



November 1st



## Call for Abstracts to Compete

**Submission Deadline: August 7, 2017 (11:59 PM MDT)**

### **The Challenge**

The W21C Innovation Academy is a fast-paced scientific and business pitch competition, taking place on **November 1, 2017** at the **University of Calgary's Foothills Campus (3330 Hospital Drive NW)**.

We are seeking novel and creative innovations from across Western Canada that have the potential to change health care and health systems delivery.

**Have you started a new program, revamped an old one, or fundamentally changed the way you do things?**  
**Have you developed a new health product, device, or service?**

Submit an abstract (maximum 500 words, information below) to compete in the W21C Innovation Academy and tell us about your new technology, pioneering approach, radical process improvement, energizing educational program, or transformative quality improvement initiative!

### **W21C Innovation Academy Background**

W21C is a pan-provincial health systems research and innovation initiative based within the University of Calgary's O'Brien Institute for Public Health and the Calgary Zone of Alberta Health Services. W21C's interdisciplinary team addresses health care needs through evidence-based practice, technology testing, and education outreach - driving change in the health care system to enhance patient safety and quality of care.

The W21C Innovation Academy competition is part of an international innovation platform with sites currently in Switzerland, Hong Kong, and Canada (Toronto and Calgary). Throughout 2017, each of these partner sites will host independent Innovation Academies. The winners from each of these events will move on to compete against each other at the 2018 Global Healthcare Innovation Academy taking place August 29-30<sup>th</sup> in Hong Kong.

### **Competition Streams**

New for this year's competition – commercial and social innovation competition streams! Submissions for this competition should reflect one of these streams, defined below:

- Commercial Innovation (For-Profit): All forms of innovations aimed at increasing value for your chosen target customers, and bringing that product or service to market for commercialization.
- Social Innovation (Not-for-Profit): An innovation that meets the social needs to strengthen society (i.e., Includes the social process of innovation, such as open source methods and techniques).

## **Abstract Submission Guidelines, Eligibility, and Notification of Acceptance**

**Anyone with an innovative health idea is encouraged to apply.**

Deadline for submission is **August 7, 2017 - 11:59 PM (MDT)**.

- Abstracts must be submitted through our online form, located at: [w21innovationacademy.com](http://w21innovationacademy.com).
- Submissions can be a maximum of 500 words and must include the following: the overarching health problem and patient/health provider population you are addressing, your innovation's scientific merit, uniqueness, existing developments or competitors in this area, your work to date and your business strategy for sustainability (commercial innovations) or sustainability plan (social innovations).
- If you competed in the 2013 or 2015 W21C Innovation Academy and did not place in the top three, you are welcome to apply again for the 2017 competition, provided there have been significant enhancements to your entry.
- Abstract selection will be determined by quality of content and the relevance of your submission. Successful applicants will be notified by **August 28, 2017** and will move on to compete in the W21C Innovation Academy event on **November 1, 2017**.

*\*Please note: if you have concerns around the intellectual property of your innovation, the W21C Innovation Academy is a public event and offers no protection, so please apply at your own discretion.*

## **Competitor Requirements and the “Pitch”**

If selected, you or a member of your team will be expected to be **present for the full day on November 1**, and prepare for the following competition activities:

- 1) “Mad Minute” Scientific Video Presentation: one-minute creative pitch presentation to explain the scientific aspects of your innovation. **Video submission deadline: October 23, 2017.**
- 2) Scientific Poster Presentation: Engage in Q and A during juror adjudication rounds on November 1. **Digital poster submission deadline: October 23, 2017.**
- 3) Business Pitch Competition: three-minute pitch plus three minutes for questions from the jury. Your “pitch” should convey the nature of your project in an informative and energetic way. **November 1, 2017**

## **Awards**

Prize categories include the following: first (commercial), second (commercial) and Most Promising Idea (commercial), the Innovation for Social Change Award (social innovations) and People's Choice (both commercial and social innovations will be considered for this prize category). Prizes will be a combination of grants-in-aid and in-kind services to enhance your innovation and business case. Winners are expected to use the prizes to further develop their innovation and to support the presentation of their ideas at the Global Healthcare Innovation Academy, to take place **August 29-30, 2018 in Hong Kong**.

## **Contact Us**

For questions regarding the abstract submission process, or for general information about the W21C Innovation Academy, please contact us at [w21c@ucalgary.ca](mailto:w21c@ucalgary.ca). Information can also be found on the website: [w21innovationacademy.com](http://w21innovationacademy.com).

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**W21C**

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