

DMZ unveils new Pre-Incubator program: A sales engine for early-stage tech founders



Pre-Incubator introduces a sales-focused experience for early-stage founders to generate traction, close deals and accelerate growth

Vancouver, British Columbia — May 28, 2025 — [DMZ](#), a world-leading tech incubator and startup ecosystem headquartered in Toronto, is doubling down on early-stage success with a transformed [Pre-Incubator](#) program built for sales and investor readiness. Announced at Web Summit Vancouver, the redesigned experience directly addresses the biggest challenge facing early-stage startups: generating revenue, faster.

DMZ's reshaped Pre-Incubator helps founders generate initial sales, validate their sales model and close deals with target customers. The 9-month program zeroes in on the most critical stage for MVP-ready, early-stage startups: building scalable, repeatable sales processes from day one.

A sales engine for early-stage startups.

Founders accepted into the program work through a personalized journey focused on execution and go-to-market success, guided by seasoned operators and industry experts who understand what it takes to build sales momentum from scratch. The Pre-Incubator redesigned experience includes:

- **Sales-first programming:** A focused curriculum to sharpen core sales skills, guiding founders through ideal customer profile validation, lead generation, funnel building and pricing strategy. Anchored by a new sales bootcamp, the program combines structured learning with personalized assessments across key sales elements, helping founders

identify gaps and build a scalable go-to-market engine.

- **Investment readiness support:** Workshops and hands on support to prepare founders for early-stage fundraising, including pitch deck development, financial modelling and data room support. Founders also get access to pitch coaches to refine their pitch before going to market and the opportunity to meet with [DMZ's Angel Investor Network](#) for direct feedback.
- **DMZ Startup Showcase:** A new in-person pitch event where top-performing startups present to investors for the chance to secure up to \$25,000 in investments from DMZ Ventures.
- **Three annual intakes and dedicated founder support:** The program runs three times a year. Each cohort gains access to DMZ workspace at its downtown Toronto office, Google Cloud credits, community events and consideration for DMZ's flagship [Incubator](#).

"We've seen a real shift in what early-stage founders need most right now; and it's traction," said **Sherif El Tawil, Senior Director of Programs & Global Operations at DMZ**. "With capital harder to come by and investors expecting proof of revenue earlier than ever, we're zeroing in on sales so founders can start closing deals, validating their model and building real momentum from day one."

Eligibility and how to apply.

Startups must have a functional MVP and show early signs of commercial traction through pilots, LOIs or MOUs. Teams must include a dedicated tech resource and be willing to attend in-person pitch events in Toronto. Participating companies provide 2% equity in common shares.

Applications are open on a rolling basis, with the next cohort now accepting applicants. Founders attending Web Summit are invited to connect with the DMZ team on-site to learn more.

Apply now: dmz.to/pre-incubator

Meet us at Web Summit: Booth E135

About DMZ:

DMZ is a tech incubator and startup ecosystem that fuels entrepreneurship in Canada and beyond. Through its award-winning programs, DMZ empowers founders to scale high-impact ventures, helps students develop entrepreneurial mindsets and equips professionals to thrive in

today's fast-moving economy. By offering tailored support, world-class resources and expansive networks, DMZ nurtures bold ideas, drives business growth and creates global economic impact.

To date, DMZ has supported 2400+ startups in raising \$2.94 billion in capital and has created over 25,000 jobs. Headquartered in Toronto, DMZ operates a global network of hubs spanning 15+ countries, enabling entrepreneurs to access diverse markets, collaborate internationally and drive global innovation.

Media Contact

Luvy Hardy, DMZ

luvy.hardy@torontomu.ca