

The Chrysalis Innovation Challenge

Bold Solutions. Big Ideas. Lasting Impact.

“How to Pitch” Guide

powered by  **Health**



Overview of The Chrysalis Innovation Challenge

Thriving in Community.

Your innovative Idea must be centered around at least one of the following themes:

Aging in Place

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

Living with Purpose

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

People Supporting People

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

Challenge Categories:



Impact Builders

Start up and community-based organizations with products, services or programs tailored for older adults.



Impact Ideators

People who interact with older adults (individuals or small teams) and have innovative ideas tailored for older adults

Pitch Examples:

Check Out the 2023 Finalist
Pitch Videos for Inspiration



UVX



[UVX Pitch Video](#)



ROOT & SEED



[Root&Seed Pitch Video](#)



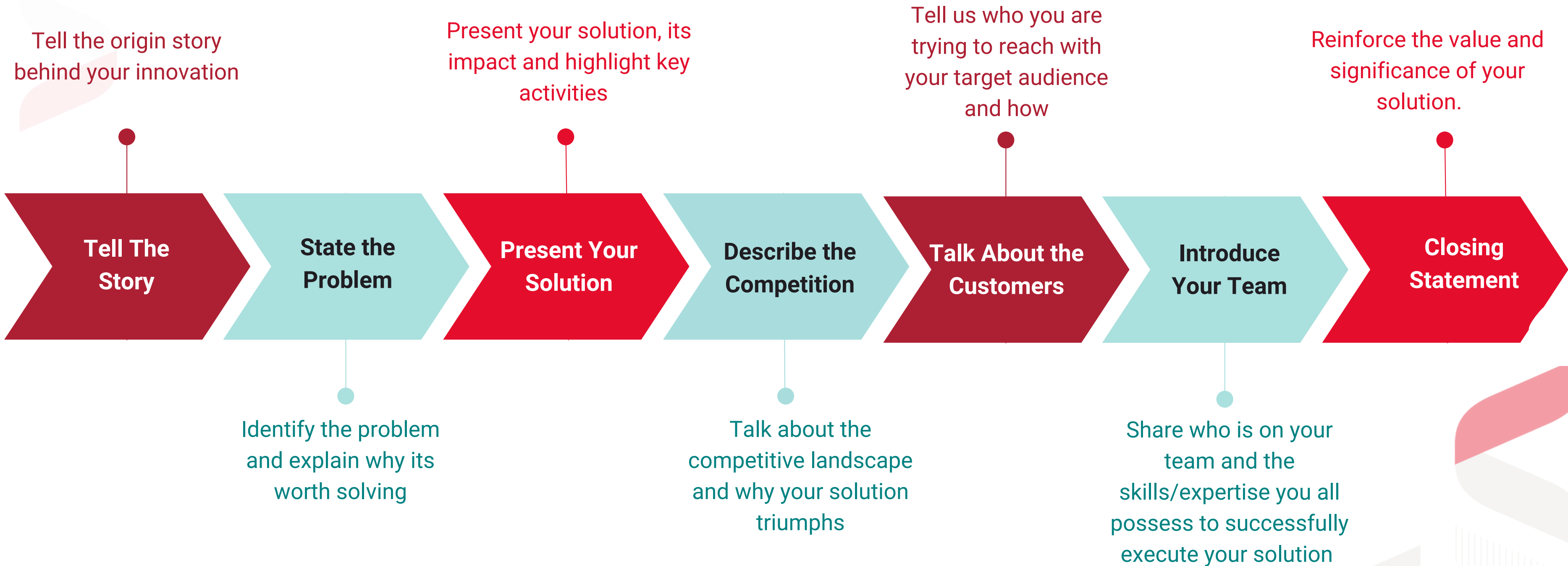
elderPRIME



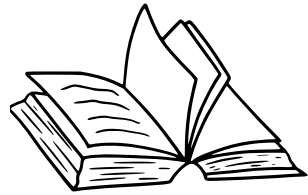
[ElderPrime Pitch Video](#)



The Pitch Sequence



Tips on Landing the Pitch



Tell The Story

Set the stage with a compelling narrative that **grabs the audience attention**.

Ensure your **story is thread throughout the pitch** and tying each sequence together.

Consider: Do I have a personal connection to the problem I am trying to solve with this innovation?



State the Problem

Define the problem you are trying to solve and **why it is worth solving**.

Keep this section **simple and succinct**.

Consider: What are the current trends, data and research about my problem?

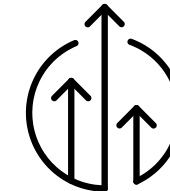


Present Your Solution

Describe your solution and convince the audience **how it uniquely solves the problem**.

Highlight **key features, benefits, and accomplishments to date** of your product or service

Consider: Is my proposed solution in line with my problem statement?

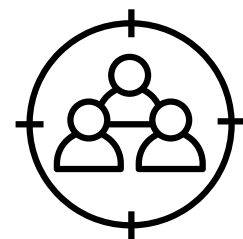


Describe the Competition

Describe the competitive landscape how your solution differentiates itself from competitors.

Highlight **your competitive advantages**: i.e technology innovation and/or business model

Consider: What is the value proposition and differentiator of my innovative solution?



Talk About the Customers

Describe your target audience and **why they would benefit** from the innovative solution.

Provide **market research, customer insights and personas** to paint a clear picture.

Consider: What does the ideal customer profile look like to me?

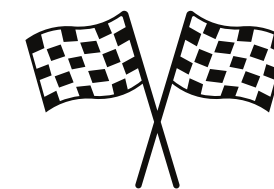


Introduce Your Team

Introduce your team members and highlight your teams **experience, expertise and accomplishment**.

Showcase the **team's diversity** and how your **positioned** to successfully execute the innovative solution.

Consider: What are my team's strengths that contribute to our success and credibility?



Closing Statement

Reinforce your value proposition of your innovative solution and end with a call to action statement.

Bring your closing statement **full circle**. **Tie the closing statement** back to your story,

Consider: How do I leave a lasting impression to my audience?

Video Creation and Considerations



Duration: Maximum 2 Minute Video Pitch



Use high-resolution images and graphics to maintain visual clarity. **Incorporate images** relevant to the content and key messages.



Review the [Terms and Conditions](#) document to verify you have met the outlined video criteria.



Talk Directly to The Camera as if it were your audience. **Pay attention to lighting** to ensure you are visible.



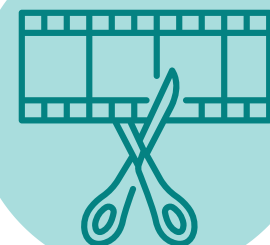
Test different versions of the video. Consider the pacing, sequences of scenes and transition between segments.



Ensure your final video is accessible and viewable for review by judges panel.



Ensure audio is clear, paced and crisp. **Choose a quiet location** or **consider adding background music** to enhance engagement. **Avoid using jargon.**



Utilize Editing Platforms such as *Canva*, *Adobe* and *iMovie* to boost your visuals and develop a quality video.