

Cyber for Startups

Call for Vendor Expression of Interest

Overview

Rogers Cybersecure Catalyst is seeking workshop leaders and expert speakers to support its flagship Innovation Program, Cyber for Startups. This program equips early- to mid-stage technology startups with the cybersecurity knowledge needed to embed security-by-design into their go-to-market strategy, boosting their procurement and investment readiness. We focus on helping startups build secure products, reduce risk, and scale with confidence in competitive and regulated markets.

Delivered in partnership with innovation hubs across Canada, the program includes interactive sessions, practical templates and tools, and coaching to help companies assess their current cybersecurity posture and develop a tailored roadmap toward security and resilience. Our goal is for every startup in Canada to access this training.

Ideal participants are startups that:

- Are building or scaling technology products for regulated or enterprise markets
- Need to integrate cybersecurity into product development and operations
- Want to improve investor and procurement readiness through strong security practices

Vendor Needs

We piloted Cyber for Startups in Fall 2025, for which we developed new workshop and toolkit content. We are looking for vendors across Canada who can present the content to new cohorts and give their own spin on the topics by sharing stories, guidance, and coaching during the workshops.

Vendors should have experience in:

- Cybersecurity – more specifically, cybersecurity strategy as integrated into business strategy
- Common security compliance and data privacy frameworks (i.e. SOC2 Type II, ISO27001, PIPEDA, GDPR)
- Risk management frameworks
- The startup experience and mentality, including creating a security roadmap while resource-constrained
- Public speaking and workshop facilitation
- Leveraging security and compliance as a business differentiator and path to gain customer trust

Program Delivery Details

We are planning multiple Cyber for Startups workshops over the next year. We are intentionally seeking multiple vendors to address the increased volume of workshops, which will be a mix of in-person and online. We are hoping to create a roster of trusted experts we can call on for the dates listed below, with more to come in 2027.

Date	Location	Workshop Delivery
October 20, 2026	Brampton City Hall	In-person, full day
October–November, 2026	Online	2hrs. per week, over 4 weeks
TBC	Vancouver BC	In-person, full day
TBC	Eastern Ontario	In-person, full day
TBC	Southwestern Ontario	In-person, full day
TBC	Whitehorse	In-person, full day

Content Overview

In **online** delivery models, modules will be delivered **weekly**, over 2 hours.

In-person deliveries will compress the modules into a **single day**.

Module 1: Security Roadmap, Compliance & Secure By Design

- Framing question: Does compliance = security?
- Security by design
- Aligning cloud, identity, and data protection
- Product AI: security by design
- Leveraging AI as a security partner
- Introduce security roadmap
- Right-size your roadmap to align to risk level and growth trajectory

Module 2: Privacy Overview

- What is personal information, and why should you care
- Privacy by design
- Data integrity / residency / usability
- Overview of relevant regulatory frameworks
- How to design a privacy program on a shoestring budget

Module 3: Deep dive into cybersecurity

- Frameworks and recognizing their overlay:
 - GDPR
 - ISO27001
 - SOC2 Type 1 vs 2
- Enterprise readiness: how and when to actually get SOC2
 - Roadmapping to SOC2
 - SOC2 report best practices — how and when to share
 - Audit / end point mapping / gap identification
- Risk matrix: working from the audit, how to prioritize the security of data assets

Module 4: Customer Readiness & How To Talk About Security

- Building your security story (for customers, for investors, for your board)
- Real-world security questionnaire walkthrough

How to Apply

This is not a formal procurement process. Catalyst is currently seeking interested vendors. Please send the following package to catalystinnovation@torontomu.ca.

- 1-pager with your qualifications to deliver all or part of the above outline, and track record of workshop facilitation
- Include your rates: what do you charge for a full day? Plus travel? A two-hour online workshop? Do you have a multi-delivery deal? (Please keep in mind we are a nonprofit.)
- Note whether you are interested in delivering workshops online and/or in person (and, if in person, where)? We will not be able to send Ontario-based vendors to BC.
- Make sure to mention what excites you about this program. What do you hope to bring to the founders?