

THE *Rhizize*
AWARD

2018 APPLICATION & INFORMATION PACKAGE

FOUNDING SPONSOR

Meridian™

ABOUT THE RHYZE AWARD

Women are not adequately represented in the business world. In Guelph and Wellington County, less than 20% of businesses are owned by women. And we know that number can and should be higher.

The goal of The Rhyze Award is to create an opportunity that's currently missing in our region: an award that will not only provide the funding women entrepreneurs need to finance their businesses, but the mentoring and support they need at key stages of their development to build and grow their businesses long term.

Who The Rhyze Award Is For

The ideal recipient for an Rhyze Award is a woman entrepreneur with a new or existing business in Guelph or Wellington County facing growth challenges. Recipients of the Rhyze Award must meet the complete eligibility requirements listed to the right.

Everyone who submits an application and meets the eligibility requirements will be invited to participate in mentoring opportunities, which may include peer mentoring circles, one-on-one mentoring, professional advice and business model coaching.

Application Review Process

Each application will be reviewed by a volunteer panel of experts.

Ten applicants will be selected to pitch to a panel of judges/experts for the Rhyze cash award. The chosen applicants will attend a Pitch Camp on May 23rd to receive coaching and support to refine their pitch prior to presenting to the judges.

The top pitches will receive a Rhyze cash award with a one-to-one matching low interest loan from Meridian Credit Union. The actual amount of the Rhyze cash award depends on the amount of funding available. Cash award amounts may vary from the amount requested at the discretion of the judges.

HOW TO APPLY

APPLY ONLINE

Go to <http://innovationguelph.ca/rhyze-award-apply/> to fill out and submit our online application form.

APPLY IN PERSON

Print a copy of this form and submit a completed version to our office between 9am - 5pm Monday to Friday. Our office is located on the 3rd floor at 111 Farquhar Street, Guelph, Ontario.

APPLY BY EMAIL

Send a scanned copy of the completed application form by email to Diana Train at info@innovationguelph.ca.

LEARN MORE ABOUT
THE RHYZE PROJECT
AND OTHER INNOVATION
GUELPH INITIATIVES AT
INNOVATIONGUELPH.CA.

ELIGIBILITY

To be considered for the Rhyze Award, all applicants must meet the following criteria:

- Woman entrepreneur
- 30 years of age or older
- New or existing enterprise based in Guelph and/or Wellington County
- Not currently enrolled in or returning to studies at a post-secondary institution
- Completed application
- Not a previous recipient of The Rhyze Award
- Commitment to share their business journey as part of evaluation activities and future Rhyze Project initiatives

Key Dates

Application Period Opens
March 26 to April 26, 2018

Application Information Session
April 11th, 4pm-6pm
(at Innovation Guelph)

Applicants will be notified by
May 4th

Pitch Camp
May 23rd, 5pm-6:30pm
(at Innovation Guelph)

Pitch Competition & Award Night
June 14th, 6:00pm - 9:00pm

Questions?

Call us at 519-265-4495 or send us an email at info@innovationguelph.ca

APPLICATION FORM

The following application must be completed in full. The purpose of the application is to get a sense of what your business is about, what stage it is in, and what your needs are.

Strong applications will clearly convey the benefit and value of the business. Request for the cash award must be supported by a well-thought out rationale. Be confident. No one knows your business better than you.

Everyone who submits an application will be invited to mentoring opportunities. These opportunities may include peer mentoring circles, one-on-one mentoring, professional advice, and business model coaching.

Applicant Contact Information

Name:
First Last

E-mail:

Phone:

Address:
Street Address

City

Province

Postal Code

Business Details

Company Name:

Company Website: (if available)

What is your main product or service?

What is your business stage

- Start-up**
You have created a product/service and/or have generated some revenue.
- Small to Medium-Sized Business**
You have a customer demand for your product/service, are developing your offerings, and/or have business capital.
- Scalable**
You are an established company looking to grow.

Did you earn revenue in 2017?

Yes **No** If yes, please indicate amount:

Does your company have any staff? (not including yourself)

Yes **No** If yes, please indicate number:
Full-Time Part-Time

What year did you start your business?

Briefly describe your business and your role.

What are you passionate about, and how does this passion drive your business?

Who is your target customer and how does your business meet their needs?

What makes your business unique compared to similar businesses?

What are the biggest/most important costs involved in running your business?

What kind of resources does your business currently have? (Select all that apply)

- Physical (a building, storefront, kiosk, office or workspace)
- Intellectual Property (patents, copyrights, data)
- Human (Beneficial Partnerships with organizations, retailers, distributors, suppliers, wholesalers, etc.)
- Financial (Other funding/capital)

What channels are you currently using to reach your clients/audience? (Select all that apply)

- I have my own storefront/office/kiosk
- My product is distributed and sold in partner stores
- Website
- Social Media
- Mail marketing
- Wholesalers
- A Sales Team

Other If other please specify:

About the Award

If you are applying for the cash award, how much are you requesting?

The maximum cash award available is \$10,000.

Would you want to receive an additional low-interest loan in the same amount as the cash award?

Yes No

If you were awarded this money, what difference would it make to your business?

What other areas of business support do you need? (Check all that apply)

- Business Coaching/Mentoring
- Business Education, Training or other Skills Development
- Legal
- Accounting
- Human Resource Services
- Insurance
- Networking Opportunities
- Other

If other please specify:

Acknowledgment

- I agree to allow my name and business to be used in promotional materials for the Rhyze Project, and to participate in any evaluation activities (surveys, interviews) designed to assess the success of the Rhyze Award program.
- If selected to pitch, I understand that I am required to attend Pitch Camp at Innovation Guelph on May 16th from 5:00pm-6:30pm to get coaching to refine my pitch prior to presenting to the judges at the pitch competition in June.

Signature: _____

Date: _____