

# Eligibility Criteria

To apply for the CIX Startup Awards, your company must:

- Be an incorporated business in Canada
- Be headquartered in Canada
- Be privately held and not listed on any exchanges anywhere in the world
- Have a unique/disruptive/innovative digitally-based business that brings commercial or social value
- Have a functional prototype (at minimum) of the product, service or application (must be in market, can be pre-revenue)
- In addition to rating your company's innovation, market opportunity, management and business model, the judges will rate your company on its diversity of leadership
- The company CEO or Founder must be available to present at the CIX Summit, in-person, March 25-26, 2025 in downtown Toronto
- We recommend that your submission include a Pitch Deck or Sales Deck in PDF format.

**Note:** It's important to distinguish startups from other business models. A consultancy company, for instance, does not fall under the startup category. Startups are not simply about providing services; they are about creating and leveraging technology to build scalable products or solutions that can have a broad and lasting impact.

If your company was previously a CIX award recipient in an Early-stage category, you may apply again and we will consider you in the Growth category.

## The Judging Process

The Selection Committee evaluates each application on the following six criteria:

- Business Model
- Quality of Product and Service Offering
- Innovation
- Market Opportunity
- Depth of Management
- Diversity, Equity and Inclusion of Leadership

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## Confidentiality

No one outside of the CIX & Elevate staff and Selection Committee have access to a company's individual submission information. It will never be used for any other purpose than to understand, analyze, review and judge the companies. Absolutely no information is shared, published or in any way compromised. It is a de-facto confidentiality agreement.