



Mobility Unlimited Hub

2026 APPLICANT GUIDE



About Mobility Unlimited Hub

The Mobility Unlimited Hub goes beyond a cohort program — it is a catalyst for forging new partnerships and initiating dynamic engagement within the startup ecosystem. A collaboration between the Toyota Mobility Foundation (TMF) and MaRS Discovery District, the Mobility Unlimited Hub was created to help startups that have had initial success developing active mobility products bring their innovations to market. The hub offers a path to successful commercialization, serving as a bridge from pre-growth stage success to entering the mass market.

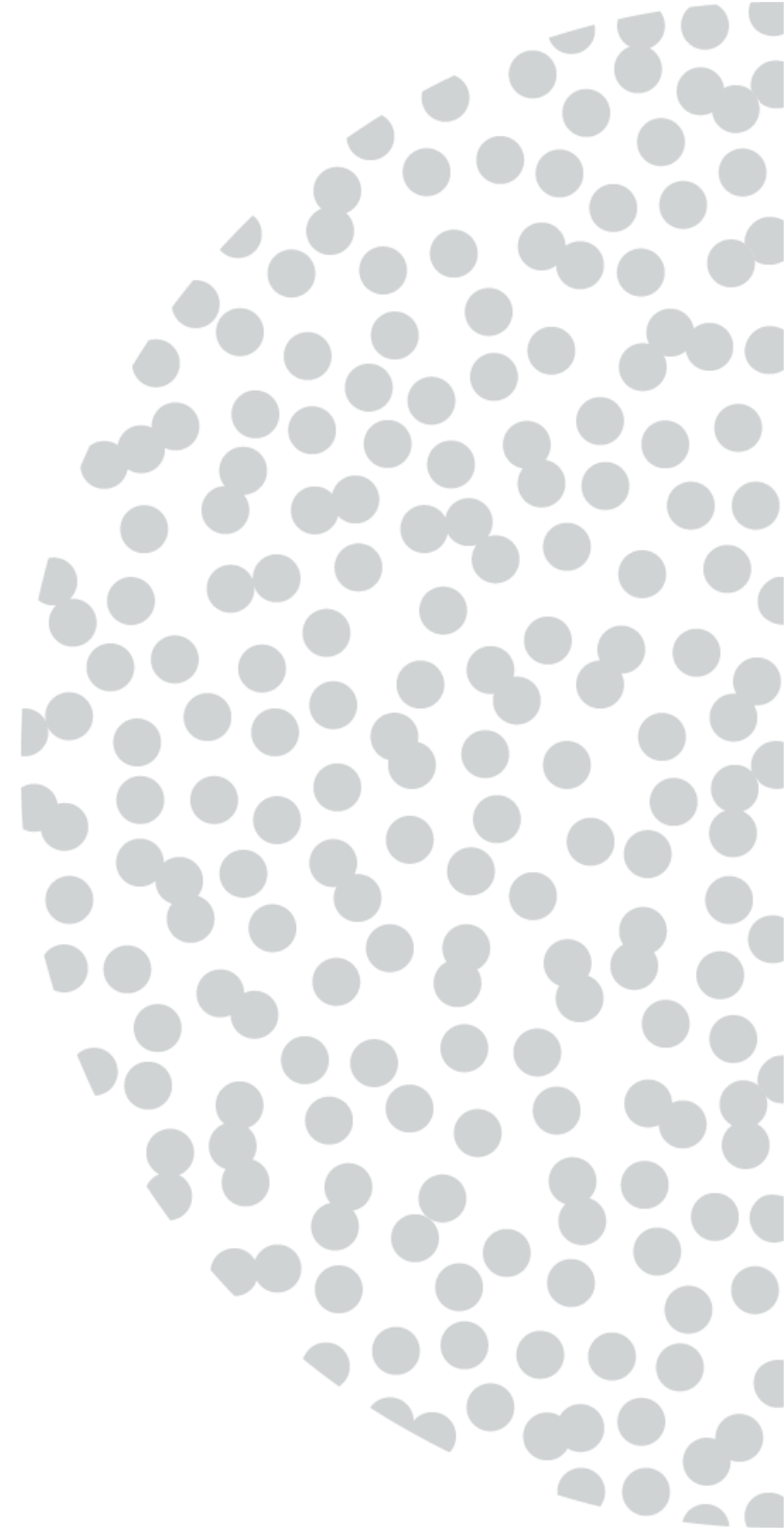
The continued expansion of the Mobility Unlimited Hub in Toronto marks a major step toward inclusive and accessible mobility. TMF is working to create a global network of hubs and recently opened a new program in São Paulo State, Brazil. Each hub is dedicated to addressing mobility challenges unique to different regions, while contributing to a worldwide movement for accessible inclusive mobility solutions.

Mobility Unlimited Hub Cohort Program

The Mobility Unlimited Hub Cohort Program is about bringing the right people together in service of advancing mobility for all. The program is recruiting 10 outstanding global solution providers that enable people to move through the world with greater ease, independence and dignity to join the next cohort. The two-year program connects ventures to the resources, talent and know-how needed to progress their innovations so that they can help more people put their goals and dreams in motion.

Community member networks

We've established a robust network of strategic organizations that are dedicated to crafting innovative solutions for real-world challenges within our built and digital environments, particularly those influencing personal mobility. The Toronto Mobility Unlimited Hub's ecosystem operates with the support of more than 25 organizations. Guided by the principle, "Nothing about us without us," the program ensures that mobility solutions are co-developed with input from those they are designed to serve.



Program objectives

The Mobility Unlimited Hub Cohort Program has three main objectives:

- Propel active mobility technologies to market, driving global growth in talent, revenue and impact.
- Build awareness, attract investment and unite a thriving ecosystem through a strong community of partners.
- Establish a self-sustaining hub model that fuels a global movement for inclusive mobility.

Active mobility

Active mobility is the autonomy of movement and communication that allows people to independently engage with their surroundings, such as maintaining a regular exercise routine, commuting to a fulfilling job, visiting family and friends, or exploring a new part of the world.

Active mobility combines assistive, accessible and rehabilitative technologies to create a more sustainable and self-reliant experience for people living with disabilities. The Mobility Unlimited Hub is further broadening the definition of active mobility to encompass brain health, paving the way for holistic innovations that support both physical vitality and cognitive health.

Examples of eligible active mobility technologies include:

- AI or robotics that support physical or cognitive independence
- Smart wearables that enhance body awareness, balance, energy use, gait or motion
- Tools that personalize the way someone interacts with their environment
- Voice, gesture or alternative-input systems for hands-free control
- Transportation tech: micro-mobility, inclusive rideshare, adaptive devices
- Sensors or IoT systems that make homes, vehicles or cities more intuitive
- Systems that support healthy aging, workplace inclusion or remote care
- Tech for inclusive gaming, sports or recreation
- Devices that can be used to provide neurostimulation and other treatments to support mental health and rehabilitation
- Concussion and TBI technology

Why apply?

We are looking for the best, most driven innovators who are ready to scale their businesses. Subject to our specific terms and conditions in our official rules.

If selected, companies will participate in a two-year program and will be given access to a suite of benefits, including:

- Work with sector experts and experienced entrepreneurs from the MaRS and TMF ecosystems to build your business and develop your product. Access mentor networks, investor showcases and curated events with industry leaders.
- Elevate your visibility through the Mobility Unlimited Hub brand and the MaRS PR Accelerator. Get featured in media features, refine your messaging, secure media coverage and boost awareness across the broader ecosystem.
- Participate in a curated series of workshops co-developed by experts at MaRS and its partners to help ventures succeed in penetrating difficult markets.
- Highly curated international market visits that provide direct access to foreign regulatory structures, global assistive-tech networks and trade showcases.
- Personalized introductions to domestic and international investors, industry partners and strategic collaborator.
- Opportunity to test and improve solutions through prototype demonstration in simulated or operational environments, active research, testing and development with our community network member services.
- Opportunity to engage with Toyota Production System Support Center (TSSC) for expert guidance on scaling manufacturing operations.
- Leverage MaRS's suite of services, including support for market intelligence, capital strategy, talent recruitment and communications.
- Interact with potential customers to validate your business model, demonstrate product value and refine product-market fit.
- Build lasting relationships with fellow ventures and Mobility Unlimited Hub members through ongoing workshops, events and capacity-building sessions.
- Access to dedicated coworking space in the MaRS Centre to collaborate, network and work on your innovations.

Eligibility

The following criteria will be applied to determine if an applicant is eligible for the program:

The applicant/company must:

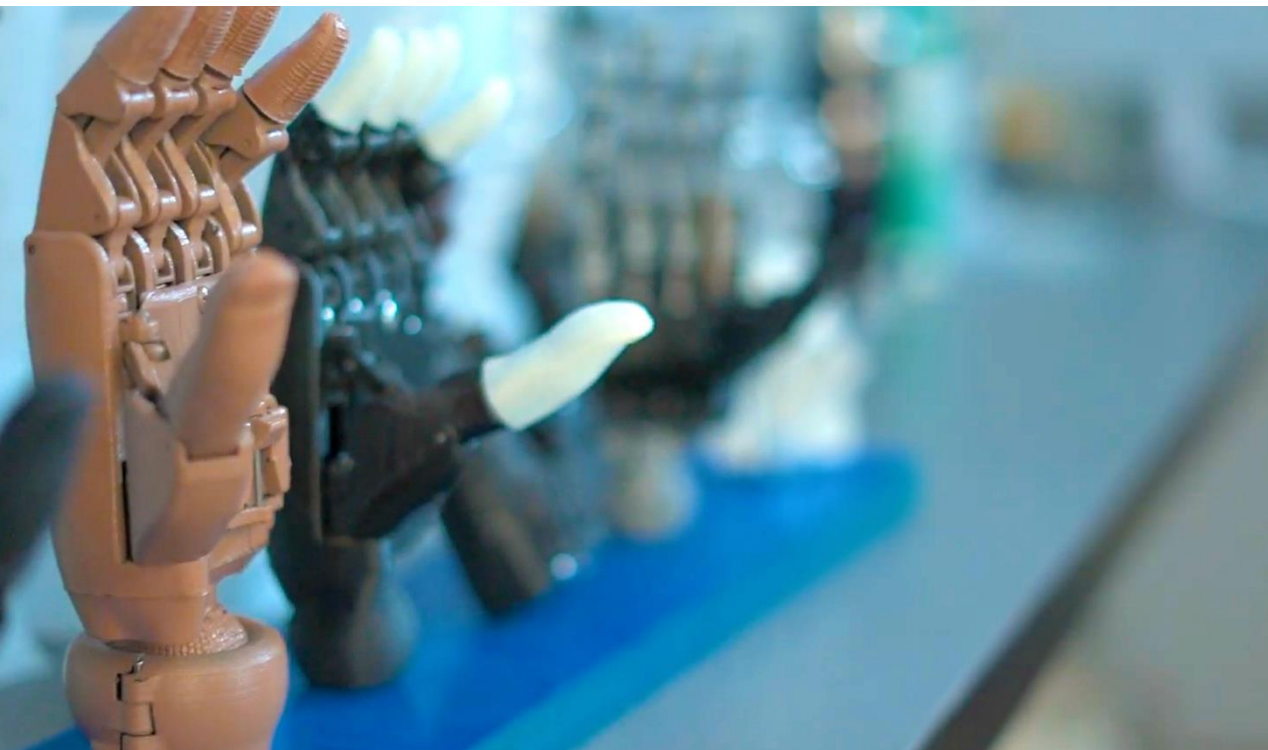
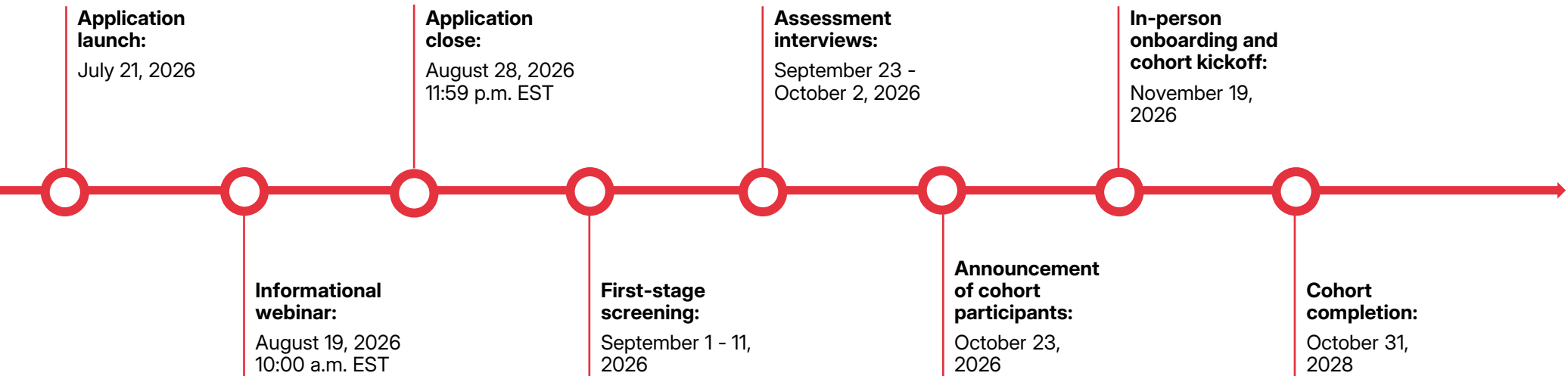
- Have the company's authorization to submit this application on behalf of the company.
- Be the main technology innovator or individual leading/co-leading a business that is incorporated in Canada and engaged in creating a more sustainable and self-reliant experience for all people independent of ability (the "company"). For the purposes of this cohort, "active mobility" refers to the creation of intellectual property and new products that enhance personal autonomy and active independence, resulting in increased participation in out-of-home work, social activities and lifelong opportunities. Active mobility combines assistive, accessible and rehabilitation technology.
- Be proprietary and/or patentable.
- Have the potential to be scaled globally for major impact.
- Fall within TRL6 and TRL9 on the nine-point technology readiness level spectrum.
- Own the intellectual property of any technology relevant to the application.
- Not be a subsidiary of a larger parent company that would otherwise not be eligible for the cohort.
- Not have annual revenues exceeding \$10,000,000 or funding exceeding \$20,000,000.
- Regularly engage in technological innovation at the company.
- Be comfortable with, and agree to participate in, the public nature of this cohort (i.e., speaking with the media, appearing at events, etc.).
- Be a small and mid-sized enterprise (SME) as defined by [Innovation, Science and Economic Development \(ISED\) Canada](#).
- Be part of a business venture that is registered or in the process of registering as a Canadian corporation by October 23, 2026.
- Have been established for at least one year.
- Submit a full application in a manner consistent with the official rules.
- Be able to attend mandatory in-person events held in Toronto throughout the program.

Technology readiness levels

This nine-point [measurement system](#) is used to assess the maturity level of a technology.

- TRL 6: A model or prototype tested in a simulated operational environment or laboratory.
- TRL 7: Prototype ready for demonstration in an appropriate operational environment.
- TRL 8: Actual technology completed and qualified through tests and demonstrations.
- TRL 9: Actual technology proven through successful deployment in an operational setting.

Key dates



Program start

November 2, 2026

Program end

October 31, 2028

Application

You can apply by completing the information requested in the program application form below (the "Application method"). By submitting an application, you confirm that:

- You (the company contact) have legal authority to bind the corporation.
- The corporation meets all eligibility requirements.
- The contents of your entry are true, accurate and do not violate any third-party intellectual property rights.
- MaRS may share the contents of your application with MaRS's supporting partners and external reviewers and as otherwise described herein.
- The venture corporation is not a party to a third-party contract that would be violated by the entry.
- You agree to be bound by the terms, rules and criteria outlined in this document.
- You accept MaRS Discovery District's decisions to be final and binding as it relates to the Mobility Unlimited Hub Cohort Program.
- You are committed to participating and actively engaging in the two-year cohort program (November 2026 to October 2028).

Opt-in

PR/media exposure consent:

- If selected, are you comfortable with being interviewed by the media, appearing at various events and promoting your business/technology?

Apply by completing the online application form and submitting all documents and information described below. You must enter all information accurately, and you must accept the terms and conditions displayed as part of the application process. MaRS wants to ensure fair and equal participation in this program and will provide necessary accommodations (alternative arrangements) for individuals who have needs protected by human rights legislation (e.g. people experiencing a disability); to request an accommodation related to such a need, email mobilityunlimitedhub@marsdd.com with the necessary details. In some cases, MaRS may request more information to better understand your needs and determine how it can make the process accessible.

Questions on the application form

For your reference, here are the questions you can expect to be asked on the online [application form](#).

If you require an alternative entry format, please contact the Mobility Unlimited Hub Team at mobilityunlimitedhub@marsdd.com; together, we will ensure you have a suitable alternative entry format that will allow you to complete all necessary requirements.

Applicant information

1. First and last name. Click or tap here to enter text.
2. Your job title. Click or tap here to enter text.
3. Your company email address. Click or tap here to enter text.

Company information

4. Legal name of the company you are applying on behalf of. Click or tap here to enter text.
5. Operating name of the company you are applying on behalf of. Click or tap here to enter text.
6. If incorporated in Canada, provide your corporation number and business number. Click or tap here to enter text.
7. What year was the company founded? DD/MM/YYYY
8. Provide full address of your headquarters. Click or tap here to enter text.
9. Link to your company website. Click or tap here to enter text.
10. Brief description of your company. (500 characters max.) Click or tap here to enter text.

Active mobility

Active mobility provides effective and equal participation in society, particularly persons with disabilities — defined as the enhancement of personal autonomy and active independence, resulting in increased participation in out-of-home work, social activities and lifelong opportunities. Active mobility combines assistive, accessibility and rehabilitation technology to create a more sustainable and self-reliant experience for all people independent of ability.

11. How does your company actively involve people with disabilities or other relevant communities in the development and testing of your technology? Include past, current and future activities or strategies. [Click or tap here to enter text.](#)
12. How do you plan to measure the impact of your technology on the lives of users and the broader community? Can you provide examples of how your venture has contributed to raising awareness forming partnerships with community organizations or addressing systemic barriers faced by people with disabilities or other marginalized groups? [Click or tap here to enter text.](#)

Technology

13. Describe your business model. Who is your end user and customer? [Click or tap here to enter text.](#)
14. What is your value proposition in the context of active mobility? Please be concise and if possible, follow this model:

For [Click or tap here to enter text.](#) (insert target customer)

who [Click or tap here to enter text.](#) (insert their need/problem)

we have developed [Click or tap here to enter text.](#) (insert what it is)

that helps [Click or tap here to enter text.](#) (list values).

[Please follow the above format in your response.](#)

15. How would you describe your technology innovation and how it relates to active mobility? What makes it disruptive or visionary? How does the solution create a more sustainable and self-reliant experience for people, including persons with disabilities through enabling active mobility technologies? [Click or tap here to enter text.](#)
16. Has your venture protected any of its Intellectual Property (IP) through the following? Select all that apply..

☐ Copyrights	☐ Patents	☐ Other: Click or tap here to enter text.
☐ Industrial Designs	☐ Trade Secrets	☐ None
☐ Licensing	☐ Trademarks	
17. Provide a high-level summary of your intellectual property (IP) strategy, including where and how the IP was developed, and any details you would like to share as it relates to team expertise. [Click or tap here to enter text.](#)

[Please elaborate on where and how the IP was developed, and share any details related to your team's expertise. Include any steps you've taken to protect your IP \(e.g., patents filed or granted, trademarks\), what differentiates your product or technology from others and the number of IP assets you currently hold or have pending, if applicable.](#)

Select the industries that best represent your company based on the list below:

- | | | |
|-----------------------------------|------------------------------------|--------------------------------------|
| ☐ AI | ☐ Sensors | ☐ Other: List |
| ☐ Hardware | ☐ Software | Click or tap here to enter text. |
| ☐ MedTech | ☐ Wearables | |

18. What is your company's TRL Level? As defined by [Innovation, Science and Economic Development \(ISED\) Canada](#).

- ☐ Below TRL 5.
- ☐ TRL 5: Component and/or validation in a simulated environment.
- ☐ TRL 6: A model or prototype tested in a simulated operational environment or laboratory.
- ☐ TRL 7: Prototype ready for demonstration in an appropriate operational environment.
- ☐ TRL 8: Actual technology completed and qualified through tests and demonstrations.
- ☐ TRL 9: Actual technology proven through successful deployment in an operational setting.

19. Which of the following best describes your company's current stage of growth, based on Startup Genome's framework:

- ☐ Idea — entrepreneur with an idea; a solution in search of a problem
- ☐ Discovery — clearly articulated and plausible problem/solution statement and the capacity to test it
- ☐ Validation — a minimum viable product and evidence that it solves a real problem for an identified market
- ☐ Efficiency — initial traction in a receptive-enough market to build a business
- ☐ Scale — evidence that a scalable sale and marketing process has been established, accelerating revenue/customer growth
- ☐ Mature — stable profit from year to year

Growth and long-term sustainability

20. Describe your current target market, the estimated total addressable market size and evidence of market demand or interest. What is your company's potential to adapt to different user needs and environments? [Click or tap here to enter text.](#)

21. Revenue and business model:

a) Have you started generating revenue?

- | | | |
|---|--|--|
| ☐ No, we are pre-revenue | ☐ Yes, but we aren't profitable | ☐ Yes and we are profitable |
|---|--|--|

- b) Total revenue generated in 2025. [Click or tap here to enter text.](#)
 - c) Expected revenue in 2026. [Click or tap here to enter text.](#)
 - d) Provide an overview of your revenue model. Please provide any notable signals of traction. What evidence of demand and industry interest does the product/technology have? I.e. What sales and interest have you generated from partners and paying customers, or have you completed any demonstration pilots or received any letters of intent? [Click or tap here to enter text.](#)
22. Provide an overview of your go-to-market plan and growth objectives over the next five years. [Click or tap here to enter text.](#)
23. Who are your main competitors or might become a competitor? What sets you apart from your competitors? [Click or tap here to enter text.](#)
24. Which countries have you generated sales revenue from core business activities, prior to July 1 2026? List all countries in which you've generated sales revenue? [Click or tap here to enter text.](#)

Financing

25. Which sources of raised funding have been invested in your business to date for the development of your technology? Please enter the amounts raised in Canadian dollars from the selected sources:
- ☐ Government grants and subsidies: [Click or tap here to enter text.](#)
 - ☐ Private - Venture Capital: [Click or tap here to enter text.](#)
 - ☐ Private - Angel: [Click or tap here to enter text.](#)
 - ☐ Private - Personal Financing: [Click or tap here to enter text.](#)
 - ☐ Private - Other: [Click or tap here to enter text.](#)
 - ☐ Debt: [Click or tap here to enter text.](#)
 - ☐ Other (not private): [Click or tap here to enter text.](#)
26. Which sources of raised funding have you secured to date for the development of your technology ? Select all that apply.
- | | | |
|-----------------------------------|---|---|
| ☐ Pre-seed | ☐ Bridge | ☐ Other (not private):
Click or tap here to enter text. |
| ☐ Seed | ☐ Series B and above | |
| ☐ Series A | | |
27. Are you planning on raising a funding round in the next 12 months? If yes, please indicate the intended amount, your target fundraising close date and what the funds will be used for? [Click or tap here to enter text.](#)
28. What is your current runway (in months), based on your existing cash reserves and projected burn rate? [Click or tap here to enter text.](#)

Team

29. Indicate the number of full-time and part-time employees you have.

Full-time: [Click or tap here to enter text.](#)

Part-time: [Click or tap here to enter text.](#)

30. Provide the names and titles of the executive management team and brief bios (experience, training). Provide any notable details about your team's expertise, connections or background. Why is your team best suited to address the problem you're seeking to solve? [Click or tap here to enter text.](#)

31. Are you looking to hire in the next six to 12 months? Yes ☐ No ☐

32. If yes, how many employees do you intend to add in the coming fiscal year? [Click or tap here to enter text.](#)

Other

33. Considering the benefits outlined in the application guide, which resources, services or types of support would be most valuable to your business at this stage? Are there any additional or tailored resources not listed that you believe would support your success? [Click or tap here to enter text.](#)

34. What specific outcomes or goals do you hope to achieve by participating in the cohort program? [Click or tap here to enter text.](#)

35. How did you hear about this program?

☐ Social media post

☐ MaRS Newsletter

☐ Social media ad

☐ MaRS supported venture

☐ Website (MaRS, Toyota Mobility Foundation or Mobility Unlimited Hub)

☐ Referral, indicate the name or organization: [Click or tap here to enter text.](#)

☐ Other: [Click or tap here to enter text.](#)

36. Is your company a client of MaRS Venture Services? (This will not impact your application status) Yes ☐ No ☐

37. If not, are you willing to apply to the MaRS Venture Services program? Yes ☐ No ☐

38. If selected, are you comfortable with being interviewed by the media and appearing at MaRS events and promoting your business/technology?
Yes ☐ No ☐

39. Is there any additional information you would like to share with the selection committee? [Click or tap here to enter text.](#)

Team demographics

The next five questions support MaRS Discovery District's commitment toward creating and ensuring diverse program cohorts with a strong desire to monitor and measure the impact and success of our diversity initiatives and to identify gaps. In asking these questions, our goal is to track and make progress in the diversity of our portfolio and provide an avenue and opportunity for all diverse groups to apply to our program.

Data collection is designed to help us better target, monitor and shape our diversity initiatives. It will not be used in the selection process and not used as a basis for making a decision. All data collected will be held confidential. The data will be used as a baseline of metrics we want to track and show progress on. The only time data will be used is to revisit how we approach our cohorts, assessment process and channels used for direct outreach. Please include only information that will not identify a certain individual. Please note that you may select the "I prefer not to disclose" option for these questions.

40. Do any members of your management team identify as a person with a disability?

Yes ☐ No ☐ I prefer not to disclose ☐

41. Do any members of your management team identify as female, transgender, gender neutral, non-binary, agender, pangender, genderqueer, two-spirit, third gender, all, or a combination of these?

Yes ☐ No ☐ I prefer not to disclose ☐

42. Do you identify as Black, Indigenous and/or People of Colour (BIPOC)?

Yes ☐ No ☐ I prefer not to disclose ☐

43. Do any members of your management team identify with the 2SLGBTQ+ community?

Yes ☐ No ☐ I prefer not to disclose ☐

44. Note any noteworthy activities your company engages in to promote and support diversity. [Click or tap here to enter text.](#)

Selection process

There are three main phases to the Mobility Unlimited Hub cohort selection process, starting with a national recruitment campaign. Here's how it will unfold:

Recruitment	A recruitment campaign will launch July 21, 2026 with applications accepted until 11:59 p.m. (EST) on August 28, 2026.
First-stage screening	September 1 - 11, 2026 • An evaluation committee consisting of the Mobility Unlimited Hub at MaRS delivery team, subject matter experts and internal MaRS-appointed advisors will review all applications (completed application form) received, and rank applications based on the scoring methodology outlined below. • Ranking will be incorporated into a master list reviewed by the evaluation committee in a peer-review process to determine a shortlist of the 15 applications with the highest scores. • Applicants with the 15 highest scores will then move on to the next interview stage. * Applications will be shared with an advisory committee at the sole discretion of MaRS, as it deems necessary to select ventures at this stage.
Second-stage screening	From September 23 - October 2, 2026, applicants may be asked to conduct a virtual meeting with reviewers to assess fit for the program. Further clarification may be requested as follow up to your application and/or interview.
Notification date	MaRS will notify the selected ventures of the final cohort on October 23, 2026.



Evaluation methodology

The following criteria will be applied to all applications submitted by eligible ventures (the “evaluation criteria”):

CRITERIA	DESCRIPTION	WEIGHTING & SCALE
Program fit	- To what degree would the Mobility Unlimited Hub at MaRS, program and services benefit and support the growth of the company? Consider which program offering(s) listed in the program benefits section of the application guide. - To what degree does this venture's mission and the objectives of the cohort program align? Does it appear that the team will engage in community building? - To what degree would the company's product offering attract buyers, top talent and investment within the active mobility (assistive, accessible or rehabilitation technology) sector? - To what extent does the solution create a more sustainable and self-reliant experience for people, including persons with disabilities through enabling active mobility technologies? - In what ways has the solution been led by or involved persons with disabilities throughout its development and/or implementation? - How will the solution meet the ongoing and evolving needs of persons with disabilities? - How will the solution address any intersectional needs of the disability population (e.g., consider type of disability, race, gender, sexual orientation, age, religion, culture, socio-economic status, geographic location)?	25%
Long-term sustainability	- To what extent is the product differentiated and offering a clear competitive advantage in customers' eyes? - To what degree is the revenue model sustainable? Does the company have a runway to participate in the program?	20%
Technology merit and growth potential	- To what degree is the technology highly innovative, solving a sizable problem, and pushing industry boundaries? - To what degree is the venture innovating in one or more technology areas versus simply using off-the-shelf technologies? - To what degree does the company demonstrate potential of becoming a high-growth/high-impact active mobility (assistive, accessible or rehabilitation technology) company? - How does your technology address current challenges or gaps in the market? - How adaptable is your technology to different user needs and environments?	25%
Traction and stage	- To what degree is the company's stage of growth aligned with product/market fit, customer traction and demand in the market? (validation and efficiency stages) - To what degree is the company showing evidence of pilots/trials, significant customer traction (signed customers, customer demand etc.) and revenue generation?	20%
Team capability and coachability	- How devoted, engaged, and coachable does the team appear to be? - Will the key decision-makers (founders/execs/leads) engage in the Program or would this Program be lower-priority for the company?	10%

Frequently asked questions (FAQ)

How do I apply?

Visit the Mobility Unlimited Hub website at mobilityunlimitedhub.org and click on the APPLY NOW button, after which you will be walked through the application process. Late or incomplete entries will not be accepted. By accepting our official rules and entering a submission, you also agree to [MaRS Discovery District's venture terms and conditions found here](#). All applications must be in English only.

Do you take any equity in the projects?

We do not take equity.

What are your selection criteria?

Please refer to the selection process section and evaluation methodology in the application guide to understand how applications will be evaluated.

How will the information I submit be used?

Privacy is important to us, and we respect the need for confidentiality. If you do apply, all of the information collected through our online application form will only be viewed by our selection committee, the MaRS team operating the program, and advisory committee members involved in the program. While we encourage you to be as open as possible in your application, we would advise against including any critically sensitive proprietary details. If you are not selected for the Mobility Unlimited Hub cohort, your application will be permanently deleted unless you tell us otherwise. Subject to the foregoing, MaRS will otherwise treat your application as confidential information, and will protect it in a manner no less protective than it treats its own confidential information. Collection, storage, protection and use of private information included in your application will be subject to the [MaRS privacy policy](#).



If I am selected for the final cohort, will information about my research and project — i.e. intellectual property, financial information, etc. — be kept confidential?

If you are selected, you will be asked to sign an agreement that will detail how your information will be treated by MaRS, subject to our official rules, and when this information might be shared, for example, with investors and potential customers/partners. Your information will be kept confidential and will not be shared unless you have given us permission.

What is the time commitment to participate in the program?

Participants can anticipate committing roughly 10 to 15 hours a month across their executive team to engage in various activities personalized to their needs which may include one-on-one advisory sessions, small group workshops, peer events, conferences and more. In addition, participants will be required to attend mandatory in-person events held in Toronto throughout the program. Specific dates and details will be provided well in advance to support planning and travel arrangements.

Do I need to be based in Ontario to participate in this program?

MaRS supports founders across Canada and beyond. Please note for the purpose of this program, we will require all businesses to be incorporated in Canada or in the process of by October 23, 2026. All core services will be accessible online (made available in English only), however, some opportunities offered by the extended hub members may benefit those with geographic proximity more.

If I have other questions, who can I contact?

If you'd like to ask us something, email mobilityunlimitedhub@marsdd.com



Official Rules

Download the official rules [here](#).

Mobility Unlimited Hub Partners

