

# Pitch Your Idea for Innovation in Living Donation Care, Research & Education

Canada-wide call for submissions

Three grants of  
**\$25K** each available

Apply by  
Sept. 1

**Q:** Do you have an important research topic or brilliant idea to increase access, raise awareness or improve the experience of living kidney or liver organ donation and transplantation?

If your answer is "YES" consider submitting your idea to Innovation in Living Donation Care, Research & Education, a **"Dragons' Den"** style competition at Living Donation Week 2021. Submissions will consist of:

- **a 2-4 minute video pitch** recorded on your computer or mobile device, and
- **a backgrounder explaining your study or project and why it merits attention** and resources. The backgrounder can be an academic research poster or a PDF document (max 500 words) and optionally, a relevant graphic appropriate for sharing on social media.



All accepted entries will be profiled during the Living Donation Week 2021 Program. The video pitches will be available on the Centre for Living Organ Donation's [YouTube Channel](#). While there, check out [last year's submissions](#).

The top entries will participate in a live online Pitch Session and Awards Presentation to be held on **September 17, 2021, 12 noon to 1 PM EST**.

- 👍 To increase your chances of being shortlisted for the competition, encourage friends
- 👍 and colleagues to "like" your project on YouTube in the lead up to the competition. The
- 👍 audience favourite will automatically earn a wildcard spot on the live Pitch Competition.

## Why Participate?

In addition to bragging rights for being part of the Living Donation Week 2021 Pitch Showcase, applicants shortlisted for the competition will be invited to present their project or research before a distinguished panel and a live online audience.



The winning entries will be selected during the #LDW2021 Pitch Competition Q&A Session to be livestreamed on YouTube on Friday September 17.

### The top 3 projects will receive:

- **\$25,000 each** to cover costs associated with further research, pilot testing or scaling the proposed project;
- **Mentorship** and support from our distinguished faculty of educators, transplant researchers, and kidney and liver disease specialists.

## Eligibility & Selection Criteria

Entries will be evaluated based on 5 criteria:

- **Importance** – is the topic timely? Does it address an unmet need or gap in knowledge, care or education? Is it a priority for living kidney or liver donation or transplantation?
- **Contribution** – does the project or research advance our understanding of the topic? Is it new or innovative? Could the findings lead to significant improvements in access to needed services, patient care, or living donor experience?
- **Clarity** – Is the research or proposed project presented in an engaging way? Is it described clearly and succinctly? Is there a logical link between research question/goals, methods/ activities and findings/outcomes?
- **Feasibility** – Are limitations and implications well described? Is the workplan reasonable/doable? Are potential barriers addressed? Are sustainability and replicability considered?
- **Popular Support** – video submissions and project summaries will be posted on the Centre for Living Organ Donation's YouTube Channel starting September 3. Participants are strongly encouraged to promote their project to colleagues and friends.

YouTube Likes will be taken into account in the shortlisting process and the final score. The top voted video pitch will automatically receive a wildcard spot in the live Pitch Competition.

Winning projects must be conducted in partnership with the Centre for Living Organ Donation at UHN and/or the Canadian Society of Transplantation.

## Judges' Panel



**Dr. Cynthia Tsien**

Education Director, Staff Hepatologist  
Ajmera Transplant Centre, UHN



**Mary Beaucage**

Living Donor Kidney Transplant Recipient  
Member, Centre for Living Donation Volunteer  
Advisory Committee



**Dr. Anand Ghanekar**

Liver Transplant Surgeon  
Ajmera Transplant Centre, UHN  
Member, Standards Committee, CST



**Leonard Hodder**

Non-directed living liver and kidney donor  
Member, Centre for Living Donation Volunteer  
Advisory Committee



**Dr. Aviva Goldberg**

Secretary & Director  
Canadian Society of Transplantation



**Moderator  
Cristina Howorun**

Journalist, CityNews  
Living Donor Kidney Transplant Recipient

# Application Process & Timelines

Submissions are due by **Wednesday, September 1, 2021**.

To apply and submit background materials please visit <https://bit.ly/LDW2021Pitch>

Entries shortlisted for the competition will be notified by September 9. Wildcard entries, selected by popular vote, will be notified by September 15, 12 noon at the latest.

## Tips for Filming

- If you are filming with a phone please use the landscape ratio (turn the phone horizontally).
- Film in a room with no fans, air conditioner hum, fridge hum etc.
- Be mindful of your background. Ensure there is nothing behind you that will distract from your message.
- Choose solid colours for your wardrobe but avoid solid black or solid white.
- Please do not wear clothes with logos or copyrighted artwork.

## Info Session for Pitch Competition Applicants

There will be a free webinar on August 5 to review the Pitch Competition Call for Submissions and answer questions from prospective applicants. [Register here](#).

## Questions?

Please email us at [livingorgandonation@uhn.ca](mailto:livingorgandonation@uhn.ca) or visit [www.livingdonationweek.ca](http://www.livingdonationweek.ca)

