

Frequently Asked Questions (FAQ)

Information on registration and procedures for the Age Innovation Prize

Applications are submitted online via our [registration page](#) (in English). On this page, you will be asked to fill in your personal detail and select the innovation area. You will then be asked to answer specific questions about your innovation (project idea, start-up, or product). An additional document can be uploaded as well.

Registration for the Age Innovation Prize 2025 is free of charge.

After the submission deadline, the participants will be notified once their application for participation has been received. The jury will not provide reasons for their decisions on submissions that are not admitted or not awarded a prize. The jury's decision is final and recourse to the courts is not permitted.

On 5 May the innovation projects nominated for the short-list will be offered the opportunity to present their pitch to the jury. The presentation will take place on-site in Zurich. Please make sure someone from your team is available on that day.

The jury comprises members of the AGE-INT programme, people from industry (EY, IBM Switzerland, SBB, Swisscom), the public sector (City of Zurich, Center for Gerontology of the University of Zurich, Eastern Switzerland University of Applied Sciences, University of Geneva, University of Applied Sciences and Arts of Southern Switzerland) and the innovation sector (Margerite the AgeTech Consulting Company and Switzerland Innovation Park Ost).

Application period

The application period begins on 27 January and ends on 16 March 2025, at 23:59.

Timetable 2025

- **27 January:** Start of our call for innovation projects
- **27 January – 16 March:** Period for submission of innovation projects
- **16 March at 23:59:** Submission deadline
- **5 May**
Shortlist pitch presentations in front of the jury members
- **Beginning of May:** Final selection and written announcement of the three best innovation projects
- **5 June:** Public award ceremony for the three best innovation projects as part of the [Swiss AgeTech Conference](#) in Zurich

Public award ceremony

The public award ceremony will

take place 5 June. The three best innovation projects will be awarded during the [Swiss AgeTech Conference](#) in Zurich. More detail on the time and location will be provided in due time.

Detail on the prizes

The prizes mentioned will be valid for a period of 6 to 12 months from the date of the award ceremony. The individual prizes are as follows:

Consultancy voucher

[Margerite](#), the AgeTech consulting company, provides each of the three winning projects with a consultancy voucher. This can be redeemed in the form of a product review or a compressed design sprint workshop. The price corresponds to an equivalent value of CHF 3500.

Strategy voucher

[EY Switzerland](#) enables each of the three winning projects with a strategy voucher. This can be redeemed in the form of a coaching session with EY innovation experts or a co-creation workshop at EY wavespace Basel, tackling a specific business challenge or exploring a new topic for the winning projects. The price corresponds to an equivalent value of CHF 5000.

Collaboration voucher

The [IAF Institute for Ageing Research](#) offers each of the three winning projects a collaboration voucher. This can be redeemed in the form of a (co-creation) workshop with the target age group/stakeholders, or a joint proposal. The scope of a (co-creation) workshop includes preparation (including the recruitment of participants), execution, evaluation, and

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documentation of the workshop. The workshop will be facilitated by two experienced academic staff members. Alternatively, a joint proposal between the winning project and our institute can be submitted. The prize corresponds to an equivalent value of CHF 4000.

Professional video production

Each winning project will receive a professionally produced video for their innovation project sponsored by the [IAF Institute for Ageing Research](#).

Presentation opportunities

All winners will have the opportunity to present their innovation projects at the public award ceremony which will be held as part of the [Swiss AgeTech Conference](#) in Zurich. Additionally, all shortlisted projects will receive the opportunities to present their innovation at a stand as part of the conference.

Networking opportunities

The three winning projects will get access to the AGE-INT network, the network of sponsors and partners of the jury, if possible and available. In particular, opportunities for exchange within the context of the planned events will be leveraged as possible.

Application requirements

General requirements

The deadlines mentioned under application period must be observed. The application must be submitted entirely in English.

Only Swiss innovation projects (CH nationality or CH place of work of at least one person significantly involved in the submitted innovation project) will be considered for this call.

The innovation projects must deal with a technological innovation that targets the «old age» phase of life, i.e., people in the 60+ age group.

Innovation area

The innovation project (project idea, start-up, or product) must address at least one urgent age-related need, e.g., in the areas of independence, social inclusion, quality of life, or health. Applicants explain in their answers and do-

documentation how their innovation project addresses the selected area.

Selection criteria for the jury

The application must consider all selection criteria and describe how the submitted innovation project already fulfils them or intends to fulfil them in the future:

- **Relevance and Impact:** How does your innovation project use technology to address specific needs and challenges faced by aging populations, and what potential impact do you anticipate it will have, e.g., on improving the independence, social inclusion, quality of life, or health outcomes of older adults?
- **Innovativeness and Uniqueness:** What makes your innovation project unique and innovative, and how does it introduce novel approaches, methodologies, or technologies to address specific needs and challenges faced by older people thanks to the use of technology?
- **Feasibility and Viability:** Please outline the technical feasibility, economic viability, and practicality of implementing your innovation project at its current stage of development (project idea, start-up, or product), including any challenges or barriers you anticipate and your strategy for overcoming them.
- **User-Centric Design:** How does your innovation project prioritize the preferences, abilities, and limitations of older adults in its design and implementation, considering factors such as usability, accessibility, and user feedback? Please provide examples of how you have incorporated user-centric design principles into your project.

Scope of the application documents

Applications will only be accepted via the official form on the [registration page](#) (in English). No other applications will be considered.

The application consists of two parts:

1. A fully completed form on the registration page and
2. The supplementary «pitch deck» document.

The innovation project is to be presented as briefly and concisely as possible in the «pitch deck». No more than five A4 pages may be used for this purpose. The document should include the following

points:

- Cover sheet (e.g., name of the innovation project, contact details, introduction of team/founders)
- Initial situation and solution (e.g., problem definition, research object, hypothesis, need, working methodology and procedure)
- Presentation of the project idea, start-up, product (e.g., features, added value, impact, development maturity, milestones, market launch)

Additionally, the «pitch deck» may further elaborate on the selection criteria, or the innovation area.

The «pitch deck» can be created as a PowerPoint or Word. The final version of the document should be submitted directly as a PDF (or in the original format either as PowerPoint or Word) via the form using document upload.

Shortlist pitches

After the initial evaluation of all innovation projects, the jury will select a shortlist. These projects will have the opportunity to pitch on-site in Zurich in front of the jury on 5 May. More detail on the time and location will be provided in due time. Please make sure someone from your team is available on that day.

Each project will receive a 20 minute time slot, which consist of a short pitch presentation (5-7 minutes) followed by questions and answers with the jury members (13-15 minutes). It is important to prepare the key aspects of the innovation in the short pitch presentation and be mindful of the timings.

General terms & conditions

All deadlines and dates mentioned are mandatory.

For reasons of force majeure (namely events or actions beyond the control of the Age Innovation Prize), the call may be cancelled or carried out in another form, and dates or locations may be changed.

Events and programmes as well as exchanges with the network will be initiated as and when possible - they are not part of the guaranteed basic services for the nominees. No travel or transport costs will be

reimbursed.

Marketing and communication

The costs of official communication and marketing measures and any other activities such as events and supporting programmes will be borne by the Age Innovation Prize sponsors and the participating parties.

An image for the winning projects of the Age Innovation Prize 2024 can be provided by the IAF. This image is not a trademarked logo.

Intellectual property

The rights to use submitted materials are transferred to the Age Innovation Prize for all communicative measures free of charge, e.g., LinkedIn posts, media announcements.