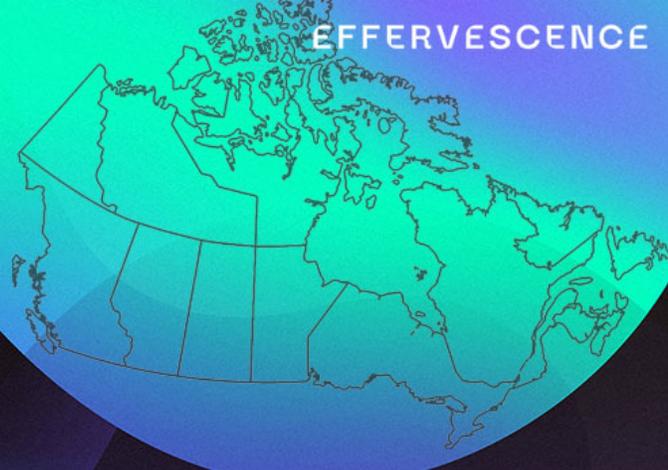


STARTUPS

PITCH CONTEST



For its first edition of 2021, the EFFERVESCENCE pitch contest for start-ups will be used to fuel the rise of Canadian start-ups whose innovations aim to transform the field of life sciences and health technologies (LSHT).

The 10 start-ups selected as finalists in the contest will have the opportunity to present their pitch before the EFFERVESCENCE participants, during a virtual session that will be open to the public. Their pitches will be judged by a jury of experts and specialized LSHT investors from Canada, the US and Europe. The evaluation by the jury members will take the form of constructive advice and possible solutions to be explored to allow the entrepreneurial team to push its project even further.

The 10 finalists will benefit from unique visibility with a diverse audience comprised of investors, entrepreneurs, researchers, and industry members, all brought together at EFFERVESCENCE to discover the most promising opportunities for collaboration and create the future of life sciences in Québec.

There will be a \$20,000 grand prize sponsored by Pfizer, a \$10,000 prize sponsored by adMare and a dozen other cash and in-kind prizes will be awarded to the winning teams to enable them to continue their transformative innovation momentum.

ELIGIBILITY CRITERIA

The purpose of the EFFERVESCENCE start-up pitch contest is to highlight the most transformative innovations developed by Canadian start-ups seeking to make inroads in the field of LSHT, which includes the following sectors:

- Biopharmaceutical
- Medical technologies
- Biotechnology
- Digital health
- Artificial intelligence applied to LSHT

To be eligible, applicants must:

- Be a Canadian start-up in an early stage of development
- Demonstrate strong growth potential
- Not have already received significant investments, considering their product's development stage in the sector in which they are working

APPLICATION

The application must include the following elements, ideally combined in a single file, in PDF format:

- A brief presentation of the start-up in a few non-confidential slides (maximum 15 slides)
- A one page (maximum) letter of interest specifying why the project is seen as a significant innovation with transformative potential for the health care system or the LSHT ecosystem. The letter must also describe the funding phase and the sources of this funding.

The EFFERVESCENCE start-up pitch contest jury includes experts from outside Quebec; it is therefore highly recommended that the application and the presentation be in English to ensure they are understood and to fully benefit from the jury's feedback.

RECIPIENT SELECTION AND PITCH CONTEST

The 10 finalists will be selected based on the excellence of their application. The application will be evaluated by a jury made up of nine (9) business and finance experts in the LSHT field in Montreal and elsewhere in the world. Specifically, the jury will include venture capitalists, support organizations for LSHT entrepreneurs, successful entrepreneurs and industry experts.

The application will be evaluated based on the following five (5) criteria:

- Degree of technological innovation: the start-up is working on a world-class technological innovation that has the potential to transform the LSHT community.
- Unmet need: the solution developed by the start-up satisfies a significant unmet need
- Differentiation: the project and the developed technology stands out from the competition
- Innovative business model: the strategies planned by the start-up to reach its target market are relevant and take into account the entire ecosystem to better integrate therein.
- The team: the start-up team has relevant and complementary expertise and experience

Please note that the selected finalists must be available to pitch during our live session on March 17th at 4:00 PM. Selected finalists will be contacted at the beginning of March with further details.

SUBMITTING YOUR APPLICATION

Each application must be submitted electronically to EFFERVESCENCE at the following email : info@effervescencemtl.com

APPLICATION DEADLINE

Monday, February 22, 2021, at 5:00 PM (EST)

THIS CONTEST IS POSSIBLE WITH THE SUPPORT OF OUR PARTNERS:



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AND WITH THE SUPPORT OF THESE ORGANISATIONS:



THE FUTURE
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