

# AGE-WELL National Impact Challenge

## Terms and Conditions

### BACKGROUND

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](http://www.agewell-nce.ca).

The AGE-WELL National Impact Challenge aim to “move the dial” when it comes to supporting older adults and caregivers in Canada across any of eight Challenge Areas.

1. Supportive Homes & Communities
2. Health Care & Health Service Delivery
3. Autonomy & Independence
4. Cognitive Health & Dementia
5. Mobility & Transportation
6. Healthy Lifestyles & Wellness
7. Staying Connected
8. Financial Wellness & Employment

The **AGE-WELL National Impact Challenge** will bring together selected finalists from across Canada 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 pitch live at the AGE-WELL Annual Conference in Edmonton, Alberta on October 24<sup>th</sup>, 2024. Should the in-person conference be cancelled, pitches will take place virtually under alternate arrangements. Pitches will consist of a 4-minute pitch presentation followed by 5-minute Q&A with a panel of expert judges. Pitches may be recorded for future use or sharing. Winners will be notified and announced after a public presentation of finalist pitches.

### ELIGIBILITY

To be eligible for the challenge, applicants/companies:

- must not have previously won an AGE-WELL National Impact Challenge
- must have a technology which is at least at a prototype stage
- must have a majority of founders/co-founders that are Canadian residents
- must be the age of majority in their region
- 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
- if successful, will agree to provide a final report to AGE-WELL on accomplished milestones, financials, and expenses
- if selected as a finalist, the company representative who delivered the submitted pitch video, must be the age of majority in their region and must be able to travel to the AGE-WELL Annual Conference in Edmonton, Alberta for the final pitch competition on October 24<sup>th</sup>, 2024
- must agree to submit a final report (template to be provided) to AGE-WELL if selected as a winner in the competition
- must not be a member of the AGE-WELL organizing team. This includes their immediate family members and/or those living in the same household (whether legally related or not). For purposes of the competition, 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 competition, the applicant must consent to the competition terms and conditions by submitting a completed application and submit their completed application along with a link to their pitch video on a YouTube channel to **startups@agewell-nce.ca** by September 6<sup>th</sup>, 2024 at 11:59 p.m. Eastern Standard Time (the "Closing Date"). 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.

## **VIDEO CRITERIA**

1. An applicant must submit a 2-minute video showcasing the following:
  - The problem being addressed
  - Their unique solution for the stated problem
  - The market opportunity of the proposed solution
  - 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 that does not permit the applicant to deliver a pitch)
  - Adequate quality for public dissemination
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 or French (with English subtitles provided for French videos). However, at the time of the competition launch, final pitches 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.

Submitted videos must be online and available until at least 10 business days after the date of the final competition (October 24<sup>th</sup>, 2024) and may be made public for promotional purposes or public voting.

Finalists will have to provide a downloadable version of videos to AGE-WELL

## **PRIVACY AND 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 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 submissions will be screened by the organizing team and finalists will be selected by a panel drawn from AGE-WELL 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 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 the AGE-WELL annual conference in 2024
- 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

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

Winner(s): Cash prize (\$25,000 for first place, with \$5,000 prize for runner up), various in-kind prizes

- \$25,000 or \$5,000 cash prize (please see financial requirements below)
- Membership in the AGE-WELL Startup Affiliate Program, including access to companies, service providers, research experts and other stakeholder in the field of technology and aging

**Criteria for Submitted Application**

- Uniqueness of solution - design, prototype, or service
- Impact (on older adults, caregivers and overall)
- Relevance to AgeTech sector and healthy aging
- Maturity of technology (i.e. now and within a year)
- Business, service or program viability
- Team
- Milestones and strategy

- Clear idea of how funds/award could benefit the innovation and company
- Ability to deliver an effective pitch

## **EXPERT PANEL ADJUDICATION FOR FINALIST PITCHES**

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

1. The solution – novelty, validation of effectiveness
2. Why this? Why now? Market needs, gaps, and size
3. Competition and competitive advantage
4. Go-to-market strategy/business model
5. IP strategy
6. Scalability and sustainability of solution
7. Socioeconomic impact
8. Team expertise, experience, commitment
9. Evidence of co-creation and/or meaningful feedback and input from relevant stakeholders
10. Use of funds/prizes

## **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 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).