**Social Enterprise Demonstration Fund (SEDF) at Ryerson University**

**Market Validation Application Form**

**The Social Enterprise Demonstration Fund (SEDF) @ Ryerson** is a 3-year acceleration and funding program specifically tailored for social entrepreneurs in the Greater Toronto Area (GTA). This program will help support the development of dynamic and sustainable high-growth social enterprises, strengthening an inclusive and growing economy, while also advancing Ontario’s social developments.

Through this Call for Applicants, we are inviting youth entrepreneurs to submit an application to receive funding for their **social innovation project**. This 6 month program provides an opportunity for social innovators to pitch their idea to experts, and to substantiate their business plan. Awards of **$5,000** will be granted to successful applicants to help them test their concept in the marketplace.

**A note on eligibility and qualification:** This program is open to individuals 18 to 35 years old with an idea for a social enterprise that will be located, or operating, in the GTA. For example, your venture could operate internationally, with headquarters in Toronto. If your project is accepted, you must register your social enterprise as a co-operative, for-profit or not-for-profit organization in Ontario in order to receive funding.

If you are applying to **Market Validation**, you are expected to have conducted a preliminary scan to determine if your proposed idea already exists. You should be able to explain how your idea improves upon an existing product/ service and/or how your idea compares to existing competition in the marketplace.

*Please limit your application to the word limit provided in each section. Any content that exceeds the requirements shall not be reviewed.*

**Applications are accepted on a rolling basis and adjudication occurs quarterly.**

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| 1. **Principal Applicant and Eligibility Information** | | |
| a) Principal Applicant’s Full Name: | | |
| b) Current Address: | | |
| c) Telephone #: | d) Email: | |
| e) Date of Birth: | | |
| f) Level of most recent degree (in process or completed):  Elementary  High School  Undergraduate/ College  Masters  PhD | | |
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| g) \*Are you a member of any of the following groups:  Women  Visible minorities  Persons with disabilities  LGBTQ\*\* Aboriginal Peoples | | |
| h) \*Are you the first member of your family to attend university? Yes  No | | |
| i) Are you currently receiving funding for any other projects? Yes  (Please specify) No | | |
| j) Are there any other individuals who you would like to identify as a **collaborator**—someone who helped to formulate the idea or project and/or as a **team member**—someone who will participate in achieving your proposed activities? (select all that apply; add rows as needed) | | |
| Collaborator/ Team Member 1  Name:  Email:  Collaborator/ Team Member 2  Name:  Email: | | Collaborator  Team Member  Collaborator  Team Member |

***\*Your eligibility will not be affected by your answer to these questions.***

***\*\*LGBTQ is an umbrella term for people who identify as lesbian, gay, bisexual, transsexual, transgender, Two-Spirit, intersex, gender independent, queer, questioning, or who otherwise express gender or sexual diversity.***

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| 1. **Project Information** | | |
| 1. Please provide a title for your project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| 1. Please select two - three key words that best categorize your project and list them below: | | |
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| 1. Briefly describe what the proposed venture is and why it qualifies as a Social Innovation company. (150 word limit) | | |
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| 1. Have you registered as a business in Ontario?\* Yes  No  In Process | | |
| 1. Will your organization be located, or operating, in the GTA in some capacity? Yes  No | | |
| 1. **Business Case** | | |
| 1. Please provide a brief explanation of how your idea or approach is new/innovative and what societal need(s) your project is addressing. (250 word limit) | | |
| Guidelines to consider:   * *What is the Target Market / Audience* * *What societal need does it address* * *Explain what Need your technology fills, Pain it addresses or Problem it solves (The “Opportunity”)* * *Describe the Value Proposition to the customer (faster, cheaper, better, etc.)* * *Indicate if there is Customer Pull (Is there anyone asking for your solution and is prepared to give you money for it) or if this is a Technology Push (fill an as yet unrealized need)* * *What is the Benefit to Ontario (economic, human capital development, societal)* * *Indicate which model(s) your technology solution falls into (Niche Market, Complex Custom Solution or a Mass Volume Commoditization model)* * *Indicate the Total Addressable Market size (Include $ from all sources local/regional/global and provide references)* * *What is the Immediate Addressable Market size (estimate who, where, $ size, when and provide validation)* * *Describe the First Market Segment you will go after / serve (your "Beachhead")* * *Indicate the other Market Segments you can tap in to.* * *List your Competitors, and indicate how they are positioned in your market (price point, market segment, customer profile, etc. a comparison table may be useful here)* * *Include any other pertinent information regarding your market and opportunity* | | |
| 1. Please describe the project plan? (500 word limit) | | |
| Guidelines to consider:   * *Describe / list the tasks, milestones, deliverables, and timing in each phase of this project. A Gantt chart (a bar chart that illustrates a project schedule including start and finish dates of the terminal elements and summary elements of a project) can be an effective way of illustrating this.* * *Describe the Key Resources required for each milestone (people, financial, reports, technology, materials and supplies, etc.)* * *Describe and justify the Use of Funds including documentation to substantiate your request (provide estimates, quotations, etc. as attachments)* * *Indicate the Critical Path for your proposed project* * *Identify key Go / No-go points (i.e. phases / gates / decision points)* * *Clearly articulate the Expected Outcomes (what does success "look like")*   *Include any other pertinent information regarding your project plan* | | |
| 1. Team Expertise? (250 word limit) | | |
| Guidelines to consider:   * *Highlight the research and practical experience of the project team. Explain how the knowledge and experience of each researcher relates to the expertise needed to accomplish the project objectives, and how the contributions of the team members will help meet your objectives* | | |
| 1. Please provide a timeline for the achievement of key project activities and milestones (6 months). | | |
| **Milestone** | **Expected Start and End Date** | |
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| **4. Project Feasibility** | |
| 1. Please provide a detailed budget for your project adding rows as needed. | |
| **Expenses (planned)** | **Amount ($)** |
| *Add rows as necessary* |  |
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| **Total Expenses (planned)** | **$5,000** |
| 1. Please provide a budget justification for all items in your expected budget. (200 word limit): | |
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| 1. Are there any other funding sources to which you will be applying and/or have already applied to for this project? Yes  No  If yes, please elaborate: | |
|  | |
| 1. Please specify the work that has been completed to date. | |
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| **Application Checklist** |

1. **Completed application form**
2. **Resume(s)**
3. **Attachments:** In addition, you are permitted a total of 2 extra attachments.One (1) image (e.g. image of your prototype) and one (1) additional relevant attachment (e.g. market assessment, business plan). Both attachments must be in pdf file format.

**Please send completed application packages to** [**SEDF@ryerson.ca**](mailto:SEDF@ryerson.ca)**. Please refer to** [**www.ryerson.ca/research/SEDF**](http://www.ryerson.ca/research/SEDF) **for up-to-date application deadline & adjudication timelines.**

**Appendix A: Registering a business in Ontario**

**Checklist:**

* Allot roughly 30 minutes to complete online registration.
* Have access to a printer if you would like to print hard copies of the documents (i.e. receipt, Summary Registration, Profile Summary, Master Business Licence).
* A valid credit card. The total cost is $68 total: $60 to register business and $8 to conduct a name search.
* Website: <https://www.ontario.ca/page/business-name-registration>
* Scroll down and select ‘Search, register and renew online’.
* Be prepared to provide the following information about your business (and more):
* Business Name
* Activity
* Whether or not you are hiring or contracting workers
* Personal Coverage through Workplace Safety and Insurance Act.