

# ICAIR

INTERNATIONAL  
CONFERENCE ON  
AGING INNOVATION  
AND REHABILITATION

## Power Play Package

May 6th and 7th, 2024 | The Carlu | Toronto, ON

PRESENTED BY

kite  UHN



Rehabilitation Sciences Institute  
UNIVERSITY OF TORONTO

kite

POWER  
PLAY ▶

# Welcome to ICAIR

Dear friends and colleagues,

On behalf of our organizing committee, it is my great pleasure to invite you to attend the second annual International Conference on Aging, Innovation and Rehabilitation (ICAIR) on May 6 & 7, 2024 in the great city of Toronto, Canada.

ICAIR is a one-of-a-kind event that is designed to drive cross-collaboration across multiple disciplines by attracting the world's leading scientific, health-care, academic, engineering, technology and entrepreneurial experts.

Health-care providers worldwide face many new and unknown challenges as our aging populations create new demands for treatments, services and resources. Advances in rehabilitation technology have the potential to significantly improve the lives of those living with disease, disability, and the impacts of aging.

We invite you to join us in Toronto at the meeting point of care, research and education at ICAIR 2024. Your attendance will help to accelerate the development of new products, services, treatments and solutions designed to help those in our communities who are most in need now and for years to come.



**Dr. Milos R. Popovic**  
**Chair, ICAIR Organizing Committee**

# About Power Play

The Power Play Pitch Competition is a chance for entrepreneurs to present their concepts, prototypes, and healthcare innovations in a Dragon's Den-style competition.

Designed to help accelerate innovation and commercial success in the healthcare space, it is a gateway to recognition and support for competitors.

The top 10 finalists will showcase their talent and ingenuity with a live pitch at ICAIR, on May 7th, 2024.

The two categories of entries are:

- The Innovative Concept** - This award is open to all new, exciting, creative and innovative early stage change-making ideas that have the potential to make a transformative impact on all levels of the healthcare system. This is the only award for which innovators do not need to be in business; they just need to prove that they have a viable idea that's going to make an impact.

- The Innovative Start-up** - This award is open to all start-up companies who ever have a proven concept with a novel service offering or technology or product for sale or license, or a new product or service currently under development. The technology can be drawn from any field in the healthcare industry as long as the company is actively aiming to solve a gap in the healthcare market.

# About Power Play

## Prizes

### Startup Competition:

- 1st Place Prize: \$25,000
- 2nd Place Prize: \$10,000
- 3rd Place Prize: \$10,000

### Concept Competition:

- 1st Place Prize: \$2,500
- 2nd Place Prize: \$1,500
- 3rd Place Prize: \$1,000

### In addition:

- The top 20 finalists will receive a dedicated space to network and showcase their innovations during all breaks and networking events.
- Principal applicants receive complimentary registration for a secondary applicant (if applicable).



# Why Participate?

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**Connect:** Meet other entrepreneurs and representatives from a variety of start-up companies.

**Discover:** Gain exposure to other ground-breaking products and services that fill a gap in the healthcare sector.

**Gain Visibility:** Showcase your innovation to a network of potential investors and other influential professionals.

**Form relationships:** Connect with leading clinicians, educators and scientists from the University Health Network – a top five hospital in the world, as defined by Newsweek in 2023 – and leaders at Canada’s top academic institution, the University of Toronto

**Collaborate:** Exchange ideas with more than 1,000 of the world’s leading minds in the fields of rehabilitation research and technology, engineering, and AI.



# How to participate

## Submission Requirements:

### 1. Apply online with a 2 to 3-page business plan. The business plan should include:

- Business Overview
- Target Market
- Marketing Strategy
- Management Team Details
- Funding Required

### 2. Submit a 2-minute video pitch. The video submission should:

- Provide a compelling pitch outlining the concept or business
- Clearly convey the essence of the innovation
- Address key elements from the written business plan

For complete submission details, visit the [Power Play website](#).

# Important Dates

## **Stage One: Business Plan and Video Submission:**

- Register and submit by March 8, 2024.

## **Stage Two: Finalists are selected to attend live Pitch Competition:**

- April 8, 2024: KITE Power Play finalists announced.
- The chosen finalists will proceed to the live-pitch competition.

## **Stage Three: KITE Power Play Pitch Competition:**

- Date: May 7, 2024.
- Venue: The Carlu, 444 Yonge St., Toronto, ON M5B 2H4, Canada.



# ICAIR By the Numbers

**7.3  
Million**

Estimated number of Canadians who are currently over the age of 65  
(Stats Canada)

**33**

Percentage of Canadians living with one of the following: Cardiovascular disease; cancer; Chronic respiratory diseases; diabetes; mood and/or anxiety disorders  
(National Institute of Health)

**225,000**

Annual number of injury-related hospitalization in Canada  
(Stats Canada)

**1 in 3**

Canadians affected by a brain disease, disorder or injury in their lifetime  
(Brain Canada)

**50,000**

Canadians who experience a stroke each year  
(Heart and Stroke Foundation)

**2.4  
Billion**

Number of people worldwide living with a health condition that may benefit from rehabilitation treatment  
(World Health Organization)

**3.5  
Million**

Estimated number of entrepreneurs in Canada. Collectively, they employ more than 10 million people  
(Stats Canada)

**\$2  
Billion**

Direct health care costs in Canada each year due to unintended falls  
(Stats Canada)

**1 in 5**

Number of adults who report they are living with chronic pain  
(Centers for Disease Control and Prevention)

**86,000**

Number of Canadians living with a spinal cord injury

# About Our Program Presenters



The KITE Research Institute is the scientific arm of the Toronto Rehabilitation Institute and one of the principal research enterprises at the University Health Network (UHN), Canada's top medical research hospital with more than \$474 million in total annual research expenditures, 1,167 principal investigators and 4,664 publications (2022).

KITE, an acronym for Knowledge, Innovation, Talent, Everywhere, is a world leader in complex rehabilitation science with more than 100 scientists dedicated to improving the lives of people living with the effects of disability, illness and aging.

The institute's areas of focus include prevention of injury, restoration of function after injury and aging well. Researchers are actively engaged in developing new treatments, devices and products as well as gathering evidence that guides changes to policy and public opinion.

KITE's mission is to be a trailblazer in research, education and knowledge translation. It is home to 127 scientists and 181 scientific trainees who operate across five sites utilizing 56,000 square feet of research space.

# About Our Program Presenters

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## **The Rehabilitation Sciences Institute Temerty Faculty of Medicine, University of Toronto**

The Rehabilitation Sciences Institute (RSI), within the Temerty Faculty of Medicine and School of Graduate Studies at the University of Toronto, is the interdisciplinary doctoral stream training program for the Department of Occupational Science and Occupational Therapy, the Department of Physical Therapy and the Department of Speech-Language Pathology. The Institute, formerly the Graduate Department of Rehabilitation Science, was founded in 1995 to foster interdisciplinary graduate education and scholarship in Rehabilitation Sciences. The RSI is dedicated to the study of human function, participation and its relationship to health and well-being, and its mission is to prepare RSI students to be leaders through excellence in research innovation, knowledge translation and practice. The Institute currently has over 220 Faculty members and trainees based throughout the University of Toronto, including affiliated teaching hospitals and research institutes, such as the KITE Research Institute.

The RSI aims to address the urgent worldwide need to scale up rehabilitation science and practice due to major global trends (WHO, 2017). The research conducted at the RSI ranges from basic inquiry to knowledge transfer and are co-led by world-renowned Faculty and amazing trainees from a very broad range of disciplines. Students benefit from opportunities at the RSI that include collaborative programs in Life Course and Aging and most recently Robotics, in addition to ten other research areas. Our recent external review indicated that productivity among RSI-affiliated Faculty is “extraordinarily high”, and the opportunities available to RSI graduate students is “unsurpassed, with active collaborations and interactions across a very broad range of areas and units” (External Review, 2020-21). The University of Toronto has been ranked first in the world in Rehabilitation Science based on publications and citations.



## The Carlu

Originally opened in 1930 as “Eaton’s Seventh Floor,” The Carlu was spearheaded by businessman Timothy Eaton. Lady Eaton, who aspired to bring high society and world-class culture to Toronto, was actively involved in the planning and design of Eaton’s College Street and the Seventh Floor. To realize her desire for style and elegance, she commissioned famed French architect, Jacques Carlu.

Carlu was renowned for his masterpieces in the Art Moderne style, known as streamlined monumentalism for its clean lines and grand scale. The Seventh Floor exemplified this style in every element, including the colour palette, architectural details, artwork, room appointments, as well as the glorious Lalique fountain gracing the centre of The Round Room. In fact, it is said that the sheer beauty and unique shape of The Round Room may have inspired the design of The Rockefeller Center’s iconic Rainbow Room.

In 2003, the space at 444 Yonge St. in College Park was reopened as “The Carlu” event venue after an extensive restoration. Now recognized as one of Toronto’s best examples of Art Moderne architecture, The Carlu has been designated as a National Historic Site of Canada, and has played host to royalty on several occasions, as the preferred space for high profile social fetes, conventions, and corporate celebrations.

**The Carlu**  
444 Yonge St.



# Contact Us

For all Power Play inquiries, please contact Sophia Li at [yue.li@uhn.ca](mailto:yue.li@uhn.ca)



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