



***ACCELERATES SUCCESS**

innovationfactory.ca



WHO WE ARE

Innovation Factory is Hamilton's catalyst for tech innovation since 2011, supporting the growth of entrepreneurship and the innovation ecosystem.

WHAT WE DO

iF provides entrepreneurs with commercialization services to help bring disruptive (unique/IP) technologies to market, increase revenues, attract investment and create jobs.

We work with high-potential entrepreneurs in six sectors.



INFORMATION
TECHNOLOGY



ADVANCED
MANUFACTURING



CLEANTECH



LIFE SCIENCE



INTEGRATED
MOBILITY



SOCIAL
INNOVATION

BUT WHAT WE ACTUALLY DO

- Strategic connections
- Pitch and networking nights
- Training and workshops
- Business advisory services
- Funding identification
- Access to IP support
- Market Intelligence
- Access to mentors and expert advisors
- Women-focused programming
- Integrated transportation and mobility acceleration services

THANKS TO OUR PARTNERS



STAY CONNECTED WITH iF

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2020 LiONS LAIR PITCH MADNESS

September 21-24, 2020



lionslair.ca



LiONS LAIR INTRODUCTION

THE COMPETITION

- Introduction
- Networking and training events
- Coaching and mentorship
- Pillar of Business LiONS judging
- LiONS LAIR Pitch Madness Tournament and Investor LiONS judging
- Sponsors
- Application information and FAQ

2020 LiONS LAIR PITCH MADNESS TOURNAMENT

- A virtual, bracket-style tournament
- Featuring single elimination head-to-head pitch showdowns
- Like March Madness, but for start-ups!
- 16 up-and-coming entrepreneurs will be selected as finalists



LiONS LAIR
by innovation factory

PITCH TRAINING AND NETWORKING

- Networking events
- Business and pitch training
- On-going coaching and business advisory support



BUSINESS READINESS WITH THE PILLAR OF BUSINESS LiONS

- Pillar of Business LiONS contribute their time to help coach and evaluate the finalists
- Finalists participate in interviews with the Pillar of Business LiONS, designed to test their legal, financial and business-growth strategies

FINANCIAL LiON



LEGAL LiON



GROWTH LiON



LIONS LAIR PITCH MADNESS TOURNAMENT

SEPTEMBER 21-24, 2020



2020 LiONS LAIR PITCH MADNESS

- Virtual, bracket-style tournament (like the NCAA March Madness!)
- September 21-24, 2020
- Finalists will pitch and compete head-head in a single elimination tournament
- Finalists will deliver their pitch and field questions from the Investor LiONS
- Investor LiONS help determine which company won the match-up and advances to the next round of the pitch tournament
- Finalists are competing for big prizes thanks to the support from our sponsors

LIONS LAIR PARTERS

Presenting Partners



Pillar of Business Partners



Supporting Partners



Event & Media Partners





APPLY TO THE 2020 LiONS LAIR

Applicants should be...

- Past prototyping stage
- Start-up to Small- and Medium-sized Enterprises stage of their business
- Have an innovative and scalable technology/product
- Looking to build or relocate their business in the greater Hamilton area
- Within the following sectors: life science, digital media/ICT/software/hardware, advanced manufacturing, integrated mobility, cleantech and social innovations
- Find value from Innovation Factory's business services and pitch training

FREQUENTLY ASKED QUESTIONS ABOUT APPLYING

Do I have to participate in every session and event?

- YES! Attendance whether virtual or in-person, is mandatory
- Due to the COVID-19 pandemic, all events will be delivered virtually until the situation begins to improve.
- We will look to arrange in-person meetings, sessions and commitments as appropriate.

What is the general time commitment?

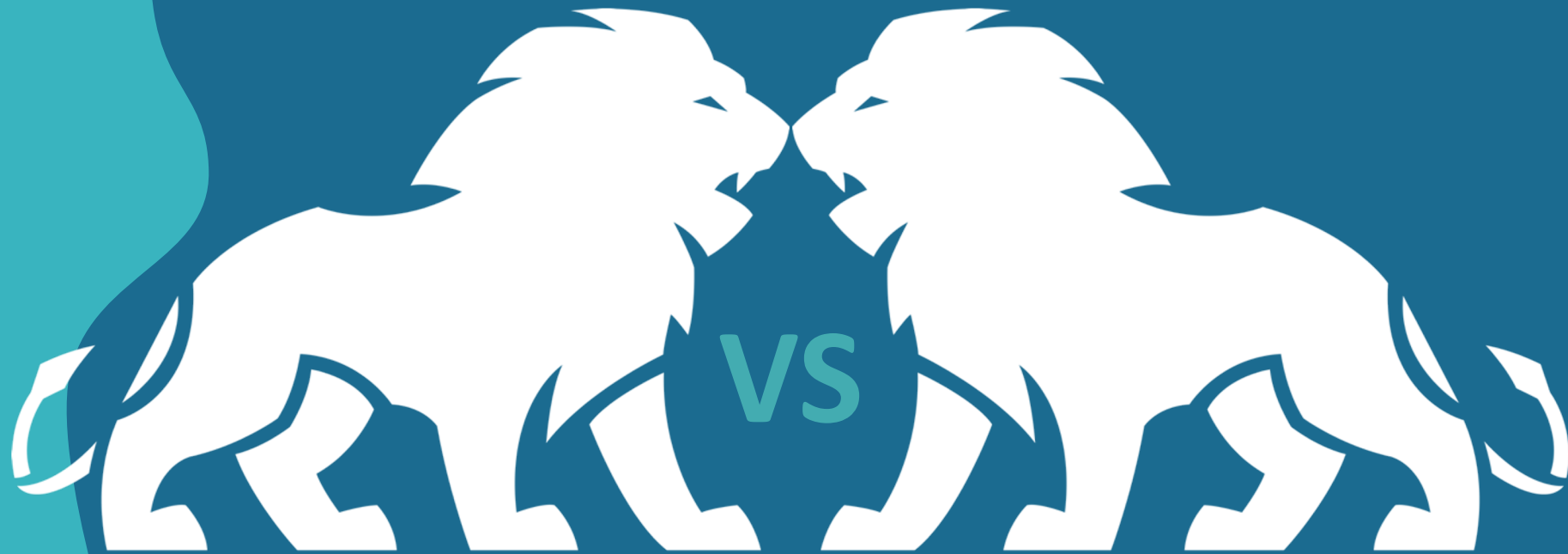
- Approximately 30 hours from June to the end of September
- Includes the events, training, coaching sessions and the LiONS LAIR Pitch Tournament
- Does not include time spent on preparing and practicing pitch presentations

FREQUENTLY ASKED QUESTIONS ABOUT APPLYING

What tips do you have for a successful application?

- Read the terms and conditions
- Follow the instructions and be sure to answer all the questions
- Record your video application and include it in the online application
- Make sure the judges understand:
 - that your innovation is solving a real problem,
 - that your solution is viable,
 - that there is a market and your customers would be willing to pay
 - that your business is scalable by describing your business model and go-to-market plans
 - that you have a team, or understand who you need to add to your team to be successful
 - what are your intellectual property plans are, and how much funding you need to raise and why

DO YOU DARE TO ENTER THE LAIR?





LET'S STAY IN TOUCH

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