

2026 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 13th annual Falcons' Fortunes event will be held on April 15, 2026 in Toronto, where six finalists will pitch their Ontario-made cancer innovation 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 a sample form, please click [here](#).

The deadline to submit your Innovation Summary form is January 30, 2026.

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

*** Indicates required question**

1. Email *



PITCH APPLICANT INFORMATION

(please complete all applicable questions)

2. First Name *

presenting entrepreneur

3. Last Name *

presenting entrepreneur

4. Start-up Company Name (if applicable)

If applicable, provide the name of the start-up company associated with the innovation. It does not have to be an official (registered) company name but do check the box below if the company is incorporated.

(Please note that having a start-up company or its status 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

*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
project/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 in benefiting 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? *

Briefly describe your breakthrough cancer innovation, including what it does and the key technological and scientific basis. Include a brief summary of the data and/or a key reference that supports your innovation.

(Limit: 2500 characters, incl spaces)

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

*Explain what is the issue or unmet need addressed by your innovation.
(Limit: 1500 characters, incl spaces)*

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, incl spaces)*

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, incl spaces)

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

Provide a high-level budget showing a breakdown of the intended use of the proceeds (\$100,000 fund) for a discreet project to advance your innovation. Indicate how this fits within your proposed commercialization pathway including a general timeline of next steps towards key milestones.

(Limit: 1500 characters, incl spaces)

15. 6) HAS LEGAL PROTECTION BEEN FILED FOR THE IP? (e.g. patent application) *

Briefly describe the IP for your innovation and its status (if applicable) or the potential future IP and any plans to secure the IP.

(Limit: 500 characters, incl spaces)

CONFIRM & SUBMIT

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

When ready, **check the box** below and click **SUBMIT**.

You will receive a confirmation e-mail including a copy of your submission.

Check all that apply.

I confirm that the form is complete and that the information provided is true and accurate to the best of my knowledge.



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