



LION'S DEN - NEW FORMAT

Brought to you by [Soul of the Next Economy](#), [Edge](#) & [ATB](#)

You might have noticed this is not the same Lion's Den that we have done in the past. This year we can't wait to see you turn your passion for social issues into social impact at the Lion's Den which is taking place at [Soul of the Next Economy](#) on September 29 & 30. Check out [LionsDenAlberta.org](#).

IMPORTANT DATES:

September 24 @ midnight: Deadline for Submissions for Lion's Den

Your chance to **win over \$5,000 in cash & prizes!** Only the first 30 pre-registered submissions will be reviewed - **YOU MUST pre-register at [LionsDenAlberta.org](#)**. Upon pre-registration, you will receive a special code so you can attend the 2-Day Soul of the Next Economy Forum for only \$30! Attend in order to advance.

September 27: Advancement Announcement

A panel will review only the first 30 pre-registered submissions to determine who will advance to share their idea at Soul of the Next Economy - some of those that advance will share LIVE on stage and the rest through other mediums. Make sure to check your email and cell phone! We are looking for passion, clarity & a real understanding of the problem by answering the questions below.

September 29: Lion's Den World Cafe @ 5:30 - 7:30 pm

Join us to connect with industry thought leader & Soul of the Next Economy keynote - Daniela Papi-Thornton, former Deputy Director at the *Skoll Centre for Social Entrepreneurship*. Featuring the advancing submissions from Lion's Den, we will further explore the social issues that people are passionate about, asking questions & diving deep in a world cafe type format.

September 29 & 30: Soul of the Next Economy

Join us at this incredible forum where thought leaders, community and businesses merge to tackle local & global issues. Go to [NextEconomyForum.com](#) for more details. On Saturday afternoon, the closing event is the Lion's Den. 300+ Forum attendees will learn about the advancing submissions and have opportunity to provide direct input, connections and even \$\$\$. You will be inspiring 300+ people to take action on your social issue!

HOW DO WE SUBMIT OUR SOCIAL ISSUE?

It's as easy as 1,2,3, 4. We know when you are passionate, you are driven to dive into the issue so we have teamed up with Daniela Papi-Thornton to provide a simple & fun way to do it! Make sure to check out and refer back to [LionsDenAlberta.org](#) for videos, downloads & updates.

STEP 1:

Pick one Social Issue you are passionate about tackling - it can be local or global. But yes it can be only one and should be specific. *For example:* if you want to explore poverty, what subject in poverty do you want to explore? Affordable housing, living wage or food security? Where does this happen? Who is involved?

Specific = Clarity = Winning!



STEP 2:

Do your research! Visit [Tackling Heropreneurship](#) and read the [report](#) - it is amazing! Download and fill out the [THE IMPACT GAPS CANVAS](#) (we require this with your video submission).

STEP 3:

Dive a little deeper, talk to people and organizations involved in the problem.

- What's the hardest part of the social issue?
- Give 1-3 specific examples of the social issue & how does it occur?
- Who or what is currently involved in the social issue?
- Who is affected by it?
- What strategies or solutions have people or organizations already tried? What works? What could be improved?
- What are your recommendations (remember you are not pitching a solution, you are focused on the core social issue & making recommendations only.)

STEP 4

- Grab your smartphone & do up a quick 3 minutes video answering the questions in Step 3 & why you are so PASSIONATE about the social issue.
- Submit your video & Impact Gap Canvas to lionsden@nexteconomyforum.com by Sunday, September 24 at midnight.

WHAT DO I WIN AGAIN?

There are 300+ people who attend the Forum and they will have the opportunity to support advancing projects with their time, mentorship, connections and even \$\$\$. The Forum audience also votes on prizes for the presentations! And there's more...

All advancing submissions are connected with mentors, invited to exclusive Calgary events & eligible for grants from over \$5,000 in CASH!

FINAL THOUGHTS

- Teams (up to 3) & individuals are encouraged to apply.
- Only the first 30 pre-registered submissions will be reviewed.
- Once pre-registered, you'll receive the \$30 ticket special code to the Soul of the Next Forum & special tips & tricks to prepare.
- Attend the meetups & workshops listed at [LionsDenAlberta.org](#) & email if you have questions.
- Attend the Forum for the learnings & connections. If you advance and attend, you get to share your social issue with the whole Forum.
- Tell others!. Go to [LionsDenAlberta.org/media](#) to download content.
- THANK YOU!**

action
changes
things

Lion's Den

SEPTEMBER 29 & 30
@SOULFORUMYYC
\$5,000 CASH & PRIZING

NEW FORMAT

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