

# Terms and Conditions

## The Chrysalis Innovation Challenge

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### 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](http://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 older Canadians, caregivers, or anyone who helps older adults in their roles as they compete for cash prizes and in-kind services.

Finalists will pitch at the Chrysalis Innovation Challenge Pitch Night on November 14, 2024. Should the in-person event be cancelled, pitches will take place virtually under alternate arrangements. Pitches will consist of a 2-minute video pitch presentation (Impact Ideators), or a 5-minute pitch presentation followed by a 5-minute Q&A with a panel of expert judges (Impact Builders). 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 older adults, caregivers and people who help older adults in their roles in Canada.

#### **Theme 1 - Aging in Place**

How can we help older adults age in the place of their choosing? Challenge Area Context:

- Financial Wellness
- Support Networks or Community Building
- Products, Tools and Strategies to support living at home
- Mental Health

#### **Theme 2 – Living with Purpose**

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

- Social Connection
- Arts/recreation or Entertainment
- Reimagining Work

#### **Theme 3 – People Supporting People**

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

- Recruitment and Retention
- Caregiver Well-being
- Peer-to-Peer Networks
- Mobility & Transportation

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### Eligibility

Start-ups, community-based organizations and persons who interact with older adults will compete in two different categories:

#### Category #1: Impact Builders

This category applies to startups and community-based organizations with products, services or programs tailored for older adults, ranging from initial prototypes to established or ready-for-expansion initiatives/solutions.

To be eligible for the challenge, applicants/companies:

- Must be a Canadian start-up or community-based\* organization
- All innovations need to be based in Canada
- Person pitching must be the age of majority in their region
- Previous winners of the AGE-WELL National Impact Challenge cannot apply
- Must submit a new idea in one of the streams specifically targeting older adults, caregivers, and/or people who interact with older adults
- Cannot submit more than one application
- Successful candidates must agree to award requirements and participation in the peer-to-peer support program
- 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 November 14, 2024, 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.

*\*A community-based organization is one that is driven by community residents in all aspects of its existence. By that we mean: 1) The majority of the governing body and staff consists of local residents 2) The main operating offices are in the community, 3) Priority issue areas are identified and defined by residents 4) Solutions to address priority issues are developed with residents, and 5) Program design, implementation, and evaluation components have residents intimately involved.*

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### Eligibility

#### Category #2: Impact Ideators

This category applies to people interacting with older adults\*\* (individuals or small teams) who are seeking support to develop an innovative idea tailored for older adults.

To be eligible for the challenge, applicants:

- Must be a Canadian(s) interacting with older adults
- All innovations need to be based in Canada
- Person pitching must be the age of majority in their region
- Previous winners of the AGE-WELL National Impact Challenge cannot apply
- Must submit a new idea in one of the streams specifically targeting older adults, caregivers, and/or people who interact with older adults.
- Cannot submit more than one application
- Successful candidates must agree to participation in the post-pitch support program
- Successful candidates must agree to participate in a survey for tracking and evaluation purposes
- SE Health staff may apply to this stream. SE Health staff submissions cannot be related to their work at SE Health. Entries must focus on independent endeavours
- Members of the SE Health Chrysalis Innovation Challenge organizing team are not eligible to participate in the challenge. 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.

*\*\* Person interacting with older adults who are either paid or volunteer. This encompasses a wide range of roles, such as healthcare professionals, social/community workers, librarians, grocery store clerks, and hairdressers, if they have experience working with older adults and have a creative idea for their challenges. Preference will be given to individuals/teams who possess a thorough understanding of the needs of older adults, can effectively articulate the problem, and can demonstrate the potential positive impact of their proposed idea.*

#### **Additional Considerations:**

- *Team size: Applications can be submitted by individuals or small teams*

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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 along with a link to their pitch video on a YouTube channel by **September 27, 2024 at 11:59 p.m. Eastern Standard Time (the "Closing Date")**. Submitted videos may be used and shared. It is the sole responsibility of each applicant to ensure all required materials are received by SE Health by the Closing Date.

[Application Form – Impact Builders](#)

[Application Form – Impact Ideators](#)

### Video Criteria

1. An applicant 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 (Impact Builders ONLY)
  - 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 link to a public or an 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 reserve the right to refuse or remove any material from the competition that is deemed to be offensive.

Submissions must be online and available until at least 10 business days after the date of the final competition (November 14, 2024) 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 as liable regarding any information submitted during the course of this competition.

SE Health do not claim any intellectual property from the participants, applicant and 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, then 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 any 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 libelling, 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, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the submission worldwide, by any means.

In the event 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, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish and broadcast the submission worldwide (by any means) and to authorize others to carry out such acts as listed above in this section without compensation.

Applicants, to protect their own privacy and the privacy of others, must not include personal information including, but not limited to, phone numbers, social insurance numbers, banking information, resumes or email addresses in their Submissions. 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 include, but are not limited to:

- 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 (Impact Builders only).
- 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 (Impact Builders only) include but are not limited to:

- Research and development; development of prototype products or services or a program
- 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 the 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

Impact Builders (start-ups and community-based organizations) and Impact Ideators (people who interact with older adults) will compete in two different categories. The winner in the Impact Builders category will receive \$30,000 in cash plus in-kind prizes, two or more runner-ups in this category may be eligible for a \$10,000 prize plus in-kind prizes and the people's choice award may be eligible for a \$1,000 prize. Impact Builder finalists may be considered for future CAN Health Network commercialization opportunities and a chance to collaborate with leading healthcare organizations across Canada.\* There will be at least four winners in the Impact Ideator category, each receiving \$1,000 in cash plus in-kind prizes, and the people's choice award may be eligible for a \$1,000 prize.

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### Prizes

Prize packages for the finale winner(s) include, but are not limited to:

- \$30,000 or \$10,000 or \$1,000 cash prize
- Impact Builder finalists may be considered to get in front of CAN Health Network.
- Support from SE Health

\*The Coordinated Accessible National (CAN) Health Network is a federally funded national organization working to introduce more Canadian innovation into Canada's health system. The Network works with leading Canadian health care providers – referred to as Edges – to scale Canadian technology companies across Canada and beyond. By partnering Canadian companies directly with health care operators, CAN Health enables these companies and their solutions to be rapidly validated, procured and scaled across the Network.

### Evaluation Criteria for Submitted Impact Builders Application 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

### Evaluation Criteria for Submitted Impact Ideators Application and Final Pitches

- Uniqueness of solution
- Market size and need
- Plan to reach and market to those who will benefit
- Growth and long-term viability
- Uniqueness over any similar solution(s)
- 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)
- Ability to deliver an effective pitch



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### General Conditions

- 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 abovementioned terms or any other condition herein, the applicant will be disqualified and, at the Organizing teams' 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Personal information.** All personal information obtained from eligible applicants will be used for Competition administration purposes only.
- Decisions.** All persons who enter the Competition agree to be bound by these rules and to final decisions by 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 [futureofaging@sehc.com](mailto:futureofaging@sehc.com)

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

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