

STARTUP IN RESIDENCE

Powered by  Desjardins

RULES

CALL FOR APPLICATIONS

CYBERSECURITY

FALL 2021 COHORT

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RULES

DURATION OF CALL FOR APPLICATIONS

[Startup in Residence](#) (SiR) is Desjardins Group's start-up accelerator for financial, real estate and health technologies. SiR's mission is to support pre-start-up and start-up companies (hereafter "startups") that will have a positive socioeconomic effect on Canadian communities. SiR recruits startups for its cohorts through challenge calls for applications.

The fall 2021 cohort is only for Canadian startups in the cybersecurity sector and is organized by Desjardins Group, in partnership with Fintech Cadence, and powered by SiR, **hereafter « Organizers »**

Startups must present a solution that addresses the following issue:

How can fintech startups help Canadians and Canadian businesses address cybersecurity challenges and become more resilient to cyber threats?

With a focus on one or many of the following 3 elements:

- Preventing, detecting and fighting against ransomware
- Browsing and doing business online securely
- Protecting Canadians against online dating and romance scams

Here are the main milestones (in EST):

- Official start of call for applications: August 19, 2021, at 10 a.m.
- Information session: August 25, 2021, from 5 p.m. to 6 p.m.
- End of call for applications: September 13, 2021, at 11:59 p.m.
- Mentoring and training workshops: September 14 to October 12, 2021, from 4 p.m. to 6 p.m.
- Semi-finals: October 4, 2021, from 4 p.m. to 7 p.m.
- Finals: October 21, 2021, from 4 p.m. to 6 p.m.
- Residence start: November 15, 2021
- Approximate end of residence: July 15, 2022

(hereafter "Start-up Period").

ELIGIBILITY

The SiR program is open to startups that meet the following eligibility criteria:

- Operate a business incorporated in Canada

- Be managed by a person who has reached the age of majority in their province of residence or country of permanent residence
- Have answered a call for applications to present a product or solution that is consistent with the target sectors (financial, real estate and health technology)
- Have the potential to create a positive effect on social and economic development in Canadian communities
- At a minimum, have a working prototype of your solution that is ready for launch (pre-marketing)
- Be in the process of assessing your capital needs and planning your financing
- Show that the product or solution generates interest in its target audience
- Have at least one of the co-founders working full time in the startup
- Have growth potential
- Have a management team made up of individuals who are motivated, collaborative and open to coaching and who have both a business- and IT-oriented profile

(hereafter "Eligible Startups")

The following people are not eligible to participate:

- Desjardins officers, members of the jury and anyone residing with them
- Mentors and anyone residing with them, and members of the Desjardins Open Innovation Department and anyone residing with them
- Startups that have already participated in the SiR program unless they pivoted by changing all or part of their business plan to stick closely to market expectations

HOW TO APPLY

To apply, eligible startups must:

1. Between 10 a.m. (EST) on August 19 and 11:59 p.m. (EST) on September 13, 2021, go to:
 - a. The SiR website (<https://www.startup-residence.ca/en>) and click **Learn more and apply**.
 - b. The challenge registration page on the Fintech Cadence website (<https://fintechcadence.com/desjardins/>) and click **Apply here**.
2. Complete and submit the application form.
3. Certify that they have read the call for applications rules (hereafter "Rules") once they have been made available on the SiR and Fintech Cadence websites.
 - Limit of one (1) entry per Eligible Startup.

CHALLENGE ROLLOUT

CALL FOR APPLICATIONS

1. The call for applications will start on August 19, 2021, at 10 a.m. (EST) on <https://www.startup-residence.ca/en> and will end on September 13, 2021, at 11:59 p.m.

(EST). Each startup wishing to participate in the cybersecurity challenge (hereafter "Challenge") will have to complete and submit the registration form available on <https://fintechcadence.com/desjardins> and on <https://www.startup-residence.ca/en> during this period.

2. During this period, startups must at a minimum have a working prototype of their solution that is ready for launch and in the pre-marketing phase.

MENTORING AND TRAINING PROGRAM

3. The mentoring and training period runs from September 16, 2021, to October 14, 2021. Mentoring and training sessions will help the teams learn more about the Challenge and cybersecurity issues in Canadian society, and receive feedback on their product or solution as it relates to the Challenge. Startups going to the finals will be mentored to prepare for presentations.

SEMI-FINALS

4. The semi-finals (hereafter "Semi-finals") will be on October 4, 2021. All semi-finalists will need to submit:
 - a. A demo product video, 5 minutes long maximum, on September 24 by 11:59 p.m. (EST)
 - b. A presentation for the Semi-finals pitch must be submitted as a PDF no later than October 2, 2021, at 11:59 p.m. (EST).
5. On October 4, every team (in whole or in part) that submitted the required presentation for the Semi-finals must be available to present their product or solution for a total of 6 minutes including **3 minutes of presentation + 3 minutes to answer questions**.
6. Members of the Semi-finals jury are recognized experts in the Quebec, Canadian and cybersecurity start-up ecosystem. Startup in Residence and Fintech Cadence will be selecting them. Members of the Semi-finals jury will be invited to a special session to evaluate the finalist projects and select the winners.
7. The jury will select the Semi-final winners. Their decision will be based on the relevance of the product or solution to the Challenge, the presentation and the answers to the questions. Startups that win the Semi-finals (hereafter "Finalists") will be announced on October 5, 2021, at 10 a.m. (EST).
8. Finalists will be eligible for the Challenge finals (hereafter "Finals").
9. The deadline to submit the mandatory Finals presentation is October 19, 2021, at 11:59 p.m. (EST). The presentation must be submitted as a PDF by each team eligible for the Finals.

FINALS

10. Members of the Finals jury are recognized experts in the Quebec, Canadian and cybersecurity start-up ecosystem. Startup in Residence and Fintech Cadence will be selecting them. Members of the Finals jury will be invited to a special session to evaluate the projects in the Finals and select the winners.
11. All Finalist startups must be available (in whole or in part) on October 21, 2021, to present their project over a total period of 5 minutes and 30 seconds including **4 minutes of presentation + 1 minute and 30 seconds to answer questions**.
12. The winners of the Finals will be selected by members of the jury and will be based on the relevance of the product or solution to the Challenge, the presentation and the answers to the questions

PRIZE DISTRIBUTION

13. The winners of the Challenge Finals will be announced on October 21, 2021, at 5:45 p.m. (EST).
14. **Amounts for the Challenge cash prizes** will be awarded by the Challenge Organizers to the winners within 30 days of October 22, 2020.
15. Eligible winners will be able to enter the Startup in Residence program on November 15, 2021.

ASSESSMENT

Assessment criteria will be sent to participants once they have registered for the competition. A project assessment grid will be sent to the Finalists on October 1, 2021. Jury members will use this assessment grid to assess projects during the Semi-finals and Finals presentations.

Jury members may use additional criteria to choose the winners.

PRIZES

SiR offers 3 non-dilutive cash prizes to startups that win the first 3 Challenge positions for a total value of \$45,000 awarded.

First place prize

- A \$25,000 non-dilutive cash prize
- A spot in the SiR program
- **Potential** investment of up to \$250,000

Second place prize

- A \$15,000 non-dilutive cash prize
- A spot in the SiR program
- **Potential** investment of up to \$250,000

Third place prize

- A \$5,000 non-dilutive cash prize
- Support through the Fintech Cadence Sandbox program

The winners must pay for anything not included in the above description of the prize.

The winners, and not the Challenge Organizers or the persons on whose behalf the Challenge is held, are solely responsible for paying any taxes that may arise from the awarding of the prize.

GENERAL CONDITIONS

1. **To be declared the winner of a Finals Challenge prize**, the selected winners must meet the following criteria:
 - a) Confirm that they have met the SiR eligibility conditions and other requirements listed in the Challenge Rules
 - b) Be present at the Finals
 - c) Be selected by the jury members as a winner

Failure to comply with any of the above conditions or any other condition in the Challenge Rules will result in disqualification of the team and the Challenge Organizers may, at its discretion, cancel the prize or award the prize to another team in accordance with the Challenge Rules. In such a case, the same terms and conditions will apply and be adapted as necessary.

2. **Awarding of prizes.** Should the selected participant refuse the prize, Desjardins will be released from all obligations relating to the awarding of the prize and may, at its discretion, withdraw the prize or award a new prize in accordance with the procedure described in paragraph (1) General conditions. The prize will be awarded to the team based on a process defined between the winners and the Challenge Organizers (Startup in Residence and Fintech Cadence).
3. **Verifications.** All entries and Declaration Forms may be subject to verification by Desjardins. Any entry or Declaration Form that is incomplete, incorrect, illegible, mechanically reproduced, mutilated, fraudulent, registered or submitted late, or that contains an invalid telephone number or is otherwise non-compliant, may be rejected and will not entitle the entrant to the prize.
4. **Disqualification.** Anyone who enters or attempts to enter this Challenge by means that do not comply with the Challenge Rules or that are unfair to other entrants (such as hacking or failure to disclose previous intellectual property) will be automatically disqualified and may be reported to the appropriate legal authorities.
5. **Challenge rollout.** Any attempt to undermine the legitimate operation of this Challenge could constitute a violation of civil and criminal law. If any such attempts are made, Desjardins reserves the right to reject the participant's entries and obtain redress under the law.
6. **Acceptance of prizes.** Prizes must be accepted as described on the Startup in Residence and Fintech Cadence websites and cannot, in any case, be transferred, in whole or in part, to another team, substituted for another prize or redeemed for cash, subject to the sole discretion of the Challenge Organizers.

7. By accepting the prize, all winners authorize Desjardins and Fintech Cadence to use, if required, their names, photos, likenesses, voices, place of residence and prize statements for publicity purposes without any form of compensation.
8. **Survey.** Finalist participants and/or winners agree to take part in surveys and interviews to inform Desjardins of the progress of their startup and their product or solution.
9. **Limitation of liability.** If Desjardins is unable to award the prize as described on the SiR website (www.startup-residence.ca/en), Desjardins reserves the right to award a similar prize of equal value or, at its sole discretion, to award the cash value of the prize indicated in the Challenge Rules.
 - a) **Limitation of liability – Use of prize.** Finalists undertake to use the cash prize solely to further their company's activities, which must remain substantially of the same nature as those presented to Desjardins in the application form. Unless expressly authorized in writing by Desjardins, it is understood that the Finalists may not invoice their respective companies for their own services and time or use the cash prize for personal needs while participating in the residence program.
 - b) **Eligibility criteria compliance.** Finalists will have to ensure that their company meets the SiR program eligibility criteria on an ongoing basis throughout their participation.
 - c) **Cash prize withdrawal.** Finalists who do not comply with the above-mentioned terms and conditions may have their cash prize withdrawn, in which case Desjardins may, at its sole discretion, request a full interest-free reimbursement.
 - d) **Limitation of liability – Situation beyond the Challenge Organizer's control.** Desjardins will not be liable in any way whatsoever in the event that it is unable to act due to a fact or situation beyond its control, or a strike, lockout or other labour dispute occurring in the organizations or companies whose services are used to hold the Challenge.
 - e) **Limitation of liability – Entering the Challenge.** By entering or attempting to enter the Challenge, entrants agree to indemnify Desjardins for any damage that may result from entering or attempting to enter the Challenge.
10. **Challenge changes.** Desjardins reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Challenge in whole or in part should an event or human intervention take place that could alter or affect the administration, security, impartiality or rollout of the Challenge as provided for in the Rules. Desjardins cannot be held liable should such an event or intervention occur.
11. **Termination of the Challenge.** If the Challenge must be terminated, in whole or in part, for any reason whatsoever before the closing date provided in the Challenge Rules, Desjardins may, at its sole discretion, award the prizes by choosing from all eligible

entries duly received up to the date of the event resulting in the termination of the Challenge.

- 12. Limitation of liability – Participation in the Challenge.** Desjardins cannot be held liable for any lost applications or breakdown, for any reason whatsoever, of the website during the Challenge, including any damage to an entrant's computer or mobile device.
- 13.** If a section of the Challenge Rules is declared or deemed illegal, unenforceable or invalid by a court of competent jurisdiction, that section will be considered null and void, but all other sections that are not affected will be enforced to the extent permitted by law.
- 14.** The Challenge Rules are available on www.startup-residence.ca/en and on <https://fintechcadence.com/desjardins/>.
- 15.** In the event of a discrepancy between the French and English versions of these Rules, the French version will prevail.
- 16.** This Challenge is subject to all applicable laws.
- 17. Personal information.** Personal information collected on participants will be used in accordance with the privacy policy found [here](#).
- 18. Decisions.** All entrants must comply with the Challenge Rules and with any decisions made by the Challenge Organizer, which are final and binding.