

# The Chrysalis Innovation Challenge

## Frequently Asked Questions

### 1. Am I Eligible?

powered by



Health

There are two application categories: **Impact Builders** and **Impact Ideators**. Below is a table highlighting their differences and eligibility requirements:

Categories	Eligibility Criteria	Definitions
<b>Impact Builders</b>	Open to all startups and <b>community-based organizations</b> with products, services, or programs tailored for older adults.	A <b>community-based organization</b> is one where local residents drive governance, staffing, priorities, solutions, and program involvement.
<b>Impact Ideators</b>	Open to <b>people interacting with older adults</b> (individuals or small teams) who have innovative ideas tailored for older adults.	<b>People</b> refers to paid or volunteer. This encompasses a wide range of roles, such as but not limited to healthcare professionals, social/community workers, librarians, grocery store clerks, and hairdresser

## Themes of this Year's Challenge

### Aging in Place

*How can we help older adults to age in the place of their choosing?*

Examples of eligible projects:

- Financial Wellness
- Health Lifestyle and Wellness
- Autonomy, Independence and Transportation
- Products, tools, and strategies to support living at home (e.g., everyday tasks, services)
- Mental health

### Living with Purpose

*How can we reimagine how older adults can contribute their skills, talents, and years of experience towards a new purpose?*

Examples of eligible projects:

- Social connection (e.g., intergenerational programs)
- Reimagining work (transition to 3rd Act, e.g., part-time work, mentoring)
- Arts, recreation, or entertainment

### People Supporting People

*How can we support the people who provide the health, social, physical and mental supports to older adults and their families?*

Examples of eligible projects:

- Staff innovation (recruitment and retention)
- Caregiver well-being
- Peer-to-peer networks
- Mobility and transportation

## 2. How Do I Apply?

### Application Timeline:

July 8 to September 27, 2024

### Application Requirements

- Written Application
- 2 Minute Pitch Video
- Eligibility Verification
- Participation in Pitch Competition



### Application Process:

1

Virtual Information Sessions and  
Promo Events: *Dates TBA*  
*\*\*Available for both categories\*\**

2

Submit Application: *July 8 to Sept 27, 2024*

3

Submission Review: *Conducted for all  
applications*

4

SemiFinalist Selected: *Mid October 2024*

5

Virtual Prep Session: *Late October 2024*

6

Pitch Day: *November 14, 2024*

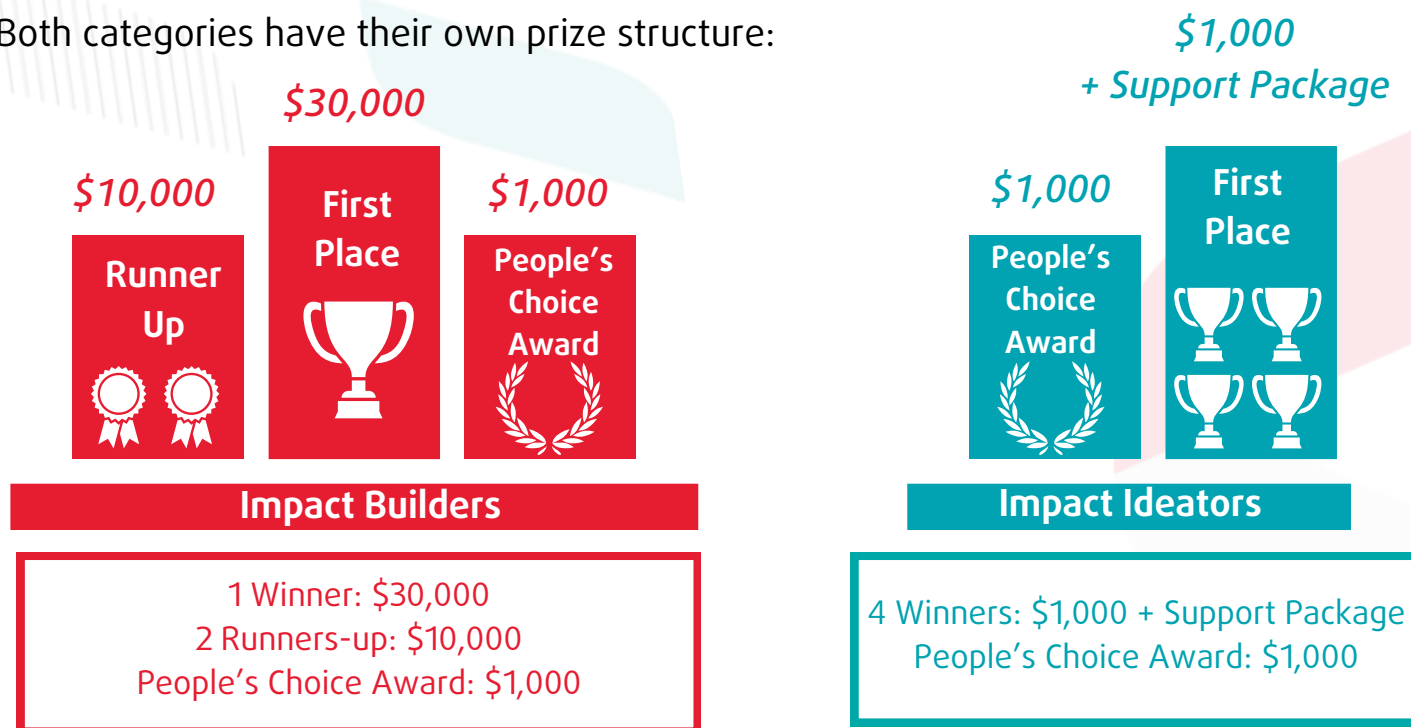
- **Impact Builders:**
  - 5-minute pitch + 5-minute Q&A
- **Impact Ideators:**
  - Pre-recorded 2-minute video pitch

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Post-Pitch Support: *Early 2025*

## 3. What are the Prizes?

Both categories have their own prize structure:



## 4. What is included in the Support Package for Impact Ideators?

The support package will include a boot camp that provides mentorship and support to finalists to develop their ideas further.

## 5. I Can't Make the Pitch Competition In-Person, Can I Still Apply?

YES! Virtual Options for pitching will be available. We encourage all Canadian Innovators to apply.

## 6. What Are Some Examples of Past Winners?

### Community Category

**Aging Proactively** Certification to create age-friendly workplaces.

**Amintro** Online friendship-making platform for adults 50+.

**Root&Seed** Tools for collecting and celebrating family stories

**Social Services Network** Arts workshops fostering intergenerational engagement.

### Start Up Category

**Axion Independence Mobility** Raymex Lift, a walker with a battery-powered elevating seat.

**Chirp** AI health monitoring solutions using radar sensors.

**ElderPRIME** A digital health co-management platform.

**UVX** Safe UV light technology to reduce infection risks