

# DMZ

MEDIA KIT 2025



# Changing entrepreneurs' lives

**\$2.95B+ raised by DMZ startups**

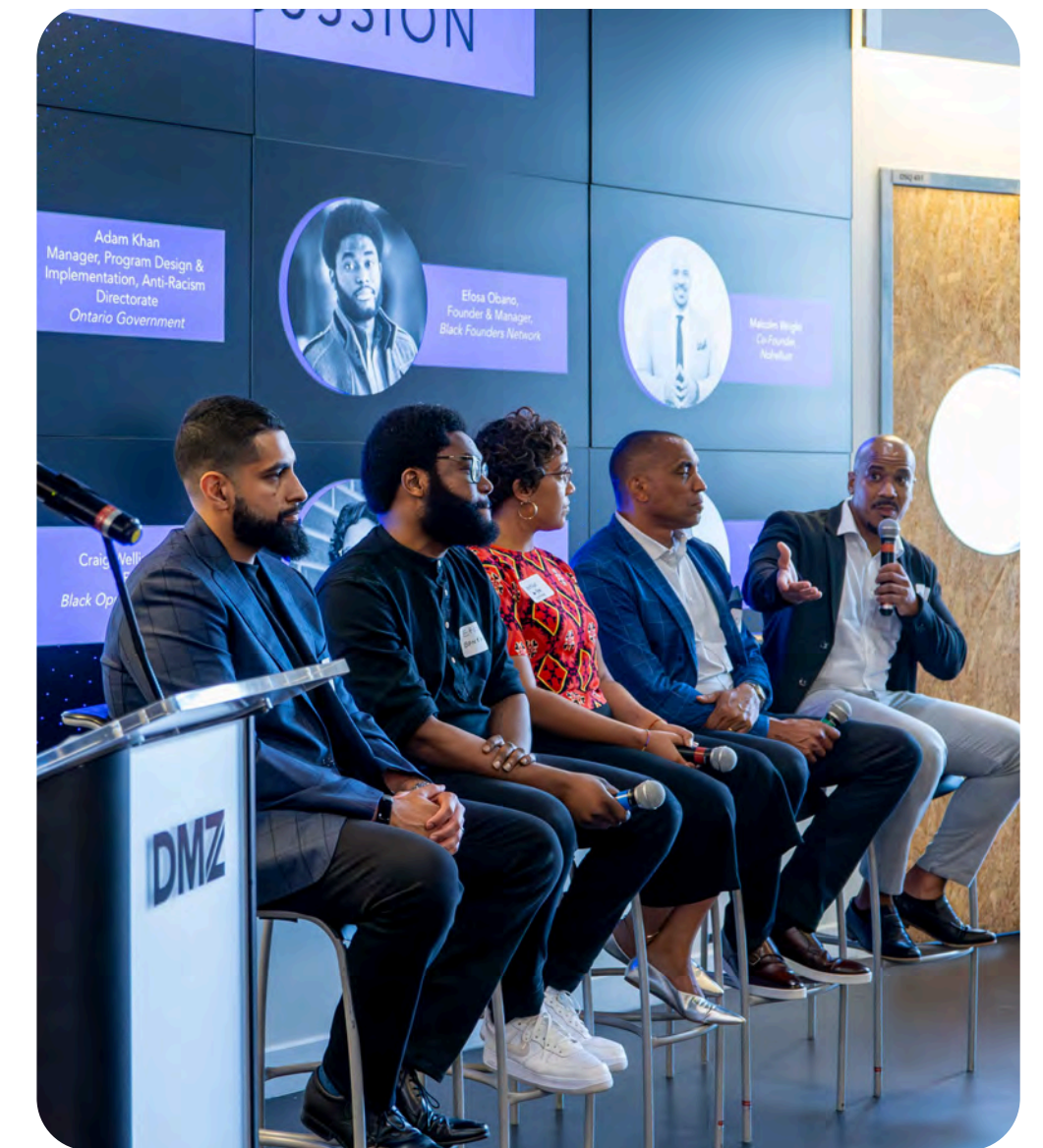
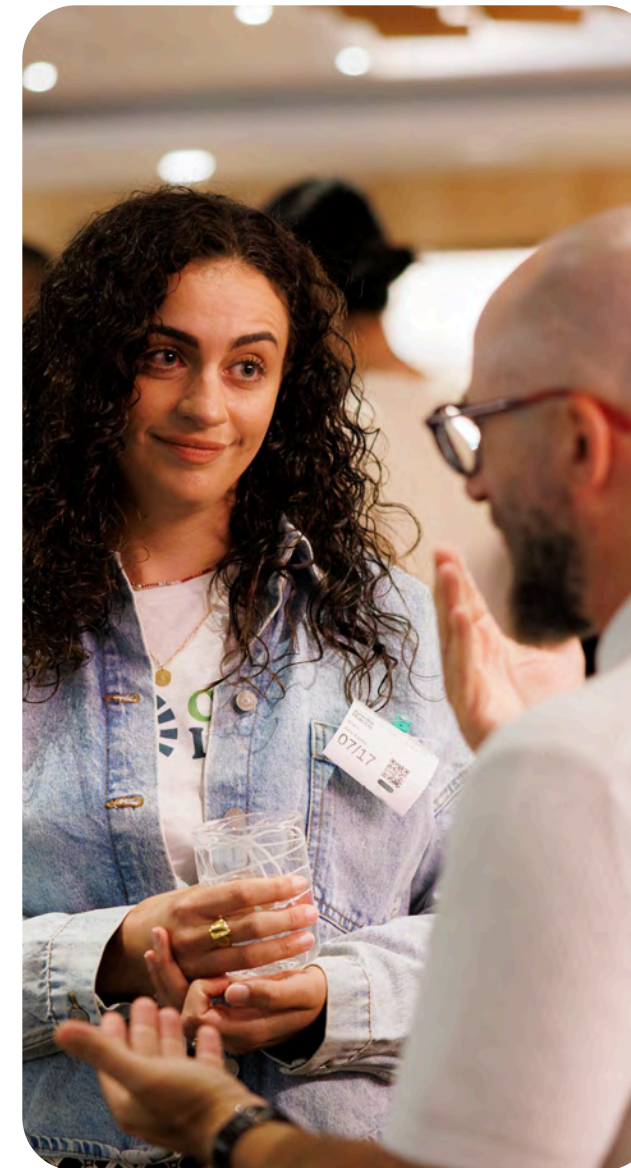
**Trusted by 2600+ startups**

**25,000+ jobs created**

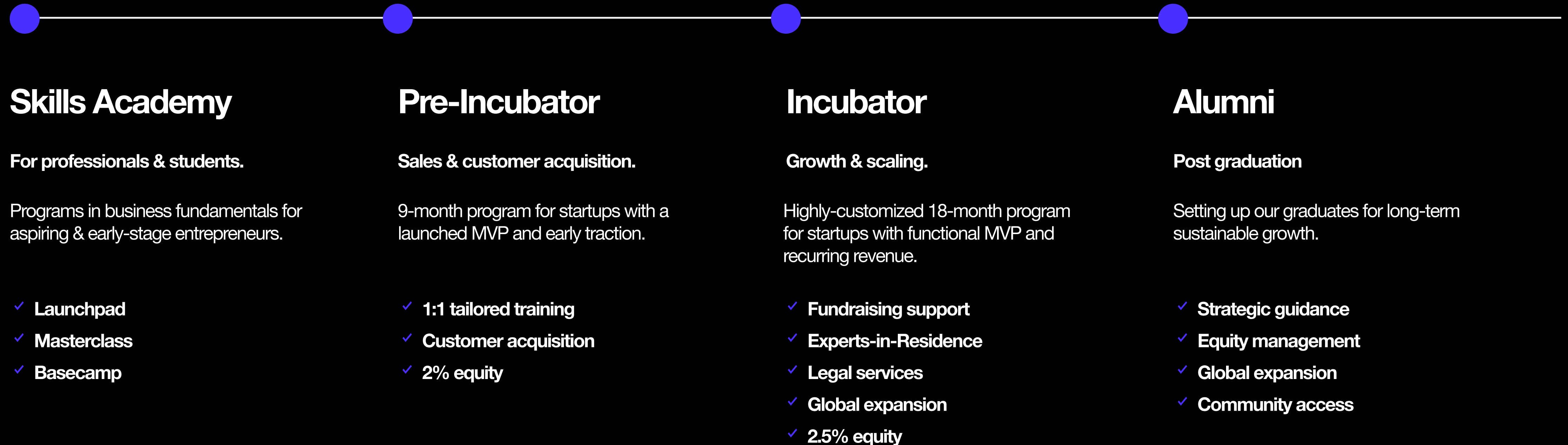
**15+ countries with DMZ programs**

A global startup ecosystem, DMZ at Toronto Metropolitan University equips the next generation of tech entrepreneurs with the tools needed to build, launch and scale highly impactful startups. To date, DMZ has supported 2,600+ startups in scaling high-impact ventures, raising \$2.95B in capital, and creating 25,350+ jobs.

Headquartered in Toronto, Canada with globally accessible programming, DMZ has a recognized international presence with a global network of hubs in 15+ countries, including offices in Vietnam and India, and partnerships across North America, Latin America, Africa, and Asia.



# Our model.





# 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:

## Marketing strategies.

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

## Financial management tactics.

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

## 1:1 Expert mentorship.

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Experienced leaders providing 1:1 mentorship and strategic guidance across sales, product, leadership, marketing, and more, forming a dynamic network that helps startups grow faster and smarter.

## Customers.

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Standout strategies to increase customer acquisition, expand consistent revenue and land strategic partnerships.

## Talent.

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Impact-driven techniques to attract, hire and retain talented people who pack a punch and stick around.

## Access to capital.

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Fundraising strategies, pitching practice and access to a global network of active early-stage VCs and angel investors, supported by EiRs experienced in fundraising and go-to-market strategy.

## Global opportunities.

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

## World-class coaching

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

## An extraordinary community.

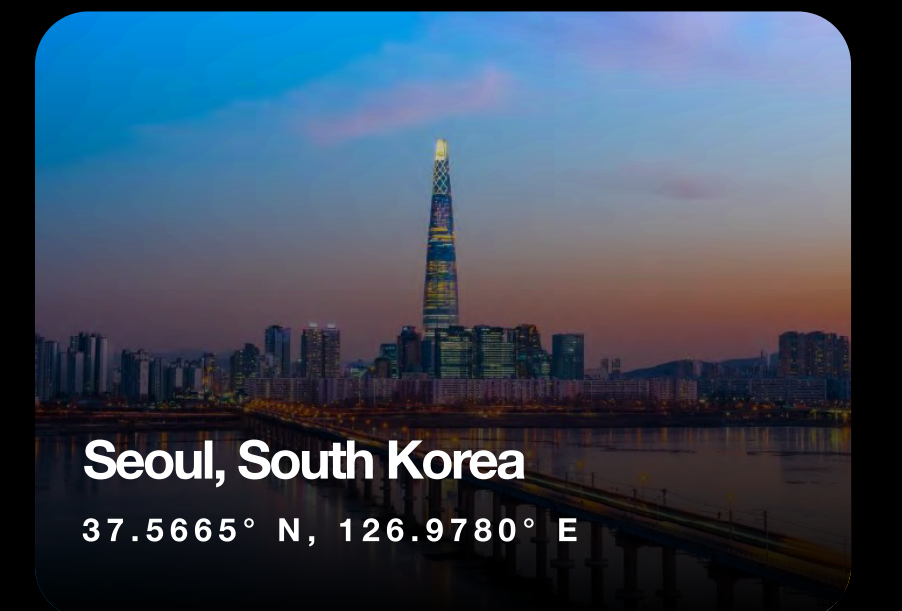
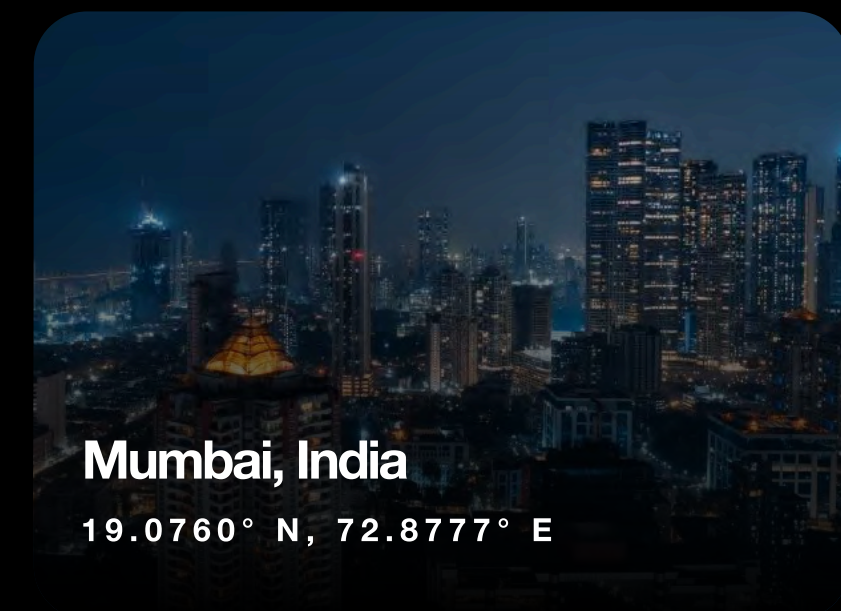
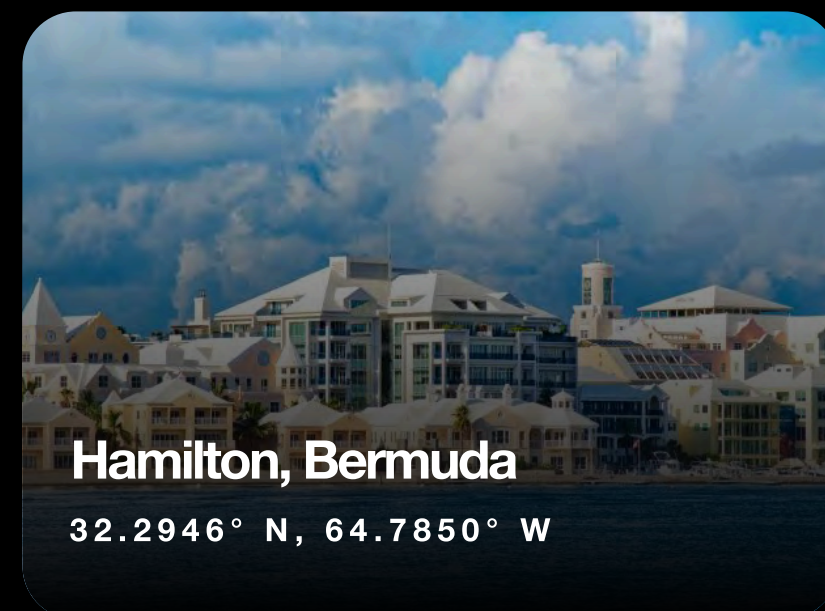
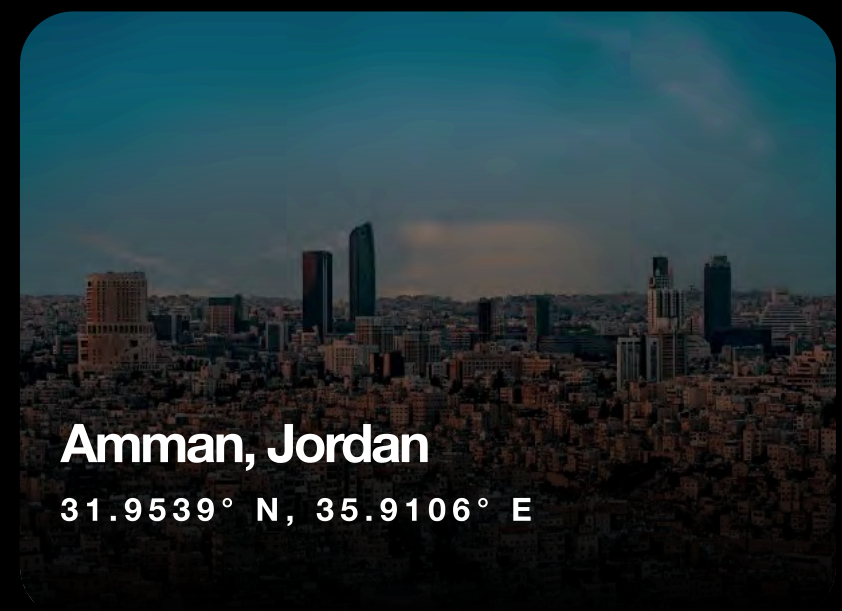
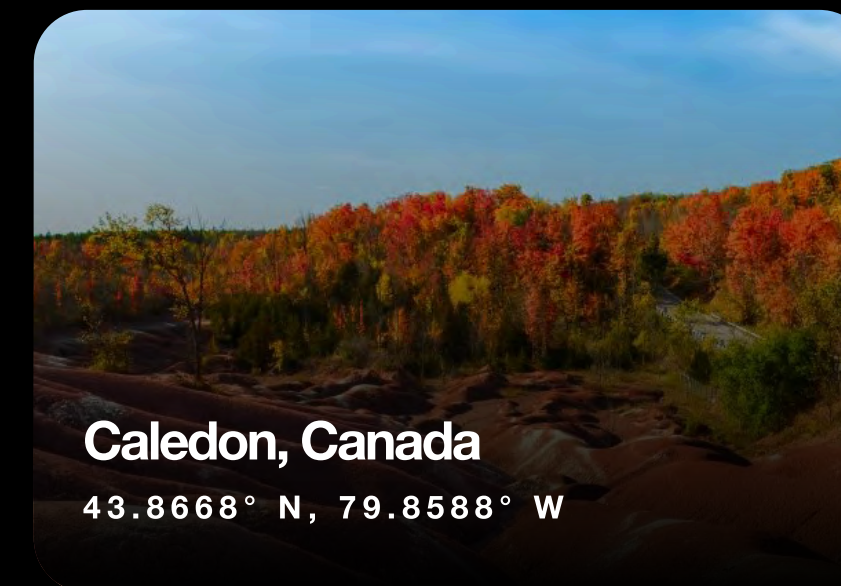
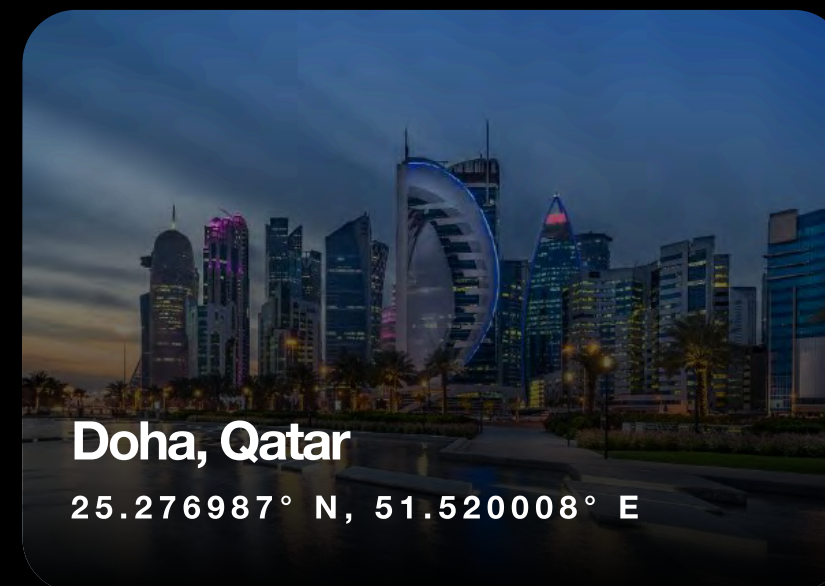
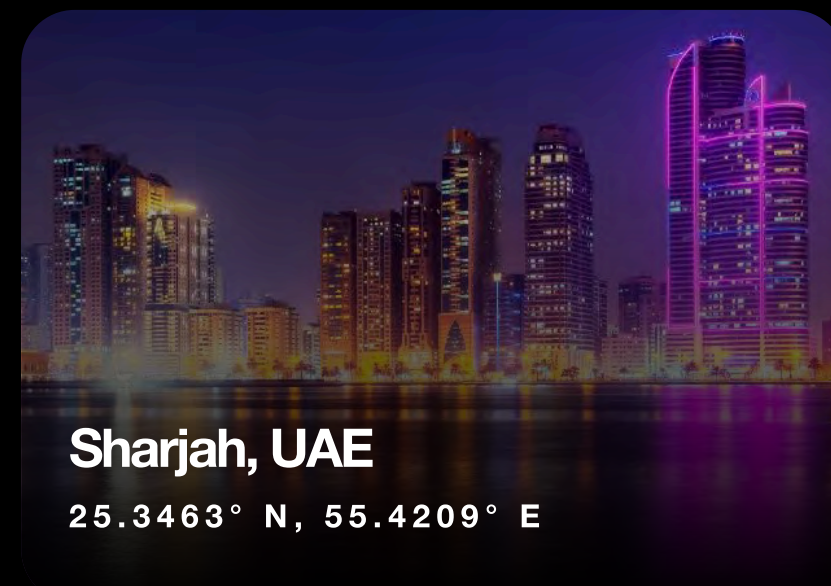
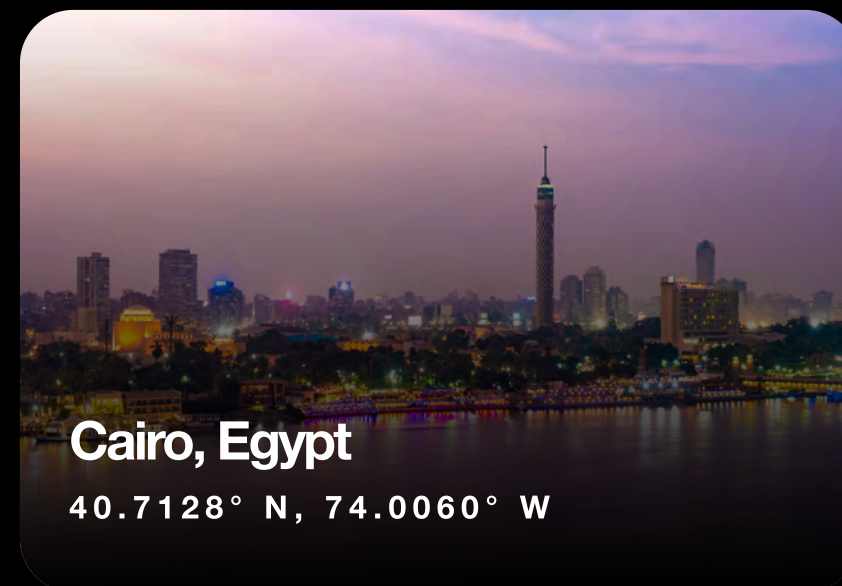
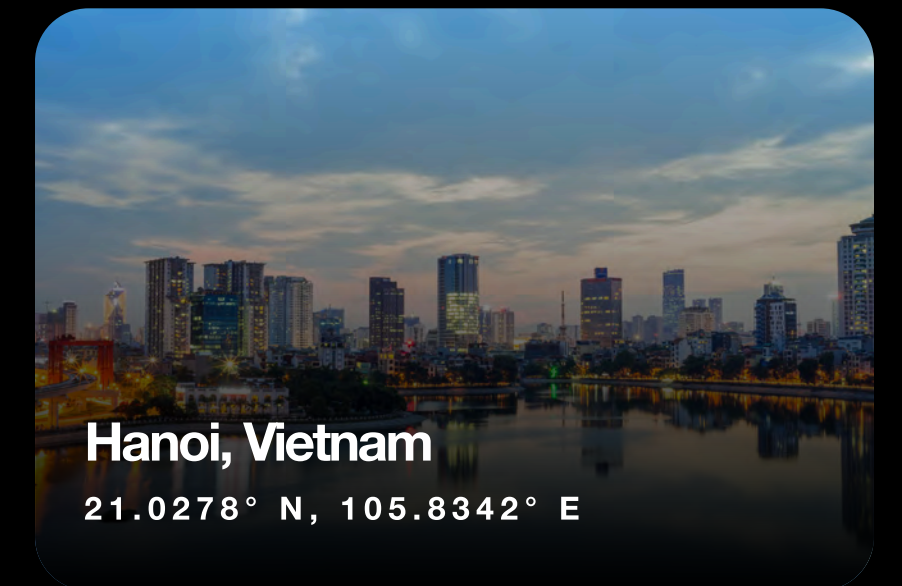
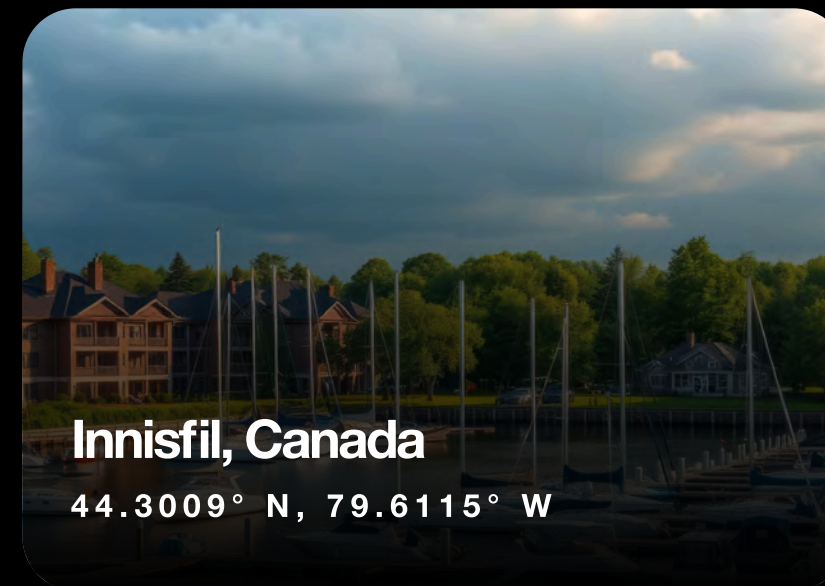
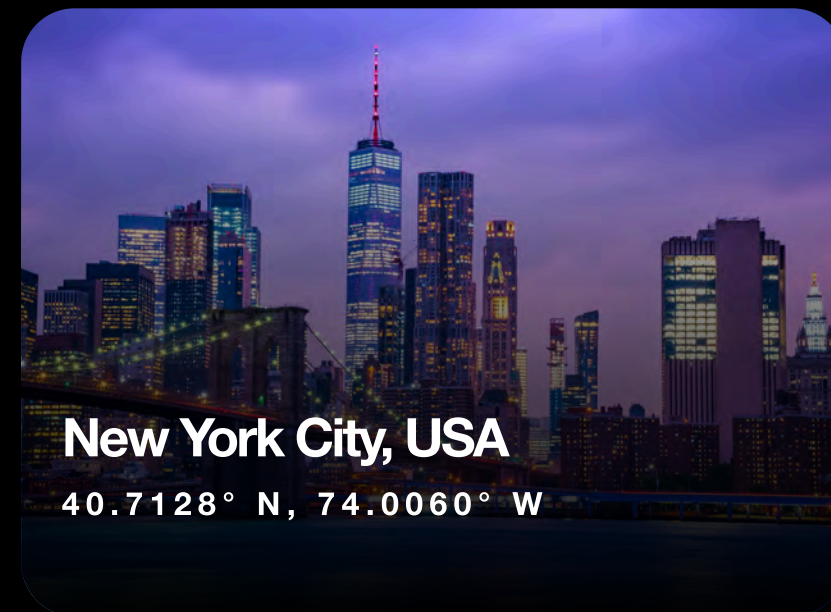
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Regular workshops and social events, modern office space in the heart of downtown Toronto with awesome amenities like daily breakfast, snacks, coffee, front desk services, game room, nap room, wellness room, showers, and the best startup community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



# Our locations.

Headquartered in Toronto, Canada, with globally-accessible programming, DMZ has a widely-recognized international presence with DMZ-powered incubators in over 15 countries and global partnerships across North America, Latin America, Africa and Asia.





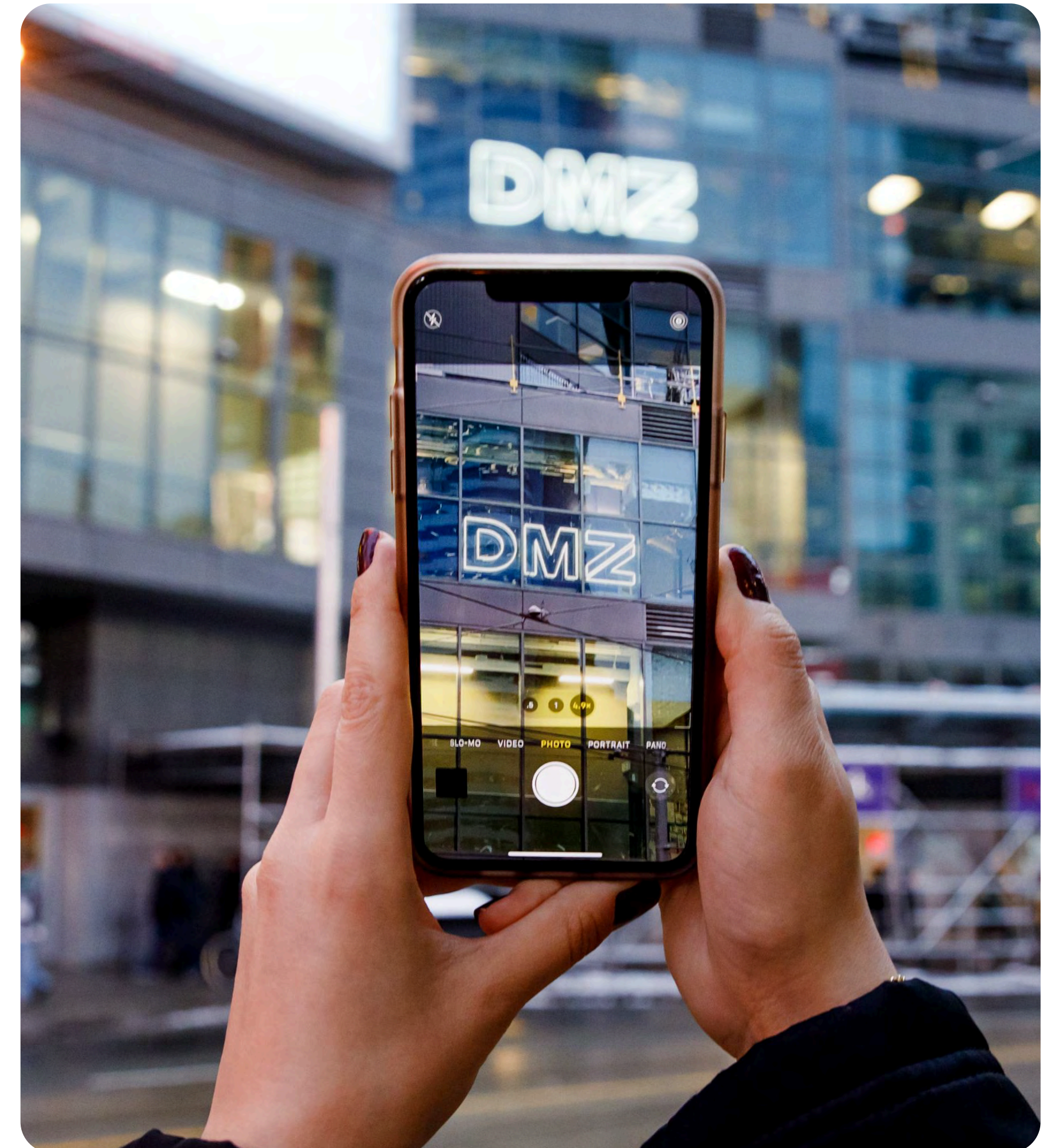
# Equity over everything.

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.



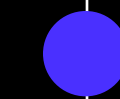


# DMZ and UBI Global.

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.

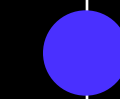
DMZ is UBI Global's official selection and research partner for their World Benchmark Study, supporting the provision of research efforts and advisory services during the assessment and selection process to rank incubators and accelerators from around the world.

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.



**2014-2021**

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



**2022-2025**

**Selection and research partner  
to determine global rankings.**



**Abdullah Snobar**  
Executive Director of DMZ & CEO of DMZ Ventures

## About our **Executive Director.**

Abdullah Snobar is the Executive Director of DMZ and CEO of DMZ Ventures. Through its world-leading Incubator, Skills Academy and investment fund, DMZ empowers founders to scale high-impact ventures, helps students develop entrepreneurial mindsets and equips professionals to thrive in today's fast-moving economy.

Committed to leveling the playing field for all entrepreneurs, Abdullah has championed several initiatives for underserved founders designed to meet them where they are. Through DMZ's Black Innovation Programs, Women Innovation Programs and catered streams for Indigenous founders, DMZ offers curated support, ensuring everyone has a fair shot at success.

Under Abdullah's leadership, the global startup ecosystem has significantly expanded its impact by establishing global hubs across North America, Latin America, Africa, and Asia; broadening its support to serve upskilling professionals in tech and business foundations; and launching DMZ Ventures' investment fund for pre-seed and seed-stage tech startups.

Beyond his work at DMZ, Abdullah serves on the Board of Directors for the Rideau Hall Foundation, the Power Plant Contemporary Art Gallery, and the Indigenous Prosperity Foundation. Recognized globally and nationally for his leadership in business and innovation, Abdullah is a recipient of the King Charles III Coronation Medal, named one of Canada's Top 40 Under 40 and serves as a member of the Forbes Tech Council. He has previously served as a Board Director for the Business Development Bank of Canada (BDC) and the Ontario Trillium Foundation and held roles with the Canadian Armed Forces, Fairmont Hotels and Marriott Hotels & Resorts.

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

**Download headshot [here](#).**



# Frequently asked questions and misconceptions.

## What does DMZ stand for?

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

## Is DMZ just for students?

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

## Is DMZ an Incubator or Accelerator?

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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.

## Does DMZ take equity from startups?

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Startups do not pay membership fees for the Pre-incubator or Incubator. Instead, DMZ takes a 2.0% equity stake in common shares from Pre-incubator startups and a 2.5% stake from Incubator 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?

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



# Boilerplate, logos, and stock photos.

## About DMZ

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DMZ is a tech incubator and startup ecosystem that fuels entrepreneurship in Canada and beyond. Through its award-winning programs, DMZ empowers founders to scale high-impact ventures, helps students develop entrepreneurial mindsets and equips professionals to thrive in today's fast-moving economy. By offering tailored support, world-class resources and expansive networks, DMZ nurtures bold ideas, drives business growth and creates global economic impact.

To date, DMZ has supported 2600+ startups in raising \$2.95 billion in capital and has created over 25,350 jobs. Headquartered in Toronto, DMZ operates a global network of hubs spanning 15+ countries, enabling entrepreneurs to access diverse markets, collaborate internationally and drive global innovation.

## DMZ Brand Guidelines

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You can find the DMZ brand guidelines and assets [here](#).

## DMZ Stock Photos

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You can find DMZ stock photos [here](#).



# DMZ

DMZ.TO | @DMZHQ

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## Public Relations Contact

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