

RUNWAY READY INNOVATION CHALLENGE
CONTEST RULES

Toronto Metropolitan University ("TMU"), through its Innovation Boost and Science Discovery Zones, in collaboration with Dexterra ("**Competition Sponsor**") and GTAA ("**Competition Data Provider**"), is launching the Runway Ready Innovation Challenge ("**the Competition**"). This Competition aims to identify and support Canadian-based innovators, startups, and technology entrepreneurs developing solutions aligned with Dexterra's innovation objectives.

1. ENTRY PERIOD

The entry period for the Competition begins on **June 1, 2025** EST and ends on **July 25, 2025** EST (the "**Competition Entry Period**"), dates subject to change. To be eligible, a Competition Entry (as defined herein) must be submitted during the Competition Entry Period.

2. ELIGIBILITY

Entries may be submitted by an incorporated corporation working together as a team. All members of a team must individually meet the eligibility criteria to have a valid Entry. The Competition is open to incorporated businesses who meet the following criteria (hereinafter referred to as "**Entrant**"):

- (i) is a legal resident of Canada (except if resident in Quebec);
- (ii) Ontario-based innovators, startup companies, and technology entrepreneurs.
- (iii) Applications must be submitted by authorized individuals or groups representing a startup or business entity that must be incorporated in Ontario;
- (iv) Are registered as a corporation in any jurisdiction in Canada (except Quebec);
- (v) Does not have any bankruptcy, insolvency, or other similar proceedings brought by creditors or government agencies pending against them;
- (vi) Has less than five hundred thousand dollars (CDN \$500,000) in current assets as of the date of Contest Entry;
- (vii) Has had less than one million dollars (CDN \$1,000,000) in annual revenue in the last fiscal year of the Start-up Business;
- (viii) Have a working prototype or in-market solution that can be adapted to the needs of Toronto Metropolitan University, Dexterra, or GTAA, or any of their subsidiaries or related companies (collectively the "**Contest Parties**");
- (ix) Meet the minimum membership requirements for membership in the Innovation Boost Zone or partner TMU Zone, including:
 - o Solving a well-defined economic or social problem with an innovative business model;
 - o Leveraging technology (hardware or software) to create a competitive advantage;

- o Having a working prototype of the solution (at a minimum) that's in the market or ready to launch;
- o Having the potential to grow and scale to achieve high impact;
- o Having a leadership team comprised of driven, coachable, and collaborative individuals with expertise in the area of focus; and
- (x) Have a unique, innovative business that brings social and/or commercial value to real estate and airport management, including but not limited to the areas of:
 - o Remote, commercial space monitoring;
 - o Staff and service optimization; and
 - o Customer experience optimization;
 - o Large-scale, commercial cleaning;

Entrants with existing or past engagements with Dexterra or GTAA may apply, provided that their submission does not duplicate or extend an existing engagement unrelated to this challenge.

To be eligible, the Competition Entry (including the product or solution developed by an Entrant) must not violate the rights of any third party (for example, it must not defame, infringe or violate any publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person's, entity's, or organization's personal or property rights, including but not limited to, intellectual property rights).

Each Competition Entry must be submitted by an authorized representative of the Corporation (a **"Representative"**) who (a) is a legal resident of Canada (except Quebec); (b) is at least 18 years of age; (c) resides in Canada at the time of declaration as a Winner (as defined herein); (d) has the authority and permission from the Corporation to participate in the Competition and submit a Competition Entry on behalf of the Corporation; and (e) has the authority to legally bind the Corporation, including (without limitation) to the terms and conditions of these Competition Rules. **FOR GREATER CERTAINTY, THE REPRESENTATIVE IS NOT THE ENTRANT AND HAS NO RIGHT TO CLAIM ANY PRIZE OR PORTION THEREOF. THE ENTRANT IN THIS CONTEST IS THE CORPORATION.**

A Corporation is not eligible to enter the Competition if the Representative is: (a) an employee, officer, director, governor, representative, or agent of either Toronto Metropolitan University or any sponsor of the Competition, including each of their subsidiaries or related companies, or, if applicable, any company or individual engaged in judging relating to this Competition (collectively, the **"Competition Parties"**), or (b) a member of the immediate family (parent, child, sibling, or spouse) or household (whether related or not), of any of the Competition Parties.

3. HOW TO ENTER AND TEAM FORMATION

No purchase necessary. The Corporation may enter the Competition by completing the following steps:

- i). Developing a creative product or solution, (“**Solution**”) that helps solve the Problem Statement; and
- ii). At any time during the Competition Entry Period and before the start of Phase 1, enter the Competition by having the Representative complete the application documentation available at <https://zonelearning.typeform.com/Runway-Ready> (the “**Competition Entry**”).
- iii). There are four (4) stages to the Competition:
 - Stage 1: Phase 1;
 - Stage 2: Pitch Day;
 - Stage 3: Phase 2; and
 - Stage 4: Showcase Day.

Entrants who meet the eligibility requirements and compete in the Pitch Day Presentation are eligible to become Winners (as defined herein) in the Competition. The Competition will accommodate any accessibility needs, including but not limited to, assistive technologies, which are informed to TMU at the time of Entry.

In order to successfully enter the Competition, the Entrant must register the corporation or team Entrant the registration portal listed above (once submitted, the “**Entry**”). The Entrant is responsible for ensuring that the information in the registration portal is consistent so that the Contest Sponsor can confirm that the Entrant is participating in the competition.

4. COMPETITION RULES AND ENTRY CONDITIONS

There is a limit of one (1) Competition Entry per Entrant (i.e. only one submission for each Corporation) during the Competition Entry Period. If it is discovered that more than one (1) Competition Entry was submitted by an Entrant, e.g. (i) multiple Competition Entries submitted by an Entrant, then (in the sole and absolute discretion of the Competition Sponsor) those Competition Entries may be disqualified from the Competition.

Entrants will retain full ownership of any intellectual property they bring into the challenge. However, if proprietary or GTAA-specific data is used to train machine learning models, the Start-up Business must ensure that such data is anonymized and GTAA-specific data is scrubbed before being applied to generalizable models outside this engagement.

All Competition Entries are confidential and will be used by the Competition Sponsor for the sole purpose of administering and judging the Competition. The Competition Sponsor may require all Entrants to sign a Non Disclosure Agreement (“**NDA**”) that may impact any and all Intellectual Property developed during the Contest.

“Background Intellectual Property” as used herein shall mean any and all proprietary information and/or Confidential Information of the Entrant which is disclosed to the Contest Sponsor or its Representatives for the purpose of the Project.

Upon signing the NDA with the Competition Sponsor, Entrants will have a limited, non-transferable license to use the results of the solution including the Project Intellectual Property contained therein for the sole purpose of meeting the requirements of the Contest.

Entrants must be open to Dexterra commercially using the developed model(s) and related technology solutions via an exclusive license within GTAA for a period of up to eighteen **(18)** months. Compensation and licensing terms will be negotiated between the Entrants and Dexterra following a successful pilot.

By entering the Competition, the Entrant and the Representative agrees as follows:

- (i) the Entrant will comply with these Competition Rules and with the decisions of the Competition Sponsor, which are irrevocable, final and are legally binding in all matters related to the Competition;
- (ii) the Competition Entry (and including the solution developed by the Entrant) does not violate the rights of any third party (for example, it may not defame, infringe or violate any publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person’s, entity’s, or organization’s personal or property rights, including but not limited to, intellectual property rights) or any applicable laws; and
- (iii) the Entrant will be available for the Pitch Day Presentation estimated to occur on August 14, 2025, Phase 2 estimated to occur between August 15 2025 – November 14 2025, and showcase day estimated to occur in February 2026. Each Entrant’s eligibility for the Pitch Day Presentation, Phase 2, and Showcase day is subject to their own success during each stage of the Competition.

5. PRIZES

The following Prizes are available to be won during the Competition (the “Prize”):

Phase	Number of Teams	Prize Per Team	Total Amount
Phase 1	3	\$5,000	\$15,000
Phase 2	1	\$35,000	\$35,000

If a Winner is an Entrant that is composed of a team of individuals under the Corporation , any

cash-portion of the Prize will be paid out on a pro-rata basis to each of the Corporation directly as listed at the **time of Entry**.

Entrants are advised that a monetary Prize awarded to individual Entrants or Entrant group members is taxable income and any individual who receives a Prize (or portion thereof) will be issued a T4A from the Competition Sponsor evidencing the amount as “Other Income” in accordance with the requirements of the Canada Revenue Agency. Entrants are also advised that in order to make such a payment, they will be required to share personal information with Toronto Metropolitan University to process the payment.

6. WINNER SELECTION PROCESS AND ODDS OF WINNING

Stage 1 - Determining the Stage 1 Shortlist

During the month of August 2025 (dates subject to change), the Competition Sponsor will assign 3 Entrants to work alongside Dexterra and TMU Zone staff to develop and present a proof of concept at the Pitch Day. Dexterra and TMU Zone staff will appoint a panel of judges (the “**Judges**”) to judge each Competition Entry on the basis of the following criteria (“**Stage 1 Shortlist Criteria**”):

	Stage 1 Shortlist Criteria	Weight
(a)	<p>Technology Maturity</p> <p>The maturity of the technology will be assessed using the standard TRL scale, with a minimum requirement of TRL 6+, ensuring that the solution has been validated in a relevant environment with commercially acquired data.</p> <p>TRL 6: Technology demonstrated in a relevant environment</p> <p>TRL 7: Prototype demonstrated in an operational environment</p> <p>TRL 8: System complete and qualified</p> <p>TRL 9: System proven in real-world applications</p> <p>Solutions must have demonstrated real-world application and integration within relevant operational environments.</p>	25%

(b)	<p>Problem / Solution Fit</p> <p>Alignment with the core problem statement and key use cases outlined in the competition brief.</p> <p>The solution must directly address the root causes of identified operational inefficiencies in custodial scheduling and workforce optimization.</p> <p>Demonstrates clear integration with required data sources, including real-time and historical flight data, passenger movement analytics, and cleaning feedback systems.</p> <p>Scalability and adaptability beyond airports, with potential applications in other high-traffic facilities such as malls and hospitals.</p>	25%
(c)	<p>Solution Adaptability</p> <p>Ability of the technology to integrate into existing workflows, systems, or infrastructure.</p> <p>Flexibility to adjust or customize the solution for different operational environments.</p> <p>The solution must enable real-time scheduling adjustments based on live flight data changes and be remotely accessible.</p> <p>Strategies for overcoming adoption barriers within Dexterra and GTAA environments.</p>	25%
(d)	<p>Measureable Impact</p> <p>The solution's ability to track and measure key performance indicators (KPIs).</p> <p>Defined metrics for success, such as reduced cleaning redundancy,</p>	25%

	<p>increased passenger satisfaction (e.g., fewer complaints), and optimized workforce allocation.</p> <p>Demonstrates a data-driven approach to validating efficiency gains and improvements in workforce management.</p> <p>Potential for long-term improvement in real estate and airport operations.</p>	
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Each Competition Entry will be given a score (the “**Stage 1 Shortlist Score**”) by the Judges based on the Stage 1 Shortlist Criteria. The Entrants must score at least 70% to be considered for the Stage 1 Shortlisted Entrants (as defined herein). The odds of being selected as a Stage 1 Shortlisted Entrant will depend on the total number of Competition Entries received, the calibre of each Competition Entry, and compliance with the Stage 1 Shortlist Criteria. Judging for Stage 1 Shortlisted Entrants is scheduled to be completed on or about August 14, 2025 (the “**Stage 1 Shortlist Selection Date**”). In the event of a tie between one or more Competition Entries based on the Stage 1 Shortlist Score, the Competition Entry that receives the highest score in criterion C of the Stage 1 Shortlist Criteria will be deemed to have the higher Stage 1 Shortlist Score.

The Competition Sponsor, or its designated representative, will make a maximum of three (3) attempts to contact each eligible Stage 1 Shortlisted Entrant by email (using the information provided on the Competition Entry) within two (2) business days of the end of the Stage 1 Shortlist Selection Date. If: (i) the eligible Stage 1 Shortlisted Entrant cannot be contacted within two (2) business days of the end of the Stage 1 Shortlist Selection Date, (ii) there is a return of any notification as undeliverable; or (iii) the eligible Stage 1 Shortlisted Entrant fails to meet all applicable eligibility requirements and conditions, then the applicable Entrant will be disqualified and will forfeit all rights to be a Stage 1 Shortlisted Entrant, and the Competition Sponsor reserves the right in its sole and absolute discretion, to select an alternate eligible Stage 1 Shortlisted Entrant based on the next highest Stage 1 Shortlist Score in accordance with these Competition Rules (in which case the foregoing provisions of this section shall apply to such alternate eligible Stage 1 Shortlisted Entrant).

Stage 2 – Pitch Day

Between the period of approximately August 1, 2025 and August 14, 2025 (dates subject to change), the Stage 1 Shortlisted Entrants will be invited to participate in Pitch Day, by showcasing their proofs of concept. The Judges will judge Pitch Day of the Stage 1 Entrants based on the following criteria below (“Pitch Day Criteria”). A maximum of three (3)

individuals from each Stage 1 Shortlisted Entrant may participate.

	Pitch Day Criteria	Weight
(a)	Problem Understanding & Solution Fit <ol style="list-style-type: none"> 1. Clearly demonstrates understanding of the core problem and presents a solution that directly addresses the challenge and use cases. 2. Identifies root causes being addressed, and solution alignment to Dexterra goals. 	25%
(b)	Technology Readiness & Feasibility <ol style="list-style-type: none"> 1. Demonstrates that the solution is developed to a stage where it can be delivered, tested, or integrated – avoiding speculative or undeveloped concepts. 2. Team demonstrates competence and has a track record of successful integration with partners. 3. Product has benefited from refinement in real commercial settings. 	25%
(c)	Scalability & Adaptability <ol style="list-style-type: none"> 1. Shows potential for the solution to scale beyond the initial use case, with flexibility to adapt to other use cases within the airport and surrounding settings. 	20%
(d)	Impact Potential <ol style="list-style-type: none"> 1. Communicates measurable benefits such as operational efficiency, cost savings, or user experience improvements with a clear plan for tracking impact. 2. Clearly indicates impact on visitor/stakeholder experience as travellers navigate chosen commercial spaces. 	20%
(e)	Presentation Effectiveness <ol style="list-style-type: none"> 1. Delivers a clear, compelling, and well-structured pitch that effectively communicates the problem, solution, and value proposition to judges and stakeholders. 2. Answers questions clearly and concisely. 	10%

Each Stage 1 Shortlisted Entrant will be given a score (the “Pitch Day Shortlist Score”) by the Judges based on the Shortlist Criteria. The Stage 1 Shortlisted Entrants with the Pitch Day Shortlist Scores (the “Stage 2 Entrants”) will be shortlisted and will be eligible to enter Stage 3 of the Competition (described below). The odds of being selected as a Pitch Day Shortlisted Entrant will depend on the calibre of each Stage 1 Entrant, and compliance with the Pitch Day Shortlist Criteria. Judging for Stage 2 Shortlisted Entrants is scheduled to be completed on or about August 28, 2025 (the “Pitch Day Shortlist Selection Date”). In the event of a tie

between one or more Stage 2 Shortlisted Entrants based on the Pitch Day Shortlist Score, the Stage 1 Shortlisted Entrant that receives the highest score in Stage 2 will be deemed to have the higher In Person Interview Shortlist Score.

The Competition Sponsor, or TMU, will make a maximum of three (3) attempts to contact each eligible Stage 2 Shortlisted Entrant by email (using the information provided on the Competition Entry) within three (3) business days of the end of the In-Person Interview Shortlist Selection Date. If: (i) the eligible Stage 2 Shortlisted Entrant cannot be contacted within three (3) business days of the end of the Stage 2 Shortlist Selection Date, (ii) there is a return of any notification as undeliverable; or (iii) the eligible Stage 2 Shortlisted Entrant fails to meet all applicable eligibility requirements and conditions, then the applicable Entrant will be disqualified and will forfeit all rights to be a Stage 2 Shortlisted Entrant, and the Competition Sponsor reserves the right in its sole and absolute discretion, to select an alternate eligible Stage 2 Shortlisted Entrant based on the next highest In-Person Interview Shortlist Score in accordance with these Competition Rules (in which case the foregoing provisions of this section shall apply to such alternate eligible Stage 2 Shortlisted Entrant).

Stage 3 – Phase 2

A maximum of one(1) Entrant from the Stage 2 Shortlisted Entrants will be invited to work with the Contest Sponsor on the refinement, testing and implementation of their proof of concept (“Phase 2”) to the Judges. Phase 2 will take place between September 1, 2025 and November 15, 2025 (date subject to change).

Stage 4 – Showcase Day and Award Announcement

During approximately the month of November 2025, the Stage 2 Shortlisted Entrant will be invited to make a 10-15-minute presentation) on their solution or process (the “Final Pitch”) at a public event during the month of February 2026 (date subject to change) at a location in Toronto, Ontario to be confirmed in advance by the Competition Sponsors and Toronto Metropolitan University.

7. DECLARATION OF WINNERS

Notwithstanding any announcement of an eligible winner at Stage 2 before an eligible winner of a Prize is declared a winner (after declaration, each referred to as a “**Winner**”), within five (5) business days after Stage 2, the Representative of the eligible winner must sign and return, a declaration of compliance and release of liability prepared by the Competition Sponsor which, among other requires the Representative (on behalf of the Corporation) to: (i) correctly answer a mathematical skill-testing question without mechanical or other aid; (ii) confirm compliance with these Competition Rules; (iii) agree to release the Competition Sponsor and the Competition Parties from any and all claims, damages, liabilities, costs, and expenses arising from any liability in connection with this Competition, the Entrant’s participation

therein and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agree to indemnify the Competition Sponsor and the Competition Parties against any and all claims, damages, liabilities, costs, and expenses arising from use of the Competition Entry including, without limitation, any claim that the Competition Entry or product or solution of the Entrant infringes a proprietary interest of any third party; (v) agree to the publication, reproduction and/or other use of the Entrant's (and its employees, officers, and directors) name, address (province and city), statements about the Competition and/or photographs or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Competition Sponsor in any manner whatsoever, including print, broadcast or the internet; and (vii) acknowledge acceptance of the Prize (if awarded). If the Representative: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed declaration of compliance and release of liability within the specified time; and/or (c) cannot be declared a Winner in accordance with these Competition Rules for any reason; then the applicable Entrant will be disqualified (and will forfeit all rights to be a Winner) and the Competition Sponsor reserves the right, in its sole and absolute discretion, to select the Stage 3 Shortlisted Entrant who received the next highest judged score during Stage 4 of the Competition to be an eligible winner (in which case the foregoing provisions of this section shall apply to such new eligible Prize Winner).

8. RIGHT TO SUSPEND/MODIFY/TERMINATE

If for any reason the Competition is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition, the Competition Sponsor reserves the right to cancel, suspend and/or modify the Competition, or any part of it, and disqualify any individual or entity who is responsible for such action. If terminated, the Competition Sponsor may, in its sole discretion, determine the winners from among all eligible Competition Entries received up to time of such action using the procedures outlined herein.

9. LIMITATIONS OF LIABILITY AND RELEASE:

No liability or responsibility is assumed by the Competition Sponsor or the Competition Parties resulting from the Entrant's (including the Representative, employees, officers, or directors of the Corporation) participation in or attempt to participate in the Competition or ability or inability to upload or download any information in connection with the Competition. No responsibility or liability is assumed by the Competition Sponsor or the Competition Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Competition: hardware or software errors; faulty computer, cable, satellite, network, electronic, Internet connectivity or other online or network communication problems; errors or limitations of any Internet service providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the Competition website, Sponsor website in whole or in part

for any reason; traffic congestion on the Internet or the Competition website or Sponsor website; unauthorized human or non-human intervention of the operation of the Competition, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Competition, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Competition. The Competition Sponsor and the Competition Parties are not responsible for any printing, typographical, technical, computer, network or human error which may occur in the administration of the Competition, the uploading, the processing of Competition Entries, the judging of Competition Entries at either stage of the Competition, the announcement of the Prizes or in any Competition-related materials. Use of the Competition website and the Sponsor website is at user's own risk. The Competition Sponsor and the Competition Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer or video equipment resulting from participation in the Competition.

By participating in the Competition, the Entrant agrees: (i) release the Competition Sponsor and Competition Parties from any and all claims, damages or liabilities arising from or relating to such Entrant's participation in the Competition; (ii) under no circumstances will the Entrant be permitted to obtain awards for, and the Entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (iii) all causes of action arising out of or connected with this Competition, or any Prize awarded, shall be resolved individually, without resort to any form of class action; and (iv) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding legal fees and court costs.

By accepting any Prize, Winner agrees that the Competition Sponsor and the Competition Parties will have no liability whatsoever for, and shall be held harmless by Winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Competition or from the acceptance, possession, misuse or use of any Prize. The Competition Sponsor and the Competition Parties are not liable in the event that any portion of the Competition is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control.

ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE COMPETITION WEBSITE, AND/OR THE COMPETITION SPONSOR WEBSITE, OR INTERFERE WITH THE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND THE COMPETITION SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. PRIVACY AND PUBLICITY RELEASE.

The Competition Sponsor and its authorized agents will collect, use, and disclose the personal information provided upon registration and entry into the Competition for the purposes of administering the Competition and Prize fulfillment, in accordance with the Competition Sponsor's privacy policy.

By accepting a Prize, Winners (including the Representative of the Winner and any employee, officer or director of Winner) consent to the publication and use of their name, address (city, province), voice, statements, photographs, image and/or likeness, logo, trademark in any form, manner or media whether now known or hereafter devised, including, without limitation, in print, radio, television and on the Internet for any purpose in connection with the Competition including, without limitation, for the purposes of advertising and trade, and promoting the Competition Sponsor, the Competition Parties and/or the Competition, without further notice or compensation.

11. GENERAL

The Competition is governed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein.

The Competition Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Competition Rules, to the extent necessary, for purposes of verifying compliance with these Competition Rules or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Competition Rules and disclosures or other statements contained in any Competition-related materials, the terms and conditions of these Competition Rules shall prevail, govern and control to the fullest extent permitted by law.