CIC ELEVATOR PITCH COMPETITION

ELEVATE

FROM IDEA TO STARTUP

Registration Deadline
March 31, 2024

Total Prizes
$6,000

Registration
ConstructionCIC.ca/competition2024

Registration Cost
FREE!

CONSTRUCTION INNOVATION CENTRE
Research Driving Change

In Collaboration With

#IHT Lab

ASCE STUDENT CHAPTER

THE CHALLENGE

The pace of technological innovation is leading to the rapid transformation of many industries, including construction. The construction industry is in need of innovative solutions to tackle a variety of challenges as related to productivity, safety, sustainability, availability of skilled labor, housing, supply chain, material costs, and more.

We are inviting you as a young aspiring entrepreneur to pitch your idea on how you can solve existing and upcoming challenges of the construction industry through the use of advanced technologies, Construction 4.0 concepts, digitalization, IoT, automation, robotics, digital twining, and other innovative approaches!

The ELEVATE pitch competition is your chance to turn your innovative solution into a construction startup! You will be pitching your idea to a panel of investors, construction leaders, researchers, and successful construction entrepreneurs.

Let's take the first step towards launching your construction startup!

WHY PARTICIPATE?

- **Innovate for Impact**

  Tackle real-world problems facing the construction industry. ELEVΛTE is your chance to propose groundbreaking solutions that can lead to tangible changes and advancements in how we build our world!

- **Showcase Your Talent**

  Stand under the spotlight and demonstrate your skills, creativity, and innovation to a panel of industry leaders and experts. ELEVΛTE provides you with an unparalleled opportunity to make your mark and get noticed by potential investors, mentors, and employers!

- **Expand Your Network**

  Connect with like-minded peers, professionals, investors, and industry leaders. Participating in the ELEVΛTE pitch competition opens doors to conversations, collaborations, and communities passionate about transforming the construction industry. You will meet people who can support you in turning your idea into reality!

- **Win Exciting Prizes**

  Beyond being recognized for your innovative solution, you will have the opportunity to win awards that can help propel your projects forward. Prizes include cash awards, and the chance to showcase your work to a diverse audience at the CIC Forum!

CHALLENGE AND THEMES

We invite you to think beyond boundaries and propose practical solutions to the pressing challenges of today's construction industry. You can pick any existing industry challenge or select from the themes below:

- **Affordable Housing and Urban Solutions**
- **Construction Productivity and Performance**
- **Digitalization of Construction**
- **Frontline Health and Safety**
- **Labor Shortage in Construction**
- **Sustainability, Decarbonization, and Energy Efficiency**

ELIGIBILITY

- Submissions are to be completed in teams of 2 to 5 people.
- At least one student or recent graduate needs to be a member of the group. Undergraduate and graduate students who have been registered at a post-secondary institution in North America within the last 12 months are eligible.
- Existing incorporated startups are not qualified.
- We strongly encourage the inclusion of an industry practitioner or entrepreneur as an advisor to the team.
- Interdisciplinary teams with diverse backgrounds, knowledge and skill sets are also highly encouraged.

SUBMISSION REQUIREMENTS

Finalists will pitch their idea live on the pitch day to a panel of judges in a **5-minute pitch presentation** followed by 2-minutes of Q&A. The panel includes construction practitioners, investors, entrepreneurs, and researchers. Your pitch should answer the following questions:

Who are you? What challenge are you addressing? What is your solution? Who is the end user? Is your solution practical and scalable? Why would an investor invest in your idea, or a company buy your solution? What do you need to make it happen?

You must submit a recording of a short version of your presentation of the pitch deck (no more than 2 minutes) as well as a 1-page document (500 words maximum) answering the following three questions before the submission deadline.

1. *What is your solution and how does it address a key challenge in the construction industry?*
2. *Why does your idea or solution not currently exist?*
3. *What do you need in order to implement your solution? What is your ask?*

IMPORTANT DATES

- Registration deadline: **March 31, 2024**
- Deadline for submission of presentation recording and one-page document: **May 10, 2024**
- Finalists announced: **May 24, 2024**
- Pitch day: **May 30, 2024**
- Announcement of winners: **CIC Forum (June 12–13)**

EVALUATION CRITERIA

- Originality and Creativity **25%**
- Technical Innovation **25%**
- Feasibility and Practicality **25%**
- Presentation **25%**

AWARDS

- First place: **$3,000 CAD**
- Second place: **$2,000 CAD**
- Third place: **$1,000 CAD**

+ Three honorable mentions

Winning at this competition earns you more than a cash prize. It secures you a spot to showcase your innovation to members of the construction industry! The finalists will get a chance to present their solution to senior industry leaders, investors, and successful construction entrepreneurs. Through exposure to the people who can help you take your idea one step further, ELEVATE could be your gateway to turning your innovative solution into a reality!

Register at:

ConstructionCIC.ca/Competition2024

CIC PARTNERS

ABOUT THE CIC

The Construction Innovation Centre (CIC) is a research centre at the University of Alberta that brings together more than 50 partners in industry, professional associations, and funding bodies and more than 40 established faculty members in engineering, construction, building science, masonry, steel and water research. The CIC's mission is to provide breakthrough research and innovation that directly benefit Canada's construction industry and lead to the sustainable and economic development of our built environment and a competitive advantage for the Canadian construction industry. With a mandate to bridge the gap between the needs of the construction industry and innovative solutions, the CIC brings new attention to the construction and built environment industry, creating new opportunities for collaboration between researchers, innovators, entrepreneurs, and industry professionals.

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www.constructionCIC.ca

cic@ualberta.ca