicants will receive mentorship and coaching to develop a 3 minute pitch deck, which they will present at the competition to the Selection Committee (described below). The Committee will have 2 minutes to ask questions pertaining to the applicant's business following each pitch.

While Applicants will be asked to indicate what stage they are seeking funding for the section committee reserves the right to award a grant at another stage based on the committee's evaluation of the application and where they feel it best fits within the stages.

SELECTION CRITERIA

Applications will be assessed against the following criteria:

Criteria	Weight
<p>The Opportunity</p> <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%
<p>Market Research and Customer Discovery/Validation</p> <ul style="list-style-type: none"> ✚ Conducted extensive primary and secondary market research to identify the problem, solution and unique value proposition. ✚ Demonstration of the feasibility of underlying technology. ✚ Demonstrated understanding of their Ideal Customer Persona. ✚ Demonstrated understanding of the competitiveness of the Market & defensibility of their offering. ✚ Applicant has some form of traction from potential customers (positive feedback, LOI's, IOI's, Sales) 	30%
<p>Strength of the Applicant/Team</p> <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 	20%
<p>Project Plan and Milestones</p> <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? ✚ Is the allocation of funds justified 	20%

Pitches will be assessed against the following criteria:

Criteria	Weight
<p>Presentation Delivery</p> <ul style="list-style-type: none">+ Slide Quality+ Well articulated business case+ Time	10%
Business	
<p>The Opportunity</p> <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	20%
<p>Market Research and Customer Discovery/Validation</p> <ul style="list-style-type: none">+ Conducted extensive primary and secondary market research to identify the problem, solution and unique value proposition.+ Demonstration of the feasibility of underlying technology.+ Demonstrated understanding of their Ideal Customer Persona.+ Demonstrated understanding of the competitiveness of the+ Market & defensibility of their offering.+ Applicant has some form of traction from potential customers (positive feedback, LOI's, IOI's, Sales)	20%
<p>Strength of the Applicant/Team</p> <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	20%

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 timeline? 	20%
Budget <ul style="list-style-type: none"> ✚ Is the budget justified? 	10%

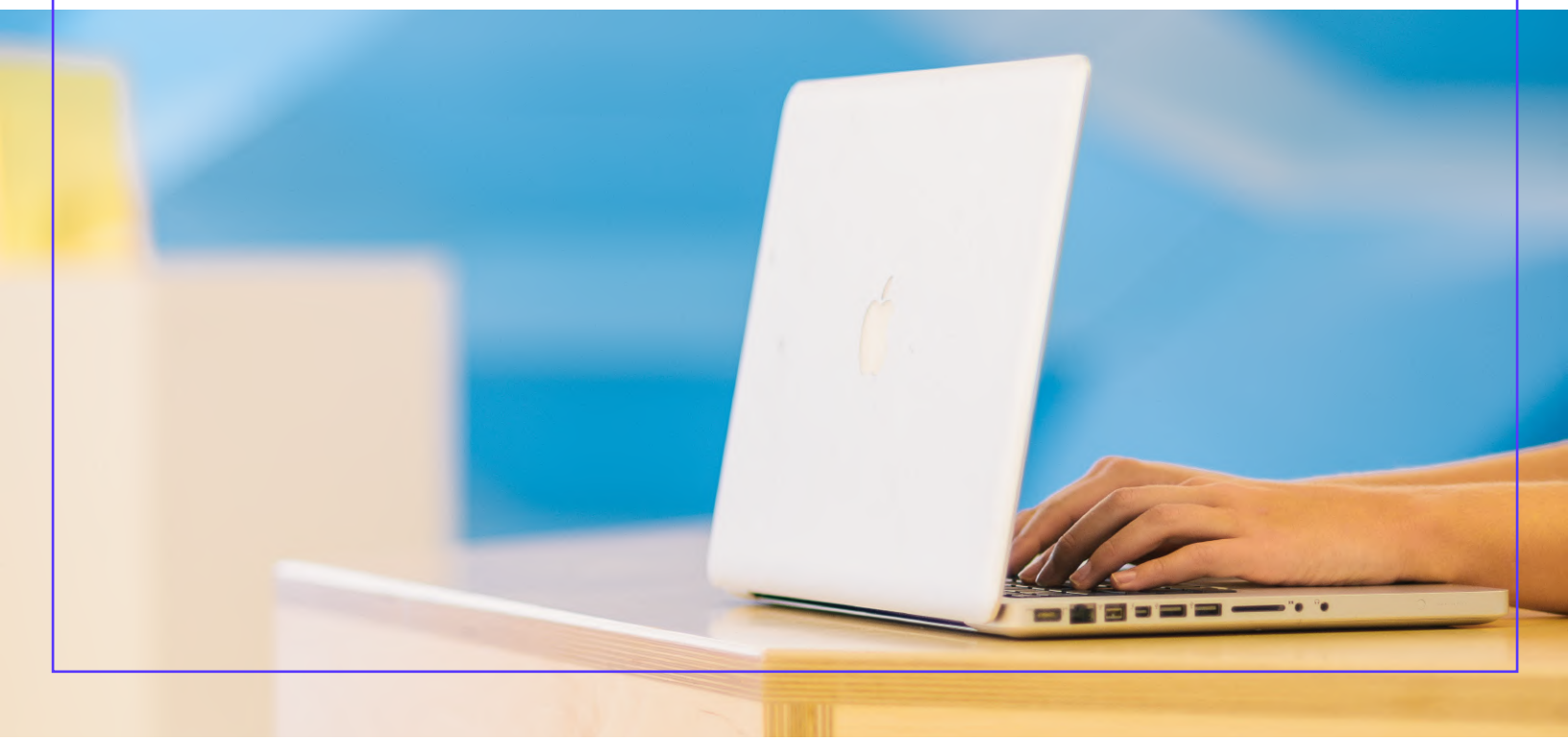
SELECTION COMMITTEE

Applications will be assessed by a committee that is comprised of individuals from the Ryerson Zone Network and, where necessary, subject matter experts, as follows:

- ✚ The committee will be chaired by the Director of Sandbox.
- ✚ The committee will be comprised of one, or more, Sandbox Program Leads and will include other Ryerson Zone staff.
- ✚ The Selection Committee might include members from potential partners we bring onto the program

Criteria	Weight
Presentation Delivery <ul style="list-style-type: none"> ✚ Slide Quality ✚ Well articulated business case ✚ Time 	10%
Business	
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 	20%

<p>Market Research and Customer Discovery/Validation</p> <ul style="list-style-type: none"> ✚ Conducted extensive primary and secondary market research to identify the problem, solution and unique value proposition. ✚ Demonstration of the feasibility of underlying technology. ✚ Demonstrated understanding of their Ideal Customer Persona. ✚ Demonstrated understanding of the competitiveness of the Market & defensibility of their offering. ✚ Applicant has some form of tracktion from potential customers (positive feedback, LOI's, IOI's, Sales) 	20%
<p>Strength of the Applicant/Team</p> <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 	20%
<p>Project Plan and Milestones</p> <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? ✚ Is the budget justified? 	20%
<p>Budget</p> <ul style="list-style-type: none"> ✚ Is the budget justified? 	10%





ADDITIONAL IMPORTANT INFORMATION

- + Students can apply with the intent of just receiving the first 5K, but will still need to submit a plan based on their stage requirements (12-24 months) if the startup chooses to apply for stage 2 or 3 of the fund in the future.
- + A student may apply without an incorporated company, however they must have an incorporated company to receive a stage 2 or 3 grant. Stage 1 grants may be made to individuals or to start-ups.
- + The startup must disclose financial statements at the request of the Selection Committee or DMZ administrative staff.
- + The idea/startup does not need to be technology-based.
- + All individuals awarded funding will be required to sign the standard Grant Program terms and conditions available [\[here\]](#) prior to receiving any funding. In the case of a grant made to the company, a legal representative of the company must sign the terms and conditions on behalf of the company.
- + If awarded, Grant funding will be advanced in two stages, 80% when the Grant is awarded and 20% at the end of the grant provided the recipient achieves their pre-set milestones. These milestones will be set with Sandbox Program Leads following the release of the first 80% of the award.
- + Please be aware that the grant will be considered as income for the awardee and as such may have an effect on your income taxes. Individuals and companies are advised to seek tax advice with respect to the reporting of the income on your taxes and the impact it may have.