

Update on Zone Learning

for Senate Committee of the Whole
January 2021

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INTERNAL – Not for distribution



Zone Learning

Leveraging **startup and venture creation** as a vehicle to **drive innovation**, Zone Learning creates opportunities for students to pursue **non-traditional careers via entrepreneurship** and to **achieve more in traditional career paths**.

Our approach **builds skills and mindsets** that **complement academic learning** and support the growth of individuals.



**Hear from students
who have worked in zones**

bit.ly/ZL-Students



Reporting structure

President

Provost

AVP, Zone Learning & Strategic Initiatives

Zones

Ideation & incubation
programming

Zones Learning

Student engagement
& curricular connections

Initiatives

Ecosystem engagement
& innovation programs

VPRI

Research commercialization
I-INC Network



Zones

Our 10 on-campus incubators are enthusiastic **communities** invested in tackling real world problems with innovative solutions.

We connect students and entrepreneurs to the perspectives, networks and resources needed to create sustainable, scalable and innovative startups.

We share our experience, supporting economic development in other communities and building networks that amplify Ryerson's impact and reputation.

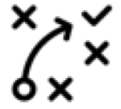


Spectrum of zone activity

Development stage of startup or entrepreneur



What zones offer startups



Coaching

1-on-1 industry **mentorship** and startup advisor services
Programming in startup methods, best practices, and emerging trends and technical skills



Community

A **community** of entrepreneurs and industry leaders
Access to Ryerson University faculty, researchers, students and campus



Customers

Connection with customers and industry to validate problems and solutions



Capital

Access to **funding** and subsidy programs



Unlocking curiosity

Jacob Turola Biology '20

Joined the Science Discovery Zone with a question “can you grow plants without soil?”

Pursued an interest in 3D printing for no other reason than to learn how to do it

Was the fabrication coordinator for the zone, training others to use printers, CNC machines laser cutters

Is now pursuing a career in teaching



Our startups

2010 – 2020



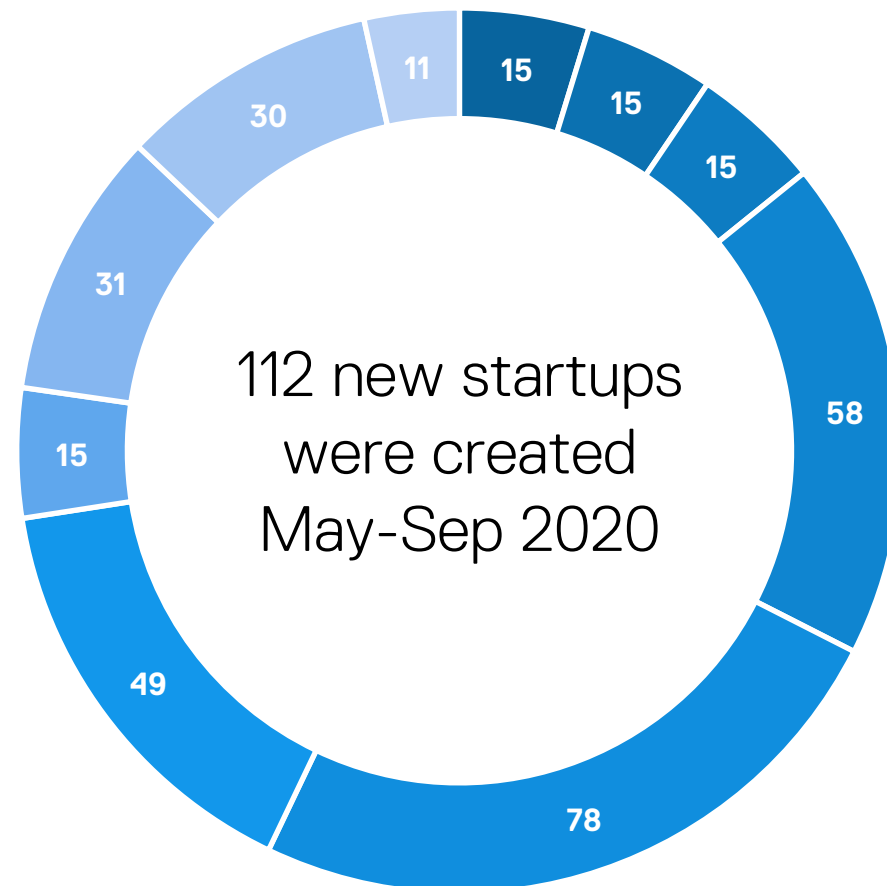
3,500+
startups incubated

\$750M+
funding raised

4,000+
jobs created



317 startups as of Sep 2020



- Biomedical Zone
- Clean Energy Zone
- Design Fabrication Zone
- DMZ
- Fashion Zone
- iBoost Zone
- Legal Innovation Zone
- Science Discovery Zone
- Social Ventures Zone
- Transmedia Zone

Our members

2013 – 2020

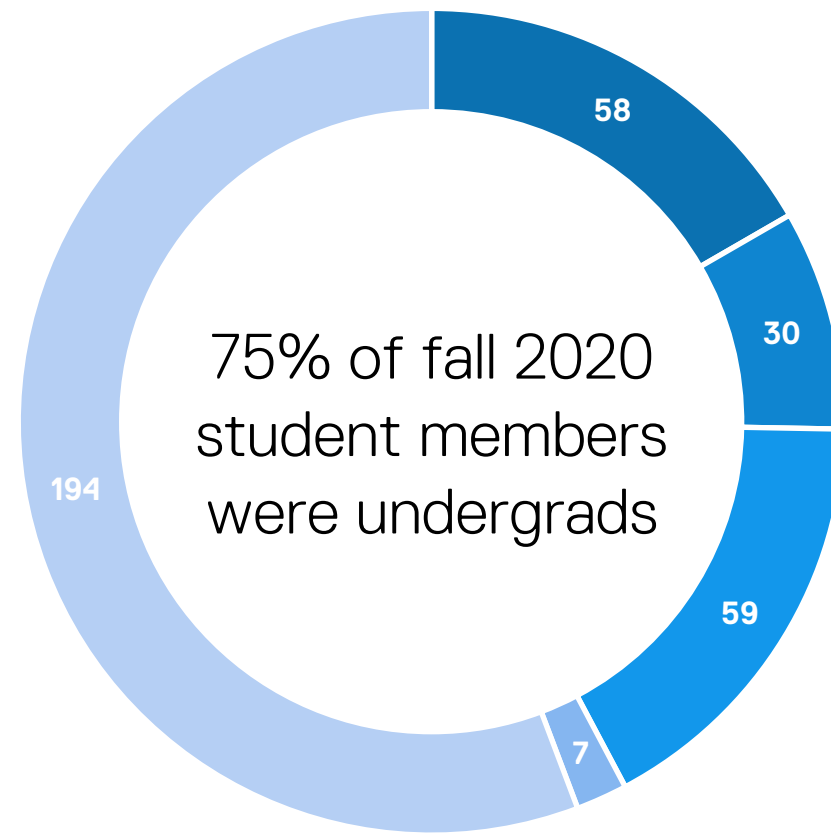
5,400+
members & alumni

245
avg. new members
each semester

40%
avg. female members



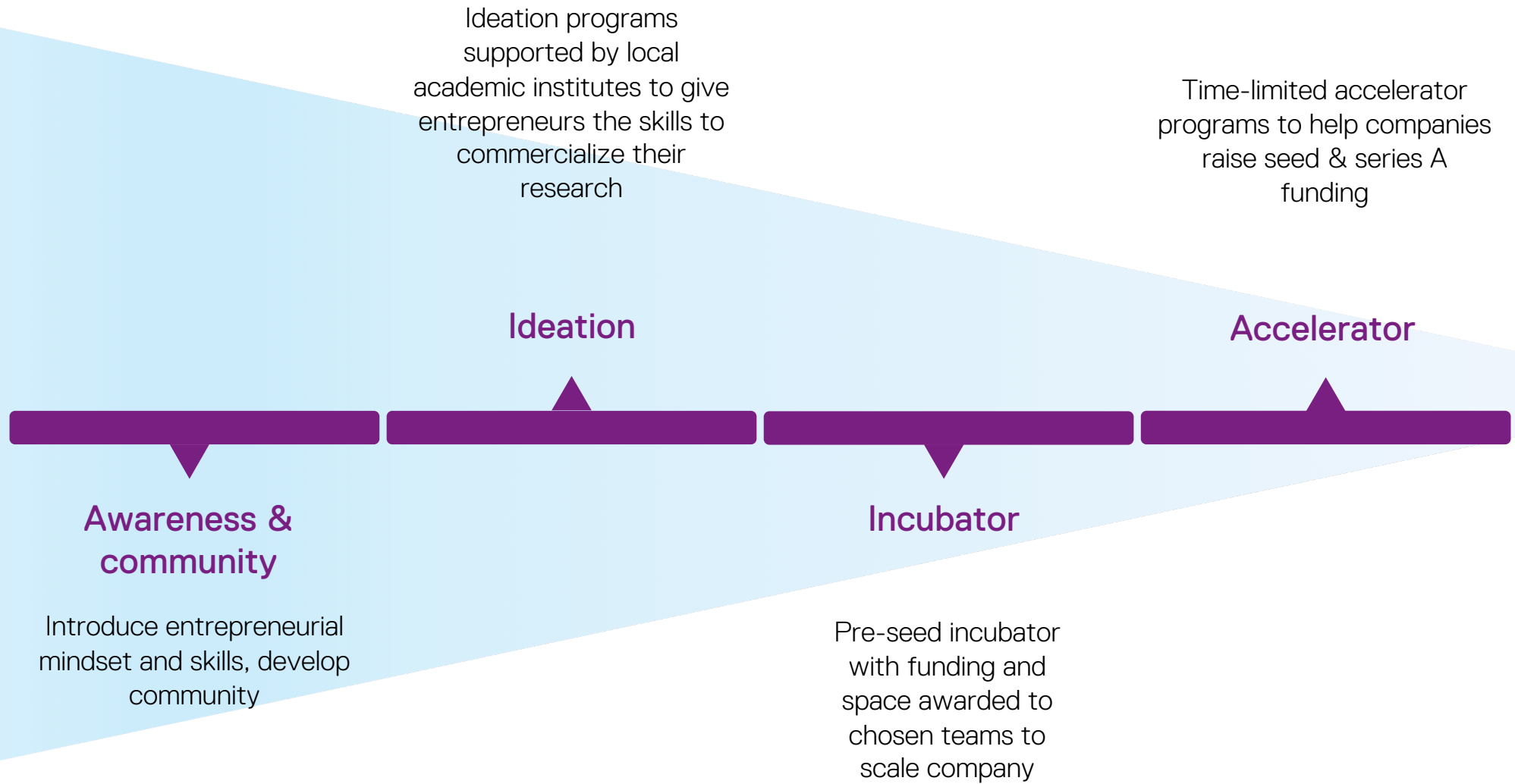
Startup founders as of Sep 20



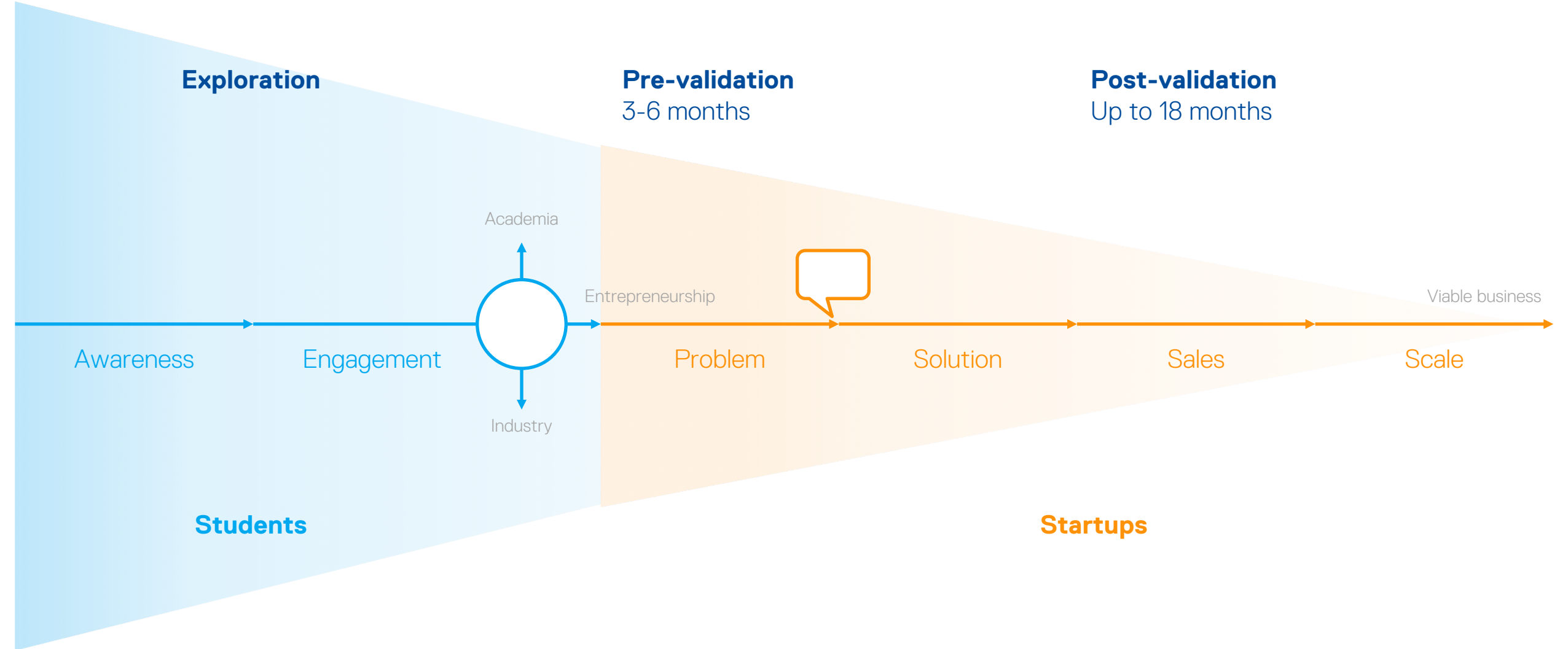
- Undergraduate Student
- Ryerson Alumni
- Not Student

- Graduate Student
- Other Student

Entrepreneurial ecosystem



Entrepreneurial journey



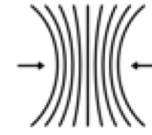
You don't need to be an entrepreneur



Leadership



Initiative



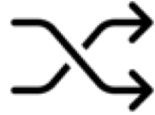
Resilience



Risk Assessment



Creativity



Adaptability



Critical Thinking &
Problem Solving



Communication



Ethics & Personal
Integrity



Social & Cultural
Awareness



Curiosity &
Meta-cognition



Collaboration



Interdisciplinary collisions

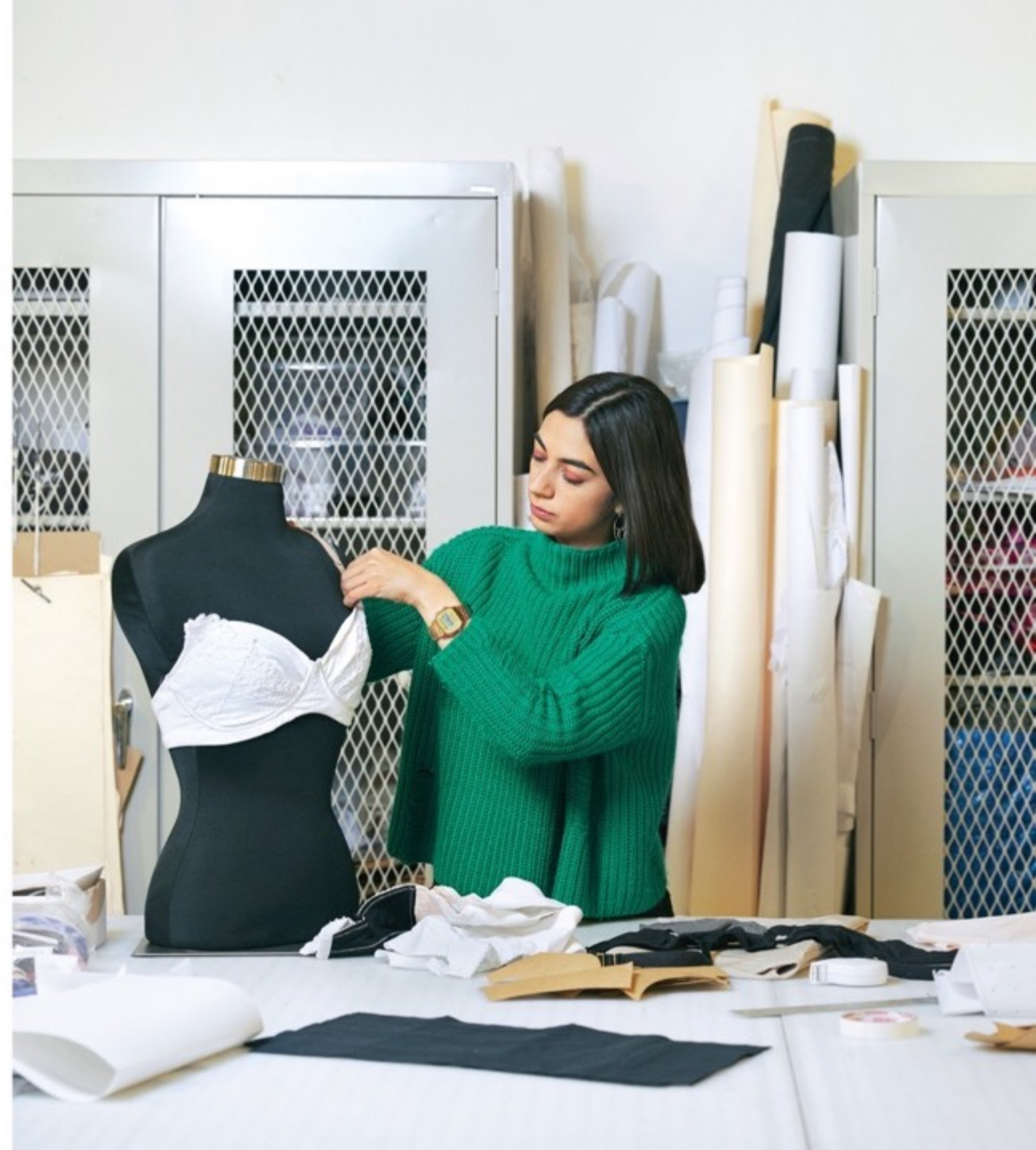
Leen Al-Taher Industrial Engineering '19

2 engineering students and a fashion student meet at a hackathon

2 years later, they raised \$90K+ on Kickstarter for their product launch

They decide to close shop when all 3 get job offers before graduation

\$38K+ in zone awards & competitions
50+ attendees to product launch event hosted in the brand new CUI building



There are many ways to get involved



Connect with our community

Speaker events
Skills workshops
Startup School
Hackathons & challenges



Contribute to a project *

Work placements
Intern & associate positions
Industry-specific bootcamps
Funded research projects



Create your own startup **

Ideation
Incubator
Accelerator

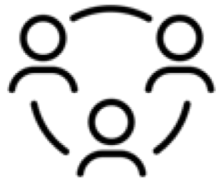


*Participation may be enrolled in CEDZ100, depending on program

**Participants enrolled in CEDZ100

How students connect with us

2019-2020



Awareness

Introducing students to innovation and entrepreneurship. May be passive participation. Not evaluated

12,335
students



Engagement^{*}

Activities requiring extended attendance with an expectation of accountability. Performance may be evaluated. Auditable; individuals tracked.

1,863
students



Commitment^{**}

Significant time committed to a zone startup. Success measured by progression of startup. Auditable; individuals and startups tracked.

407
students



*Participation may be enrolled in CEDZ100, depending on program

**Participants enrolled in CEDZ100

Fuelling growth of students

Mayaan Ziv Digial Media '15

AccessNow crowdsources accessibility information of places around the world

Her work has been recognized with a Queen's Diamond Jubilee Medal and a David C. Onley Award for Leadership in Accessibility

15K+	pinned locations
220	cities
30	countries



Faculty connections

Zones are open to connecting activities (formally and informally) with curriculum. Often, this is supported by relationships with deans, department chairs or individual faculty members. These connections create pipelines for new zone members and act as a resource to the in-class student experience.

Examples include: in-class visits, zone-led modules, startup-based case studies, formal curricular integrations, internships, and capstone projects.



AVP, Zone Learning & Strategic Initiatives

Zone Director

**Zone
operations**

**Startup
programming**

**Entrepreneurial
learning**

**Curricular
integrations**

Advisory council
Provides guidance,
insights and
mentorship

Director, Zone
Learning
Provides guidance,
best practices and
oversight

Director, Zone
Learning; Deans &
Faculty members
Provide opportunities,
review, grading and
oversight



Access to entrepreneurship

Zones lead and support programs that provide access to entrepreneurship, training and job placements for students and equity-seeking groups

Equity programs

Black Innovation Programs
Indigenous Fashion Support
Women Founders Fast Track

Employment

Student Work Placement Program
Associate and apprentice programs
Startup Certified

Talent development

Business Acceleration & Clinical Engagement
Professional Skills Development Zone
Ryerson Innovation Student Experience



University integrations

Zone Learning provides direct and reputational support to Advancement, Research & Innovation, International and Recruitment

Regional

Brampton
Innisfil
Niagara Falls

International

Bermuda
Japan
Jordan
Turkey
Caribbean
South Africa
India

Research Commercialization

Lab2Market
I-INC
VOLT



Corporate engagement

Program partnership



Startup support



Sponsorship



Health



Our innovation ecosystem

Skills & talent development







Startup incubation













Regional collaborations














International partnerships







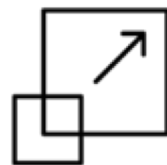






Office of Zone Learning

Goals



Scale student reach



Expand funding sources



Support curricular option for zone work



Develop a community of practice



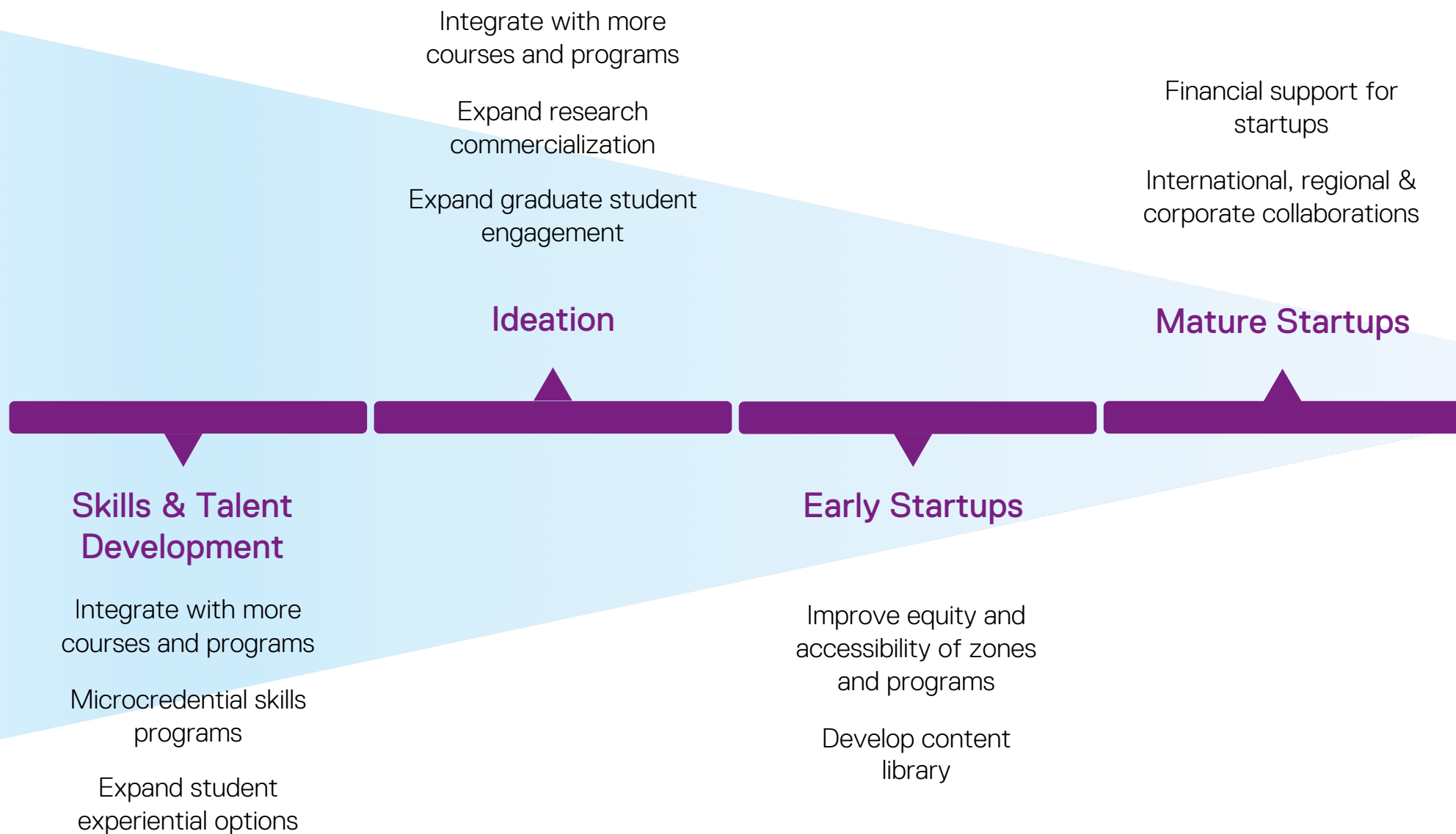
Strengthen links to research & graduate students



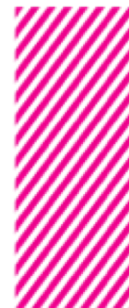
Build national & regional initiatives



Key growth areas



Gradient represents number of individuals engaged in programming



Zone Learning provides an important contribution to Ryerson's reputation as a home for innovation and provide a valuable complement to the University's academic, advancement, recruitment and research efforts, helping complete the student experience

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