

DMZ media kit

Changing entrepreneurs' lives.

820+

BUSINESSES
INCUBATED &
ACCELERATED

\$2.55B

IN TOTAL
FUNDING RAISED

5000+

JOBS FOSTERED
IN OUR COMMUNITY

DMZ at Toronto Metropolitan University is a leading startup incubator equipping the next generation of tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups.

Headquartered in Toronto, Canada with globally-accessible programming, DMZ has a widely-recognized international presence with offices in Vietnam and India, and partnerships across North America, Latin America, Africa and Asia.

Learn more at dmz.to



DMZ AND UBI GLOBAL



UBI GLOBAL

Founded in Stockholm, Sweden, UBI Global reports on innovation hubs globally. Their World Benchmark Study ranks incubators and accelerators based on key performance indicators, identifying common traits and best practices for the incubator and accelerator ecosystem globally.

2014-2021

Rated the top university-based business incubator in the world.

2022-2024

Selection and research partner to determine global rankings.

DMZ is UBI Global's official selection and research partner for their World Benchmark Study, supporting the provision of research efforts and advisory services during the assessment and selection process to rank incubators and accelerators from around the world.

DMZ has received the #1 university-based incubator title numerous times, and given our role as a selection partner, we are no longer eligible for ranking. As the global benchmark for incubators, DMZ is honoured to support the selection process and encourage incubators and accelerators worldwide to strive for greatness.

OUR MODEL

INCUBATOR

A highly customized, equity-based program that helps venture-backable tech startups with an MVP gain market validation and traction over the course of 18 months.

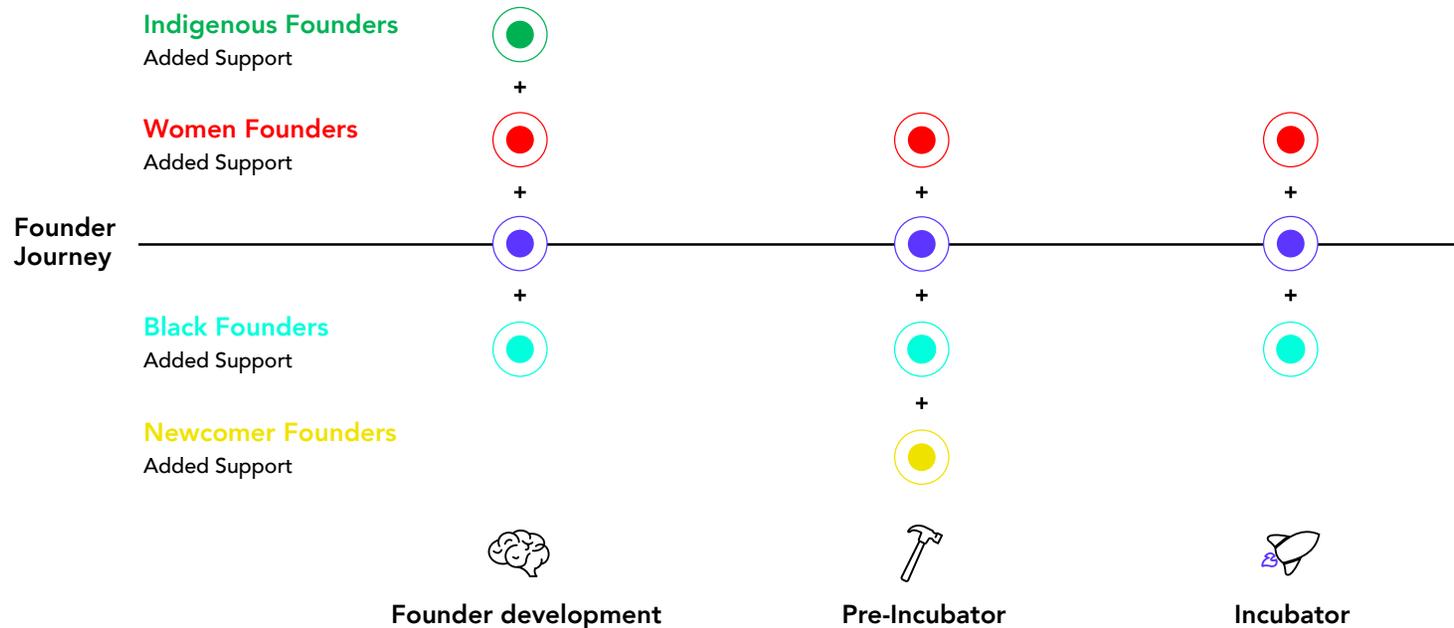
PRE-INCUBATOR

A program designed to help early-stage founders validate their idea, build a minimum viable product and establish a roadmap to launch a startup.

FOUNDER DEVELOPMENT

Programs that help aspiring founders master basic entrepreneurial skills and build a business idea.

- Masterclass, Launchpad
- Student-specific: Basecamp, Startup Certified



WHAT WE OFFER

DMZ provides high-impact, high-intensity and highly-customized programs for the best and brightest founders in the world to build, launch and scale highly impactful startups - fast. That means the founders in our programs get:

ACCESS TO CAPITAL

Fundraising strategies, pitching practice and access to a global network of active early-stage VCs and angel investors.

CUSTOMERS

Knockout methods to increase customer acquisition, expand consistent revenue and land strategic partnerships.

TALENT

Strategies to attract, hire and retain talented people who pack a punch and stick around.

AN EXTRAORDINARY COMMUNITY

Regular workshops and social events, modern office space in the heart of downtown Toronto with awesome amenities like daily breakfast, snacks, coffee, front desk services, game room, nap room, wellness room, showers, and the best startup community in the world.

WORLD-CLASS COACHING

Mentorship and coaching from A-level entrepreneurs and global changemakers.

GLOBAL OPPORTUNITIES

International programming, a global network of partners and DMZ-powered hubs to bring ideas to new global markets.

FINANCIAL MANAGEMENT TACTICS

Fine-tuned financial management, banking, cash flow and data modelling support.

MARKETING STRATEGIES

Knockout methods to attract more attention and fast-track growth.

OUR LOCATION

Headquartered in Toronto, Canada, with globally-accessible programming, DMZ has a widely-recognized international presence with DMZ-powered incubators in over 10 countries and global partnerships across North America, Latin America, Africa and Asia.



EQUITY OVER EVERYTHING

Diversity, equity and inclusion are embedded into every facet of DMZ. We strive to create a more diverse and inclusive innovation ecosystem, combat longstanding systemic issues rooted in discrimination, and contribute to the growth in the number of companies led by underrepresented entrepreneurs.

Through DMZ's Black Innovation Program and Women Innovation Program, Black and women founders can tap into an additional layer of benefits when they join DMZ's programs.

DMZ's Black Innovation Programs (BIP) are first-in-Canada programs that provide startups led by Black entrepreneurs with the strengthening support of a top university-based incubator network. Black-identifying founders that come to DMZ receive additional opportunities and specialized support like grant funding, mentorship opportunities, a peer network, exclusive events and connections to investors dedicated to supporting Black-led innovation – on top of the standard programming all DMZ founders get.

DMZ's Women Innovation Programs provide a full spectrum of startup support to women founders at every stage of the entrepreneurial journey, from the ideation phase to the scaling phase. Women-identifying founders that come to DMZ receive additional opportunities and specialized support to accelerate their growth, like exclusive community events, mentorship opportunities, a peer network and connections to investors dedicated to supporting women-led innovation – on top of the standard programming all DMZ founders get.

Frequently asked questions and misconceptions.

What does DMZ stand for?

DMZ is no longer an acronym for Digital Media Zone. It's simply referred to as 'DMZ'.

Is DMZ just for students?

DMZ is not just for students. In fact, the median age for an entrepreneur is 34 years old.

Is DMZ an incubator or accelerator?

DMZ is a tech incubator. It has implemented a model that fuels a startup pipeline which includes:

- Launchpad - For aspiring entrepreneurs who want to build a business and need support getting started.
 - Pre-Incubator - For founders who have an early prototype and are ready to validate their business idea, establish an MVP, and ramp up for launch.
 - Incubator - For pre-seed and seed-stage startups that have a full-time founder, early traction, and proven product-market fit.
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Does DMZ take equity from startups?

Startups do not need to pay membership fees for the Incubator, but rather DMZ takes a 2.5% equity stake in common shares from startups in exchange for programming. Any and all returns on this equity go back to Toronto Metropolitan University, a charitable organization, to support future DMZ operations for startups. DMZ looks for exceptional founders to support on their journey to build, grow, and scale high-calibre tech companies. Having an equity stake in companies further reinforces DMZ's commitment to helping founders see long-term success.

Does DMZ focus on a specific tech vertical?

No, DMZ is sector-agnostic, though we have a preference towards B2B or B2B2C business models.

BOILERPLATE, LOGOS AND STOCK PHOTOS

Making an announcement with DMZ? Please use our official boilerplate and logos below for the announcement.

ABOUT DMZ

DMZ is a world-leading startup incubator based at Toronto Metropolitan University that equips the next generation of tech entrepreneurs with the tools needed to build, launch and scale highly impactful startups. By providing connections to customers, coaching, capital and a community, DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey – whatever that might be. Through its award-winning programming, DMZ has helped more than 820 startups raise \$2.55 billion in capital and create 5,000+ jobs. Headquartered in Toronto, Canada, with globally-accessible programming, DMZ has a widely-recognized international presence with offices in Vietnam, India and the U.S., and partnerships across North America, Latin America, Africa and Asia.

DMZ LOGO

Please find DMZ logo variations [here](#).

STOCK PHOTOS

Please find DMZ stock photos [here](#).



About our Executive Director.

Abdullah Snobar is the Executive Director of DMZ and the Chief Executive Officer of DMZ Ventures. He is responsible for the strategic direction and continued growth of both organizations.

Headquartered in Toronto, Canada, DMZ is a startup incubator that provides founders with access to the coaching, capital, customers, and community needed to build world-class companies and has helped 820 startups raise over \$2.55 billion. Under Abdullah's leadership, DMZ was ranked the #1 incubator in the world by UBI Global and named one of Canada's Most Admired Corporate Cultures.

Abdullah is an advocate for building global relationships and has worked to establish a worldwide network of DMZ-powered incubators. With partnerships and global programs across North America, Latin America, Africa and Asia, DMZ's network helps startups expand to new markets and connect with more customers, partnerships and investment opportunities globally.

As one of Canada's Top 40 Under 40, Abdullah serves on the Board of Directors for the Rideau Hall Foundation, is a Founding Member of the U.S.-Canada Innovation Partnership, and is a Forbes Tech Council member. Abdullah has held previous roles with the Canadian Armed Forces, Fairmont Hotels, and Marriott Hotels & Resorts, and has spearheaded international development in Kenya.

Abdullah holds an ICD.D designation from the Institute of Corporate Directors and has MBA and BComm degrees from Toronto Metropolitan University.



ABDULLAH
SNOBAR

Download headshot [here](#)

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