



AGE-WELL National Impact Challenge APPLICATION FORM

Applicant Name:

Company Name:

Company address:

Date of incorporation (if applicable):

What stage is your company at (ideation, prototype, pre-revenue, revenue generating)?

Which [AGE-WELL Challenge area](#) would your venture fall under?

Website and social media:

Contact (name, e-mail, phone number):

****When submitting this document, include your company name at the end of the filename (e.g. AGE-WELL National Impact Challenge Application ABC Corp.pdf)****



****Throughout the application, use bullet points as needed***

Value proposition:

Tell us how your venture is making and/or will make a difference in the lives of older Canadians and/or their caregivers. Included in this, write specifically to the impact you think your startup can make on the challenge area you have indicated and how you will engage in the technology and aging sector and community in Canada. (Max 200 words)

Tell us about your product or service and what makes it novel. What stage is it at now, where will it be in one year (i.e. short-term product roadmap)? How have or will you protect your IP? (200 words)



Who are your competitors and why will your solution succeed in this space? (150 words)

Tell us about your team, its strengths and how you aim to address any gaps in the future. (150 words)

What are your main achievements to date? What is your strategy going forward (including for the coming year)? (150 words)

Provide a link to your pitch video (two minutes max) here *and* in the body of the e-mail with the attached application. See Terms and Conditions for details.

Submit your completed application to startups@agewell-nce.ca