# **2020 LIONS LAIR PITCH MADNESS**

# September 21-24, 2020

# lionslair.ca

C. VS



# 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



# **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**

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



### **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 be able to see you speaking in the recording
  - Remember! The recording cannot be more that 10-minutes long!

# VIDEO APPLICATION QUESTIONS

- VS

# **1. PROBLEM AND SOLUTION**

## THIS QUESTION IS FROM THE GROWTH LION

# jankelley

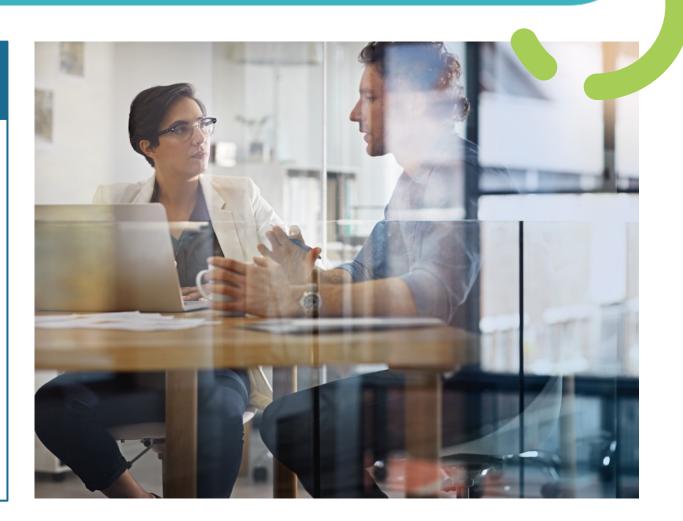
#### **PROBLEM AND SOLUTION**

- 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



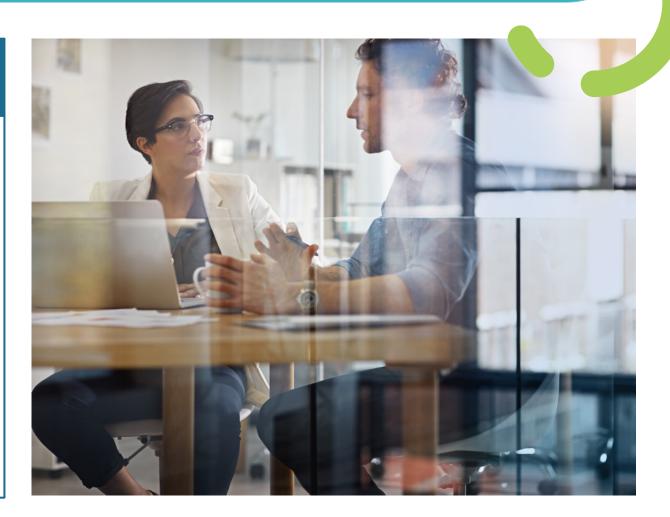
#### **INTELLECTUAL PROPERTY**

- 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?