



SPARK SPREAD TRANSFORM

www.projectwildfire.ca

What's Your Wildfire?

PROJECT LEADS



Toronto Community Housing



START *me*UP
RYERSON





Project Wildfire is a Toronto-based incubator that finds, sparks and supports youth business ideas that serve the greater good.

\$35,000

In Funding Prizes

Free Public Workshops
on Business Development

Business Mentorship
with experienced industry mentors

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Overview

The project will identify and support promising young social entrepreneurs in the city of Toronto, with a special focus on Toronto Community Housing and priority neighbourhoods.

Project Wildfire uses a comprehensive model of **Funding, Inspiration, Resources and Education (F.I.R.E.)** to offer youth the opportunity to develop their social business idea from start to success, and receive funding and extensive support, training and mentorship to turn their dreams into reality.

The heart of the project is an online voting and juried website with a strong social media tie-in.

After attending one of our free workshops on social entrepreneurship, participants will be invited to submit a 60 to 90-second video of their social business idea.

Through a mix of public voting & jury selection, winners will be selected to receive business support and funding to get their idea launched.



Goals

Provide financial and business support to social entrepreneurs in Toronto, with a focus on Toronto Community Housing neighbourhoods

Raise the profile of social entrepreneurship and stimulate conversation around the need for social entrepreneurship opportunities in TCH neighbourhoods and the city of Toronto.

Develop learning models to enable continuation and scalability of the project and additional social entrepreneurship support in priority neighbourhoods in the city of Toronto and beyond.





Lead Partners



The Centre for Social Innovation (CSI) catalyzes and supports social innovation in Toronto and around the world. CSI creates community workspaces, incubates emerging enterprises, and develops new models and methods with world-changing potential.

Toronto Community Housing



Toronto Community Housing is the largest social housing provider in Canada and the second largest in North America. It is home to 164,000 low and moderate-income tenants in 58,500 households. Their mandate is to provide quality housing for low and moderate income households and to create community conditions that minimize risk and promote resiliency.



The Ryerson Entrepreneur Institute is focused on promoting and supporting entrepreneurship and enterprising initiatives through education, resources, research and outreach. REI leverages the award winning StartMeUp Program to help students and alumni turn their ideas into reality.



Filemobile Inc. is a developer of proven and flexible interactive online software. Our user generated content, social networking, video and online community-management products enable major brands, agencies, content producers, media companies and enterprise to power proven and flexible online experiences that create an opportunity to grow audiences, deepen customer engagement and monetize content



The Process

WORKSHOPS

Free workshops on social entrepreneurship, identifying business opportunities, and creating compelling business pitches.

VIDEO SUBMISSIONS

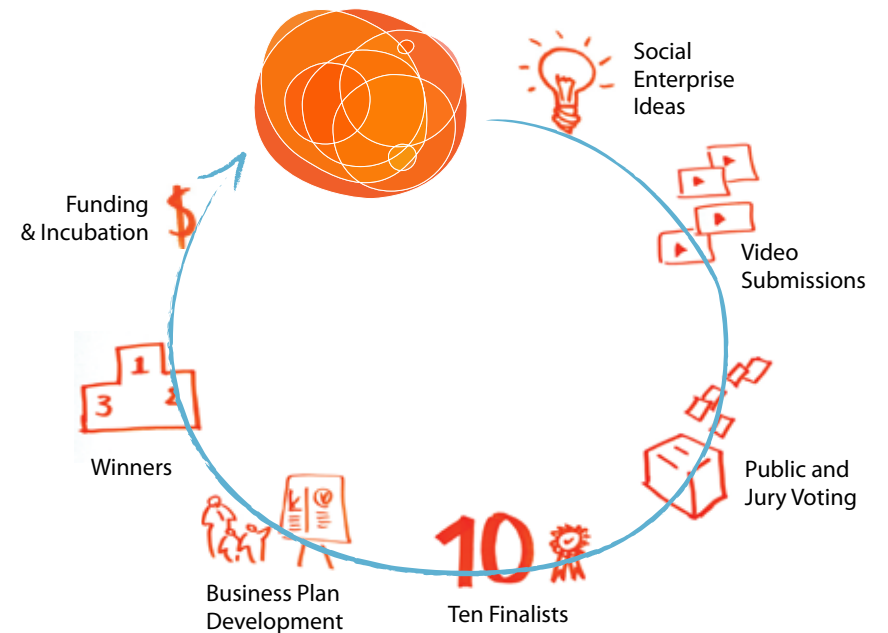
At the end of each workshop, participants can record their pitch and upload it to the website (participants can also record their pitch at a later date, either themselves or during recording dates provided by the project)

BUSINESS PLANS

Via a combination of public voting and jury, 10 videos/ participants will be selected to move on to the next round. All of the entrants selected for the next round will receive support from a mentor team to help them develop a comprehensive business plan. They will then present their business plan and a 5-minute pitch to the jury.

INCUBATION

One grand-prize winner will receive \$25,000 in funding to launch their idea, and 4 runners-up will receive \$2,500. All 5 winners will receive one full year of business support and mentorship with an experienced business development team.



ONGOING LEARNING AND RESOURCES

Everyone who participates will have the opportunity to attend an ongoing series of free business skills workshops; the program will also introduce participants to other funding resources and supports, so that even if one's idea doesn't make the top 5, they will still have opportunities to develop their idea.



KEY DATES

March 2011

Project promotion in TCH neighbourhoods and across the city of Toronto

April 05

launch party

website open for submissions (video contest runs to May 25)

April 06/07

Free social enterprise workshops at Regent Park, Lawrence Heights and Ryerson University

April 20/21

Free social enterprise workshops in Scarborough and Etobicoke

May 25

contest closes - no further submissions accepted

jury begins reviewing video submissions

June 01

finalists announced

Business Plan development with mentors starts

July 21

Pitches to Jury (open to public), winners selected

July 22, 2011 - July 22, 2012

Ongoing mentorship and launch of businesses



Get Involved.

To take part in this exciting project and support youth social entrepreneurship in the city of Toronto, please contact our project director.

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