Founder Perks

Please email **neelam.azmat@sheridancollege.ca** if you need any support accessing these perks.

Industry Events
EDGE purchases tickets to startup events and conferences to support our community. Most tickets are available through a competitive application process. If you have ideas on conferences or events you want to attend, or ideas for subscription and services that will help you in your entrepreneurial journey, please let us know at **edge@sheridancollege.ca.**

Market Research Support
Sheridan's Entrepreneurship Librarian, Claire Wollen, has built an **online library for EDGE** members filled with resources such as census profiles for Mississauga, Brampton and Toronto, consumer data from Statistics Canada and local resources from industry partners. If you can't find what you're looking for, need assistance with market research or are looking for specific insight to support your venture development, you can **contact Claire** for 1:1 assistance. Mention that you are a member of EDGE, and away you go!

Legal Office Hours
You can book 1:1 Zoom office hours with **Hani Al-Dajane** of **Emerge Law** to help answer your questions with legal information that could help you assess risks, strategize, and get the right tools to help you navigate the legal landscape as a startup. To book your session, **click here** and be sure to include "**EDGE member**" in the message.

FUTURE OF GOOD

EDGE is partnered with **Future of Good** - a leading digital publication for impact-focused people that covers stories, innovations and trends shaping social impact in Canada. We're offering a limited number of subscriptions to EDGE social enterprise founders (up to one year, valued at $120).

Sign up here – limited spaces available.

The Ownr platform will help small businesses at any stage, specifically through things like registration, corporation, cap table/equity management, generating legal documentation (i.e employment contracts, website terms of use/privacy policies), on-going management of your corporation, filing your annual corporate returns, and much more!

You can check out the new Ownr website and the exclusive EDGE discount that we have made available to our community **here.**

Amazon Web Services (AWS)

- **$**5k in AWS Promotional Credit valid for 2 years
- 1 year of Business Support (up to $1,500)
- Opportunities to Qualify for Additional Credits[1]
- EDGE's Organization ID is 1UOdA. ** You will need this case-sensitive code to apply. (Do not share this code beyond your organization.) Apply here.

If you do not have an existing AWS Account, you can create one here using your company email address. When applying for credits, it is important that startups use the same email address as the one they used when creating their AWS account.

After your startup's application is approved, credits will be applied to your account within 10 days. (Credits are automatically added to startups' billing consoles in accordance with the AWS Promotional Credit Terms & Conditions.)

If you have additional questions about the status of your application, please refer to the AWS Activate Frequently Asked Questions page.

If you have additional questions please contact AWS.

As an EDGE member, you get 4,000 USD Credits split across Freshworks suite of products listed below:
Freshworks CRM - Sales CRM & Marketing Automation Software
Freshdesk - Customer Support Software
Freshchat - Customer Messaging Software
Freshrelease - Agile Project Management Software
Freshcaller - Cloud Telephony Software
Freshteam - HR Management Software
Freshservice - IT Service Management Software

White-Glove Onboarding
White-glove onboarding for startups, which also includes functional training around sales, marketing, and customer support.

Resources & Mentorship
Startup focused resources and mentorship on Freshworks area of expertise. Access to virtual or physical office hours with functional leaders from Freshworks and extended mentor network.

How to Redeem:
Register for the offer at freshworks.com/partners/startup-program/edge selecting the products that you would like to avail the offer for. Drop a note to startup@freshworks.com if you have any further queries related to the program.

Members have access to the **Google Cloud for Startups Program**. Each startup will get credits and perks aligned with specific to their needs and growth.

Click here and use this form to apply.

Hubspot

We have partnered with HubSpot, an inbound marketing and sales platform that helps companies attract visitors, convert leads and close customers.

Our partnership gives you access to startup-friendly pricing on HubSpot's platform, dedicated sales and marketing strategy consulting, and a community of founders.

Instructions:

1. Go to hubspot.com/startups

2. Click on "**APPLY**" button under, **Am I eligible for HubSpot for Startups?**

3. Select "Sheridan College" as your partner from the list

3. Your startup will be taken through the application.

4. If deemed eligible, you will be able to subscribe to HubSpot at their Startup Friendly Pricing!

Select ventures will have the opportunity to promote and sell their products on https://heygenius.ca/

To access this opportunity please email neelam.azmat@sheridancollege.ca

Headspace

Meditation has been shown to help people stress less, focus more and sleep better. Headspace is meditation made simple. With this meditation app, you'll learn how to meditate and live mindfully in just a few minutes a day.

EDGE is proud to offer a limited number of Headspace accounts - and the hundreds of sessions within them. And don't worry if you've never meditated before. Headspace has a 10-day beginner's course called the Basics that will teach you the essentials of meditation.

Please email edge@sheridancollege.ca to get your free account

DealPrep (formerly Clausehound)

DealPrep is a founder-focused legal support platform that provides a point of reference for legal insight when **drafting, reviewing and negotiating contracts** . DealPrep is disrupting the legal industry by replacing the traditional practices of labour-intensive drafting with a powerful platform that re-indexes large volumes of legal content, which are converted into annotated curriculum and interactive learning materials and workshops. The **DealPrep** library hosts hundreds of **free contract templates** for you to download, and thousands of **knowledge pointers** for you to reference

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.

Use DealPrep's platform to learn more about business law contracts, and their Knowledge Helpdesk to ask any questions regarding the contract materials found on their platform.

Instructions to create a free account:

1. Submit Signup form below:

https://www.dealprep.co/members/

2. Enter in "EDGE" under the organization field.

WebEx

Whether your conference needs are local, regional, or international, Sheridan offers WebEx to connect users without the inconvenience and expense of travel.

WebEx will allow you to conduct simultaneous audio and/or video communication between two or more locations anywhere in the world so you can contact team members, clients and more. For video conferencing, all you need is a laptop with working audio and a camera.

For phone conferencing, no special equipment is required. All you and your participants need is a phone line and a touch-tone phone. Once all participants are connected into the conference

call, everyone can speak normally and join in the discussion, just as if they were seated around the table.

Instructions:

You will need to get access to Webex through Sheridan College IT first.

1. Locate your Sheridan credentials: username, password and your Sheridan email address
2. [Request a webex account through Sheridan IT.](#) Enter your credentials; it might take up to an hour to process
3. You're done. [Sign in to WebEx](#). Click here for more [instructions](#) on using WebEx.

AppsAnywhere

Apps Anywhere is Sheridan's software distribution portal; an easy way to access software.

Members have access to select [software packages](#) that are licensed by Sheridan for use. You can access these through [Apps Anywhere](#).

You will need to use your Sheridan credentials to sign in.

Check out the [Apps Anywhere tutorial](#) to find out how to set it up.

Linked in Learning

Online training database containing access to thousands of high-quality instructional videos on a broad range of topics in the areas of computer software, business skills, design concepts, programming, photography, education, animation and more... Through Sheridan's academic subscription, you have access to the video library of engaging, top-quality courses taught by recognized industry experts.

Instructions:

1. Go to the link below:
https://sheridancollege.libguides.com/videos/linkedinlearning
2. Use your Sheridan username and password to log in and then create your profile.

[O'Reilly Online Learning](https://www.oreilly.com/online-learning/)

O'Reilly learning provides individuals, teams, and businesses with expert-created and curated information covering all the areas that will shape our future—including artificial intelligence, operations, data, UX design, finance, leadership, and more.

Instructions:
1. Go to the website: https://www.oreilly.com/online-learning/
2. Click in Sign-in on the top right
3. Click Sign-in on **O'Reilly Online Learning**
4. Enter your Sheridan email.
5. Click the 'Sign in with Single Sign On' button that appears when you go to enter in your password.

6. This will bring you to a screen to enter your Sheridan username and password

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Not currently available due to COVID

EDGE Soar members are able to accept business mail and packages to their desks by putting EDGE's address as the recipient. Sample address:

> Jay Singh - EDGE Entrepreneurship Hub
> Room B290, Hazel McCallion Campus
> 4226 Duke of York Blvd.
> Mississauga, ON
> L5B 0G5