

# Ryerson Venture Zone

## COB Council Presentation

Oct 13th, 2021



Ryerson  
University

Ryerson  
Venture Zone  
in Brampton

BRAMPTON  
innovation  
DISTRICT

“ **Ryerson Venture Zone** is a non-equity incubator and market-development program that focuses on launching *market-discovery to market-ready startups in the City of Brampton.*

Our virtual programming (for now), teaches first-time founders the foundations of market development, enables industry partner collaborations and helps technology startups develop a playbook for market launch and growth **beyond RVZ.**”

# RVZ MODEL FOR ENTREPRENEURIAL GROWTH



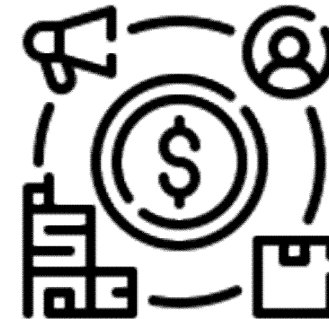
**Addressing  
hyperlocal issues in  
the Peel (Brampton)  
region**



**Industry-driven  
programming**



**Founder-first approach**



**Financial support with  
no strings attached**

# RVZ INDUSTRY FOCUS

City of Brampton's Innovation  
District Sectors

## 2020 - 2021 (Year 1) Community Health & Wellness

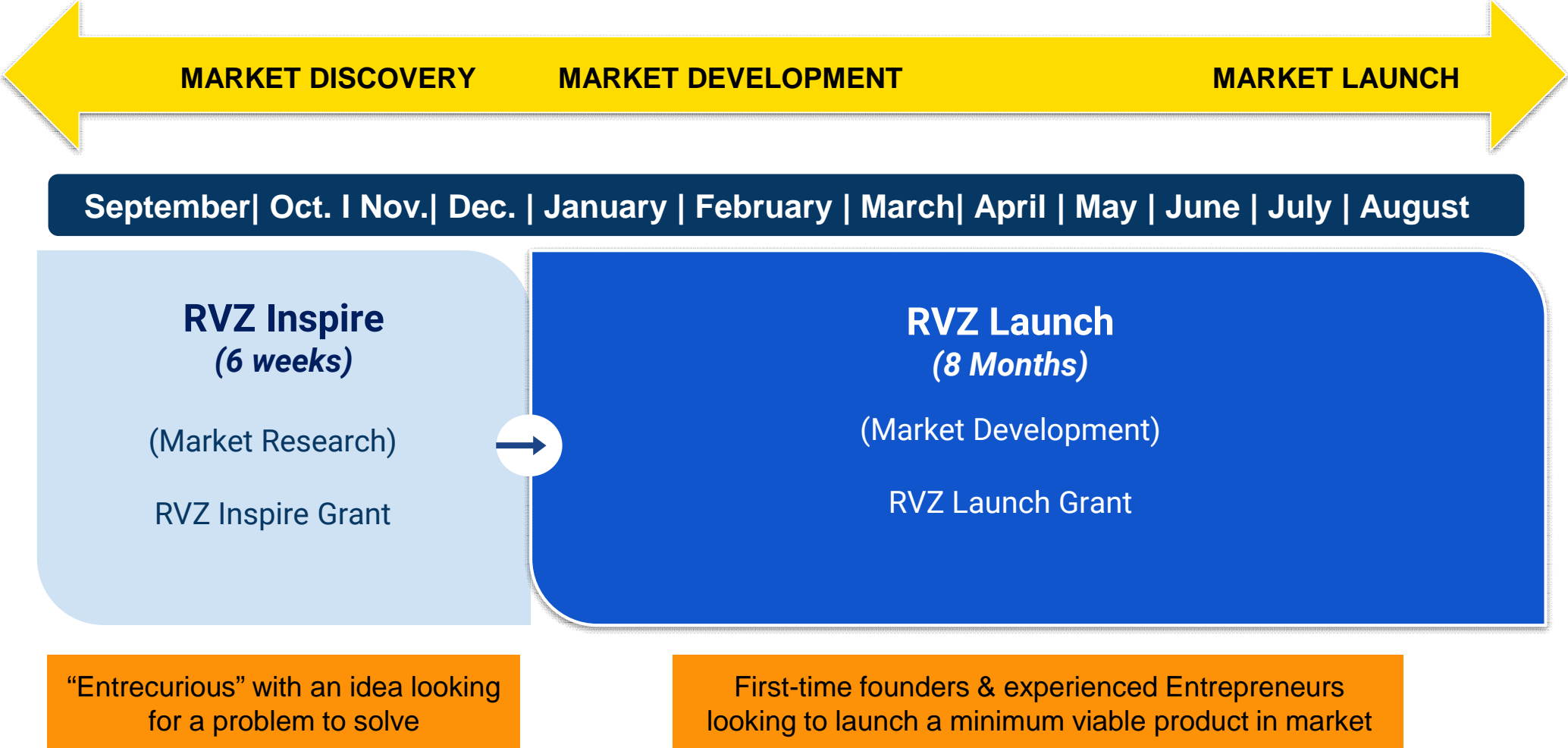
- High incidence of chronic health conditions: diabetes, cholesterol and BP
- Better supports for home caregivers and the aging population in their homes
- Challenges in navigating the Canadian healthcare system
- Re-imagining long-term care facilities
- Supporting mental wellness

## 2021 - 2022 (Year 2) - Smart City, Mobility, Logistics

- Driver Retention
- Smart City Infrastructure
- Supply Chain Management
- Mobility of Goods & Services
- Managing Health & Safety of SML Employees
- Electric Vehicles & Infrastructure

- 2022 - 2023 (Year 3) - Food, Wellness & Sustainability
- 2023 - 2024 (Year 4) - Adv. Manufacturing & Packaging
- 2024 - 2025 (Year 5) - Film, Media & Entertainment

# 12 MONTH PROGRAMMING



# RVZ INSPIRE

is a 6-week market-validation program to inspire "entrecurious" individuals in becoming full-time entrepreneurs. We provide industry-driven content, introductory venture creation materials and a curated curriculum that supports first-time founders with accelerating their market validation. Towards the end of the 6 weeks, program participants will learn the fundamentals of primary and secondary market research, defining their target audience, creating market assumptions to validate and start beginning user interviews to accelerate market validation.

## 38 PARTICIPANTS

- ~80% SML
- ~20% H&W
  
- 56% ideation
- 44% problem discovery
  
- City of Brampton, GTA, Ottawa, India, Nigeria, Pakistan, Sri Lanka



## 6 WEEKS



## EXPECTED OUTCOMES

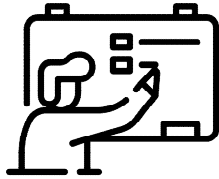
- Founder-Problem Fit
  
- A refined value-proposition
  
- Understanding of conducting early market research
  
- Basic understanding of Lean Methodology
  
- Assumptions to validate with industry

# RVZ LAUNCH

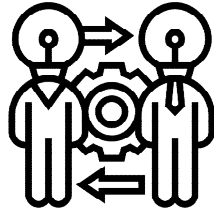
is an 8 month, non-equity based incubator program designed for MVP-ready technology startups to launch in the market. We provide startups with access to industry partners for early market validation as well as opportunities to secure potential pilots in the **health and wellness and/or smart city, mobility, and logistics sectors**. In addition, founders will go through venture development workshops and receive integrated mentorship that supports them with launching their MVP in the market. Towards the end the 8-month program companies **will have developed a detailed product roadmap, honed down on their ideal customer profile, created a go-to market strategy, launched pilots in the market and begin to work towards product-market fit.**



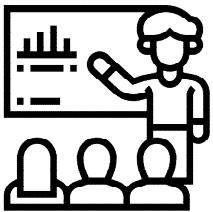
RVZ Entrepreneurship Fund



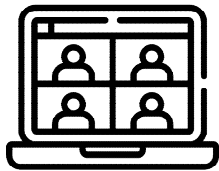
RVZ EiR 1:1 Coaching



RVZ Industry Deep Dives



RVZ Founder & Venture Development Workshops



RVZ Founder Friday & Founder Roundtable



RVZ Data Library & Market Intelligence Reports

## RVZ LAUNCH STARTUP CRITERIA

- Technology startup in Health/Wellness or Smart-City/Mobility/Logistics industry
- Market validation data (market research, user interviews, market feedback, POC/LOI/Pilot, market launch)
- Legally incorporated in Canada
- General Liability Insurance
- Working, demoable MVP
- Commit min 5 hours/week
- Be 21+ yrs of age (not students)
- Min. 1 FT dedicated founder
- Max. 4 person founding team
- <\$500K in private capital raised

# RVZ LAUNCH

## 8 MONTHS OF PROGRAMMING

- 1. Venture Development**
  - (Leadership & Operations)
- 2. Market Development**
  - (Research & GTM Strategy)
- 3. Technical Development**
  - (Product & Engineering)
- 4. Customer Development**
  - (Sales & Marketing)
- 5. Capital Development**
  - (Finances & Fundraising)

## EXPECTED OUTCOMES

1. Define organizational structure
2. Develop a go to market strategy
3. Create a pilot-launch plan
4. Define a product roadmap
5. Launch / Complete first pilot
6. Develop sales pipeline / acquire first customer
7. Sound understanding of business finances
8. Establish a fundraising strategy



# RVZ ENTREPRENEURS/EXECUTIVES-IN-RESIDENCE



**MENTAL PERFORMANCE**  
Abhinav Prakash



**INDUSTRY (Health)**  
Ying Tam



**PEOPLE & CULTURE**  
Gaby Fisch



**DATA & OPERATIONS**  
Phillip Gales



**MARKET  
DEVELOPMENT**  
Nancy Mancini



**PITCHING**  
Frank Erschen



**DEVELOPER  
RELATIONS**  
Madusha Cooray



**MARKETING  
STRATEGIES**  
Jeff Pontes

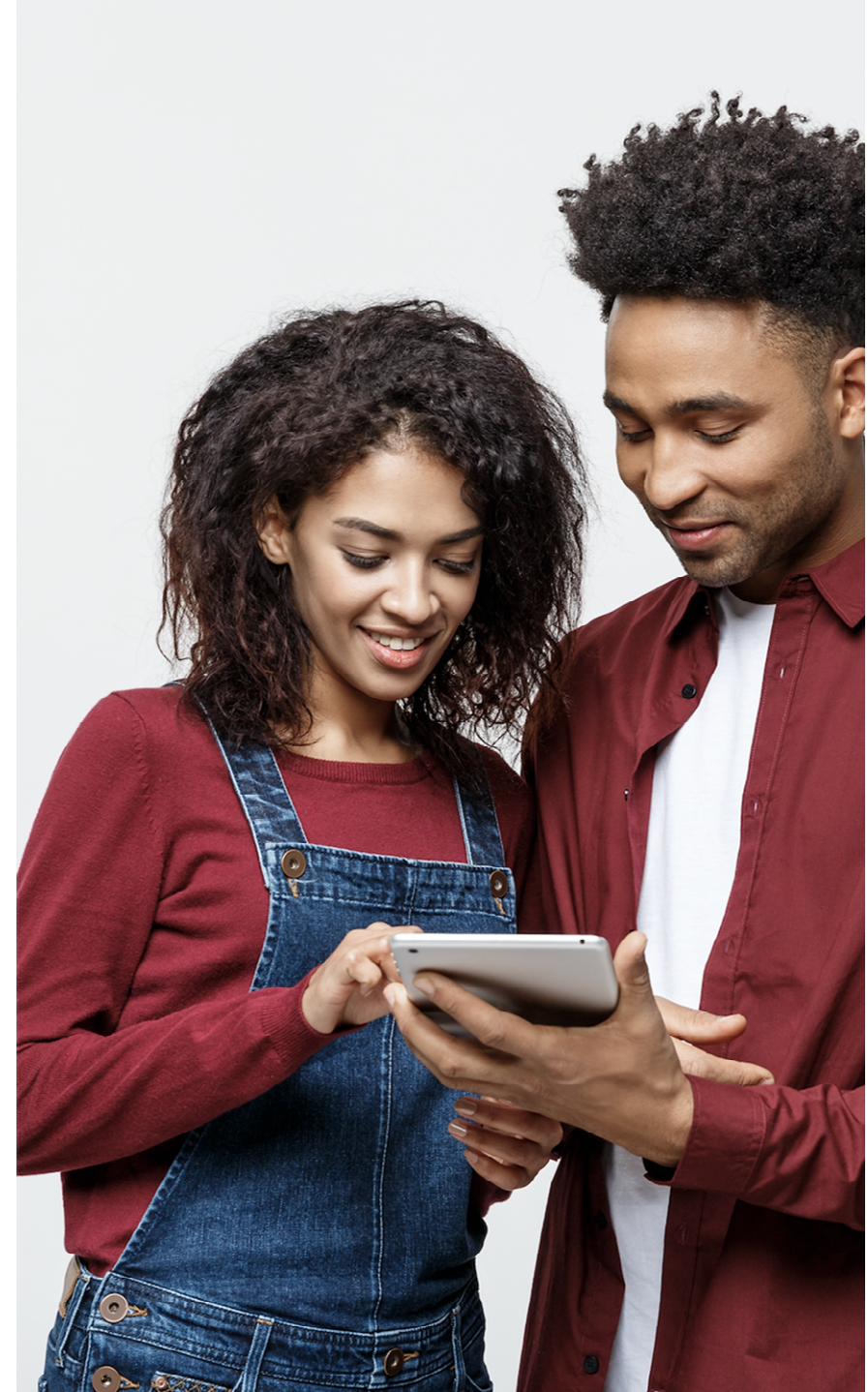
# RVZ ENTREPRENEURSHIP FUND

## RVZ INSPIRE GRANT (upto \$10,000 - RVZ INSPIRE)

- **Up to \$500 per applicant**, up to 20 RVZ Inspire program participants
- **Non-dilutive funding** towards business operations expenses (**Incorporation Cost, Business Liability Insurance, Web Development**)
- Successful applicants are required to:
  - Complete of full RVZ Inspire 6-week program
  - Complete Steps 1 - 29 in 100 Steps 2 Startup
  - Submit RVZ Market-Research Plan

## RVZ LAUNCH GRANT (upto \$300,000 - RVZ LAUNCH)

- **Up to \$20,000 per startup**, up to 15 RVZ Launch startups
- **Non-dilutive funding** towards business related expenses (salaries, legal, marketing)
- Companies are required to
  - submit budget summary of \$20K spend
  - track monthly expense
- Companies will receive funding in trenches throughout the 8 month program:
  - \$9,000 (Month 1)
  - \$9,000 (Month 4)
  - \$2,000 (Month 8)



# RVZ NETWORK OF PARTNERS (HEALTH)



# Roundtable “Problem Lab” discussion Smart City, Mobility and Logistics space

- Rogers
- GTAA
- eShipper
- Seaport Intermodal
- National Logistics
- Hopewell Logistics
- DHL
- Cargojet
- Smart Freight Center
- Goods movement task force
- Canadian Tire
- Loblaws
- Geotab
- Dropoff AI
- Yusen logistics
- Hop log
- Lovis
- City of Brampton



**Topic : “Meeting Customer Needs in this COVID New Normal”  
Tentative Date - in Oct/Nov 2021**

# RVZ INCUBATOR STARTUPS

**9 STARTUPS**  
**24 PARTICIPANTS**

Ages 22-71  
(avg. 33yrs)

**33% female** | 66% male

MDs, RNs, Pharmacists,  
Dentists, Digital Health  
Professionals, Serial  
Entrepreneurs, Recent  
Grads

City of Brampton/Toronto

**MedaKi**

  
MedEssist

 Oh Band

  
Culture Mindful

 Ellerca  
Health

 doc talk

 **HealthBank**

**Loupe**

**1 EVEN. AI**

Process Automation Platform

# 80% have launched a functional MVP in the market

## RVZ Y1 Cohort - Venture Outcome Metrics (9 Startups)

Category	March 2021	September 2021	(percent change)
# of Employees	34	71	47.89%
Capital Raised	\$801,000	\$2,485,000	32.23%
Pilots Launched	7	20	35.00%
Customers	240	405	59.26%
Revenue	\$175,150.00	\$405,650.00	43.18%

**43.51%**

# BRAMPTON VENTURE EXPO

567

TOTAL REGISTRANTS

371

TOTAL UNIQUE EVENT ATTENDEES

2,806

PRIVATE MESSAGES BETWEEN ATTENDEES

71%

SPEAKERS OF COLOUR

9

HIGH-QUALITY CONTENT SESSIONS

50+

OPEN ROLES PROMOTED

50+

1:1 MEETINGS BETWEEN STARTUPS AND INDUSTRY PARTNERS / INVESTORS

24%

FEMALE SPEAKERS

11





VIRTUAL EXHIBITORS

12+

PARTICIPATING HIRING ORGANIZATIONS

- ❖ Job creation within Brampton
- ❖ Helped startups scale through introductions
- ❖ Increased exposure for RVZ within the community
- ❖ Built a community to include in future communications, events and programming
- ❖ Diversity in speakers and attendees
- ❖ Audience mainly comprised of current startups, entrepreneurial, and talent- all received exposure to entrepreneurship through content

# SOCIAL MEDIA ORGANIC METRICS

			
<ul style="list-style-type: none"> <li>• 76 followers</li> <li>• 62 page likes</li> </ul>	<ul style="list-style-type: none"> <li>• 489 followers</li> <li>• 10k impressions</li> </ul>	<ul style="list-style-type: none"> <li>• 649 total followers</li> <li>• 2336 accounts reached</li> <li>• 500 content interactions</li> <li>• 4843 impressions</li> <li>• 9 website clicks</li> <li>• 336 profile visits</li> </ul>	<ul style="list-style-type: none"> <li>• 300 total followers</li> <li>• 39K impressions</li> <li>• 64 link clicks</li> <li>• 253 engagements</li> </ul>

**1514 Total Followers**  
 (all individual platforms metrics, except for followers, represent Q2)

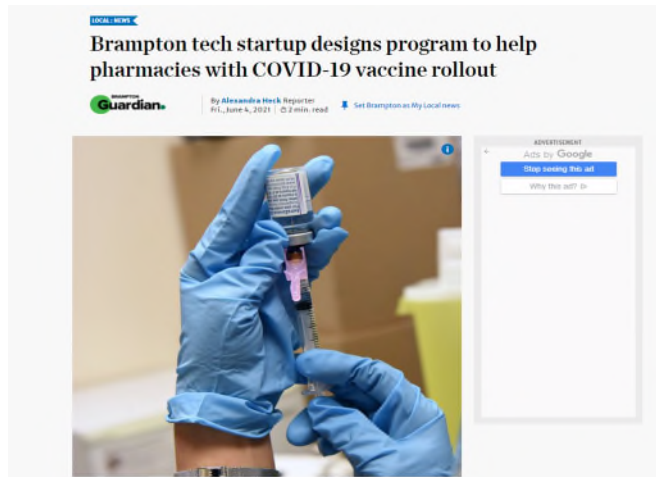
**Impressions:**  
 Increased brand awareness for RVZ and our startups

**Followers:**  
 Directing this traffic to our website- serving as a pipeline for future applicants for programming or donations to RVZ, followers could become future event attendees, building the larger RVZ community

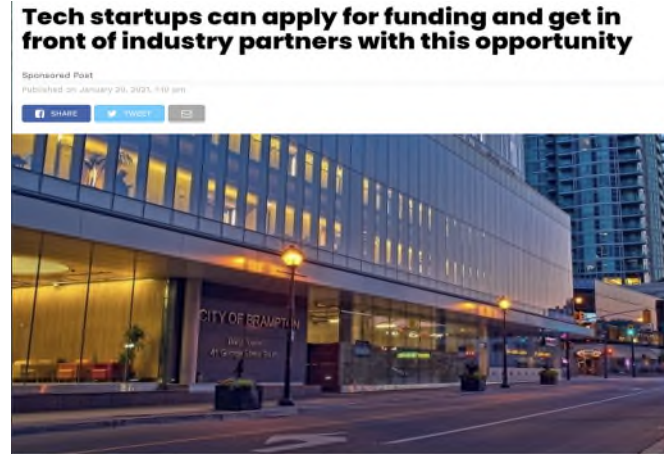
**Engagements (likes, shares, comments)**  
 Signals the type of content that our audience resonates with- related to specific programming, events, and messaging



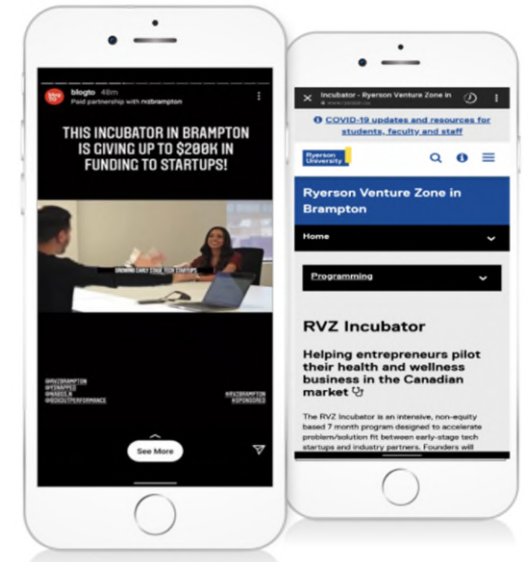
# MEDIA COVERAGE



TORONTO STAR



INBRAMPTON/INSAUGA



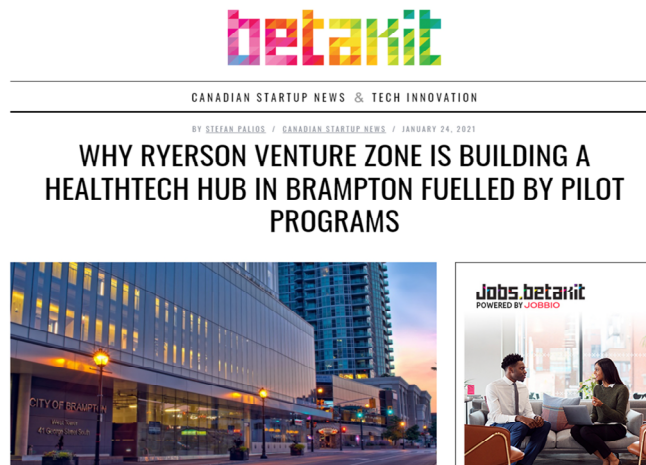
BLOG TO



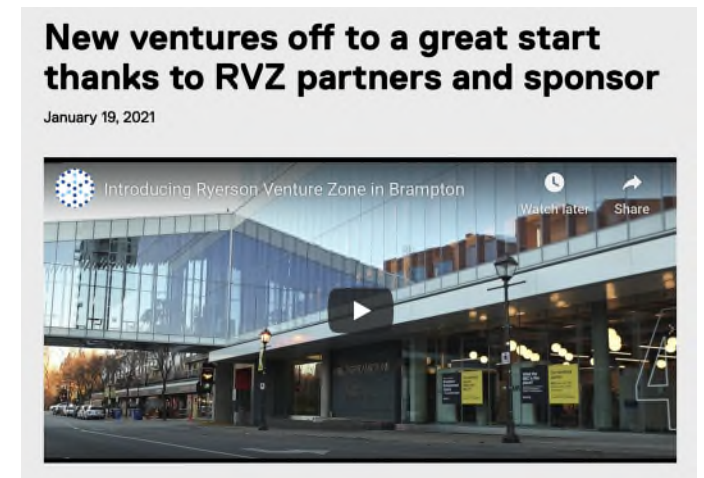
Source: Ryerson

Ryerson University has announced that it aims to work with more than 250 entrepreneurs over the next five years to help them build and grow their business at an early stage. As part of the initiative, the joint partnership between the City of Brampton and Ryerson University, Ryerson Venture Zone (RVZ) in Brampton, will incubate and graduate 50 high-potential tech ventures with a goal to create more than 100 jobs in the Brampton community. RVZ has released the schedule for the inaugural, free to attend **Brampton Venture Expo** happening virtually Tuesday, August 17th and Wednesday, August 18th. Through this expo, Ryerson noted it aims to bring together startup founders, burgeoning entrepreneurs, early-stage investors, corporate executives, and local job-seekers to highlight the opportunities within the **Brampton Innovation District**. [Click here for more information](#)

IT WORLD CANADA



BETAKIT



RYERSON CONNECTION

# RVZ Key Metrics To-Date - (Sept 2020 to Sept 2021)

Total number of **Public & Private training sessions**

1015 Sessions

Total number of **intrapreneurs/entrepreneurs/startups engaged**

2743 People

Total number of **Founders/Co-founders engaged** in programming

173 Founders

Total number of **Startups engaged** in programming

81 Startups

Total number of **corporate/community/professionals service firms**

74

Organizations

Average age of RVZ **pre-incubator/incubator** entrepreneur

35

years of age

% RVZ Startups lead by female founders (**pre-incubator/Incubator**)

36% Female

lead

Total number of RVZ Startups residing in the City of Brampton

(pre+incu) 32 Startups

Total social media audience following (LinkedIn, Twitter, Facebook, Instagram, Youtube)

1517 Followers



Total email newsletter reach

2 472 emails

# RVZ Advisory Board Members

**Ryerson University (Operator) - John MacRitchie - AVP Strategic initiatives & Zone learning**

**St. George Society (Donor) - Nina Singh - Board member and practising lawyer**

**City of Brampton (Community funder) - Clare Barnett - Director Economic Development**

**Corus (Media) - Ask to Cheryl Fullerton - VP People and Communications**

**Good news ventures (Investor) - Mohan Markandaier**

**Entrepreneur - Johan De Greef - Successful Chocolate Manufacturer and Angel investor**

**Ricard Ebach - CIO Americas - DB Schenker - Large international logistics company**

**Dynacare (Healthcare) - Donna Pascal - VP People and Communications - Made the Ask**

**Food, wellness and sustainability- TBD**

**Advanced manufacturing & packaging representative- TBD**

# RVZ TEAM



**Usha Srinivasan**  
Director

Cleantech Scientist, Market researcher, 10 yrs of leadership positions at MaRS, Startup program development, Co-founder of HausChef Foodtech Startup

**Yashin Shah**  
Manager, Venture Programs



**Award-winning Entrepreneur (Food, Mobility, Media)**  
Venture Partner @ Lasagna Labs (active)  
Franchise Partner @ Pi Co. Pizza Bar (active)  
Co-Founder @ Zown Mobility (Techstars backed - active)  
Co-Founder @ PitstopConnect (Techstars backed - seed exit)

**Ecosystem Builder (10+ yrs - Global Startup Community)**  
Founder Alumni @ (Techstars / Communitech / Velocity / Next Founders / OCE / MaRS / RIC Centre, WRSBC, VBEC)  
Accelerator Programs @ DMZ / Ryerson International  
Advisor & Angel Investor (Food Services, Mobility, Film & Media, Entertainment)

**Arleana Rajkumar**  
Operations Coordinator



Program Operations, Marketing and Business Intelligence, Market research, Startup consulting, Health Science and Business Management, 4+ years with non-profit sectors and community-based research

**Nabiha Noorani**  
Marcom Specialist



Marketing and Brand Strategist, Communications and PR, 4 years with local startups in fashion, media, and non-profit sectors, newly founded creative agency + podcast

**Riaz Ahmed**  
Operations Coordinator



Riaz has a Masters' degree in Systems Engineering from King Fahd University in Saudi Arabia. 7+ years of extensive experience in delivering entrepreneurship programming and a certified design thinking trainer.



**Ryerson**  
**Venture Zone**  
in Brampton

# Thank you & Q&A