



Hello and thank you for your interest in Innovation Factory's LiONS LAIR competition



WHO WE ARE

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



Innovation factory is a non-profit business accelerator, and has been serving as the catalyst for tech innovation in Hamilton since 2011.

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

We provide entrepreneurs with business services, training, mentorship and strategic connections to help bring disruptive technologies to market, and drive economic impact

We work with high-potential entrepreneurs within these six sectors including information technology, advanced manufacturing, cleantech, life science, integrated mobility and 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



And here is a bit more information about how exactly, we help our clients grow their business!



And one of the reasons we are able to help Hamilton’s innovators, is through the support of our funders and partners.

We are funded by the Ontario government and supported by these organizations who are passionate about entrepreneurship and innovation in the region



Now since you are visiting us here on our Lions Lair website, hopefully you are already following us somewhere.

But you can stay up to date with us on twitter Instagram facebook and linkedin

And definitely consider joining our newsletter. This is where we send out the latest news, innovation highlights, upcoming events and so much more



Innovation Factory's LiONS LAIR is an annual pitch competition which brings Hamilton's entrepreneurship and innovation community together.

Though we hope to host a great competition, with a cohort of high-potential entrepreneurs, who compete for big prizes, Lions Lair is more than just a pitch competition.

We are dedicated helping these innovators gain the resources and networks they need to support them throughout their entire commercialization journey.



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
- Application information and FAQ

In this presentation I am going to talk about the phases of the competition, including the training and business advisory services provided to the finalists.

I will also introduce the Pitch Tournament and share some information about applying for to this year's Lions Lair

2021 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!
- 10 up-and-coming entrepreneurs will be selected as finalists



This is the 11th anniversary of LiONS LAIR and this year, the competition will be delivered as a virtual, bracket-style tournament in September.

The LiONS LAIR Pitch Madness tournament will feature head-to head pitch-showdowns

The competition will accept 10 up-and-coming entrepreneurs and give them the opportunity to pitch their company to a panel of Hamilton's top business experts and investors.

It's this high-stakes environment, but we will make sure the 2021 LiONS LAIR finalists are prepared!

PITCH TRAINING AND NETWORKING

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



With networking events and workshops, the finalists receive training intended to strengthen their pitch skills and fine-tune their presentation for the big stage.

We also provide them with on-going coaching and business advisory support throughout the competition and beyond to help them grow their business!

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

LEGAL LiON



GOWLING WLG

GROWTH LiON

FINANCIAL LiON

The finalists will then take on a series of interviews with the Pillar of Business LiONS

This phase of the competition is designed to test their legal, financial and business-growth strategies

Innovation Factory partners like Gowling WLG who takes on the role of the legal Lion will also be joined by the Financial LiON, and the Growth LiON, contributing their time to help coach and evaluate the finalists.

LIONS LAIR PITCH MADNESS TOURNAMENT

SEPTEMBER, 2021



After a summer of training, the cohort of finalists will be ready to for the final phase of the competition, the Lions Pitch Madness tournament

2021 LiONS LAIR PITCH MADNESS

- Virtual, bracket-style tournament in September 2021
- Finalists will pitch and compete head-head in pitch showdown
- 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

As I mentioned, LiONS LAIR pitch madness will be delivered as a virtual, bracket-style tournament in September

The finalists will pitch and compete in head-head pitch showdowns, and field questions from our Investor LiONS.

The Invest LiONS lend their time and decades of investment experience to judge the companies' pitches

The finalists of LiONS LAIR are competing for big prizes, which will help to further elevate their companies, create jobs, increase revenues and attract investment – all thanks to the generous support of this year's sponsors.



So if you are ready to apply to LiONS LAIR here is what you need to know!

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

Because we want to ensure that everyone is set up for success, not only in this competition, but for their future commercialization milestones, all of the events, training, media opportunities and more are considered mandatory

At this time, everything will be delivered virtually until the current pandemic situation improves.

The competition should represent approximately 30 hours of time committed to the program from June until the end of September – however this number does not include the work you will need to do on your own.



APPLY TO THE 2021 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

Each year LiONS LAIR grows, with more applications submitted. Finalists are chosen based on their company's innovation, its commercial viability and the ability of 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 proof of concept
- 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, ICT, advanced manufacturing, integrated mobility, cleantech and social innovation
- And Will find value from Innovation Factory's business services and pitch training

2021 LiONS LAIR APPLICATION

- Applications close May 16, 2021 at 11:59 PM ET
- Review of the Terms and Conditions is required
- Complete application form and record video presentation
- 5-minute video recording



When applying to the competition, please ensure that you meet the application deadline of May 16th 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 5 minutes

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

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
- and that you have a team, or understand who you need to add to your team to be successful

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



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.

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**

For part one 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.

APPLICATION INSTRUCTIONS – PART 2 OF 2

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

- 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 should only be 5-minutes!**

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.

Please provide a link to your video recording in the application form.

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 can not be more than 5 minutes.



Now I will walk you through the questions you need to answer in your video presentation

its 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 video questions can be found below.

1. PROBLEM AND SOLUTION 2. OPPORTUNITY

1. 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

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

First, please tell us about the problem and your solution

Please clearly identify the problem your target market is experiencing and 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 question, please explain what is the market opportunity for your innovation?

Tell us How many people have this problem and identify the total addressable market and serviceable obtainable market.

3. BUSINESS MODEL 4. GO-TO-MARKET

| 3. BUSINESS MODEL/STRATEGY | 4. GO-TO-MARKET |
|---|---|
| <ul style="list-style-type: none">• 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? | <ul style="list-style-type: none">• 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. |

Next, please talk about about your Business Model and Strategy

Describe your business model and tell us how you will make money

Identify your competition and explain what strategies you will use to elevate your company

How will you protect your business from competition?

For the Go-to-Market section we would like to know how will you attract your first customers? Tell us about your beachhead.

Describe your go-to-market strategy and tell us how will you scale your business beyond your beachhead?

Tell us about your company timelines and Identify key milestones for future growth.

5. MANAGEMENT TEAM

5. MANAGEMENT TEAM

- Why is your team the right team to execute your business plan?
- If you are still building your team, can you explain the expertise you know you will need?

PLUS!!

**What do you hope to gain from
LiONS LAIR?**

And please tell us about your management team.

Why your team is the right team to execute your business plan?

If you are still building your team, can you explain the expertise you know you will need?

And finally, please tell us what do you hope to gain from the LiONS LAIR competition?

2021 LiONS LAIR APPLICATION

- Applications close May 16, 2021 at 11:59 PM ET
- Review of the Terms and Conditions is required
- Complete application form and record video presentation
- 5-minute video recording



Okay there you have it - the questions you need to answer in your video recording.

Now, Remember... the application deadline is May 16

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

Please carefully review the application form, the video presentation question and submission instructions and ensure that your video presentation does not exceed 5 minutes.



Thank you and Good luck with your application