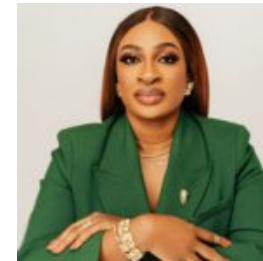
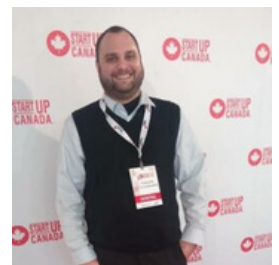
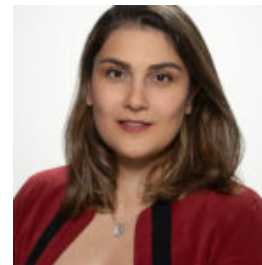
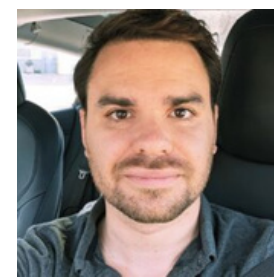
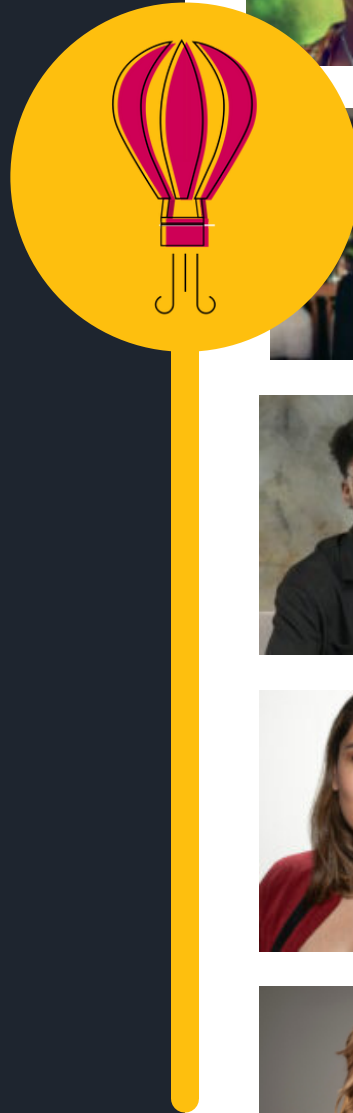


# Rise with EDGE

## Unleash Your Growth Potential



[September 2025 - May 2026]





# Welcome To Rise

Rise is for social entrepreneurs ready to scale their impact enterprises with the guidance and coaching of seasoned entrepreneurs. Join us on an 8-month journey to transform your potential and rise above the ordinary.



*"...I've said it time and time again, EDGE is the best incubator I have worked with. Over the past 6 years, I have been a part of countless programs/accelerators/incubators, and EDGE is unmatched."*

Maya Saggarr, Founder  
Impact Learning

## Key Highlights

- **Application Period: August 17, 2025 (by 11:59 pm EST).**
- **Eligibility Requirements:** The venture must show positive impact on our communities - whether social, environmental or cultural with minimum one (1) year of operational history at time of application and the program caters to ventures that have market or user validation, some sales revenue, and annual revenues of less than \$1M.
- **Duration & Dates:** September 2025 - May 2026 (4 hours/month, online coaching program with in-person opening and closing sessions)
- **Cost vs. Value:** Unlock a \$10,000 experience for only \$125/month (other payment options available)
- **Limited Spots: Exclusive Opportunity:** Limited spots available to ensure personalized attention and quality.
- **Coworking Space Bonus:** Get 50% deep discount on EDGE Coworking membership plans

# Rise Program

Rise is an online cohort-based program for a small group of carefully selected founders. Participants are ready to do the work to grow their ventures at an accelerated pace.

- September 2025 - May 2026 (8 months)
- \$125/month + HST
- 4 hours/month, online programming with in-person opening and closing sessions at Sheridan EDGE, Mississauga

Rise delivers an exceptional value of \$10,000. It's priced at \$125/month to make it accessible to everyone. If this cost poses a barrier to participation, reach out to us at [edge.program@sheridancollege.ca](mailto:edge.program@sheridancollege.ca) to explore our inclusive pricing options.

## What you get:

**Rapid growth** opportunity through customized coaching, resources and networks for your venture's growth stage.

**Individualized coaching** focused on your most strategic next steps. *Valued at \$1200.*

**Coach-led peer circles** that grow your community of entrepreneurs who will brainstorm, problem-solve and share learning to help your venture succeed. *Valued at \$1200.*

**Advisory services** from innovative Sheridan faculty to maximize impact and balance people, planet and profit. *Valued at \$1200.*

**\$1000 credit to spend** on services for your venture from a curated group of vendors.

**Introductions to key contacts** to strategically expand your network.

**Support to access appropriate funding** streams to grow your venture.

**Priority access to coworking with a 50% deep discount** and 1 complimentary guest pass monthly so you and your teams can work in a collaborative and productive environment. *Valued at least \$650.*

**Support to access student talent**, faculty expertise, research capacity and funding, and many other benefits found on Sheridan's vibrant campuses.

**Wellness support**, including office hours with a certified mindfulness coach to help you sustain your well-being while juggling the many demands of entrepreneurship.

**Financial sustainability** sessions to help you demystify the funding landscape, prepare for strategic funding opportunities and build your confidence in sales.

**RiseConnect**, a secure platform to access your benefits, perks, and services with sustainability resources, office hours with industry advisors, a service directory, and news updates to make your Rise experience seamless and efficient.

**Community gatherings** where you can make meaningful connections, share experiences and network with peers who are invested in your success.



# What You'll Experience



- **Welcome and Orientation Session**

Get to know the team, coaches and founders that will support you for the next eight months.

- **Venture Assessment and Growth Plan**

Collaborate with our business coaches to map your organization's strengths and priorities. Then, develop an action plan to ensure accelerated progress

- **Support Team**

Engage with our diverse set of seasoned consultants and entrepreneur mentors curated to help facilitate your success. Coaching sessions focus on practical problem solving customized to the requirements of your venture's growth stage.

- **Ongoing Business Development**

Your Rise team keeps you focused and helps eliminate challenges that arise along the way. You can also book sessions with individual industry advisors who can address specific needs.

- **Community Support**

Become part of the EDGE community and a dynamic cohort of fellow impact entrepreneurs at similar stages of growth.

*Rise is a 'doing program' where participants actively work on achieving their goals to grow their impact and revenue.*



# Application Process

## 1 Application Period Closes On

August 17, 2025 (by 11:59 pm EST).

## 2 Review

Applicants will be screened based on eligibility criteria and reviewed on an ongoing basis and offers will be extended to successful applicants until all spots are filled.

## 3 Candidate Selection

Selected candidates will be notified by the first week of September 2025 (via email) and will need to confirm their spots by September 8, 2025.

## 4 Onboarding

Confirmed participants will receive an onboarding package and be required to attend an in-person session on September 17, 2025, at the EDGE hub in Mississauga.

# Eligibility Requirements

*This program is for you if:*

- *You're the founder of a registered social enterprise (non-profit, for profit or co-op).*
- *Your product or service is already generating sales revenue.*
- *You're committed to doing the work required to grow.*
- *You commit to provide regular updates.*

## ● Operating History

Minimum one (1) year of operational history at time of application.

## ● Business Development Phase

This program caters to ventures that have market or user validation, some sales revenue, and annual revenues of less than \$1M.

## ● Proof of Viability

Businesses must demonstrate existing revenue, customer base, and/or external funding (grants, loans or equity investments).

## ● Revenue and Funding Plans

Ventures must have intentions to increase revenue or raise capital within the next 6-12 months.

## ● Leadership Expertise

The leadership team should possess relevant expertise and be responsive to feedback.

## ● Demonstrated Impact

The venture must show positive impact on our communities - whether social, environmental or cultural.

# Past Rise Participants

Participants become part of the EDGE community and receive ongoing business support. You will continue to access various services offered during the program. You will receive this information toward the end of your 8-month program.

## Cadence's Staffing Services

When AJ Rainford joined the Rise program in 2021, Cadence was a fledging startup at early revenue. Over the first year in Rise, the company accelerated forward, reaching \$1.2 million in revenue by early 2022. In 2023, they've done \$1.4 million in revenue and created 4 jobs.



## Jelly Social

JELLY Social is an initiative that empowers Black, Indigenous, and People of Colour (BIPOC) professionals and allies to help each other prosper. With the support of Rise, they have grown to more than 4,000 members and established a foundation for their financial sustainability through memberships, advisory services and sponsorship.

## Spotwork

Darren Perlman and Daniel Copeland brought their venture, Spotwork, to EDGE in early 2020 for help with their impact. Over the past 1.5 years, Spotwork has streamlined its impact to promote opportunities for inclusive hiring and addressed the growing skills gap. Along the way, they have acquired high-profile corporate clients to their platform and are currently upskilling over 35,000 users.



# Past Rise Participants

Participants become part of the EDGE community and receive ongoing business support. You will continue to access various services offered during the program. You will receive this information toward the end of your 8-month program.

## **Mindsilike Consulting & Community Practice INC**

### **-Alethia Cadore**

Rise connected me with other leaders with similar experiences. The networking I've experienced is something I wouldn't have been able to access without Rise.



## **Change The Art**

### **-Krystle Marriott**

I'm honoured to be a part of Rise. It is a great program, and I'm learning and growing as a business leader so much. Thanks again!



## **ANE Global**

### **-Emmanuel Adebola**

I've connected with seasoned coaches, and the Rise team has helped provide an independent assessment of my work. Connecting to a rich network of coaches and cohort members is a welcome advantage.



**Ready to Rise?** 

**APPLY ON SITE:**

<https://edge.sheridancollege.ca/rise/>

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[edge@sheridancollege.ca](mailto:edge@sheridancollege.ca)

**Rise**  
**with EDGE**