



FREQUENTLY ASKED QUESTIONS

HOW DOES THE PROGRAM WORK AND HOW LONG IS IT?

- The Rhyze® Up! National Accelerator Program is designed to accelerate growth and profitability of women-led or women-owned or nonbinary-led or nonbinary-owned companies who participate. The program is delivered through education, coaching, and project implementation.
- It is a two-phased program, and each phase has a different time frame. Discovery is the first phase and companies receive up to 15 hours of support with an experienced mentor. In this phase, you are matched with a mentor to help identify your company's challenges and opportunities for growth. At the end of the Discovery Phase, the mentor provides a list of high-impact, high-return projects to help address what was uncovered in the previous phase. The Discovery Phase is completed within one to two months.
- Traction is the second phase of the program and it is focused on project implementation. If you decide to move forward with a project, our mentors and industry specialists will implement and execute the projects recommended resulting from the Discovery Phase. Boundless Accelerator manages a roster of over 50 industry specialists who can support the projects. On average, projects are 40 hours of work and are completed within four to six months. This timing is contingent on availability and capacity of the company/owner, the industry specialists, the type of work and the urgency. Typically, there are deadlines imposed by the funder with respect to project completion.
- Throughout the Discovery and Traction Phases, the woman leader/owner would also receive one-on-one leadership coaching for up to 12 hours.
- There is also a free virtual education event held with educational topics relevant to the highest pain points identified by companies in the program.

WHO IS ELIGIBLE TO APPLY?

- Companies who are:
 - at least 50 per cent women-led or women-owned or nonbinary-led or nonbinary-owned
 - incorporated in Canada
 - employing less than five hundred staff, and
 - generating a minimum of \$200,000 in revenue.
- Ideal companies would fall within Boundless Accelerator's main industry sectors: agri-food, technology, manufacturing, clean technology, or digital media/ICT.
- Companies cannot be a consultant or solo entrepreneur with a service or retail outlet focused on selling locally, and/or unable or unwilling to scale.
- Other eligibility criteria may be used to determine companies who would be the best fit for the program.

HOW AND WHEN DO I APPLY?

- The program has a continuous intake starting at the beginning of our fiscal year in April and we will accept companies until all spots are filled. How many companies we can accept each year varies and is based on funding.
- You can complete the online application form here: [Rhyze® Up! Application Form](#).

HOW MUCH DOES THIS PROGRAM COST AND HOW DOES THE FUNDING WORK?

- The Discovery Phase is fully funded. There is no financial risk for you to begin the program. Leadership coaching is also fully funded.
- If you choose to move forward with the Traction Phase, there is a generous \$5,000 subsidy towards approved projects, with a client contribution of \$1,400 (plus applicable taxes). The amount of subsidy and related company copay is dictated by the program funder and may change from one program year to another.
- The subsidy support is offered through mentorship, leadership coaching, and project work. It is not a grant or a loan. Companies receive support through the Discovery Phase, leadership coaching sessions, and the Traction Phase, which is an estimated \$5,000-\$10,000 overall value.

WHAT IS THE TIME COMMITMENT INVOLVED FOR LEADER/FOUNDER?

- This depends on several factors, including how many employees will be involved. During the Discovery Phase, it is important that all decision makers are present and engaged. This phase involves a collaborate approach to discovery and a deep dive into the business. As well, if you are moving forward with a project(s), the decision makers' involvement is necessary.
- During the Traction Phase, the success of this program is based on the implementation and execution of projects by our industry specialists, which means that a great deal of the actual work is being created and/or delivered by them, with you and/or your team providing information, direction and feedback as required.
- For example, you might be asked to provide your current communications strategy, financials for revenue projections, or access to your plant for a LEAN project. Depending on the work and the number of staff you have, this could be delegated to the appropriate employee(s) (i.e., head of marketing, plant manager, bookkeeper).
- Leadership coaching is intended for the woman leader/founder and is up to 12 hours of one-on-one sessions throughout the program.
- The final project Outcomes Report is presented and reviewed with the leader/founder/decision-maker.

HOW DOES THE LEADERSHIP COACHING WORK?

- Leadership coaching with the Rhyze® Up! Program is meant to augment the other program phases, through which the company is receiving business support and expertise (from the mentor and industry specialists). The leadership coaching component helps address non-technical or personal challenges for the leader of the organization. You will be matched with a coach in addition to your lead mentor and this takes place alongside the Discovery Phase.
- Leadership coaches will help clarify your thinking, ask powerful questions, and will co-create strategies to help you move forward to achieve your goals. The coaching is not psychological counseling or therapy of any kind. Coaching meetings and interactions are kept confidential.
- During your first few meetings with the leadership coach, they will help assess what your leadership needs and goals may be and determine how often you would like to meet throughout the program.
- There is a section on the application form that asks what non-technical or leadership skills you would like to work on as a starting point for the coach, and other tools and templates will be provided to support your work towards those goals.

HOW DO YOU MATCH ME WITH A MENTOR?

- Each company accepted into the Rhyze® Up! Program has a discovery call with the program manager. This allows the program manager to learn more about the company and a general sense of the support the company is looking for. This, together with the intake form, provides the basis needed to select the right mentor to lead the Discovery.
- Boundless Accelerator has a robust roster of over 50 mentors and industry specialists. Each contractor is on-boarded through a comprehensive selection process which provides program specific training and gathers details about their skills and sector experience. We use their skills and sector experience information to create a matrix that helps us determine the best fit in combination with the intake form and discovery call.

ARE PROJECTS DISCUSSED WITH ME BEFORE THEY MOVE FORWARD?

- Yes. The Discovery Phase is collaborative. It is a time for Boundless Accelerator and the mentor to learn more about the company, and it is a time for you and your company to build a relationship with the mentor(s).
- During this time, you will be having many meaningful discussions and our experienced, high-caliber mentors will also provide advice regarding potential solutions along the way. By the time recommendations for projects are delivered, you will be very much involved and the project recommendations that emerge have been discussed with you and have incorporated your input. You are the ultimate decision-maker when it comes to what you want to focus on.

CAN I DO MORE THAN ONE PROJECT?

- Most projects during the Traction Phase aim to address one to three challenges that your company is facing. The mentor will work with you to help prioritize your focus and ensure projects can be completed within the amount of time given.
- If the project ends and you would like to explore those areas in further detail or would like help with other challenges, we would be happy to talk to you about our Boundless Business Consulting options for continued support.

WHAT ARE SOME EXAMPLES OF THE KINDS OF CHALLENGES THE PROGRAM CAN HELP MY BUSINESS WITH?

- Each project is customized towards your specific company and needs. In general, here are some areas that other companies have received support with:
 - Technical challenges for new or existing products or services
 - Management issues related to skills, capacity, communications, planning
 - Strategic marketing aiming to build market reach
 - Strategic sales and/or key account management aiming to access new key customers/clients
 - Recruitment of critical and exceptional talent
 - Process efficiency and optimization to achieve market advantage
 - Demos and pilots of new technologies/products to enter new markets
 - Improving product or service quality
 - Looking for new ways to capitalize on existing technology
 - Growing business to be better able to scale-up and/or expand operations
- Note: Any projects that focus on services related to direct sales, sales prospecting, promotion, public relations, or direct marketing to customers or clients, will not receive support through the funding

WHAT IF I STILL HAVE QUESTIONS ABOUT THE RHYZE® UP! PROGRAM?

- Please fill out our [contact form](#) and we will get back to you as soon as we can!

This program is supported in part by the National Research Council Canada
Industrial Research Assistance Program (NRC IRAP)



National Research
Council Canada

Conseil national de
recherches Canada

This program is hosted by:

