

Hello and thank you for your interest in Innovation factory's LiONS LAIR, an annual competition that brings Hamilton's entrepreneurship and innovation community together.

In this presentation I will review the competition application process and questions. If you would like more information about the competition, you can find additional details on the about page.

Each year LiONS LAIR grows, with more and more applications submitted. Finalists are chosen based on their company's product, its commercial viability and the ability of the entrepreneurs to execute. Applications are scored by expert judges who narrow the field down to just a handful of the best.

Ideal applicants of the LiONS LAIR competition

- are Past the prototyping stage
- in start-up to SME stages of their business
- Have an Innovative and scalable technology
- are Looking to build or relocate their business to the greater Hamilton area
- Fall within one of the following sectors: Life science, digital ICT, advanced manufacturing, integrated mobility, cleantech and social innovation
- And Will find value from Innovation Factory's business services and pitch training

If you are considering applying to the competition, please ensure that you meet the application deadline of May 17<sup>th</sup> at 11:59 pm and that you have reviewed the competition terms and conditions linked on this page.

Please carefully review the application form as well as the video presentation criteria and submission instructions.

Please ensure that your video presentation does not exceed 10 minutes as the judges will be invited to stop watching past that time allotment.

Now The goal of your LiONS LAIR application is to help 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 for your solution
- 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 your intellectual property plans are and
- And how much funding your need to raise and why

There are two parts to completing your application.

You will have to complete the requested information fields in the application form as well as record and submit a video as part of your application.

I will share more on the video and questions soon.

So, for 1 part of the application, you simply have to complete all the required fields in the application form, including

- contact details
- Sector and stage information
- Tell us about any previous pitch competition experience
- Agree to the competition commitments
- and Confirm you have read the terms and conditions

The form will not save your progress. Please review these questions in advance and only complete the form when your video portion is ready to be included.

The second part of your application is a video which is the portion that the judges will be evaluating. I will review the questions you will need to answer in your video recording next.

To include your video recording in your application form, you can upload the file directly to the form if its less than 10MB or you can include a link to watch your video.

Our expectations for the video are simple.

You don't have to create a presentation deck, but if you have a physical product it may be helpful to include a demonstration or pictures of it.

You may simply record yourself, and answer each of the application questions, even as if someone was actually interviewing your company for the competition.

We must be able to see you speaking in the recording. So, make sure that camera is on!

If you are not sure how to record yourself or a presentation, you look up free resources to do so. For example, the video conference platform, Zoom lets you create a free account open a video meeting, share your camera and slides if you have any and has the ability to record everything.

Now remember, this recording cannot be more than 10 minutes.

Now I will walk you through the questions you need to answer in your video presentation the Pillar of Business LiONS also have a few questions for you.

It's very important that your answers are succinct and clear.

The judges who review your application are business experts, but it is important to note they may not be experts within your specific industry or market so keep your audience in mind when crafting your responses.

A copy of the interview questions can be found below this video.

First, the Growth LiON from Jan Kelley would like to hear about the Problem and your Solution. Please clearly identify the problem your target market is experiencing. Please also identify your target

customer in your answer. Please clearly identify your value proposition. What makes your solution unique? Have you validated your solution? Please tell us how. For the opportunity section, please explain What the market opportunity is for your innovation? Tell us how many people have this problem and identify the total addressable market.

Next the Financial LiON from KMPG would like to hear about your Business Model and Strategy. Describe your business model and How will you make money. Identify your competition and tell us what strategies you will use to elevate your company. How will you protect your business from competition?

And the Legal LiON from Gowling WLG would like to know about your Intellectual Property plans. So, tell us about your intellectual property and what strategy will you use to protect it? Do you have a future plan for your intellectual property?

For the Go-to-Market section we would like to know how will you attract your first customers and tell us about your beachhead? Describe your go-to-market strategy. How will you scale your business beyond your beachhead? Tell us about your company timelines and Identify key milestones for future growth.

And the last two sections of your application we would like to learn about your management team as well as some other details.

For the Management Team section, please tell us why your team is the right team to execute your business plan? Does your team possess a skill set that puts your company at an unfair advantage? If you are still building your team, can you explain the expertise you know you will need?

And last but not least, please tell us how much money have you raised? How much money are you looking to raise? And If you were to raise money, what would you use it for? What do you hope to gain from the Lion's Lair competition?

Okay and those are the questions you need to answer in your video recording.

Now, remember... the application deadline is May 17<sup>th</sup> at 11:59 pm

Make sure you have reviewed the competition terms and conditions linked on this page

Please carefully review the application form and the video presentation question and submission instructions

And Ensure that your video presentation does not exceed 10 minutes

Thank you and Good luck with your application