



This is Long Term Care 2017 Conference: Ahead of the Curve

Innovators' Den – Application Form

For Instructions on how to complete this form, please see 'Application Instructions'

Primary contact information

Name: _____
Title: _____
Company: _____
Work number: _____
Cell number: _____
Email: _____

Company information

Company name: _____
Company address: _____
Company phone number: _____
Company website (if applicable): _____
YouTube channel (if applicable): _____

Presenter information

If selected, please list the name(s) and title(s) of all presenters:

Product or service information questions

1. What is the name of your product or service?

2. What inspired the development of the product or service? (250 words)



3. How much money has already been invested in this so far? (excluding sweat equity) (150 words)

4. What is your value proposition/business case? (500 words)

5. What is the cost of your product or service for homes? Are their annual renewals/upgrades that the home needs to factor in re costs, staff time, etc.? (250 words)



6. What is the implementation process like? Is there training involved, installation or education that needs to be done before utilizing your product or service? Describe the implementation process and timeline. (300 words)

Presentation application questions

1. The audience will be full of policymakers, researchers, students, aging care leaders, front-line staff, family care givers and innovators from long-term care and retirement sectors, why should they care about your product or service? (250 words)

2. How does your product or service help in achieve greater quality and/or efficiency in long-term care homes? Has it improved residents' care, saved staff time, saved the home money? If so, how? Provide data (500 words)



3. What inspired the development of your product or service? (250 words)

4. Are there other products or services like yours in the market? If yes, what advantages does your product or service have over its competitors? (250 words)

5. Is your product or service currently being used by long-term care homes? If so, how many homes in Ontario? (100 words)



6. What is the potential sector-wide impact, if your innovation was adopted by every long-term care home in the province? (250 words)

Conference program information

1. Describe your product or service in 150 words. *(Note: this description will be utilized in our program and/or on the event website.)*