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

**Market Readiness 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 up to **$15,000** will be granted to help successful applicants go to market. This funding will be provided on a 1:1 matching basis. The matching funds will need to be obtained from a different source.

Enterprises that are accepted into the Market Readiness stage will be eligible for space in one of Ryerson’s Innovation Zones for a six-month term. This will provide enterprises with access to several Zone supports, including i) legal and business services, ii) 3D printing and other design and fabrication equipment, iii) marketing and communication support, and iv) meeting space, equipment and administrative support.

**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 Readiness**, you are expected to have conducted a thorough market analysis and completed a business plan and/or advanced a prototype. Applicants will be assessed on technical feasibility and merit, innovation, marketing potential, cost and financing needs, risk mitigation, and social return on investment (SROI).

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| 1. **Principal Applicant and Eligibility Information**
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| 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 [ ]  |
| 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 1Name: Email: Collaborator/ Team Member 2Name: 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**
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| 1. Please provide a title for your project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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| 1. Please select two - three key words that best categorize your project and list them below:
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| 1. Please provide a brief description of your project in 200 words. If you are selected for an award, this description will be used for external publication.
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| 1. Have you registered as a business in Ontario?\* Yes [ ]  No [ ]  In Process [ ]
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| 1. Will your organization be located, or operating, in the GTA in some capacity? Yes [ ]  No [ ]
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| 1. **Expected Outcomes & Measurement**
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| 1. Briefly describe what the proposed venture is and why it qualifies as a Social Enterprise (0.5 Page limit)
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| 1. The opportunity? (2 Page limit)
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| Guidelines to consider:* *Define who your Customer is (What is the Target Market / Audience)*
* *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*
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| 1. Please describe the Commercialization Plan – Business Case (3 Page limit)
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| Guidelines to consider:* *What is your immediate revenue model*
* *What is your plan to get you to First Revenue and when do you expect to achieve it*
* *What is your Sustainable Revenue Model*
* *Describe any Recurring Revenue associated with your business or license*
* *Indicate the total $ investment in the business to date from all sources (private, VC, Angel, Gov., etc)*
* *Estimate funding required to achieve First Revenue*
* *Describe your “Funding Roadmap” - Indicate how much money you need, when you need it and where it will come from during each applicable stage of your business development (Bootstrap, Pre-Seed, Seed, Private Equity VC Rounds ABC, Mezzanine, IPO, Acquisition, etc.) Only provide information you can reasonably estimate or can derive from industry norms.*
* *OR/ As best as possible, describe the on-going funding / investment requirements at the various stages of evolution of your business and describe your plan to raise these funds*
* *Include any other pertinent information regarding your business case*
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| 1. The Team (1.5 Page limit):
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| Guidelines to consider:* *Describe your motivation in undertaking the project / business*
* *Provide summary profiles of your key team members - technical, business, academic, relevant experience, sector expertise, etc.*
* *Indicate if your team is well rounded and highlight any deficiencies and / or needs*
* *Do you have any Employees and do you plan on having adding any - if so when*
* *Include any other pertinent information regarding your team*
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| 1. The Work Plan (2 Page limit):
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| 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*
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1. Please provide a timeline for the achievement of key project activities and milestones.
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| **Activities/ Milestones** | **Timeline** |
| *Add as Necessary* |  |
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| 1. Please provide a detailed budget for your project adding rows as needed.
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| **Expenses (planned)** | **Amount ($)** |
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| **Total Expenses (planned) (SEDF Funding + Matching Contribution)** | **Max $30,000\*** |
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| 1. Please provide a budget justification for all items in your expected budget. (0.5 Page limit):
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| 1. Please give a detailed account of the external funding source(s) that will you apply as 1:1 matching capital for this project.
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* ***Ryerson shall provide up to a maximum of $15,000 in matching funding. The applicant is expected to provide an equivalent amount up to a maximum of $15,000 in matching funds.***

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| **Application Checklist** |

1. **Completed application form (Maximum 10 pages)**
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****. 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.