



This is Long Term Care 2019 Conference

Innovators Den – Application Form

For instructions on how to complete this application, please see 'Application Instructions and Criteria' document.

Please choose one application category (see the Application Instructions document for details on each category):

- Start-up den
- International den

Primary contact information

Name: _____

Title: _____

Company: _____

Work number: _____

Cell number: _____

Email: _____

Company information

Company name: _____

Company address: _____

Company phone number: _____

Company website (if applicable): _____

YouTube channel (if applicable): _____

Presenter information

If selected, please list the name(s) and title(s) of all presenters:

Name	Title
_____	_____
_____	_____
_____	_____



Product or service description

1. What is the name of your product or service?

2. Describe your product or service in 150 words. *(Note: this description will also be utilized in our program and on the event website).*

3. Describe your target market and clients. What markets are you active in (e.g. countries) How successful is your reach? What are your growth goals? (250 words).



4. What is the unique contribution of your product/services? (300 words). Please address:
- a. How does your product or service help to achieve greater quality and/or efficiency in long-term care homes? Has it improved residents' care, saved staff time, saved the home money? If so, how? Please provide data where applicable.
 - b. Are there other products or services like yours in the market? If yes, what advantages does your product or service have over competitors?

5. Describe your business case (300 words). Please address:
- a. What is the cost of your product or service for homes and clients? What are the one-time implementation costs as well as sustainability costs (e.g. annual renewals/upgrades that the home needs to factor in re: costs, staff time, etc.
 - b. What is the implementation process like? Is there training involved, installation or education that needs to be completed before utilizing your product or service? Describe the implementation process and timeline.