

STARTUP IN RESIDENCE

Powered by  **Desjardins**

RULES

CALL FOR APPLICATIONS

ESG 2022

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RULES

DURATION OF CALL FOR APPLICATIONS

[Startup in Residence](#) (SiR) is Desjardins Group's in house accelerator working with promising startups. SiR's mission is to support pre-seed start-up companies (hereafter "startups") that will have a positive socioeconomic effect on Canadian communities. SiR recruits startups for its cohorts through calls for applications.

The upcoming autumn 2022 call for applications is focused on startups working in the impact sphere. This opportunity is organized by Startup in Residence in partnership with Spring Activator and MAIN (Mouvement des accélérateurs d'innovation du Québec) and powered by Desjardins Group, hereafter "Organizers"

Startups must present a solution that addresses the following issue:

How can impact tech companies enhance the lives of Canadians by considering environmental, social and governance (ESG) aspects?

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

- Environmental
 - Air pollution;
 - Greenhouse gas (GHG) reduction and carbon sequestration;
 - Energy efficiency and sustainable energy;
 - Residual materials management;
 - Circular economy and resource recovery;
 - Drinking water consumption and wastewater management;
 - Sustainable prevention of risks related to industrial disasters;
 - Conservation of aquatic and terrestrial biodiversity;
 - Fight against climate change.
- Social
 - Equity, diversity and inclusion;
 - Support for marginalized and disadvantaged groups;
 - Quality education for all;
 - Employee training;
 - Employee health and safety and accident prevention;
 - Impact of inflation;
 - Access to affordable housing and social housing management;
 - Incentives for business resilience;
- Governance
 - Anti-corruption;
 - Management and auditing;
 - Ethical management of subcontracting and supply chains and codes of conduct;

- Impact reporting;

Here are the important dates (in EST):

- Applications open: September 27th, 2022, at 10 a.m.
- Information session: October 11th, 2022, from 4:00 p.m. to 5:00 p.m.
- Applications close: November 4th, 2022, at 11:59 p.m.

Selection

- Kick off Session : November 15th, 2022, from 4:00 p.m. to 5:00 p.m.
- Interview Session: 1 hour call per startup in between November 21st, 2022 and December 2nd, 2022
- Top 3 announcement: December 16th, 2022
- Residence starts: February 1st, 2023
- Approximate end of residence: September 1st, 2023

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 maturity 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
- ⊘ 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)
- ⊘ Have raised less than \$1 million in dilutive funding
- ⊘ Show that the product or solution generates interest in its target audience
- ⊘ Have at least one of the co-founders working full time
- ⊘ 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 tech-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 have undergone a substantial pivot

HOW TO APPLY

To apply, eligible startups must:

1. Between 1 p.m. (EST) on September 27th and 11:59 p.m. (EST) on November 4th, 2022, go to:
 - a. The SiR website (<https://www.startup-residence.ca/en>) and click **Learn more and apply**.
 - b. The call for applications registration bouton on the MAIN website [Accueil — MAIN Québec \(mainqc.com\)](#)
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 MAIN websites.
 - o Limit of one (1) entry per Eligible Startup.

CALL FOR APPLICATIONS FOR ROLLOUT

CALL FOR APPLICATIONS

1. The call for applications will start on September 27th, 2022, at 10 a.m. (EST) on <https://www.startup-residence.ca/en> and will end on November 4th, 2022, at 11:59 p.m. (EST). Each startup wishing to participate in the ESG call for applications (hereafter "Call for applications") will have to complete and submit the registration form available on [Accueil — MAIN Québec \(mainqc.com\)](#) 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.

SELECTION

3. The interview sessions (hereafter "Interview Sessions") will be from November 21st to December 2nd, 2022. All chosen candidates will need to submit:
 - a. A demo product video, 5 minutes long maximum
 - b. A presentation (Pitch Deck) for the interview session in PDF
4. Every team (in whole or in part) must be available to present their product or solution for a total of 1 hour in between November 21st and December 2nd.
5. Members of the selection committee are recognized experts in the Quebec, Canadian and ESG start-up ecosystem. Members of the selection committee will be invited to a special session to evaluate the projects and select the best teams.
6. Startup in Residence will choose the best candidates with the support and guidance from the selection committee. Their decision will be based on the relevance of the product or solution to the call for applications, the presentation and the answers to the questions. Selected Startups (hereafter "top 3") will be announced on December 16th, 2022.

7. Grant distribution
8. The selected startups of the Call for applications will be announced on December 16th, 2022, at 5:45 p.m. (EST).
9. **Amounts for the call for applications cash grants** will be awarded by the call for applications Organizers to the selected startups within 30 days of December 16th, 2022.
10. Eligible selected startups will be able to enter the Startup in Residence program on February 1st, 2023.

ASSESSMENT

Assessment criteria will be sent to participants once they have registered for the call for applications. A project assessment grid will be sent on November 15th, 2022. Selection committee members will use this assessment grid to assess projects during the interview Sessions.

Selection committee members may use additional criteria to choose the selected startups.

GRANTS

SiR offers a non-dilutive cash grants up to 3 startups for a total value of \$45,000 awarded. Each grant includes:

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

The selected startups, and not the Call for applications Organizers or the persons on whose behalf the Call for applications is held, are solely responsible for paying any taxes that may arise from the awarding of the grant.

GENERAL CONDITIONS

1. **To be declared the selected startups of a call for applications**, the selected startups must meet the following criteria:
 - a) Confirm that they have met the SiR eligibility conditions and other requirements listed in the Call for applications Rules
 - b) Be present at the interview sessions
 - c) Be selected by the selection committee as a selected startups

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

2. **Awarding of grants.** Should the selected participant refuse the grant, Desjardins will be released from all obligations relating to the awarding of the grant and may, at its discretion, withdraw the grant or award a new grant in accordance with the procedure described in paragraph (1) General conditions. The grant will be awarded to the team based on a process defined between the selected startups and the Call for Applications Organizers (Startup in Residence, Spring Activator and MAIN).
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 grant.
4. **Disqualification.** Anyone who enters or attempts to enter this call for applications by means that do not comply with the call for applications 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. **Call for applications rollout.** Any attempt to undermine the legitimate operation of this call for applications 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 grants.** Grants must be accepted as described on the Startup in Residence and MAIN websites and cannot, in any case, be transferred, in whole or in part, to another team, substituted for another grant or redeemed for cash, subject to the sole discretion of the call for applications Organizers.
7. By accepting the grant, the selected startups authorize Desjardins, Spring Activator and MAIN to use, if required, their names, photos, likenesses, voices, place of residence and grant statements for publicity purposes without any form of compensation.

8. **Survey.** Participants and/or selected startups 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 grant as described on the SiR website (www.startup-residence.ca/en), Desjardins reserves the right to award a similar grant of equal value or, at its sole discretion, to award the cash value of the grant indicated in the Call for Applications Rules.
 - a) **Limitation of liability – Use of grant.** Selected startups undertake to use the cash grant 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 selected startups may not invoice their respective companies for their own services and time or use the cash grant for personal needs while participating in the residence program.
 - b) **Eligibility criteria compliance.** Selected startups will have to ensure that their company meets the SiR program eligibility criteria on an ongoing basis throughout their participation.
 - c) **Cash grant withdrawal.** Selected startups who do not comply with the above-mentioned terms and conditions may have their cash grant withdrawn, in which case Desjardins may, at its sole discretion, request a full interest-free reimbursement.
 - d) **Limitation of liability – Situation beyond the Call for Applications 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 Call for Applications.
 - e) **Limitation of liability – Entering the Challenge.** By entering or attempting to enter the application, entrants agree to indemnify Desjardins for any damage that may result from entering or participating in the application.
10. **Application changes.** Desjardins reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this call for applications 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 call for applications as provided for in the Rules. Desjardins cannot be held liable should such an event or intervention occur.
11. **Termination of the call for applications.** If the call for applications must be terminated, in whole or in part, for any reason whatsoever before the closing date provided in the Call for Applications Rules, Desjardins may, at its sole discretion, award the grants by choosing from all eligible entries duly received up to the date of the event resulting in the termination of the Call for Applications.
12. **Limitation of liability – Participation in the Call for Applications.** Desjardins cannot be held liable for any lost applications or breakdown, for any reason whatsoever, of the website during the Call for Applications, including any damage to an entrant's computer or mobile device.

13. If a section of the Application 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 Application Rules are available on www.startup-residence.ca/en
15. In the event of a discrepancy between the French and English versions of these Rules, the French version will prevail.
16. This Call for Applications 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 Application Rules and with any decisions made by the Call for Applications Organizer, which are final and binding.