

INTERNATIONAL ZONE FELLOWSHIP PROGRAM

AT RYERSON UNIVERSITY IN TORONTO, CANADA

FOR UNIVERSITY OF CRETE & FORTH STUDENTS & STAFF

Are you part of a start-up company or social venture that has a well-developed business plan? Are you interested in participating in Ryerson's Zone entrepreneurship network to represent your company and continue developing your concept in an energetic, vibrant and collaborative environment? If so, we hope you'll apply for one of our new Ryerson University Zone International Fellowship positions. We're offering four well-funded fellowships to representatives of start-up companies to join us for up to 4 exciting and productive months starting in June 2016.

Our International Zone Fellowship Program is about bringing together global talent to create the innovations of the future. It's a chance to build international partnerships, share and grow the success of The Zone working model, and optimize results through the cross-pollination of ideas and expertise.

Ryerson University's Zones are a multi-disciplinary workspace for young start-up companies infused with the energy and resources of downtown Toronto. It's a place for innovating, collaborating and marketing new products and services, and it's where commercial enterprises can turn to for progressive and creative solutions. Founded in 2010, the [DMZ](#) was Ryerson's first incubator. It has continued to incubate and accelerate startups, and has fostered hundreds of jobs through newly formed companies and market-driven research. New Zones such as the [Fashion Zone](#), the Design Fabrication Zone and [iCUE](#) (an incubator attached to Ryerson's Centre for Urban Energy) are now driving innovation.

PROGRAM INFORMATION:

ELIGIBILITY REQUIREMENTS:

Representatives of start-up companies who apply for an International Fellowship must:

- Be a student or staff at University of Crete/FORTH
- Have a unique innovative business idea that brings commercial or social value.
- Have a business plan and prototype for your company's idea.
- Have an idea and a working style that fits into the collaborative nature of The Zones (brings and receives value).
- Be willing to communicate your accomplishments and experience to others such as media and other stakeholders.
- Be willing to communicate your experience to your school and stay in touch with Ryerson when you go home.

DMZ INTERNATIONAL FELLOWSHIP RECIPIENTS WILL RECEIVE:

- 4 months of full access (24 hours a day, seven days a week) to the Digital Media Zone.
- Round-trip, economy class flights to and from Toronto and health insurance
- \$2000 monthly stipend for living expenses for 4 months.

- Zone services in the form of desk space near related teams, admin and technical support, access to specialists and advisors from across the Zone network, events and more.

KEY DATES AND DEADLINES:

- The deadline for International Zone Fellowship Applications is April 11, 2016
- The 4 successful applicants will be notified by May, 2015.
- Fellowships are 4 months long, starting mid June, 2016 and ending mid October, 2016

APPLICATION ASSESSMENT CRITERIA:

Keep the below in mind when preparing your application video:

Criteria	Value	
Clarity of Concept	10%	Can you explain your concept and its value clearly and quickly?
Unique/Innovative Idea	25%	What makes your business concept different and/or better from what is currently available?
Development Feasibility	25%	Can your concept be produced efficiently and at a realistic cost? Is production/service easily scalable?
Marketability	25%	You must demonstrate that there will be significant demand for your product. Who will purchase it and why?
Fit with the Collaborative Nature of The Zones	15%	The Zones attract energetic entrepreneurs who are open to exchanging and building upon their ideas. Explain how your business is able to both give and receive value from the Zone network.

HOW TO APPLY

Complete the Application Form (available [HERE](#)) and submit by April 11, 2016 along with:

1. **A five minute video pitch that includes:**
2. **A description of your unique business that meets our eligibility requirements (see above).**
3. An overview of what you expect to accomplish at Ryerson and after you return home.
4. A description of why this collaborative experience will help you accomplish your goals.
5. Any additional information you'd like us to know about you and your team.
6. **Résumé of the team member who will travel to Toronto**

FORTH will assess all submissions and send the top 6 to Ryerson. The Zone Steering Committee will then select four (4) International Zone Fellowship recipients from the shortlisted submissions.

Submit all application material to : saitakis@stepc.gr. (ARTEMIS SAITAKIS, SCIENCE & TECHNOLOGY PARK OF CRETE)