

You are invited to participate in the Centre's 2017 **IDEATHON!**

Tech to Connect: Supporting Optimal Aging

Canada's demographic shift, its speed and its societal and economic implications are unprecedented in history. Population aging requires us to abandon outdated mental models about aging and ultimately, to design innovative solutions to address both the challenges and opportunities inherent in increased longevity.

Recognizing the pervasive influence of technology in our lives, coupled with the social isolation and/or loneliness encountered by a staggering number of adults 65+, we invite you to submit your ideas about the ways in which technology can build social connectedness.



We challenge you to be creative, to get involved and to propose innovative technology-based ideas and solutions that respond to this fundamental change in the make up of our society.

In addition to prizes, the individuals or teams behind the winning submissions will have an opportunity to turn their ideas into research and design projects in partnership with the team at the Sheridan Centre for Elder Research.

The submission deadline is September 22nd – completed proposals must be sent to elder.research@sheridancollege.ca by midnight (EST).

Submission guidelines:

Proposals may be submitted by individuals or by teams. We encourage all submitters to actively engage with older adults and/or their targeted end user group(s) to develop the proposal; any such engagement should be described in the proposal.

Proposal guidelines

The entire proposal must be no longer than 5 pages, single-spaced, while adhering to the specific section limit guidelines described below.

- 1) Provide a brief summary of your idea (300 words maximum, lay language).
- 2) Who is your target audience and what is the specific context for your idea? Be specific (no more than 1 page). Who do you think will directly benefit from or see the impact of your idea, and why is it relevant or important?
- 3) Comprehensive description of your idea: Describe your idea(s) for a tech-based solution that builds social connectedness. Avoid technical jargon, but assume the reader will be generally familiar with your topic area. You may include a picture, diagram or brief video to further explain your idea. Pictures and diagrams must be high resolution and count towards the 5-page limit. Videos must be 30 seconds or less and can be appended in addition to the proposal itself. Please also include a brief description of the individual/team members and how their expertise is relevant to the proposed idea.
- 4) Business case and/or financial considerations (no more than 1 page). What would it cost to conduct a pilot study to investigate, test or implement your idea? Why would this idea be a sound investment?
- 5) Briefly describe how the Centre for Elder Research could help turn your idea into reality (no more than 150 words).

Submission

Proposals are due by midnight (EST) on September 22nd

Submit your complete entry electronically to: elder.research@sheridancollege.ca

Adjudication

Proposals will be reviewed by the Centre's Advisory Board on October 4th and winners announced by October 20th

Awards

Each winning submission's team will receive a complimentary lunch and planning session with the Centre researchers, a Centre for Elder Research gift bag and the following:

1st place: One (1) GoPro HERO5 Waterproof Camera

3 Runner-ups: One (1) JBI Charge 3 Waterproof Bluetooth Speaker (per submission)