



Physio Pitchfest Application Form

Primary applicant details	
Name:	
Email:	
Phone:	
Company details: <i>(If applicable)</i>	
AHPRA Registration Number:	
APA Member ID:	
Team details: <i>(If applicable, please include first and last names of all team members and company details)</i>	

Idea/concept title:

Idea/concept overview: Please provide an overview of your idea/concept. What work has been done to date and what further work is required? *(Approx 250 words)*

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Opportunity: What problem does the idea solve? Does the idea have merit for commercialisation? Who would the idea benefit?
(Approx 250 words)

Innovation: How is your solution or idea different to something that may already exist? What alternatives are currently available? What makes your idea unique or better? (Approx 250 words)

Impact: What is the potential impact of your solution? Who is the target market? We are interested to know the potential impact of your idea on the target market in regards to the opportunity area/s. *(Approx 250 words)*

Evidence base and research: To what extent is your solution supported by research? For example, quantitative or qualitative research, evidence and insights, or consultation with users. Describe how this data has influenced the development of your solution. *(Approx 250 words)*

Feasibility: How will you deliver your idea in a sustainable and cost effective way to the intended market? How do you plan to get the product/idea to market? We are interested to know how easy it would be to create a sustainable and cost effective business from this idea. *(Approx 250 words)*

Scalability: Briefly describe your strategy to implement and scale your solution. How do you plan to encourage adoption of your solution, particularly by your target market, and what is the potential to scale? *(Approx 250 words)*

Financials: Please detail how the \$15,000 will be spent. Will you require funding from other sources? If so, please provide details of current and potential funding sources.

Timeline/Milestones

Please provide an indicative high-level timeline for the project and key performance indicators (where feasible) to determine how you will know if this milestone has been achieved?

Milestone	Key Performance Indicator	Timeframe
e.g. Create storyboard for the app.	e.g. Storyboard signed off.	e.g. Month one.



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Video

Please include a three minute video pitching your idea/concept with your application. Please send your video via a YouTube private link or WeTransfer.com <https://wetransfer.com/> File format must be mp4. Content to cover (not necessarily in this order)

- What problem are you trying to solve?
- What is your idea/solution?
- How does your solution differ from similar or competitive products?
- Who is your target market?
- Who is in your team? (if applicable)
- What impact will your solution have on the physiotherapy profession or for the patient?
- What type of data, research or validation is there to support your idea?
- What is your path to market and how long will this take?
- How do you propose to scale your idea?
- How do you intend to use the funds?

Supplementary information

Please provide any supplementary information to support your submission, such as images, examples, etc.

Certification

Entry into the Physio Pitchfest will be deemed acceptance of the Terms and Conditions by the Applicant(s).

- I / we certify that to the best of my knowledge the details provided in this application form and in any supporting documentation are true and complete.
- I / we certify that I meet all the eligibility criteria as outlined in the terms and conditions.

Name of Applicant(s)	Signature of Applicant	Date

All information provided as part of your submission is private and confidential and will be used in accordance with the Australian Physiotherapy Association Privacy Policy. <https://australian.physio/apa-privacy>

DEADLINE: Saturday 31 May 2025, 11:59 pm AEST

The PRF must receive applications by the above-specified deadline.

Late applications will not be accepted and no extension of the deadline will be considered.

Please email your application form and video link to: prf@australian.physio