



**UNIVERSITY OF CALGARY**  
Hunter Hub for Entrepreneurial Thinking

**FALLING WALLS**  
**SPONSORSHIP PACKAGE**





## MESSAGE FROM THE EXECUTIVE DIRECTOR

“ The **Falling Walls Organization** is a non-profit organization that fosters the discussion on research and innovation and promotes the latest scientific findings among a broad audience from all parts of society. It organizes the Falling Walls Conference, a unique international gathering of leaders from science, business, politics, and the arts.

The Falling Walls Foundation is supported by the German Minister for Education and Research, the Helmholtz Association, the Robert Bosch Foundation, the Berlin Senate for Economics, Technology and Research and numerous other acclaimed academic institutions, foundations, and companies.

In September 2018, the University of Calgary hosted the inaugural Falling Walls Lab, where we brought the top 15 applicants from different disciplines together to present their ideas in front of an esteemed panel of judges. The winner of the Falling Walls Lab then travelled to Berlin to represent not just the University of Calgary but also the province of Alberta. At this time, the University of Calgary and the University of Alberta are the only two institutions that participating in this ground-breaking competition.

In 2019, the Hunter Hub is intending to bring a participant for each of the Falling Walls Cohorts. The Lab; presenting research or their initiative in 3-minutes, The Venture; presenting their business model in 5-minutes, The Circle; bringing together 50 key decision-makers from all around the world to exchange ideas and develop solutions for today's most pressing issues in science and society, and lastly Engage; breaking down the wall between science and the public.

In this time of remarkable change, the need for investment in entrepreneurial thinking, entrepreneurship and innovation related activities has reached an unprecedented high.



We look forward to working with you.

**Joelle Foster**

*Executive Director*

Hunter Hub for Entrepreneurial Thinking



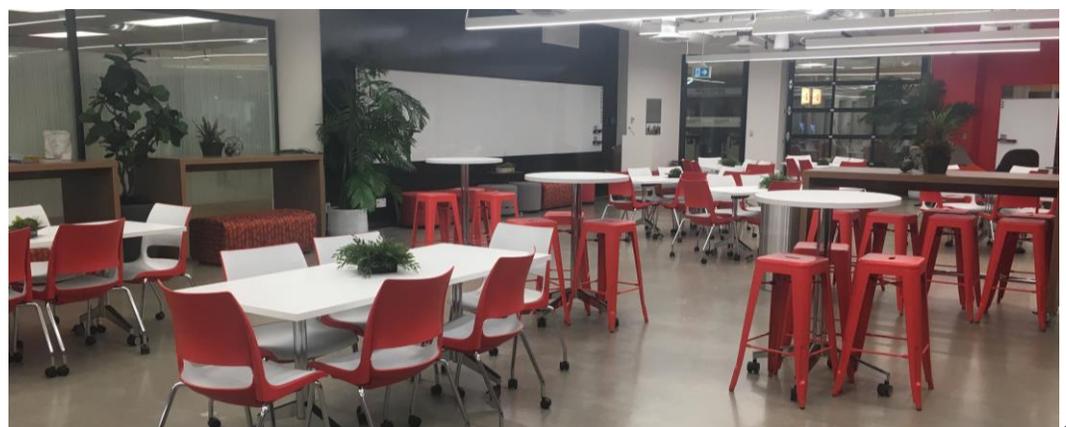
## WHO WE ARE

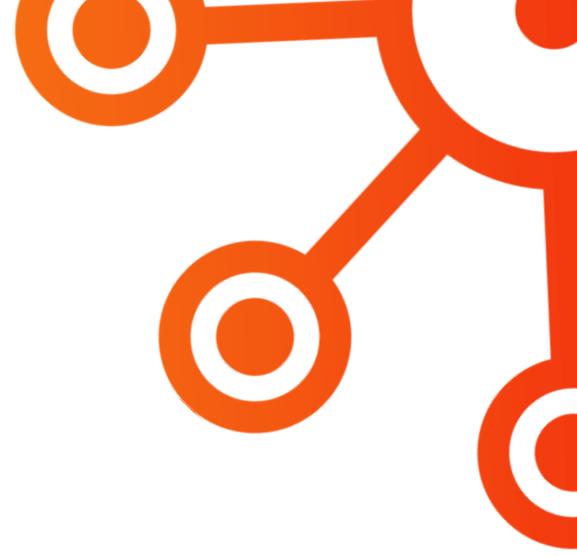
The Hunter Hub for Entrepreneurial Thinking was created in 2017 with a gift from the Hunter Family Foundation as an interdisciplinary nucleus for activities that will support entrepreneurial student experiences, enable faculty to lead in innovation, and expand a growing community of entrepreneurial and innovative thinkers.

It includes a dedicated space on campus (a collision space) where students, faculty and staff can gain and share knowledge, build networks, and turn ideas into practical solutions that can benefit society.

The Hunter Hub enriches the student experience and powers innovation across the university and in the community by developing and actively nurturing a culture of entrepreneurial thinking. This work will result in the University of Calgary becoming the nation's most entrepreneurial university in Canada's most enterprising city – a true global intellectual hub and destination of choice for innovators and creative thinkers.

A new space, at the **heart of campus**, where people, talents and ideas **collide**.





# FALLING WALLS LAB OVERVIEW

## What is the Lab?

The Falling Walls Lab is an international forum for the next generation of outstanding innovators and creative thinkers. Its aim is to promote exceptional ideas and to connect promising scientists and entrepreneurs from all fields on a global level. Participants receive the opportunity to present their research work, business model or initiative to peers, a high-caliber jury made up of experts from academia and business, and the general public, in 3 minutes presentations

## Concept

Each year, academic institutions are invited to host their own Falling Walls Lab and to showcase the quality, diversity, and passion of their region's most innovative minds. The most intriguing presenters of the locally hosted Falling Walls Labs travel to the Lab Finale in Berlin, Germany on November 8. 100 Finalists present their work in front of a distinguished jury and showcase their solutions for today's pressing challenges. All finalists win a ticket to attend the Falling Walls Conference where they meet the world's movers and shakers of science, business, and policy-making. The three winners of the Lab Finale in Berlin are awarded the "Falling Walls Young Innovator of the Year" title, prize money, and an opportunity to pitch their idea once again on the grand stage of the Falling Walls Conference.

## Participants

The international network of Falling Walls Labs includes renowned academic institutions from more than 60 countries.





## FALLING WALLS VENTURE OVERVIEW

### What is the Venture?

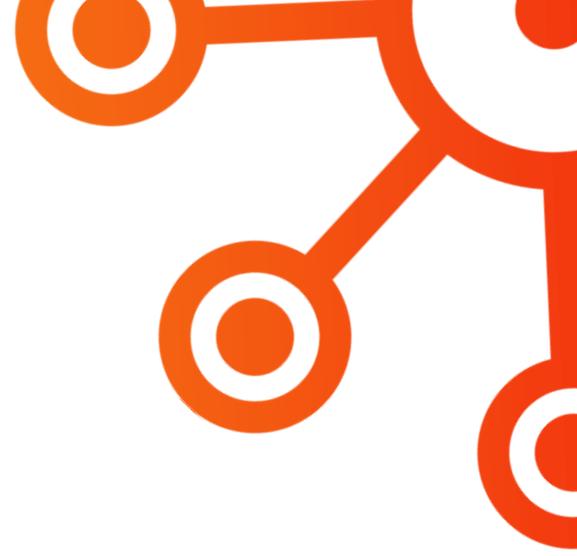
Falling Walls Venture is an international platform showcasing the most promising research based start-ups from all over the globe. Nominated by renowned universities and leading research institutions, 20 emerging companies pitch their breakthrough business models at a unique event that celebrates the vast entrepreneurial potential in science and fosters the community of scientist-entrepreneurs.

### Concept

Each year, universities and research institutions from all over the world are called upon to nominate their most innovative science start-up. From all nominations, 20 pioneering young companies are selected to participate in Falling Walls Venture in Berlin. On November 8, the eve of the Falling Walls Conference (The International Conference on Breakthroughs in Science and Society), they join a fast-paced pitch event embedded in an exceptional event and networking experience. Introduced by their nominating institutions, the start-ups present their business models in just 5 minutes in front of a high-caliber jury who awards the most promising concept. The winner, the Falling Walls Science Start-Up of the Year, receives the chance to present again on the grand stage of the Falling Walls Conference amongst Nobel laureates and other luminaries, and to an audience of 750 industry leaders, decision makers and international media representatives. All participants receive access to exclusive networking functions and the Falling Walls Conference on the following day.

### Participants

In previous years numerous renowned universities and research institutions nominated start-ups, among them New York University, University of Rochester, Imperial College London, Tohoku University, Karlsruhe Institute of Technology, McMaster University (Hamilton), University of Edinburgh, Fraunhofer Society (Munich), the Weizmann Institute of Science (Rehovot), Princeton University, University of Cambridge and King Abdullah University of Science and Technology. The University of Calgary nominated one of its own this past year, Neuraura. Neuraura made it to the top 20 in the Venture stream, creating invaluable global connections.



# FALLING WALLS CIRCLE OVERVIEW

## **What is The Circle?**

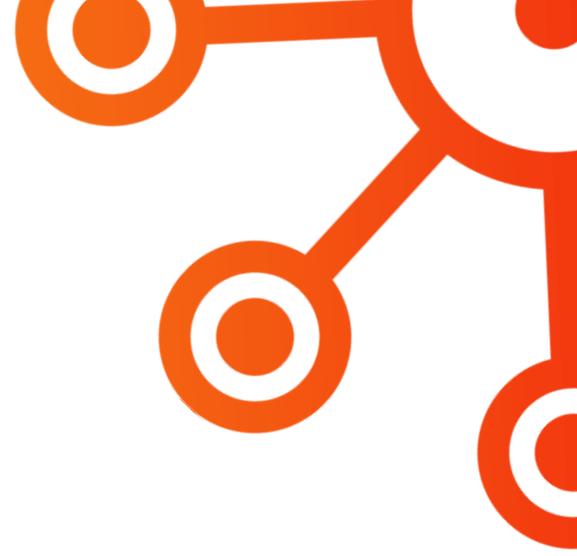
The Falling Walls Circle is the exclusive global platform for science strategists and visionaries, who shape the agenda of tomorrow by exchanging ideas and developing solutions for today's most pressing issues in science and society.

The invitation-only event brings together 50 key decision-makers from all around the world, including presidents and CTOs of research organizations as well as science and technology focused global corporations, senior government officials, cutting-edge experts, outstanding researchers and entrepreneurs.

The Circle engages and inspires peers by exploring complex problems, building personal relationships and facilitating institutional collaborations. It connects leaders from science, business and politics, who tackle crucial issues and emerging themes in and beyond science strategy. All participants are encouraged to actively shape the event by sharing their ideas, questions and solutions. The commitment of the attendees to the Chatham House Rule ensures an open discussion atmosphere and retains its confidentiality.

The event identifies and addresses major trends every year by placing them into new contexts and developing them further into exciting and often unexpected directions.





# FALLING WALLS ENGAGE

## OVERVIEW

### What is Engage?

Falling Walls Engage is an international platform for all forms of science engagement, hosted by Falling Walls in cooperation with the Robert Bosch Stiftung. Its goal is to showcase successful science engagement projects from a wide range of fields. From public science to pub science, from kindergarten education to VR experiences, and from citizen science to journalism, Falling Walls Engage connects those who tear down the walls between science and the public. The program seeks to highlight the scientific community's responsibility for the common good and spread scientific literacy, with a special focus on "hard-to-reach" target groups.

### Concept

Falling Walls Engage asks organizations and individuals active in science engagement to submit their successful projects or initiatives. The international call is open to all forms of science engagement, with a particular focus on impactful, cost-effective and novel approaches to building opportunities for dialogue and participation. The best submissions will be invited to share their science engagement projects on 8 November in a fast-paced pitch competition in front of a peer audience and a distinguished jury.

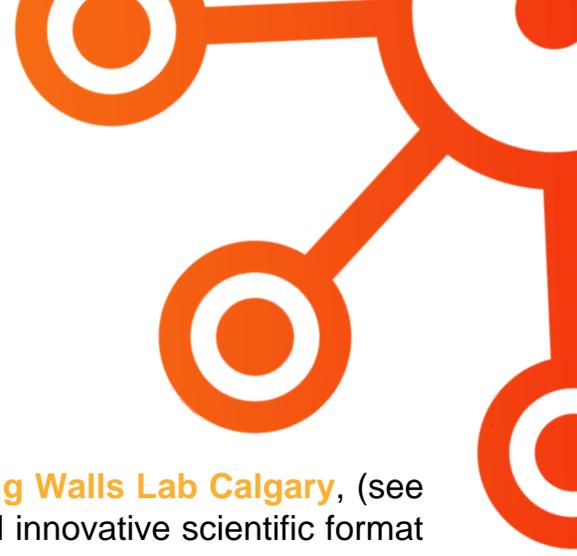
Presenting the "Falling Walls Science Engagement of the Year", the winner will get the chance to pitch their project on the grand stage of the Falling Walls Conference to an audience of 750 global leaders, decision-makers, and international media representatives. All participating projects will be digitally documented and presented on an interactive learning website to inspire both professionals and the general public. Following the presentation pitches, co-learning workshops will create an opportunity for further discussion, exchange of expertise and cooperation.

All selected participants will receive an invitation to join the Falling Walls Conference on 9 November.





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## SPONSORSHIP BENEFITS

We would like to invite you to become a partner of the **Falling Walls Lab Calgary**, (see previous pages for Lab information). Falling Walls Lab is an innovative scientific format for early-career researchers. The Lab is a platform for excellent academics, entrepreneurs and professionals from all disciplines to receive the opportunity to present their research work, business model, innovative project or idea with peers and a distinguished jury from academia and business. Each participant has 3 minutes time on stage.

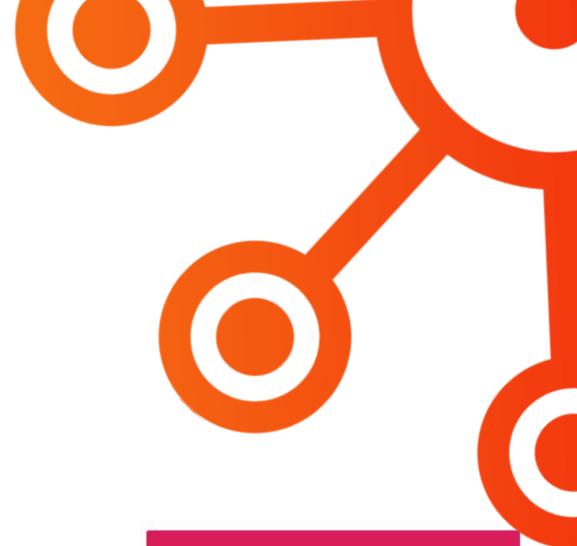
Falling Walls Labs take place globally throughout the year. The winners of each international Falling Walls Lab qualify for the Falling Walls Lab Finale in Berlin, which is held every year on 8 November and is closely connected to the annual and internationally renowned Falling Walls Conference, taking place on 9 November. At the Conference 20 top-class scientists from around the world present their current breakthrough research answering the question: “Which are the next walls to fall?”

The **Falling Walls Lab Calgary** is an inspiring and innovative forum, which gives you the opportunity to meet bright minds from diverse disciplines. The Lab will provide you with an excellent opportunity to get in touch with these aspiring scientists and professionals and to make them interested in your brand.

As a partner, amongst other advantages, you will become part of our high-profile jury that evaluates the participants and awards the prizes to the best presenters at the event. You can find impressions of the Falling Walls Lab, the video highlights of the Lab Finale in Berlin and photos at [falling-walls.com/lab](http://falling-walls.com/lab).

Please find enclosed more information on the Falling Walls Lab as well as a cooperation proposal.





## SPONSORSHIP BENEFITS

We would be happy to talk with you and are available to answer any questions or arrange a call at any time.





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We thank you for your consideration in sponsorship to support these budding entrepreneurs and entrepreneurial thinkers.

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