

# Applicant Info Package – 2015 Northwest Innovation Challenge

**Submission deadline: midnight, Monday, May 4, 2015**

## 1. What kind of innovations are we talking about?

Almost anything that ‘turns the model upside down’. For example, a quirky product made out of local resources, a new way to plan your community, a new app that benefits Northwest BC, a new way to catch rainwater and use it in our homes. Whatever you’ve got brewing in your brain, we want to hear about it. Go to the ‘News’ section of [www.sncire.ca](http://www.sncire.ca) to see which innovations won in the 2014 challenge.

Ideas will be judged on the following criteria – in both the preliminary and final rounds:

- **Strength of innovation.** How does the innovation reflect the statement ‘Turning the Model Upside Down’? Is the innovation original/novel?
- **Regional Relevancy.** How does the idea pertain to Northwest BC? For example, does it use local materials? Address a regional issue?
- **Impact.** Does the innovation solve a regional problem? A community problem? How many people would the innovation benefit? Has anyone else tried to solve this problem and failed? Could the innovation create new opportunities for the region, for example, a new market or potential new employment?
- **Appeal of proposed display.** Does the display help others understand the innovation more easily? Is the display interactive? Creative? Does it have ‘cool’ factor? How compelling is the story behind the innovation?
- **Enthusiasm** How motivated and enthusiastic is the individual/team about their innovation? How likely is it that the team will move forward with the innovation (after the innovation challenge)?
- **Potential for commercialization.** Does the innovation provide a potential business opportunity?

Note: Separate prizes may be awarded for specific criteria, for example, “most innovative use of a bioproduct or best potential for commercialization. More info below in ‘Prizes’.

## 2. Application Process

- A. Submit a completed Application Form, available at [www.sncire.ca](http://www.sncire.ca), to [info@sncire.ca](mailto:info@sncire.ca) by midnight, Monday, May 4, 2015. Submissions received after May 4 will not be considered.

## 3. Judging (Two Rounds)

### A. Preliminary Judging.

Finalists will be chosen from among all applications received and will be announced by Wednesday, May 6. Each of these finalists will receive \$250 to help prepare a display for the Northwest Innovation Challenge Event in Terrace on Thursday, May 21. The number of finalists chosen will be based on the number of applications received. (Twelve finalists were selected in 2014.)

### B. Final Round.

All finalists are required to attend and display their innovations at the final Northwest Innovation Challenge event in Terrace on Thursday, May 21 at Northwest Community College Longhouse. (More info will be available closer to the date) The displays will be judged according to criteria

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above, winners chosen and cash prizes awarded. This event is open to the public, who will also vote for a People’s Choice award.

### 4. Prizes

At least \$10,000 in cash prizes will be awarded as follows:

- A. **Finalists - \$250 each** to create a display for the Thursday, May 21 event.
- B. **Mountain Prize \$1,500**
- C. **Tree prize \$1,000**  
B & C awarded based on the criteria outlined above: strength of innovation, regional relevancy, impact, appeal of proposed display, enthusiasm and potential for commercialization.
- D. **Bio-Product Prize \$1,500** - Awarded for the most innovative use of a bioproduct (ie. timber, botanicals, woody waste). *Sponsored by Terrace Community Forest.*
- E. **Thrive North Commercialization Prize \$1,500** – Awarded to the innovation considered to have the best potential for commercialization. *Sponsored by BG Canada and Futurpreneur Canada as part of the ThriveNorth Initiative.*
- F. **Northwest Prize \$1,000** - Awarded for the innovation that best addresses the needs and opportunities of Northern B.C., the innovation that is most clearly "of the North, for the North". *Sponsored by UNBC & SNCIRE.*
- G. **People’s Choice \$500** - Voted on and chosen by anonymous public ballot.

Note: Pending sponsorship, more prizes may be added. New sponsors and new prizes will be announced at [www.sncire.ca](http://www.sncire.ca) and on SNCIRE’s Facebook page.

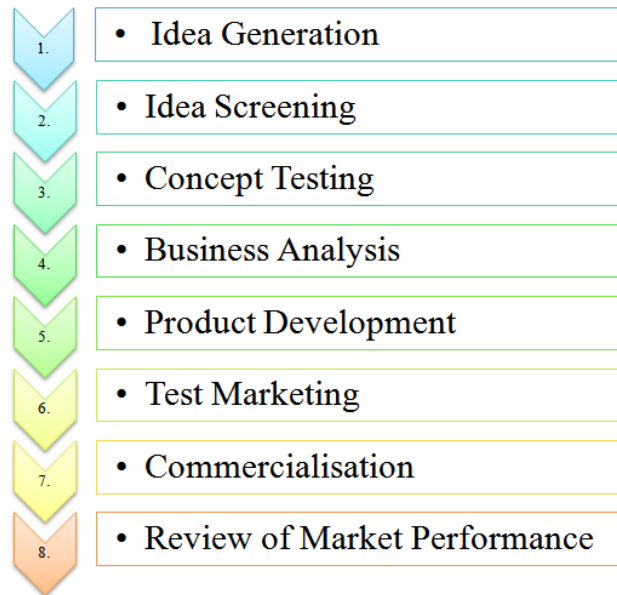
### 5. Timeline

Until midnight Monday, May 4, 2015	Submissions accepted.
May 5	Preliminary judging. Finalists chosen.
Wednesday May 6	Finalists announced. \$250 awarded to each.
May 7 – May 20	Finalists prepare displays for May 21 final event.
Thursday, May 21, 2015	Northwest Innovation Challenge In Terrace at Northwest Community College Longhouse. Time to be announced. Finalists display innovations. Judging takes place. Winners announced. Cash prizes awarded!

### 6. Rules

1. **Applicants.** Individuals or a team of individuals, one of whom must reside in Northwest BC, are eligible. See <http://www.northerndevelopment.bc.ca/explore-our-region/> for map of Northwest BC. Businesses are not eligible.
2. **Number of Submissions:** Applicants may submit up to three applications each.

3. **Suitability.** SNCIRE has the right to disqualify any entry that, in its judgment, violates the rules or spirit of the competition or exceeds the bounds of social convention.
4. **Stage of Development:** The innovation must be pre-commercialization i.e. in stages 1 through 5 in the graph below. Innovations in stages 6 or later are not eligible.



5. **Confidentiality.** SNCIRE aims to respect any confidentiality concerns of a participant however:
  - a. Innovation Challenge participants (individuals and teams) should only submit materials and information they are willing to share publicly; and
  - b. Protection of sensitive materials is the responsibility of the individual or team participating in the competition.
6. **Attendance.** By submitting an application, the applicant agrees to attend the Northwest Innovation Challenge event in Terrace on Thursday, May 21, 2015, should they be selected as finalist. (Funding for transportation and accommodation may be available to assist finalists who do not reside in Terrace in attending the Northwest Innovation Challenge.)
7. **Permissions.** By submitting an application, the applicant agrees that SNCIRE and sponsors may take photographs and video recordings of applicants and submissions, and use these in promotional materials and announcements.

Be courageous! Be creative! Turn the model upside down!

**Enter the Northwest Innovation Challenge.**

We look forward to receiving your application by May 4, 2015.



The 2015 Northwest Innovation Challenge is organized by SNCIRE, the Skeena Nass Centre for Innovation in Resources Economics. A big **THANK YOU to all of our SPONSORS!** Without their generous contributions this event would not be possible. More info at [www.sncire.ca](http://www.sncire.ca).