

THE *Rhyze*<sup>TM</sup>  
AWARD

2019 APPLICATION & INFORMATION PACKAGE

FOUNDING SPONSOR

Meridian<sup>TM</sup>

## ABOUT THE RHYZE™ AWARD

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 16th 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 and the discretion of the judges.

TO LEARN MORE ABOUT  
RHYZE™ AND OTHER  
INNOVATION GUELPH  
INITIATIVES PLEASE VISIT  
[INNOVATIONGUELPH.CA](http://INNOVATIONGUELPH.CA).

## ELIGIBILITY

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

- Woman entrepreneur
- New or existing enterprise based in Guelph and/or Wellington County
- Currently committing at least 20 hours a week to their business
- Submitted a complete application
- Not a previous recipient of the Rhyze™ Award
- Commitment to share their business journey as part of evaluation activities and future Rhyze™ initiatives

## 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 361 Southgate Drive, Guelph, Ontario.

### APPLY BY EMAIL

Send a scanned copy of the completed application form by email to Diana Train at [info@innovationguelph.ca](mailto:info@innovationguelph.ca).

## KEY DATES

### Application Period

March 26<sup>th</sup> to April 26<sup>th</sup>, 2019

### Application Information Session

April 11<sup>th</sup>, 4pm-6pm  
(at Innovation Guelph)

### Shortlisted applicants will be notified by

May 10<sup>th</sup>

### Pitch Camp

May 16<sup>th</sup>, 5pm-6:30pm  
(at Innovation Guelph)

### Pitch Competition & Award Night

June 6<sup>th</sup>, 6:00pm - 9:00pm

**Questions?** Call us at 519-265-4495 or send us an email at [info@innovationguelph.ca](mailto: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 nationally or globally.

**Did you earn revenue in 2018?**

**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?**

**Are you incorporated?**

**Yes**  **No**

**Have you received any prior funding/financing for this business?**

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

**If you answered yes to the previous question, what type of funding/financing have you received?**

- Government Funding**
- Bank Loan**
- Angel Investor / Venture Capital**
- Other**

If other please specify:

**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

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

- 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 Rhyze™, 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: \_\_\_\_\_