

FACIT FALCONS' FORTUNES

Date & Time: Wednesday, March 11, 2015, 3:15-5:30 pm

Location: Westin Harbour Castle, Harbour Ballroom A, Toronto

Concept: *Falcons' Fortunes* (based on the popular TV series *Dragons' Den*) invites attendees of the 2015 OICR Scientific Meeting to pitch innovative research ideas to a panel of friendly investors. Hosted by the FACIT Falcons, this event will offer \$50,000 in Catalyst funding to invest in the most promising oncology research idea¹.

Remember, while the research idea should be novel and sound, the competition is for the best pitch – i.e. the presentation that best convinces the investor panel on the value of the idea and how \$50,000 would improve and/or better illustrate the potential (and if possible commercial²) value of the innovative idea itself.

Objective: Building a culture supportive of entrepreneurship and commercialization in Ontario is critical to drive innovation. The *Falcons' Fortunes* event, a FACIT initiative, endeavors to enhance, support and celebrate a culture of commercialization in Ontario, such as the cultivation of skill sets that enable ideas to be successfully pitched to investors and promotion of entrepreneurial spirit.

Eligibility: The *Falcons' Fortunes* pitch competition is open to any Ontario-based entrepreneurial researcher working in the oncology space. Joint pitches from up to two researchers are also eligible. Basically, anyone with the entrepreneurial itch should participate!

What oncology research ideas are in scope: Pitch ideas can be related to any cancer-related research in Ontario.

Format: Interested participants will give 10-minute pitch presentations to the panel of investors (“the Falcons”). This will be followed by a 5-minute Q&A session with the Falcons. The objective is to share your big picture idea and convince the Falcons that an investment of Catalyst funding will contribute to moving the idea forward³. The pitch should tell a story and highlight (at minimum):

- The research idea and associated technology (what is it, what does it do)
- The need or issue addressed (what is the problem)
- The target audience/customer (addressable market)
- Any supporting data or relevant demo
- What the investment will do to advance the idea (use of proceeds)
- Commercial relevance of project (why is it commercially suited/important)

Other additional considerations for the presentation (i.e. preparation for the Q&A) include an understanding of the market potential, IP position or challenges, and what areas of expertise are being sought that members of the investment panel may possess and could provide.

Following all the pitches, the Falcons will deliberate, judge and decide which pitch should receive the \$50,000 Catalyst funding. The winning pitch will be announced on March 12, 2015.

¹ Subject to further due diligence following the event and final approval by the FACIT Board of Trustees

² “Commercial value” includes patient benefits that reach the market as well as economic impacts such as job creation or capital generation

³ Pitches will be made under cover of a non-disclosure agreement that judges and attendees will be required to sign

Judging criteria: The following criteria will be used to judge the pitches:

- Has the pitch clearly articulated the value proposition?
- Has the pitch demonstrated an addressable need and market opportunity?
- Has the pitch demonstrated competitive differentiation?
- How effective and convincing was the overall pitch?

Support available: The FACIT team is available to provide support and mentorship leading up to the event. Participants are encouraged to email info@facit.ca with any questions that will assist them in honing their pitch and preparing their presentation. A helpful video lecture on how to build your pitch deck as well as a list of other reference and support materials related to this topic can be found here:

<http://www.marsdd.com/entrepreneurship-101/money/#4>

How to participate: Send an email to [Nicole Baryla and Connie Chen](#) by January 16, 2015 to indicate your intent to participate. An abstract of your pitch idea (max 300 words) must be submitted by February 2, 2015. A maximum of 6 participants will be selected by February 9, 2015 to deliver their pitches on March 11, 2015.

Summary of Timelines:

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| • Notice of intent to participate – email RSVP sufficient | By Fri Jan 16 |
| • Submission – pitch abstracts (max 300 words) | By Mon Feb 2 |
| • Announcement of selected pitch candidates | By Mon Feb 9 at 5pm |
| • Pitch preparation resources | TBA |
| • Falcons' Fortunes event | Wed, Mar 11 |

Questions: Please contact [Nicole Baryla and Connie Chen](#).

