

Terms and Conditions

The Chrysalis Innovation Challenge

Background

About SE Health

SE Health (Saint Elizabeth Health Care) is a leading not-for-profit social enterprise with over 115 years of bringing excellence and innovation to how people live and age at home. Our team of 8,000 leaders and professionals deliver home & community care services, seniors living, and education, with a robust social impact focus committed to spreading hope and happiness across Canada.

The Future of Aging initiative accelerates SE Health's social impact to create a better world for all ages and lead positive social change to reimagine aging. We work with partners to identify key issues and opportunities at the local, societal, and global levels to design and generate innovative solutions.

www.sehc.com

About the Chrysalis Innovation Challenge

The Chrysalis Innovation Challenge powered by SE Health will bring together selected finalists from across Canada to pitch their ideas, technology, innovative programs, or services for helping older adults age with choice and dignity. Applicants will be challenged to explain how their solution can positively impact aging well, living well, and caring well in respect to older adults in Canada.

Finalists will pitch at the Chrysalis Innovation Challenge Pitch Night on March 5, 2026. 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 a 5-minute Q&A with a panel of expert judges. 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, SE Health aims to push the boundaries of innovation when it comes to supporting Canadians, older adults, caregivers, and people who provide care.

Theme 1 – Living Well

How can we reimagine ways for older adults to share their skills, talents, and years of experience in meaningful ways?

- Advance well-being
- Foster engagement, lifelong learning, and purposeful activities
- Encourage social connection and participation in the community

Theme 2 – Aging Well

How can we help older adults age well in the place they choose, with the independence and purpose they desire?

- Support older adults to live safely and independently
- Strengthen autonomy and daily living skills
- Prevent isolation and promote healthy, engaged lifestyles

Theme 3 – Caring Well

How can we better support the people who provide health, social, physical, and psychological care to older adults and their families?

- Support paid and unpaid caregivers
- Improve care coordination, access to respite, and peer-based solutions
- Strengthen care networks and community support systems

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Eligibility

To be eligible for the Chrysalis Innovation Challenge:

- Solutions must be at the early-market stage (or later) with a clear use case
- Solutions must be developed by a Canadian company or group
- All innovations need to be based in Canada
- Solutions must address at least one of the Challenge themes (Living Well, Aging Well, Caring Well)
- Person pitching must be the age of majority in their region
- Previous winners of the AGE-WELL National Impact Challenge and the Chrysalis Innovation Challenge 2024 cannot apply
- Applicants must submit a new idea in one of the streams specifically targeting older adults, caregivers, and/or people who interact with older adults
- Applicants cannot submit more than one application
- Applicants must submit a 2-minute YouTube video describing their innovation
- Successful candidates must agree to participate in a survey for tracking and evaluation purposes
- If selected as a finalist, a finalist should make every effort to attend the Pitch Night on March 5, 2026 in person. We recognize limitations and that unforeseen circumstances may arise, and a virtual presentation option will be available for those who cannot attend in person
- SE Health staff or any member of the SE Health Chrysalis Innovation Challenge organizing team are not eligible to participate in this challenge stream. 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

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Contest Period & Entry

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 by **January 9, 2026, at 11:59 p.m. Eastern Standard Time (the "Closing Date")**. It is the sole responsibility of each applicant to ensure all required materials are received by SE Health by the Closing Date.

Application Form

Video Criteria

1. Applicants 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 or the need in the community for the proposed solution
 - The impact and value that the solution will provide to older adults, caregivers, and/or people who interact with older adults
 - The strength of their team
 - Proposed use of funds
 - 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 a link to a public or unlisted YouTube video in the application form (the video cannot be private). A submission must be respectful and courteous and be in English.
3. SE Health will not accept submissions that are deemed to be offensive to an individual or an organization. SE Health reserves the right to refuse or remove any material from the competition that is deemed offensive.

Submissions must be online and available until at least 10 business days after the date of the final competition (March 5, 2026) and may be made public for promotional purposes or public voting. Finalists will have to provide a downloadable version of videos to 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.

SE Health shall not be considered liable regarding any information submitted during the course of this competition.

SE Health does not claim any intellectual property from the participants, applicants, or 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, 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 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 libelous, defamatory, a privacy violation, tortious, or a contract breach.

The applicant must obtain, and make available to 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. This includes, without limitation, reproducing, making derivatives, editing, modifying, translating, distributing, transmitting, publishing, licensing, and broadcasting the submission worldwide, by any means.

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Privacy & Intellectual Property

If the submission contains any reference to or likeness of any identifiable third parties, the applicant must obtain, and make available to 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 SE Health, irrevocably and in perpetuity, the right to use the submission, in whole or in part, in any way, including, without limitation, reproducing, making derivatives, editing, modifying, translating, distributing, transmitting, publishing, and broadcasting the submission worldwide (by any means) and to authorize others to carry out such acts without compensation.

Applicants, to protect their own privacy and the privacy of others, must not include personal information in their submissions, including, but not limited to, phone numbers, social insurance numbers, banking information, resumes, or email addresses. 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 the SE Health team, experts from the aging community, and older adults.

Prizes

Requirements for receipt of competition prizes

- 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 SE Health guidelines and requirements.
- Funds must be awarded and spent in Canada.
- Winners should acknowledge SE Health in media coverage pertaining to this award or resulting activities.

Activities eligible for support through competition prizes include:

- Research and development; development of prototype products, services, or programs
- 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 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:

- \$30,000, or \$10,000, or \$1,000 prize plus in-kind prizes
- Support from SE Health

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Prizes

Evaluation criteria for submitted applications 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, caregivers, and/or people who interact with older adults)
- 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
- 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 above-mentioned terms or any other condition herein, the applicant will be disqualified and, at the Organizing team's 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. **Publicity Authorization:** 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 the final decisions of the Organizing team administering the competition.

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Personal Information

Any personal information collected to administer the challenge is under the control of SE Health 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 SE Health 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 SolutionsLab@sehc.com

If you have any questions regarding The Chrysalis Innovation Challenge, please don't hesitate to contact us at SolutionsLab@sehc.com. We recommend checking our website (sehc.com/chrysalis) frequently for updates or changes to ensure you have the latest details and requirements.