

AGE-WELL National Impact Challenge

Terms and Conditions

BACKGROUND

Aging Gracefully across Environments using Technology to Support Wellness, Engagement and Long Life Network of Centres of Excellence (AGE-WELL NCE Inc.) is Canada's technology and aging network. AGE-WELL is dedicated to the creation of technologies and services that benefit older adults and caregivers. Our aim is to help older Canadians maintain their independence, health and quality of life through technologies and services that increase their safety and security, support their independent living, and enhance their social participation.

The **AGE-WELL National Impact Challenge** will bring together the most inventive minds and promising solutions from across Canada to drive innovation in the area of technology and aging. Applicants will be challenged to illustrate how their solution could positively impact older Canadians or their caregivers as they compete for prizes totally over \$100k in cash and in-kind services.

ELIGIBILITY

To be eligible for the challenge, applicants:

- must be a Canadian resident
- must be the age of majority in their region
- cannot submit an idea which has been previously funded by AGE-WELL
- must submit an idea that is a new and unique technology-based solution (including service delivery, education, policy, etc.), specifically targeted at older Canadians and/or their caregivers
- must agree to AGE-WELL's award requirements
- will agree to provide a final report to AGE-WELL on accomplished milestones, financials, and expenses.

Members of the AGE-WELL organizing team are not eligible to participate in the challenge. This includes their immediate family members and/or those living in the same household (whether legally related or not). For purposes of the challenge, immediate family members are defined as spouse, domestic partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren.

Contest Period and Entry

To be eligible for the challenge, the applicant must consent to the competition terms and conditions, and upload their 5-minute video to the secure AGE-WELL competition site by July 27, 2018 11:59 p.m. Eastern Standard Time (the “Closing Date”). It is the sole responsibility of each applicant to ensure all required materials are received by AGE-WELL NCE Inc. by the Closing Date.

Video Criteria

1. An applicant must submit a video showcasing the following:
 - The problem being addressed and how the problem was identified
 - What their solution is (or may be) to the stated problem
 - How the solution is unique and its key aspects and features
 - How the solution has been (or will be) developed
 - The impact and value that the solution will provide to older adults and/or caregivers
 - What is meant by impact and value (and how these are determined) as relevant to the solution being developed
 - How impact and value has been (or will be) determined
2. Submission must not exceed 5 minutes in length for the video component. Submissions must be submitted as an .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, or WebMfile via the AGE-WELL Video Upload. Links to websites, public or private, will not be accepted. A submission must be respectful and courteous and be in English or French.
3. AGE-WELL will not accept submissions that are deemed to be offensive to an individual or an organization. AGE-WELL reserves the right to refuse or remove any material from the competition that is deemed to be offensive.

Privacy and intellectual property

All submissions meeting the criteria above will be made publicly available throughout the voting process. As such, all submissions should ensure that no confidential information or intellectual property is being provided and/or disclosed in the video, or that protection of intellectual property has already been completed.

AGE-WELL shall not be considered as liable regarding any information submitted during the course of this competition

AGE-WELL does not claim any intellectual property from the participants, applicant and winners. The intellectual property belongs to the team that submitted the idea. If an idea

is submitted by a team made up of more than one person, then the team must decide and agree on ownership prior to submission of the idea to the competition.

The submission must be an entirely original work created by the applicant, and the applicant must have all necessary rights in and to the submission.

The submission must not infringe upon or violate any laws or any third party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights and must not constitute material that would be considered libelling, defamatory, a privacy violation, tortious or a contract breach.

The applicant must obtain, and make available to AGE-WELL, upon AGE-WELL's request, all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties (including but not limited to all copyright holders and all individuals appearing in the submission) necessary to use the Submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the submission worldwide, by any means.

In the event the submission contains any reference to or likeness of any identifiable third parties, the applicant must obtain, and make available to AGE-WELL upon AGE-WELL's request, consent from all such individuals and their parent/guardian if they are under the age of majority in their jurisdiction of residence.

Prize-winning entries ("Finalists") must grant AGE-WELL, irrevocably and in perpetuity, the right to use the submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish and broadcast the submission worldwide (by any means) and to authorize others to carry out such acts as listed above in this section without compensation.

Applicants, to protect their own privacy and the privacy of others, must not include personal information including, but not limited to, phone numbers, social insurance numbers, banking information, resumes or email addresses in their Submissions. Any Submissions that appear to contain such personal information may be deemed ineligible.

Judging Criteria

Applicant video submissions will be screened by the organizing team before being sorted into geographical zones.

Zone 1: British Columbia & Alberta

Zone 2: Saskatchewan & Manitoba

Zone 3: Quebec & Ontario

Zone 4: New Brunswick, Newfoundland & Labrador, Prince Edward Island & Nova Scotia

Zone 5: Yukon, North West Territories, Nunavut

Videos that meet all eligibility requirements will be posted on the AGE-WELL website for public voting.

Submissions that are deemed to have been artificially promoted via automated voting mechanisms (including, but not limited to, “spamming” software) will be disqualified.

The applicant from each of the five (5) zones that receives the most votes will be invited to pitch their idea at the competition finale at the AGE-WELL Annual Conference, taking place October 16 – 18, 2018 at the Sheraton Vancouver Wall Centre.

Wild Card Selection

Three (3) wild card videos will be chosen by the organizing team to participate in the competition finale based on three categories. These categories are:

- Young Innovator (chosen by AGE-WELL's Education and Training Program Leads)
- Stakeholder Favourite (chosen by AGE-WELL's Older Adult and Caregiver Advisory Committee)
- Most Mentioned (video with the most social media activity and mentions)

Prizes

Requirements for receipt of competition prizes include but are not limited to:

- The cash prize associated with the competition is to be used solely for idea research, development, dissemination and/or commercialization as described below. Use of funds must adhere to AGE-WELL guidelines and requirements. A project plan, along with a detailed “use of funds” section, must be submitted and approved before the prize is awarded.
- Funds must be awarded and spent in Canada.

Activities eligible for support through competition prizes include but are not limited to:

- Research and development; development of prototype products and services
- Testing and validation: technical testing, marketing study and/or proof of concept
- Launch and/or building of start-up enterprise
- Professional services or activities to support the entrepreneurs in launching and building their solutions (e.g., legal services, intellectual property protection, including trademarks and patents), business registration, market strategy, business plan, etc.
- Conferences, entrepreneurship training, ideathons and related travel expenses
- Activities related to distribution and dissemination

Finalists will receive:

- Invitation to participate in the competition finale at the AGE-WELL 2018 Annual Conference in Vancouver , October 16-18, 2018.
- Round-trip flights for one team member to Vancouver.
- Three-night hotel accommodation in Vancouver for one team member.
- Free registration for AGE-WELL 2018 Annual Conference.

Prize packages for the grand finale winner(s) and runner-up(s) include but are not limited to:

Winner(s): \$75,000 total prize value

- AGE-WELL Award Certificate
- \$60,000 cash prize (please see financial requirements below)
- \$2,000 in legal services from our partner Bereskin & Parr LLP
- \$10,000 in support and mentorship from AGE-WELL's business development and commercialization team and experts
- Free one-year membership in the AGE-WELL Network of Centres of Excellence, including access to more than 200 companies and research experts in the field of technology and aging
- Two passes to attend the AGE-WELL 2019 Annual Conference in October 2019.
- One (1) exhibit space at AGE-WELL 'Drinks & Demos' in the October 2019 Conference

Runner(s)-up: \$35,000 total prize value

- AGE-WELL Award Certificate
- \$20,000 cash prize (please see financial requirements below)

- \$2,000 in legal services from our partner Bereskin & Parr LLP
- \$10,000 in support and mentorship from AGE-WELL's business development and commercialization team and experts
- Free one-year membership in the AGE-WELL Network of Centres of Excellence, including access to more than 200 companies and research experts in the field of technology and aging
- Two passes to attend the AGE-WELL 2019 Annual Conference in October 2019.
- One (1) exhibit space at AGE-WELL 'Drinks & Demos' in the October 2019 Conference

ADJUDICATION

Prizes will be awarded by a panel of expert judges based on the following criteria:

Total: 100 points

30 Points | Creativity

- 20 – Uniqueness of the solution
- 10 - Video

10 Points | Team

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- 10 - Expertise/Experience

15 Points | Design of the idea

- 10 – Design / Prototype
- 5 - End-User/Stakeholder Feedback

30 Points | Opportunity

- 5 - Market Size / Audience Size
- 15 - Competitive Advantages (compared to existing solutions)
- 10 - Dissemination/Distribution Strategy

15 Points | Potential Impact

- 5 - Scale of Impact
- 5 - Social impact
- 5 – Economic impact

GENERAL CONDITIONS

1. **To be declared a winner**, the selected applicant must meet the requirements previously stated and agree to the competition terms and conditions.

Should the selected applicant fail to meet the above-mentioned terms or any other condition herein, the applicant will be disqualified and, at the Organizing teams' discretion, either the prize will be cancelled or the prize will be awarded to another

applicant in accordance with these rules. The same conditions will apply and the necessary adaptations made, if applicable.

2. **Disqualification.** Any person taking part or attempting to do so in the Competition through means that do not comply with these rules and which are unfair to other participants (e.g., computer piracy, failure to declare prior intellectual property) will be automatically disqualified.
3. **Competition operation.** Any attempt to undermine the legitimate operation of this competition constitutes a violation of civil and criminal law. In the event of such attempts, the Organizing team reserves the right to reject the Applicant's entries and to take legal action.
4. **Acceptance of prizes.** Prizes must be accepted as described on the website and cannot under any circumstances be transferred in whole or in part to another applicant, replaced by another prize or redeemed for cash, subject to the discretion of the Organizing team.
5. **Limitation of liability – Inability to act.** The Organizing team shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation beyond their control, or a strike, lockout or any other labour dispute in the places of business of the Competition organizations or partners.
6. **Limitation of liability – Competition participation.** By participating in the Competition, or attempting to do so, participants agree not to hold liable the Competition Organizing team or partners for any damages that may result from entering or attempting to enter the Competition.
7. **By accepting the prize,** winners authorize the Organizing team and partners to use, if required, their name, photo, likeness and voice for publicity purposes without any form of compensation.
8. **Personal information.** All personal information obtained from eligible applicant will be used for Competition administration purposes only.
9. **Decisions.** All persons who enter the Competition agree to be bound by these rules and to final decisions by the Organizing team administering the Competition.

Personal Information

Any personal information collected in order to administer the challenge is under the control of AGE-WELL and will be managed in accordance with the Privacy Act. Information collected for the purposes of administering the challenge may be subject to disclosure in accordance with the Access to Information Act. Personal information of Finalists and Winners, such as name, likeness, institution of enrolment and/or prize information may be used, without compensation, in any publication or promotional material by AGE-WELL for the sole purposes of promoting the challenge, its Finalists and/or Winners and/or the benefits of research in aging and technology fields.

Questions regarding the collection, disclosure and use of your personal information may be directed to info@agewell-nce.ca.