



INNOVATION SHOWDOWN

2019 Innovation Showdown Application Question List

Use this list as a guide to gather all of the information needed prior to submitting your application.

The Innovation Showdown is a collaborative project bringing the nation's top animal welfare organizations together to invest in lifesaving innovation.

U.S. based nonprofit or municipal animal welfare organizations with a primary mission of saving companion animals (including community cats) and for-profit entities with a primary purpose of saving animal lives are encouraged to apply. Pitches must come from an authorized representative of the organization or company. Any investment to a for-profit company will be restricted for use applied to the animal welfare lifesaving idea.

This year's Showdown will be presented at the HSUS Expo in New Orleans, April 15-18th. Innovation Showdown participants seeking funding to save lives will present their innovative animal welfare ideas on stage to the Innovation Investors.

Eligible organizations may submit up to two Innovation Ideas for consideration in the 2019 Innovation Showdown. Finalists and submitters from last year are encouraged to submit their ideas again with an improved pitch.

Please note: You may not save and return to the application later so applicants are encouraged to prepare their answers before beginning an application. Only begin the application when you are able to fully complete it.

Deadline to apply is 5 PM CST Tuesday, January 15.

Questions:

Organization name: *Name of the organization or company submitting the application*

Organization's tax ID number (EIN): *Tax ID number of the organization submitting the application*

Your name: *Name of the authorized representative submitting the application*

Your email address: *Email address of the authorized representative submitting the application*

Your phone number: *Phone number of the authorized representative submitting the application*

Name of Innovation Idea:

Please provide title for your Innovation Idea

Summary of Innovation Idea:

Please provide a short summary of your idea. You'll have an opportunity to more fully describe your idea in the next question.

Description of Innovation Idea:

Describe your idea. Include information regarding how/why you came up with the idea, does this idea serve an unfulfilled need or is this idea a new, efficient way to address a need, the type of animals impacted/saved, how/why you came up with the idea, and anything else you feel is important. Ideas must relate to saving or helping companion animals in need.

Implementation of your Innovation Idea:

Have you taken any action to date, to implement your innovative idea?

Select one option:

- *Yes we are actively doing/using it*
- *Yes, we've started implementing/working on it*
- *No, we have not yet implemented or started work on it*

Capabilities to develop and implement your Innovation Idea:

If provided funding, does your organization have the capability to fully develop and implement your idea? If not please describe how you would develop and implement this idea.

Link to video:

Please provide a video link (Youtube, Vimeo or other service) making your pitch and describing your Innovation Idea. You do not need a fancy camera or professional to shoot the video. You can submit video from your cell phone. This video should be your pitch about your idea. We recommend the video be approximately 3 minutes or less in length. Please ensure the link you provided is set to public, so it can be viewed by reviewers.

A video is required with this application. If you do not have a video ready, please complete your video then return to complete this application before the submission deadline.

Enter the URL for your submission video

Availability for Innovation Showdown

If chosen as a finalist, I am able to attend the Innovation Showdown in New Orleans at the 2019 Animal Care Expo, April 15-18, and will be available to answer questions and provide additional information needed prior to and during the event. (Expenses will be paid by the Petco Foundation, attendance to Expo provided by HSUS)

By checking "yes" you have confirmed your availability. If you are not able to check "yes" do not continue with this application:

Select "yes" or "no"

Certification

I certify that I am an officer or authorized representative of the organization submitting this idea and that all information herein is true and correct in all material respects. I agree that if chosen as a finalist I will use cooperate and use my best efforts to work with the Petco Foundation to prepare for the Innovation Showdown. If my organization receives an Investment from the Innovation Showdown, all funds provided will be utilized for the Innovation Idea presented in this application or as otherwise agreed to in writing by the organization and the Petco Foundation.

Select "yes" or "no"

Certification, non-disparagement

As an officer or authorized representative of the organization submitting this idea, I agree on behalf of the organization that as a partner of the Petco Foundation any public messaging that includes information about the Innovation Showdown or the Innovation investors shall promote a positive message about helping animals and saving lives. The organization agrees that it shall not disparage or speak negatively or take any action intended, or which would reasonably be expected, to harm the Petco Foundation or its reputation or which would reasonably be expected to lead to unwanted or unfavorable publicity to the Innovation Showdown or the Innovation investors.

Select "yes" or "no"

Third party consent release and indemnity - 1

By uploading, submitting, or sharing content such as videos or photos ("Content") to The Petco Foundation ("Foundation") you agree to the following:

- 1: You represent and warrant you are uploading, submitting, or sharing Content on as an authorized representative of, and on behalf of, an animal welfare organization ("Organization").
- 2: As an authorized representative of the Organization, you grant to the Foundation and Petco Animal Supplies Stores, Inc. ("Petco") the worldwide, irrevocable, royalty-free, and sublicenseable right to reproduce, distribute, create derivative works of, publicly display and perform the Content in all media now known or later developed including for promotion, marketing and fundraising, or other charitable purposes related to the Foundation.

Select "yes" or "no"

Third party consent release and indemnity - 2

By uploading, submitting, or sharing content such as videos or photos ("Content") to The Petco Foundation ("Foundation") you agree to the following:

- 1: You represent and warrant, on behalf of the Organization, that: (A) the Content is original and does not infringe the rights of any third party; and (B) the Organization has obtained any and all third-party permissions necessary to grant the rights granted herein.

2: You acknowledge that the Foundation and Petco have the right to edit all content in any manner.

3: You agree to indemnify and hold harmless the Foundation, Petco and any of their respective directors, officers, employees, agents, and representatives from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, including but not limited to reasonable attorneys' fees, arising out of any claim related to a breach of your representations and warranties.

Select "yes" or "no"

Third party consent release and indemnity - 3

By uploading, submitting, or sharing content such as videos or photos ("Content") to The Petco Foundation ("Foundation") you agree to the following:

1: You hereby irrevocably release, on behalf of the Organization, its employees, officers, representatives, shareholders, directors, trustees, and agents, the Foundation and Petco (and their respective directors, officers, employees, representatives, and agents) from all claims of any kind whatsoever, known or unknown, including claims of infringement based on use of the Content; and you hereby waive, on behalf of the Organization, all rights under California Civil Code Section 1542, which states: A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor, as well as any law of any other jurisdiction that limits any release of unknown claims.

Select "yes" or "no"

Rules & other details, verification:

All finalists will need to be available between March and April to work with us on an event video and their pitch. They must also be able to attend Animal Care Expo April 15 – 18. All travel expenses for two organization representatives will be paid by the Petco Foundation and conference registration will be covered courtesy of HSUS.

The Innovation Showdown is open to nonprofit organizations and for-profit companies. Pitches must come from an authorized representative of the organization or company. Any investment to a for-profit company will be restricted for use applied to the animal welfare lifesaving idea.

Organizations can submit up to 2 ideas but only one can be selected as a finalist.

U.S. based nonprofit or municipal animal welfare organizations with a primary mission of saving companion animals (including community cats) and for-profit entities with a primary purpose of saving animal lives are encouraged to apply.

Deadline to apply is 5 PM CST Tuesday, January 15.

Please check the box below that you have read these rules before submitting this application:

Check the box after reading the rules

Submit

Submit the application once it is completely filled out. Incomplete applications with missing questions cannot be submitted.

Good luck!