

# Application Form

National Impact Challenge: Bold Innovations for Living

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*\* When submitting this document, include your company/organization name at the start of the file name (ABC Corp - National Impact Challenge Application.pdf)*

*\* Throughout the application, use bullet points as needed and please stay within the word limits to avoid having parts of your responses go unread*

## Company Representative Information

First Name:

Last Name:

Email Address:

Phone Number:

## Company Information

Name of Company:

Company Address:

Date of Incorporation *(if applicable)*:

Website:

Social Media Links:

What stage is your company in?

Prototype

Pre-Revenue

Revenue Generating

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## Submission Information

If selected as a finalist, would you be willing/able to travel Toronto on June 22, 2023 to pitch your company's solution to a panel of judges?

Yes

No

Which theme does your application fall under?

Aging in Place & Community

Living with Purpose

Empowerment

Which AGE-WELL Challenge Area would your startup fall under?

(To read more about AGE-WELL's Challenge Areas, click [here](#))

Supportive Homes & Communities

Health Care & Health Service Delivery

Autonomy & Independence

Cognitive Health & Dementia

Mobility & Transportation

Healthy Lifestyles & Wellness

Staying Connected

Financial Wellness & Employment

State your value proposition in two sentences:

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

Tell us about the need for this innovation. What gap are you addressing? Who is the market? What difference is it making and/or will it make in the lives of older Canadians and/or their care partners? (Max 200 words)

Who are your competitors and why will your solution succeed in this space? (100 words)

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What is your go-to-market strategy and business model? Once in the market, what is the anticipated economic and social impact of your solution? (200 words)

Tell us about your team. What are your strengths? How do you aim to address any gaps in the future? (150 words)

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How have you engaged older adults and/or caregivers in the development of your product or service? If your product is coming in from a different segment, please speak to how you will ensure relevance and adoption for this target demographic. (150 words)

What grants, awards and investment have you secured to date and how have you leveraged these to progress? How would you use the National Impact Challenge Award? (150 words)

Create a two-minute video that presents your innovation and provide the URL below:

**All completed applications can be submitted to [startups@agewell-nce.ca](mailto:startups@agewell-nce.ca)**

Please ensure you include the link to your pitch video in the body of this email.

To view full Terms & Conditions for the National Impact Challenge: Bold Innovations for Living, click [here](#)

