

# AGE-WELL National Impact Challenge: Startup Edition

## Terms and Conditions

### BACKGROUND

AGE-WELL NCE Inc. is Canada's technology and aging network. AGE-WELL is dedicated to accelerating the delivery of technology-based solutions 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: Startup Edition** will bring together five finalists in each of three regions to pitch their technology or service for the aging and technology sector. Applicants will be challenged to explain how their solution can positively impact older Canadians or their caregivers as they compete for cash prizes and in-kind services.

Finalists will present onstage in a rapid 5-minute pitch presentation followed by 5 minute Q&A to a panel of expert judges.

### ELIGIBILITY

To be eligible for the challenge, applicants/companies:

- must be a startup
- must be incorporated or intend to incorporate in Canada
- must have a majority of founders/co-founders that are Canadian residents
- must be the age of majority in their region
- can only pitch at a competition if their headquarters are located in the corresponding region
- cannot submit an idea that is currently funded by an AGE-WELL research grant
- must submit an idea that is a new and unique technological-based solution (including service delivery, education, 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 submit their completed application along with a link to their pitch video on a YouTube channel to **startups@agewell-nce.ca** by May 10, 2019 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
  - What their unique solution is to the stated problem
  - What is the market opportunity
  - The impact and value that the solution will provide to older adults and/or caregivers
  - How their solution can positively impact older adults and/or caregivers
  
2. Submission must not exceed 2 minutes in length for the video component. Submissions must be submitted as link to a private YouTube video in the application form. A submission must be respectful and courteous and be in English or French. However, at the time of the competition launch, the three pitch competitions will be held in English only.
  
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**

Video submissions from the 15 finalists will be made publicly available prior to the regional pitch competitions. As such, all submissions should ensure that no confidential information or intellectual property is being provided and/or disclosed in the video or application, 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.

Regional pitch competition winners 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.

## **SELECTION PROCESS**

Applicant video submissions will be screened by the organizing team before being sorted into geographical zones. Finalists will be selected by a panel drawn from AGE-

WELL's business development team, Core Facility in Entrepreneurship and Older Adult and Caregiver Advisory Committee.

**Regions:** Zone One (BC, AB, NWT, YK,)  
Zone Two (SK, MB, ON, NV)  
Zone Three (QC, NB, NFL, PEI, NS)

Video submissions from the finalists in each regional competition will be made publicly available prior to the events.

## **PRIZES**

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

- The cash prize associated with the competition is to be used for 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.
- Winners should acknowledge AGE-WELL in media coverage pertaining to this award or resulting activities

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

- Research and development; development of prototype products or services
- Testing and validation: technical testing, marketing study and/or proof of concept
- Building of startup enterprise, business development, sales, marketing
- 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, trade shows, and related travel expenses
- Activities related to distribution and dissemination

Finalists will receive:

- Travel support for one team member to attend the regional pitch competition assigned by the organizing team.

- One-night hotel accommodation in the city holding the pitch competition for one team member.

Prize packages for the finale winner(s) include but are not limited to:

Winner(s): \$15,000 cash prize, various in-kind prizes

- \$15,000 cash prize (please see financial requirements below)
- \$2,000 in legal services
- Support and mentorship from AGE-WELL's business development and commercialization team
- 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
- 1-year Membership in the AGE-WELL Startup Affiliate Program

## **EXPERT PANEL ADJUDICATION**

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

**Total: 100 points**

### **20 Points | Creativity**

20 - Uniqueness of the solution

### **10 Points | Team**

10 - Expertise/Experience/Commitment

### **20 Points | Design of the technology or service**

10 - Design / Prototype

10 - End-User/Stakeholder Feedback

### **30 Points | Opportunity**

5 - Market Size

15 - Competitive Advantages (compared to existing solutions)

10 - Dissemination/Distribution Strategy/Progress to date

### **10 Points | Potential Impact**

5 - Social impact

5 - Economic impact

### **10 Points | Use of funds**

10 - Impact of prize on company

## 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](mailto:info@agewell-nce.ca).