

# 2020 LiONS LAIR PITCH MADNESS

September 21-24, 2020



[lionslair.ca](http://lionslair.ca)





## APPLY TO THE 2020 LiONS LAIR COMPETITION

### Applicants should be...

- Past the prototyping stage
- Start-up to Small- and Medium-sized Enterprises stages of their business
- 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

# 2020 LiONS LAIR APPLICATION

- Applications close May 17, 2020 at 11:59 PM ET
- Review of the Terms and Conditions is required
- Complete application form and record video presentation
- 10-minute MAX video recording



**LiONS LAIR**  
by innovation factory

# TIPS FOR A SUCCESSFUL 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 for it
  - 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

# APPLICATION INSTRUCTIONS – 2 PARTS

1. Complete the requested information fields in the application form
2. Record your application presentation and include it in the indicated field in the application form



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# APPLICATION INSTRUCTIONS – PART 1 OF 2

## 1. Complete in the information fields in the application form

- Provide contact details
- Sector and stage information
- Tell us about any previous pitch competition experience
- Agree to the competition commitments
- Confirm you have read the terms and conditions
- **The application will not save your progress, so complete the form when your video recording is ready for inclusion**

# APPLICATION INSTRUCTIONS – PART 2 OF 2

## 2. Record your application presentation and include it in the indicated field in the application form

- Upload the video file directly to the form if less than 10MB or provide a link to watch your video
- You do not have to create a presentation deck, but images of your product would be helpful
- You may simply record yourself, and answer each question
- We must be able to see you speaking in the recording
- **Remember! The recording cannot be more than 10-minutes long!**



# VIDEO APPLICATION QUESTIONS





# 1. PROBLEM AND SOLUTION

**THIS QUESTION IS FROM  
THE GROWTH LION**

jankelley

## PROBLEM AND SOLUTION

- Please clearly identify the problem your target market is experiencing. Please identify your target customer in your answer
- Please clearly identify your value proposition. What makes your solution unique?
- Have you validated your solution? Tell us how.

## 2. OPPORTUNITY

### OPPORTUNITY

- What is the market opportunity?
- How many people have this problem? Please identify the total addressable market



### 3. BUSINESS MODEL/STRATEGY

THIS QUESTION IS FROM  
THE FINANCIAL LION



#### BUSINESS MODEL/STRATEGY

- How will you make money?  
Describe your business model
- Identify your competition. What strategies will you use to elevate your company?
- How will you protect your business from competition?



## 4. INTELLECTUAL PROPERTY

**THIS QUESTION IS FROM  
THE LEGAL LION**



### INTELLECTUAL PROPERTY

- Tell us about your intellectual property
- What strategy will you use to protect it?
- Do you have a future plan for your intellectual property?

# 5. GO-TO-MARKET

## GO-TO-MARKET

- How will you attract your first customers? 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. Identify key milestones for future growth.



## 6. AND 7. MANAGEMENT TEAM AND GENERAL INFO

### MANAGEMENT TEAM

- Why is your team 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?

### GENERAL INFORMATION

- How much money have you raised?
- How much money are you looking to raise?
- If you were to raise money, what would you use it for?
- What do you hope to gain from Lion's Lair?



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DO YOU DARE TO ENTER THE LAIR?

