



Canadian
Cancer
Society

Informational Webinar: Wednesday January 11, 2023, 1:30 - 2:30 PM ET

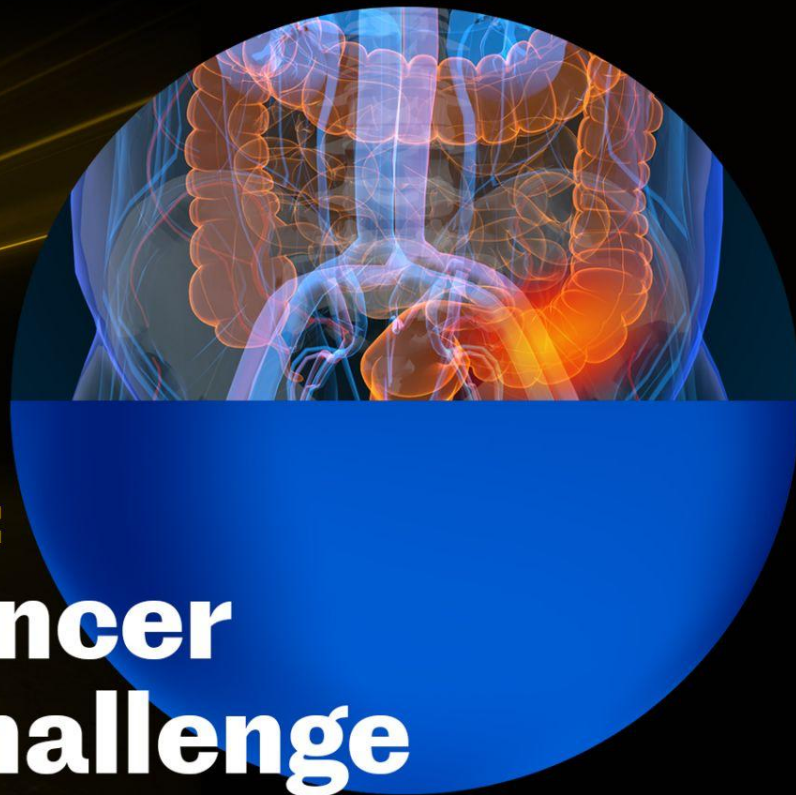
Please standby – we will begin shortly.

INNOVATING FOR EVERYONE:

The Colorectal Cancer Early Detection Challenge



Canadian
Cancer
Society



INNOVATING FOR EVERYONE:
**The Colorectal Cancer
Early Detection Challenge**

Agenda

Time: 1:30 - 2:30 pm (ET)

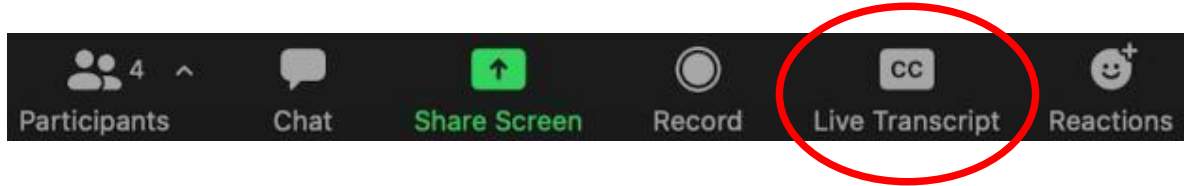
1:35 – 1:45	Challenge Overview
1:45 – 2:00	Submission Preparation
2:00 – 2:05	Tips
2:05 – 2:10	FAQs
2:10 – 2:25	Q&A
2:25 – 2:30	Closing Remarks

Logistics

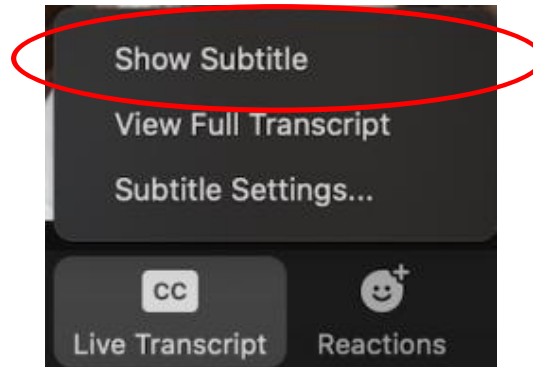
- This event is being recorded and will be available on the MaRS Challenges website.
- Captioning is available at the bottom of your Zoom window.

Captioning

1. Click on "Live Transcript" at the bottom of the Zoom window.

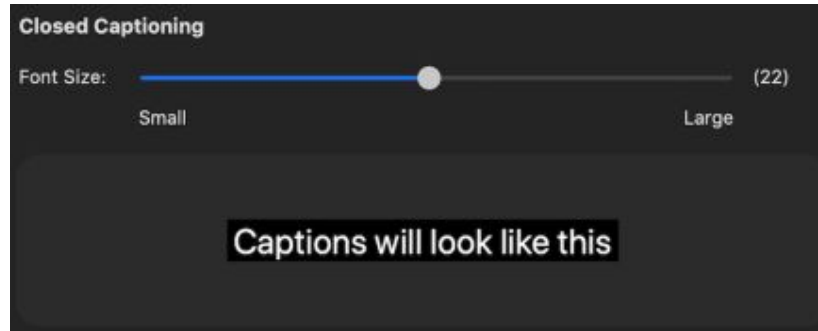
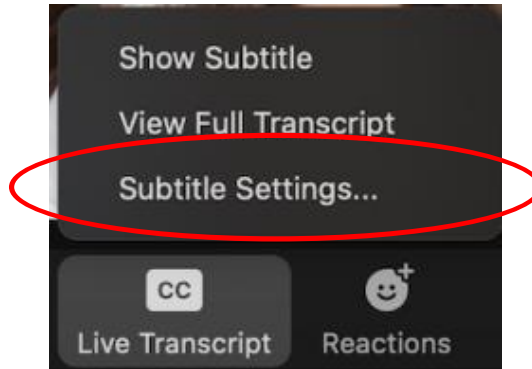


2. Select "Show Subtitle" to enable captioning.



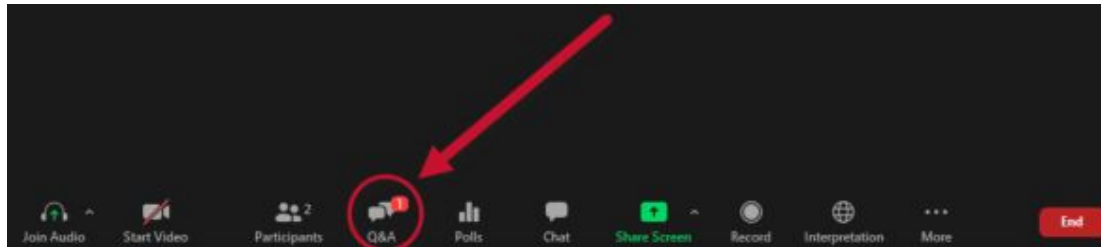
Caption Font Size

1. To adjust the caption font size for closed captioning, select "Subtitle Settings".
2. Use the scroll bar to adjust the font size.



Q&A Overview

- Please use the Q&A function to ask any questions you may have about the challenge



Challenge Overview



Colorectal Cancer in Canada



Colorectal cancer is the **fourth most commonly diagnosed cancer** and the **second leading cause of cancer-related death** in Canada



Approximately **24,300 new cases of Colorectal cancer** are expected in 2022



COVID-19 caused national disruptions to organized colorectal cancer screening programs for early detection

- Colorectal cancer **screening rates fell by 65% in Nova Scotia, 56% in Ontario, and 35% in Alberta** in the first year of the pandemic
- Nationally, a six-month screening delay could result in an **additional 1,320 late stage diagnoses and 960 deaths**



Notwithstanding these statistics, colorectal cancer deaths are highly preventable if diagnosed in a timely manner. The **five year survival rate of colorectal cancer is 67%**. With a **stage one diagnosis, that number jumps to over 90%**

Access to Organized Colorectal Cancer Screening in Canada

Access to organized colorectal cancer programs is not the same for everyone living in Canada. While organized screening programs are in place in most provinces and territories, there are gaps in these programs, and some population groups experience barriers and inequities in accessing them.

- People with lower income
- New immigrants
- People living in rural and remote areas
- Racialized and marginalized communities*

Together, these groups are termed as **“underserved populations”** for the purpose of this innovation challenge

The problem, summarized

People in Canada continue to die from colorectal cancer even though survival rates for those diagnosed early is very promising.

Underserved populations are more likely to experience barriers to timely, appropriate and quality care before and after diagnosis.

To help address this problem, we need greater access to, and engagement with, personally meaningful information and solutions to help initiate screening for early detection of colorectal cancer, and continue along the diagnostic path, if required.

Call to Action: Our Challenge Statement

MaRS and the Canadian Cancer Society are challenging you to develop solutions that will meaningfully engage underserved populations and address barriers that prevent or hinder early detection of colorectal cancer.

You have the flexibility to consider a wide range of approaches, such as process improvements to existing organized colorectal cancer screening programs, system enhancements that have worked in other sectors, or incorporation of new partnership models, novel impact measurement tools, and re-imagined educational and health promotion strategies, to name a few.

Winning solutions will need to demonstrate the potential to:

- Address one or more key barriers preventing greater uptake of colorectal cancer screening for early detection;
- Meet the needs of at least one underserved group(s);
- Be easily adopted or spread widely; and
- Be feasible and impactful.

Envisioned solutions: what's in scope and what's not

In Scope

- Process improvements to existing organized colorectal cancer screening programs
- System enhancements that have worked in other sectors
- New partnership models
- Novel impact measurement tools
- Re-imagined educational and health promotion strategies
- Other creative interventions that facilitate an individual completing a colorectal cancer screening test

Out of Scope

New things that aim to replace or improve upon current diagnostic testing services and technologies to detect and diagnose colorectal cancer, such as:

- Home testing kits outside of an organized screening program
- Laboratory tests
- Imaging tests
- Biopsies
- Endoscopy tests as primary colorectal cancer screening tests

Prizing Structure

**Total Prizing
Amount:
\$150K**



1st Place

\$100K in prize funding (cash)



2nd Place

\$50K in prize funding (cash)

All submissions will be independently evaluated by an external panel of judges

Assessment Criteria

Judging Criteria	Need and target	Innovation	Adoption	Feasibility	Impact	Total
Description	This criterion will assess what barrier, problem, gap or inefficiency the solution will address, as well as the underserved group that will be targeted	This criterion will test whether the solution is designed to deliver impact in a manner consistent with challenge statement	This criterion will assess whether the solution is designed for replication and wider adoption should it be successful in implementation	This criterion will assess the practicality of the solution in terms of expected value creation and cost-effectiveness	This criterion will assess the approach taken to measure the results of the intervention through quantitative and/or qualitative data collection and analysis	
Scoring	10%	20%	20%	25%	25%	100%

Who should participate?


- Practitioners in the healthcare and cancer sectors
- National, regional or community based non-profit organizations
- Innovators in the private/public sector, including healthcare organizations
- Researchers in post-secondary/academic institutions
- People or groups with lived experience of cancer
- Health system designers
- General public

Deadline

Submission deadline: **March 4, 2023 at 11:59 pm (ET)**

Submission Preparation

Methods to Submit Your Solution

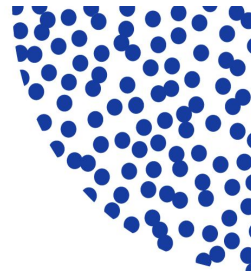
<u>OPTION 1: WEBSITE</u>	<u>OPTION 2: EMAIL</u>	<u>OPTION 3: MAIL</u>
<p><u>Steps:</u></p> <ol style="list-style-type: none"> 1. Create a profile on challenges.marsdd.com. 2. Read the Challenge Rules. 3. Click “Accept Challenge.” 4. Complete and upload the Submission Form to the Innovating for Everyone: The Colorectal Cancer Early Detection Challenge webpage. 	<p><u>Steps:</u></p> <ol style="list-style-type: none"> 1. Email challenges@marsdd.com with an attached audio or video file answering the questions in the Submission Form. 	<p><u>Steps:</u></p> <ol style="list-style-type: none"> 1. Mail your answers to the questions in the Submission Form to: MaRS Discovery District 101 College St, Suite 100 Toronto ON M5G 1L7 ATTN: Shilpa Sharma - Innovating for Everyone: The Colorectal Cancer Early Detection Challenge.
<p><u>Submission Form:</u></p>  <p>Innovating for Everyone: The Colorectal Cancer Early Detection Challenge Submission Form</p> <p><small>Introduction</small></p> <p><small>Thank you for submitting your solution to the Canadian Cancer Early Detection Challenge!</small></p> <p><small>Please read the instructions carefully to ensure that your submission meets the requirements of the challenge. The challenge will be run on a platform that is designed to ensure that all submissions are evaluated fairly and that the winners are selected based on the quality of their solutions.</small></p> <p><small>You must answer all fields as indicated and complete both mandatory sections of the application form (questions 1 and 2). Your application may be considered if it is incomplete. Please note that some questions have a word limit. It is your responsibility to respect the maximum word limit. The deadline for submissions is March 15, 2022 at 11:59pm Eastern Time. Entries received after this time will not be accepted.</small></p> <p><small>MaRS Canadian Cancer Society The Knowledge of Children Colorectal Cancer Early Detection Challenge has been made possible through the support and contribution of the following donors:</small></p>	<p><u>Summary:</u> A 1GB video or audio clip, no longer than 10 minutes.</p>	<p><u>Summary:</u> Write your answers to the submissions questions and mail these to the mailing address listed above.</p>
<p>Please contact challenges@marsdd.com if you require an alternate format for submission</p>		

Submission Form

Introduction



Canadian
Cancer
Society



Innovating for Everyone: The Colorectal Cancer Early Detection Challenge

Submission Form

Introduction

Thank you for submitting your solution to the Colorectal Cancer Early Detection Challenge!

Please read website content in full as it contains important information related to how the Challenge will be run. In particular, this information contains very important and mandatory information on eligibility to receive prizes and on the assessment criteria under which all submissions will be judged.

You must answer all fields as indicated and complete both mandatory sections of the application form (Sections 1 and 2). Your application may not be considered if it is incomplete. Please note that some questions have a word limit. It is your responsibility to respect the maximum word limit. The participant survey (Section 3) is optional.

All applications must be received no later than March 4, 2022 at 11:59pm Eastern Time. Entries received after this time will not be accepted.



Canadian
Cancer
Society

*The Innovating for Everyone: Colorectal Cancer Early Detection Challenge has been made possible through the support and collaboration of Canadian Cancer Society and **MaRS**.*



Submission Form

Section 1: Applicant Details

Section 1: Applicant Details

Section 1 of the application will be used to validate that you, as an applicant, are eligible to apply to the Challenge. This section of the application will not be evaluated.

1.1 Title of your proposed solution (note: this may be made public)

Limit 10 words

1.2 Describe your solution in one sentence using clear, simple and non-technical language (note: this may be made public)

Limit 25 words

1.3 Applicant information

1.3.1 Are you entering the Challenge as a(n):

- ☐ Individual
- ☐ Group/team of individuals
- ☐ Company or organization

1.3.2 Primary contact name

1.3.3 Role or title

1.3.4 Company or organization (if applicable)



Canadian
Cancer
Society

The Innovating for Everyone: Colorectal Cancer Early Detection Challenge has been made possible through the support and collaboration of Canadian Cancer Society and MaRS.



Submission Form

Section 2: Solution Details

Section 2: Proposed Solution Details

Section 2 of the application will be evaluated by the Judging Panel based on the information you provide in this section. The assessment criteria and weighting can be found on the [Challenge website](#).

2.1 Target (pass/fail)

2.1.1 Is your solution designed to target colorectal cancer screening for early detection?

- ☐ Yes
- ☐ No

2.1.2 Which underserved group will directly benefit from your solution? If your solution will benefit more than one group, please select all that will apply. (Tip: refer to the [definition of "underserved populations"](#) on the website that is being used for the purpose of this challenge)

- ☐ People with lower income
- ☐ New immigrants
- ☐ People living in rural and remote areas
- ☐ Racialized and marginalized communities

Need (assessment weighting of 10%)

2.1.3 What barrier, problem, gap or inefficiency in colorectal cancer screening for early detection does your solution aim to address for your target group? In your response, please draw upon relevant research, evidence, best practices, data or other material supporting your analysis. (Tip: You may find the following resource helpful to better understand the barriers faced by underserved groups: [Equity-focused interventions to increase colorectal cancer screening](#))

Limit 350 words



Canadian
Cancer
Society

The Innovating for Everyone: Colorectal Cancer Early Detection Challenge has been made possible through the support and collaboration of Canadian Cancer Society and MaRS



Submission Form

Section 3: Participant Survey

Section 3: Participant Survey

Thank you for taking the time to complete this short survey about your experience as an applicant to the Colorectal Cancer Early Detection Challenge. This section of the application is optional and will not be evaluated.

The purpose of the participant survey is to gather your insights as an applicant to help us improve the design of future innovation challenges. This survey is confidential. The information collected will be aggregated to help us understand what areas of our challenge design are working well, and what areas require improvement.

Your responses to the participant survey will not be used in the assessment process and will not affect your chances of success in this Challenge.

- 3.1 Tell us about why you applied for this Challenge. Please include any information that helps us understand your motivations for participating.

- 3.2 How did you first hear about the Colorectal Cancer Early Detection Challenge?

- ☐ News outlet / news website
- ☐ Email announcing the Challenge
- ☐ Social media post by MaRS or the Canadian Cancer Society
- ☐ Direct contact from a MaRS or Canadian Cancer Society representative via social media, e-mail or other channel
- ☐ Network or stakeholder related to the subject matter of the challenge (e.g., healthcare, cancer)
- ☐ Network or stakeholder related to innovation or entrepreneurship
- ☐ MaRS Challenges website
- ☐ Other (please specify)

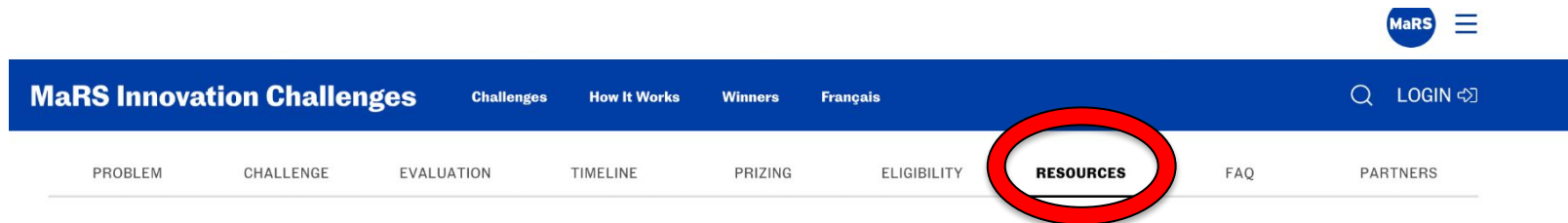


The Innovating for Everyone: Colorectal Cancer Early Detection Challenge has been made possible through the support and collaboration of Canadian Cancer Society and MaRS.



Submission Preparation: **Start Here**

1. Review all resources
2. Download required document for submission



Required for Submission



[Challenge Rules](#)

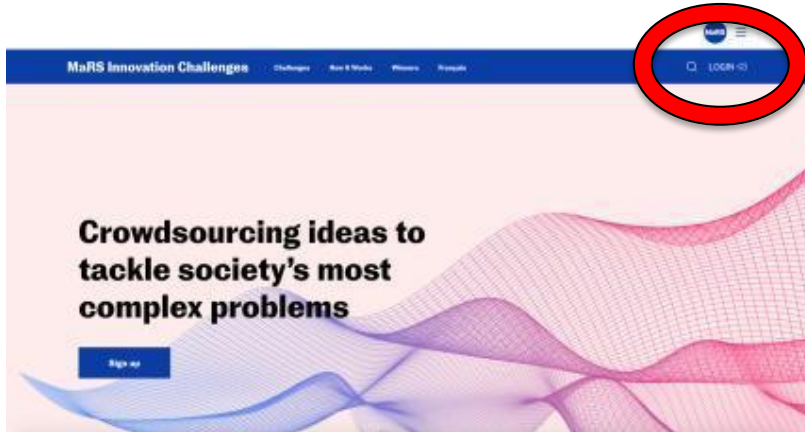


[Submission Form](#)

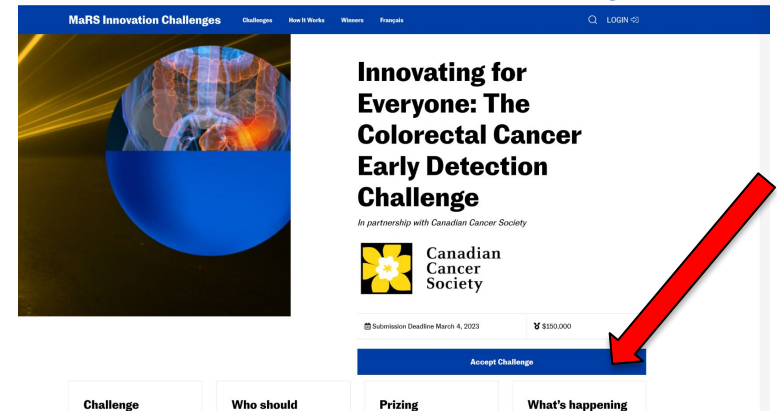
Resources

Submission Preparation: Accept Challenge

3. Create a profile on challenges.marsdd.com

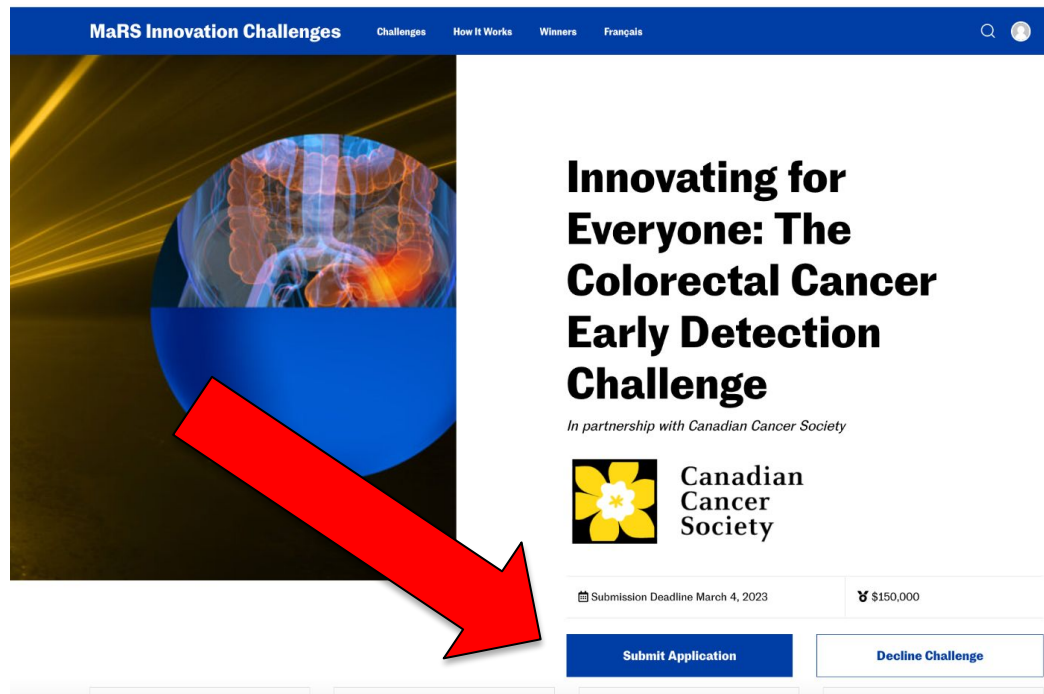


4. Click on "Accept Challenge"
***Be sure to read the Challenges Rules before accepting



Submission Preparation: Upload Submission Form Online

5. Complete and upload all documents via Innovating for Everyone: The Colorectal Cancer Early Detection Challenge webpage on challenges.marsdd.com.



Timeline

Challenge Launch

- November 25, 2022

Informational Webinars

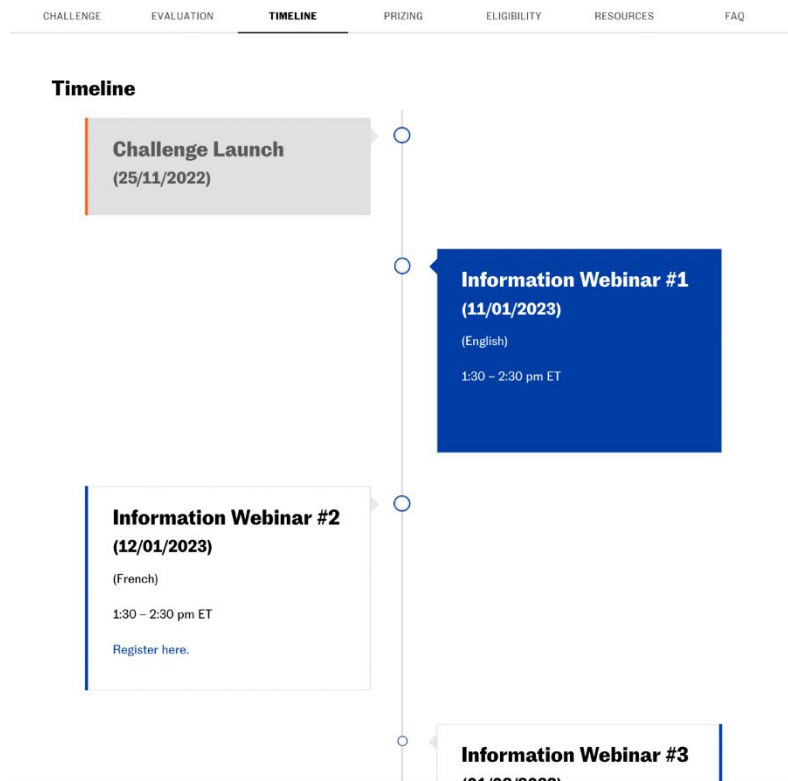
- #1 (EN) - Jan 11, 2023
- #2 (FR) - Jan 12, 2023
- #3 (EN) - Feb 1, 2023

Challenge Close

- The submission portal closes on March 4, 2023 at 11:59 pm (ET)

Winners Announcement

- April 2023 (TBC)



Helpful Tips



Tips

1. Ensure that you answer **all** of the questions asked in the [Submission Form](#).
2. Keep the Evaluation Criteria on hand when answering the questions in the submission form.
3. Keep in mind how the judges will be evaluating your submission: Need and target, Innovation, Adoption, Feasibility, Impact.
4. Review all of the resources on the [Innovating for Everyone: The Colorectal Cancer Early Detection Challenge webpage](#) before starting the submission process.
5. Reach out to the MaRS team if you have any questions or concerns!

Live Q&A

MaRS



Canadian
Cancer
Society

Who is eligible?

1. For individuals:

- You are a legal resident of Canada, and
- You are at least the age of majority in your resident province or territory.

2. For groups:

- Each member of the team, at the time of entry, is:
 - A legal resident of Canada, and
 - At least the age of majority in their resident province or territory.

3. For companies or organizations:

- At the time of entry, the company or organization is either
 - Incorporated under the laws of Canada, or
 - Operating in Canada.

Live Questions

Please submit any questions via the Q&A or chat function on Zoom.

Still have questions?

Browse:

[https://challenges.marsdd.com/
challenge/innovating-for-everyo
ne-colorectal-cancer-early-detec
tion-challenge/](https://challenges.marsdd.com/challenge/innovating-for-everyone-colorectal-cancer-early-detection-challenge/)

Send an e-mail to:
challenges@marsdd.com

Submissions due:
March 4, 2023 11:59 PM ET

MaRS



Canadian
Cancer
Society



Canadian
Cancer
Society

Thank you!

INNOVATING FOR EVERYONE:

The Colorectal Cancer Early Detection Challenge

