

Terms & Conditions

National Impact Challenge: Bold Innovations for Living

The National Impact Challenge – Bold Innovations for Living is powered by AGE-WELL and SE Health.

Background

About AGE-WELL

AGE-WELL NCE Inc. is Canada's Technology and Aging Network. The pan-Canadian network brings together researchers, older adults, caregivers, partner organizations and future leaders to accelerate the delivery of technology-based solutions that make a meaningful difference in the lives of Canadians. AGE-WELL researchers are producing technologies, services, policies and practices that improve quality of life for older adults and caregivers and generate social and economic benefits for Canada. AGE-WELL is funded through the federal Networks of Centres of Excellence program.

www.agewell-nce.ca

About SE Health

SE Health is a not-for-profit, social enterprise with over 110 years of bringing excellence and innovation to how people live and age at home. We are national in reach with 8,000 staff across Canada, delivering home & community care services, seniors living, and education. We have a robust social impact focus and are committed to spreading hope and happiness. The Future of Aging initiative aims to accelerate SE Health's social impact to create a better world for all ages. We work with partners to identify issues and opportunities at the local, societal, and global levels to design and generate innovative solutions.

www.sehc.com

About The National Impact Challenge: Bold Innovations for Living

The National Impact Challenge – Bold Innovations for Living powered by AGE-WELL and SE Health will bring together selected finalists from across Canada to pitch their technology, or innovative program or service for aging with choice and dignity in Canada. 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 pitch live at the National Impact Challenge – Bold Innovations for Living Pitch Night on June 22, 2023. Should the in-person event be cancelled, pitches will take place virtually under alternate arrangements. Pitches will consist of a 5-minute pitch presentation followed by 5-minute Q&A with a panel of expert judges. AGE-WELL and SE Health may record the final pitches for future use or sharing. Winners will be notified and announced after a public presentation of finalist pitches.

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Challenge Streams

Focusing primarily on the following three themes, AGE-WELL and SE Health aim to push the boundaries of innovation when it comes to supporting older adults and caregivers in Canada.

Theme 1: Aging in Place & Community

How can we enable older adults to age in the place of their choosing? Challenge area context:

- Supportive Homes & Communities
- Support Networks or Community Building
- Products, Tools, and Strategies to Support Living at Home (e.g., Everyday Tasks, Services)
- Cognitive & Mental Health

Theme 2: Living with Purpose & Meaning

How can we reimagine how older adults can contribute their skills, talents and years of experience towards a new purpose? Challenge area context:

- Staying Connected, Intergenerational Programs
- Financial Wellness & Employment; Reimagining Work - Transition to 3rd Act (e.g., Working Part-Time, Mentoring)
- Arts/Recreation or Entertainment

Theme 3: Empowerment

How can older adults have choice, dignity, autonomy and matching support to age well in their community, on their own terms with the resources that align with their wishes? Challenge area context:

- Healthy Lifestyles & Wellness
- Health Care & Health Service Delivery
- Autonomy & Independence
- Mobility & Transportation

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Eligibility

To be eligible for the challenge, applicants:

- Must be a start-up, community-based* including youth-serving organizations
- Must have a Canadian resident in a leadership position
- Must be based in Canada
- Person pitching the innovation must be the age of majority in their region
- Previous winners of AGE-WELL cannot apply
- Must submit a new idea in one of the streams and specifically targeting older adults and/or caregivers
- Cannot submit more than one application
- Successful candidates must agree to award requirements and participation in the post-pitch mentorship program
- Successful candidates must agree to provide a final report on accomplished milestones and expenses covered by the cash prize
- If selected as a finalist, must be able to travel to Toronto for the Pitch Night on June 22, 2023. Subsidy for travel may be available – please enquire
- AGE-WELL and SE Health staff cannot apply
- Members of the AGE-WELL and SE Health 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.

**A community-based organization is one that is driven by community residents in all aspects of its existence. By that we mean: 1) The majority of the governing body and staff consists of local residents 2) The main operating offices are in the community, 3) Priority issue areas are identified and defined by residents 4) Solutions to address priority issues are developed with residents, and 5) Program design, implementation, and evaluation components have residents intimately involved.*

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Contest Period & Entry

Startups and community-based/youth-serving organizations will each compete in their own separate categories.

To be eligible for the challenge, the applicant must consent to the competition terms and conditions by submitting a completed application form and submit their completed application along with a link to their pitch video on a YouTube channel to startups@agewell-nce.ca by May 8, 2023 at 11:59 p.m. Eastern Standard Time (the "Closing Date"). Submitted videos may be used and shared. An acknowledgement of receipt will be sent to all submissions within 24 hours. It is the sole responsibility of each applicant to ensure all required materials are received by AGE-WELL NCE Inc. by the Closing Date.

[Application Form - Startups](#)

[Application Form - Community-Based & Youth-Serving Organizations](#)

Video Criteria

1. An applicant must submit a two-minute video showcasing the following:

- The problem being addressed
- Their unique solution for the stated problem
- The market opportunity of the proposed solution (start-ups) or the need in the community for the proposed solution (community-based/youth-serving organizations)
- The impact and value that the solution will provide to older adults and/or caregivers
- The strength of their team
- Proposed use of funds (i.e., the award)
- Their ability to deliver an effective "pitch" on camera/screen (i.e., not via a marketing or promotional video without a potential finalist pitching the idea)

2. Submission must not exceed 2 minutes in length for the video component. Submissions must be submitted as link to a public or an unlisted YouTube video in the application form (the video cannot be private). A submission must be respectful and courteous and be in English.

3. AGE-WELL and SE Health will not accept submissions that are deemed to be offensive to an individual or an organization. AGE-WELL and SE Health reserve the right to refuse or remove any material from the competition that is deemed to be offensive

Submissions must be online and available until at least 10 business days after the date of the final competition (June 22nd, 2023) and may be made public for promotional purposes or public voting. Finalists will have to provide a downloadable version of videos to AGE-WELL and SE Health.

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Privacy & Intellectual Property

Video submissions from the finalists may be made publicly available prior to the pitch competition. 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 and SE Health shall not be considered as liable regarding any information submitted during the course of this competition.

AGE-WELL and SE Health do 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 and SE Health, upon 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 and SE Health upon request, consent from all such individuals and their parent/guardian if they are under the age of majority in their jurisdiction of residence.

Competition winners must grant AGE-WELL and SE Health, 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.

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Selection Process

Applicant submissions will be screened by the organizing team and finalists will be selected by a panel drawn from AGE-WELL and SE Health teams, experts from the aging community and older adults.

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 and SE Health 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.
- A representative from each winning company must be able to attend and exhibit at the AGE-WELL annual conference in 2023 upon request (exhibitor and registration fees waived).
- Winners should acknowledge AGE-WELL and SE Health 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 or a program
- Testing and validation: technical testing, marketing study and/or proof of concept
- Building of start-up 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

Start-ups and community-based and youth-serving organizations will compete in two different categories. The winner in each category will receive \$25,000 in cash plus in-kind prizes, and the runner-up in each category may be eligible for a \$10,000 prize. Winner(s): Cash prize (\$25,000* for first place, with possible \$10,000* prize for runner up), various in-kind prizes

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Prizes

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

- \$25,000* or \$10,000* cash prize (please see financial requirements below)
- Support and mentorship from AGE-WELL (AGE-WELL Startup Affiliate Program) and SE Health
- Membership in the AGE-WELL Startup Affiliate Program, including exposure to companies, service providers, research experts and other stakeholders in the field of technology and aging

* At the discretion of AGE-WELL and SE Health, a portion (less than 10%) of the cash prize may be withheld until the completion and submission by award recipient of a final report which may include a success story for use in communications or media by AGE-WELL and/or SE Health

Evaluation Criteria for Submitted Application and Final Pitches

- Uniqueness of solution - design, prototype, or service
- Market size and need
- Dissemination, distribution or go-to-market strategy
- Scalability and sustainability
- Competitive advantage
- Impact: social, economic, health (especially for older adults and caregivers)
- Team: experience, expertise and demonstrated commitment
- Stakeholder and/or end user engagement and input
- Intellectual Property, regulatory, ethics and legal considerations and strategy (where applicable)
- Use of funds, milestones and impact of potential award
- For start-ups only: current or potential relevance to AgeTech sector
- Ability to deliver an effective pitch

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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 abovementioned 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 applicants 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.

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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.