

Innovators' Den Application Instructions and Criteria

This year's Innovators Den will have two distinct categories, the Start-Up Den and International Innovators' Den. Applications in each category will be adjudicated independently.

Eligibility Criteria

Applicants may choose to apply for only **one** competition category (start-up or international):

- To be eligible in the start-up category, the product or service must be in the development stage or in market for less than 18-months. The goal for your product is market penetration and scale-up.
- To be eligible for the international category, the product or service must have evidence of effectiveness AND present a business case justifying scaling to at least two additional markets/countries. The goal for your product is growth in new markets.

Adjudication Process and Criteria

Applications for each category of Innovators Den will be assessed in two-stages. Stage one will include a review of all submitted written applications. Up to five applicants will be invited to Stage two, a pitch competition to be held at *This is Long Term Care 2019* (session details below). Winners of the pitch competition will be selected by audience vote.

Applications will be assessed using the following criteria:

Start-up category:

- Market opportunity / validation
- Product creativity/originality
- Evidence of effectiveness and potential impact
- Business model and feasibility to grow market share
- Strength of overall pitch

International category:

- Market opportunity / validation
- Product creativity/originality
- Evidence of impact in current markets
- Business model and feasibility for expansion to new markets
- Strength of overall pitch

How to apply

- Via the Program page on the conference website, click on the 'Click here to apply' link.
- Fill out the pdf application form in its entirety.

- Applicants are only allowed to apply for **one** of the innovators den categories (start up or international).
- Save your completed application form as 'START UP DEN Application_[insert your company name] or 'INTERNATIONAL DEN Application_[insert your company name]
- Send your final saved pdf application to events@oltca.com before the application close date.
- In the email, attach a photo of your product or service for use in our promotional material (if applicable).

Helpful tips

- Check your application for spelling and grammar errors before sending.
- Ensure your answers are clear and concise.
- If you need to include supplementary information, please attach all additional material in the email with your final applications.
- The individual email sending the application should be the same as the primary contact in your application.

Session details and format

Tuesday, September 17, 2019
 3:30 – 5:00 pm
 206 CD, Second Floor
 Beanfield Centre
 105 Princes' Blvd, Toronto, ON M6K 3C3

Time	Sample Agenda
10 min	Welcome, session information, Dragon introductions
	Category 1: Start-Up Den
4 min	Pitch 1
4 min	Dragons question period
4 min	Pitch 2
4 min	Dragons question period
4 min	Pitch 3
4 min	Dragons question period
4 min	Pitch 4
4 min	Dragons question period
5 min	Audience voting

5 min	Presentation of award and introduction to next pitch category
	Category 2: International Den
4 min	Dragons question period
4 min	Pitch 1
4 min	Dragons question period
4 min	Pitch 2
4 min	Dragons question period
4 min	Pitch 3
4 min	Dragons question period
4 min	Pitch 4
4 min	Dragons question period
5 min	Audience voting
5 min	Presentation of the award and closing statements