

2025 Falcons' Fortunes Pitch Competition: Innovation Summary form

Falcons' Fortunes is FACIT's premier event to celebrate and grow the entrepreneurial spirit within the cancer research community. The pitch competition showcasing groundbreaking cancer innovations is the only annual competition of its kind in Canada. FACIT is enabling a culture of commercialization where Ontario-based cancer research becomes Ontario-made solutions to benefit patients worldwide.

The 12th annual Falcons' Fortunes event will be held on March 20, 2025 where six finalists will pitch their Ontario-made cancer innovation in-person to a panel of judges for a chance to win the \$100,000 Ernsting Entrepreneurship Award. An Audience Choice award will also be presented to the favourite pitch presentation as voted by attendees.

To be considered for Falcons' Fortunes pitch competition, you must complete and submit the *Innovation Summary* form on-line before the deadline. All submissions will be assessed for suitability following FACIT's Prospects Fund requirements. Please ensure to review eligibility, competition format, and other details described on FACIT's website (facit.ca/falcons-fortunes) before completing the form. To view or download a sample form, [click here](#).

The deadline to submit your Innovation Summary form is January 17, 2025.

If you have any questions, please contact Ricky Chan: rchan@facit.ca

* Indicates required question

1. Email *
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PITCH APPLICANT INFORMATION

(please complete all applicable questions)

2. **First Name ***

name of the presenting entrepreneur

3. **Last Name ***

name of the presenting entrepreneur

4. **Start-up Company Name** *(if applicable)*

If applicable, provide the name of the start-up company associated with the innovation and indicate if the company is incorporated. Please note that having a start-up company and whether it is incorporated does not impact your application or chances of winning.

5. **Is the start-up incorporated?**

Check all that apply.

Yes

No

Not applicable

6. **Location** (city)

primary location where you or the innovation is based

7. **Affiliation(s)**

list the primary institution(s) that you are affiliated with (*if applicable*)

8. **Partners and their affiliations**

please list the key partners, if any (e.g. co-founders, PI, primary collaborators).
-include their Full Names, Institution/Company affiliations, and Title/Role in your
innovation/company

INNOVATION SUMMARY

The summary should clearly communicate, with minimal scientific jargon, the advantages of your cancer innovation, the market-pull and its commercial value, and potential real-world impact to benefit patients. The questions in the submission form mirrors the key elements that should be addressed in the pitch presentation. While the innovation should be novel and technically sound with supporting research data, the competition is about delivering the best pitch that will convince potential investors.

9. **Pitch Title ***

Provide a short working title to identify your innovation (~5-7 words or 125 characters)

10. **1) WHAT IS THE INNOVATION? ***

Provide an overview of the breakthrough cancer innovation, including what it does, the key technology, and scientific rationale. Include a brief summary of the data and/or references that support your innovation.

(Limit: 2500 characters)

11. **2) WHAT IS THE PROBLEM YOUR INNOVATION IS SOLVING? ***

Briefly describe the unmet need or issue addressed by your innovation.

(Limit: 1500 characters)

12. **3) WHAT IS THE MARKET FOR YOUR INNOVATION? ***

Describe the addressable target audience/customer and evidence of any market-pull for your innovation. Include a general estimate of the size and value of this market and where your innovation would fit in this market (e.g. % share of the market)

(Limit: 1500 characters)

13. **4) WHAT IS THE KEY DIFFERENTIATOR OF YOUR INNOVATION?**

Describe how your innovation stands out from the competition and/or from the current gold-standard. Include the commercial relevance/value of your innovation such as patient benefits and economic impacts.

(Limit: 2500 characters)

14. **5) HOW WILL YOU USE THE FUNDS? ***

Provide a high-level breakdown of the intended use of the proceeds (\$100,000 fund) to advance your innovation. Indicate how this fits within your proposed commercialization pathway including a general timeline.

(Limit: 1500 characters)

CONFIRM YOUR SUBMISSION

Please review your responses for accuracy and ensure that you have completed all applicable questions.

Click NEXT to complete your application for Falcons' Fortunes pitch competition.

Sample Innovation Summary form.
Please use the on-line submission form.



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