

INTRODUCING UTE STARTUP PERKS

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OVERVIEW

UTE Startup Perks is a suite of venture-friendly perks, discounts and offerings that are accessible to all U of T students and startups who are affiliated with a campus-linked accelerator (CLA) or members of the University of Toronto Entrepreneurship *ONRamp* co-working and event space. These offerings are meant to complement existing benefits already provided by the CLAs. We look forward to growing the list of community partners and value-added benefits in the months ahead.

Each startup is responsible for communicating directly with the community partner.

CLOUD COMPUTING

AWS

Startups affiliated with University of Toronto are eligible for the following AWS Activate Portfolio benefits:

\$5K package

- \$5,000 in AWS Cloud credits valid for 2 years
- 1 year of AWS Business Support (up to \$1,500)
- 80 credits for self-paced labs
- **\$5K Organization ID: 16yhL**

\$10K package

- \$10,000 in AWS Cloud credits valid for 2 years
- 1 year of AWS Business Support (up to \$1,500)
- 80 credits for self-paced labs
- **\$10K Organization ID: 1hFTx**

\$25K package

- \$25,000 in AWS Cloud credits valid for 2 years
- 1 year of AWS Business Support (up to \$5,000)
- 80 credits for self-paced labs
- **\$25K Organization ID: 1hFTy**

To apply, use the link pasted below and the OrgID associated with the package you want to apply for. This OrgID is a unique identifier that affiliates you with University of Toronto and should not be shared. Note: you should only apply for the package you're confident about being able to utilize within the 2-year credit expiration window. Because AWS is unable to offer credit extensions, redeeming a larger credit package too early in your company's trajectory often results in credit expiration before the full award can be used, which creates frustration and disappointment. When in doubt, we suggest founders start at a lower tier.

Application link: <https://console.aws.amazon.com/activate/home/#/apply/portfolio>



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Startups can also check out [this video](#) that walks through how to apply for Activate and [this video](#) that outlines how to get the most out of the program.

Before you submit an application

- Ensure you meet the [eligibility criteria](#) under “Activate Portfolio Requirements.”
- Ensure you have a live company website. Staging websites (eg. Weebly, Squarespace, Wix, Wordpress, etc) will not be accepted.
- When you click the application link, you will be prompted to sign into your AWS account. Make sure to log in to the AWS Account where you would like to receive credits, as you won't be able to transfer credits to another account in the future. If you do not have an AWS account yet, you can open one for free [here](#).
- The email address on your application must match the one used to set up the AWS account where you want to receive credits. We recommend changing the email address associated with your AWS Account to a company email if you originally used a personal email for set up.

It takes 7-10 business days on average for us to process an application after submission. For more information about the application process, credits, and program benefits, check out the [AWS Activate FAQ](#).

GOOGLE FOR STARTUPS CLOUD PROGRAM

The Google for Startups Cloud Program provides startups funded by a venture capital firm, accelerator, incubator, seed or angel investor with cloud credits to cover your first year of Google Cloud and Firebase usage up to \$100,000 and 20% of your 2nd year of Google Cloud and Firebase usage covered, up to an additional \$100,000. You'll also get a Startup Success Manager, training, business & tech support, co-marketing, and Google-wide discounts. To apply, please ensure your startup meets the application criteria below:

- Funded with publicly verifiable equity investment - up to and including Pre-Seed, Angel, Seed, and Series A (if Series A, raised within the last 12 months)
- Founded within 10 years of applying to the program
- Have a publicly available company website and a unique company email domain. Need to create a custom email account? [Sign up for Google Workspace here](#)
- A valid Google Cloud Billing Account ID (e.g. 18-digit alphanumeric hex string like ABC123-DEF456-GHI789) linked to the domain and company email on your application

Interested startups can apply directly here: <https://cloud.google.com/startup>. The application process is outlined in the attached.

Please note that startups who have not raised equity-investment can apply using the link above and may be considered for \$4K in credits.



E-COMMERCE

SHOPIFY

To access this partnership, interested and eligible founders should contact their campus accelerator lead or UTE to request a registration link.

Eligible participants

- Students, alumni and related founders in any of the university's campus-linked [incubators/accelerators](#) or affiliated with [UTE](#).
- Students registered on formal academic courses (not necessarily related to entrepreneurship).

What Open Learning offers

- Access to Shopify's Open Learning plan, which has no subscription fee:
 - For one year if in an incubator/accelerator (subject to screening and recommendation by the university).
 - For course or program duration if in a formal academic program (subject to application by course or program lead here: <https://airtable.com/shrOhtFsMohsr2f9y>).

The Open Learning plan has all the features of [Shopify Basic](#) plus a few extras, such as the ability to add 15 store accounts. This plan has an equivalent value of more than \$420 CAD per year.

To access the free plan, students must create a trial store using a custom link provided by Shopify. The trial store is then automatically converted to a fully-functional store on the Open Learning plan.

- Curated content, and free use of any of Shopify's published materials, subject to a [CC-BY 4.0](#) license.
- Personalized 1:1 educator support from the Open Learning team, for troubleshooting, ideation, and general consultation.
- Students have all the same facilities as any Shopify merchant, including free 24-hour support, [free tools](#), etc.
- Online sessions or presentations by arrangement, given by Shopify Support Advisors or other expert staff.
- Special events such as store build challenges or hackathons by arrangement. Shopify is usually able to offer mentors to assist groups during events like these.
- Students are eligible to be assessed for Shopify digital badges, which are issued on the [Open Badge](#) standard. These can be downloaded to letters or resumes, or shared on social media. Rubrics for badges are available on request.



FUNDING

POCKETED

Pocketed helps thousands of small and start-up businesses, just like you, access billions of dollars in untapped non-dilutive funding available every year. Through their (free to use) intelligent matching platform, you are provided a curated list of grants, tax credits, and competitions eligible to your business. You can then access the support you need to get funded through grant writers, legal experts, and more!

Through our partnership with Pocketed, you receive exclusive access to their basic platform and incentives on their premium Pocketed+ service. Sign up using the referral code **UTEX** to access the following:

1. **25% off** upgrades to Pocketed+ (*with your referral code*)
2. **50% off** the first grant through our Managed Solution (*with your referral code*)
3. **50% off** unlimited paid consultations at [this link](#)

[Create your free account today!](#)

NETWORKING

CANADIAN WOMEN'S NETWORK (CWN)

U of T Entrepreneurship is excited to announce a community partnership with the Canadian Women's Network (CWN). CWN was founded in 2017 by the former Executive Director of the C100, [Joanne Fedeyko](#), to support underrepresented Canadian entrepreneurs and help them scale into U.S and global markets. CWN's mission is to help close the gender gap in VC-backed funding and provide equal opportunity for women and GNB entrepreneurs across the nation.

U of T entrepreneurs, mentors, and alumni members have the exciting opportunity to join the Canadian Women's Network of pioneer women and take advantage of its programming and networking opportunities at no cost (approx. \$350 value). UTE has a limited number of free memberships for women and GNB founders, which will be allocated on a first-come, first-serve basis.

[Click here to join.](#)

PRINTING

THE PRINTING HOUSE (TPH)

TPH is pleased to continually support U of T start-ups and entrepreneurship by providing 20% off all products and services, inclusive, but not limited to business cards, brochures, stickers, branded swag, t-shirts and banners. A full listing [here!](#)



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To place your order, please email Mark Gillespie at mgillespie@tph.ca with code: UOFT-STARTUP-TPH-2022. He can be reached at 416-204-9256, should you have any questions to discuss.

Note – orders can be delivered (additional fee charged) or picked up from over 40 TPH locations in the GTA and you must be able to show proof that you are part of the U of T start up group to which this code is being offered.

Please also note the code is not able to be combined with any other offer and must be given at time of quote request, any after the fact mentions of the code will void the offer. The code expires at end of 2022.

U of T Startup Pop-up Banners

Eligible U of T startups may order pop-up banners via TPH at a ~50% discount (UTE covers \$125 + HST, startup pays ~\$125 all-in for standard banner). The standard banner is 33.50" x 79", the U of T Startup wordmark will be positioned in the bottom corner (required for discount), and the banner artwork can be designed and customized by the startup.

Eligibility:

- ONRamp members
- BFN members
- Startups affiliated with a U of T accelerator
- Banting tenants

For access to the pop-up banner discount, please contact Melanie Langemeyer (melanie.langemeyer@utoronto.ca).

PRODUCTIVITY TOOLS

FELLOW

Fellow helps teams run effective and delightful meetings. Teams gather on Fellow to plan agendas, record decisions, and hold themselves accountable. Here's a [quick product overview video](#).

Fellow's startup perk offers \$2000 in credits towards paid plans. Startups must first sign up for Fellow and then fill out [this form](#). The Fellow team is available to do on-demand team onboardings and masterclasses.

HUBSPOT

U of T is now an approved HubSpot for Startups Partner, which means **all eligible U of T startups and members qualify for 90% off the HubSpot CRM Platform.**



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For those not familiar with the platform: “HubSpot's CRM provides you with the tools needed to build and grow remarkable customer experiences that help spin your flywheel faster. It's all powered by the same database, so everyone in your organization — Marketing, Sales, Service & Operations — is working off the same system of record. This allows for a smoother handoff between teams and results in a more delightful experience for your customers.”

Here are just some of the tools found in HubSpot's CRM platform:

- **Marketing Hub:** Marketing automation software with everything you need to attract the attention of your target audience, convert that attention into customers, and analyze and report on your efforts.
- **CMS Hub:** Grow your business by incorporating your website into your growth machine.
- **Sales Hub:** A powerful sales CRM that gives you deeper insight into your prospects, automates busywork, and helps you close more deals faster.
- **Service Hub:** Customer service software that delights users, scales support, and delivers empathy at scale.
- **Operations Hub:** Connect your apps, sync and clean customer data, and automate every process for a friction-free business--and customer experience.

If you're eligible, that you can now apply to receive the Startup Friendly Pricing to HubSpot's growth stack software package (All-in-one CRM, Sales, Marketing, and Services plans). **This is an average savings of \$17,000 in the first year!**

Startups now have two ways to unlock discounted HubSpot pricing (please don't share outside UTE):

1. Startups visit a URL unique to your organization, known as your **unique partner link (UPL)**.

UTE Community link: <https://app.hubspot.com/signup/hubspot-for-startups?partner-code=JwSZb0OeaOZA>

2. Startups apply at hubspot.com/startups and enter a code unique to your organization, known as your **partner referral code**. This is the series of letters and numbers that follow the '=' sign in your UPL.

UTE Community code: JwSZb0OeaOZA

When startups use one of the above methods, they will be **instantly approved** and gain access to all our program benefits without delay.

Here are added links for your convenience:

1. If you want to get started with HubSpot Free tools first - [here's a guide to extracting the most value out of them](#)
2. If you want to learn more about HubSpot or have specific questions for HubSpot for Startups' team - [you can sign up for their weekly Startup Office hours here](#).
3. Education - [Learn Sales, Marketing, and Services best practices for startups](#)
4. HubSpot Academy - [From quick, practical courses to comprehensive certifications, learn everything you need to know about the most sought-after business skills.](#)



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Here are the eligibility requirements to be accepted to HubSpot for Startups:

- Less than \$2 million in total funding up to Series A receive 90% scholarship the first year.
- Over \$2 million in total funding (up to Series A) receive 50% scholarship the first year.
- Current participant or alumni of a HubSpot for Startups Partner (that's us!)
- Not an existing Basic, Professional, or Enterprise HubSpot customer.

If you have any questions about the scholarship, education, or anything related to HubSpot please email bdm@hubspot.com.

OWNR

Ownr makes small business less hard! Easily register, incorporate, create legal agreements, manage employee documents and more – all in one place. Plus, you can get money back when you open an RBC business bank account after registering with Ownr and other exclusive discounts from great partners like Telus, Staples, Vistaprint, Haloo, and more. The University of Toronto community can save 20% at checkout using code **UTE20**.

PROFESSIONAL SERVICES

CARTA

Carta helps companies and investors manage their capitalization tables, valuations, investments, and equity plans. They provide the tools to make equity ownership more accessible to build an ownership economy, where more employees and investors have stakes in the companies building our future.

Offers and resources are listed below:

- [Free Launch product](#)-This sign up link to our Free Launch Product is specific to University of Toronto Entrepreneurship companies that have raised less than \$1 million dollars and have less than 25 stakeholders.
- Please reach out Gracie Arnold (gracie.arnold@carta.com) directly if:
 - You are part of the U of T entrepreneurship community and would like to receive a 20% discount on Carta.
 - You have raised more than a million USD, have more than 25 stakeholders or are looking for a feature not included in Launch.
- [Partner pricing](#) (password: partners). Note this does not include the 20% discount and waived implementation fee.
- [Founder resource center](#)

DEAL PREP

DealPrep aims to empower, support, and educate entrepreneurs on the fundamentals of legal drafting and deal negotiation. Operating at the intersection of law and technology, they provide interactive learning technologies and training tools. As a legal technology software company, they make legal contracts and documents easier to draft and digest. These functionalities make



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it easier for entrepreneurs to create and understand contracts, even if they have little to no background in law.

Supported by an annotated legal library, DealPrep also offers free, monthly [legal training workshops](#) for members. Join the thousands of entrepreneurs already using their software to learn more about contract drafting and negotiation.

As a member of the U of T Entrepreneurship Ecosystem, you have access to DealPrep's tools. [Sign up for a free account here!](#)"

For any support-related items contact: support@dealprep.co.

For any other questions, or to book a demo/onboarding call, please contact primary contact Thomas Southmayd: thomas@dealprep.co.

DELL FOR ENTREPRENEURS CANADA

Dell For Entrepreneurs Canada is pleased to support U of T startups by providing the following benefits and perks:

- Free solution and product training, to equip technical founders for the journey of building great solutions
- Free participation in DELL technology trial programs, to allow startups use technology free of charge (30 - 90 days) before making a purchase decision
- Dedicated small business technology advisors for all technology enquiries
- Preferred rates on select Dell products (up to 40% exclusive discounts on eligible products)
- Access to financing & credit for technology development
- Free access to exclusive technology webinars, showcases and events

On-boarding contact:

Otto Bagnoli, Account Manager

Dell Technologies | Small Businesses & Startups

416-773-5565

Otto.Bagnoli@Dell.com

SHIPPING

DHL EXPRESS

Member Benefits & Perks:

- Offering affiliates preferential discounts for exporting & importing.
- DHL ships to 220 countries and territories
- DHL offers an exclusive air express service and has extensive network in countries that other couriers have limited access to – ie, embargo countries
- On Demand Delivery – accessible via phone



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- In-house Customs Clearance
- Each account will have a dedicated account manager to assist with any questions or additional assistance needed.

Account Setup Process:

- What to include to set up account: Name of Business, business registration copy, contact info, address, type of shipments
- Accounts take 24-48 hours to be set up by the account manager.
- Once the accounts are setup, an email will be sent including:
 - DHL Express Account numbers
 - MyDHL+ Link - online shipping platform and instructions on how to book a shipment.
 - Supply Order Link – for free supplies (envelopes, boxes etc)
 - MyBill link and login instructions - to manage and pay invoices

Contact Information & Inquiry Process:

Account Manager

Yara Abuhudra

Number: 905-696-3124

Email: yara.abuhudra@dhl.com

Customer support agent (track and trace – network support)

Justine Mwadi

Email: Justine.mwadi@dhl.com

