

# INNOVATION CHALLENGE

## APPLICATION

TAKE THE CHALLENGE – your opportunity to access professional pitch training and to compete for funds and services to bring your innovative idea to life.

### WHO IS ELIGIBLE?

Early stage life sciences companies or researchers, from Nova Scotia, New Brunswick or Prince Edward Island with a clear intention to commercialize. If you are unsure if you qualify, please contact us.

### HOW DOES THE BIOINNOVATION CHALLENGE WORK?

The 2016 BioInnovation Challenge will have three evaluation rounds:

- **Round One - Evaluation Criteria:** a short application is submitted and up to eight (8) semi-finalists are chosen to participate in our training program in Halifax (**August 29 & 30**)
- **Round Two - The Pitch:** the eight semi-finalists will present their 'Pitch' to a panel of judges representing industry and investment organizations knowledgeable about biotechnology and life sciences in Halifax (**October 17**)
- **Round Three - The Finals:** The top three pitchers from Round Two will go on to Round Three the following day at BioPort Atlantic (**October 18**). The three finalists will present once more to the panel and to the conference audience, all of whom will have a role to play in choosing the winner. The announcement of the Grand Prize Winner will be made at the close of BioPort Atlantic.

### ROUND ONE - EVALUATION CRITERIA

- **Innovation** – Why is there a need for your product or idea?
- **Benefit** – What is the benefit and impact your idea will have?
- **Commercialization Capability** – How do you anticipate implementing your idea?

The semi-finalists selected in Round One will be provided with training by a professional life sciences pitch coach on **August 29 & 30** in Halifax. In the run-up to Round Two, each semi-finalist will have dedicated, one-on-one time with the pitch coach to prepare your presentation. This one-on-one training will occur remotely based on your mutual availability between **September 5 & October 13**. Presentation templates and detailed assistance will be provided so all skill levels are encouraged to apply.

### ROUND TWO - THE PITCH

Each of the semi-finalists will pitch to a panel of commercialization experts on the afternoon of **October 17** in Halifax. The top three pitchers will go on to the finals to be held the following day.

### ROUND THREE - THE FINALS

The top three finalists will pitch to the judges and the audience at BioPort Atlantic on **October 18**. Final scores, which will take into account the judges impressions and audience voting, will determine the Grand Prize Winner.



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## WHY APPLY?

Simply put, good advice is hard to come by! In addition to the grand prize, all finalists will receive valuable advice on how to tell your story to engage and persuade. Creating your message and honing your pitch is one of the most important aspects of attracting interest, so gaining experience and accepting advice from experts is an opportunity not to be missed. If selected as a semi-finalist, your pitch will be made to a panel of investment and industry professionals who will provide you with feedback. If you make it to the finals, you'll have an impressive audience – that same panel of judges and BioPort Atlantic 2017 attendees, which will include potential investors, potential collaborators and experienced industry professionals.

The semi-finalists will receive written feedback and assistance after the semi-finals as part of the pitch coaching program. For the three finalists, each will have the opportunity to discuss the presentation and fine tune it prior to the finals.

## All semi-finalists will gain additional exposure before, during and after the conference:

- Listing in the BioPort Atlantic 2017 program and on the conference website - [www.bioportatlantic.ca](http://www.bioportatlantic.ca)
- Profile in a press release to be sent to local, regional and national media
- Inclusion in email marketing materials used to attract industry and professional attendees and partners to BioPort Atlantic
- BioInnovation Challenge Finalist and BioInnovation Challenge Winner graphics will be provided (for use on your website, email signatures etc.), where appropriate
- Free registration for BioPort Atlantic 2017 (limit of one)

## The grand prize will consist of the following:

**\$15,000 in funding to develop your business as well as an advisory services package valued at more than**

**\$30,000. The advisory services package will consist of services such as:**

- Mentoring and Coaching Advice
- Legal Consultation
- Risk and Insurance Assessment
- Communications and Branding Assistance
- Financial Planning Advice
- Sales and Management Training
- Second and Third Place Prizes may be offered\*

## APPLICATION REQUIREMENTS:

Please provide the following in a Word or PDF document and submit to BioNova via email no later than **August 4, 2017**  
Send to: [kmannette@bionova.ca](mailto:kmannette@bionova.ca)

Questions can be directed to Kerri Mannette at [kmannette@bionova.ca](mailto:kmannette@bionova.ca) or 902 421 5705 ext. 4

### 1. Applicant Information:

Name	Phone
Company or Institution	Email
Address	Website

### 2. Executive Summary – no more than 1/2 page:

The idea or product, the market need and the benefits or positive impact it will provide.

### 3. Proposal – no more than three pages:

- Innovation – describe the innovation, its novel nature and the need it could address.
- Benefit – describe the potential economic benefits and impacts your product could have, locally and/or globally.
- What is your measure of success?
- Commercialization Capability – describe your plan to take your idea to market.
- Who will help you get there - who is on your team, either as an employee, advisor, consultant or other?
- What supports will you need?
- Funding - if you were to win, how would you spend the \$15,000? What other funding do you need in the next 12 months?

### 4. Availability:

Participants **MUST BE AVAILABLE** on all dates outlined within this application.

## Terms and Conditions

*The goal of the BioInnovation Challenge is to elevate the abilities of new ventures and to offer a solid foundation for growth. For that reason, participation is as much about learning as it is winning. The professional pitch training on August 29 & 30, 2017 in Halifax, and the remote one-on-one follow up is compulsory.*

*The grand prize money is intended to advance the commercialization of the product and shall be used as such.*

*Applications will be received via email or fax until 11:59:59 on the due date and cannot be updated once submitted. Do not submit proprietary information.*

*In the unlikely event of low participation and if none of the entries meet the criteria, we reserve the right to withhold awards and determine the best path forward to accomplish the competition's goals. Prizes and program format are subject to change at our discretion.*