



International Invention Innovation Competition in Canada
iCAN-TORONTO, CANADA

iCAN 2023 "THE 8TH EDITION"

THE FINALS

AUGUST 26 @ 10:00AM(EST) – TORONTO, CANADA

WWW.TISIAS.ORG/iCAN-FINALS2023

"THE FINALS" AWARD WINNERS

KEYNOTE SPEAKER PRESENTATION

"THE FINALS" MOVIE SHOWCASE

iCAN 2023 OFFICIAL CATALOGUE



8th
YEAR
ANNIVERSARY



THE FINALS AWARD WINNERS TO BE ANNOUNCED ONLINE

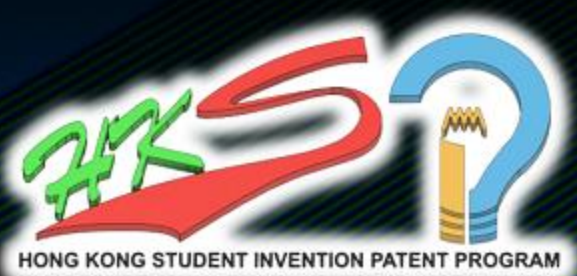
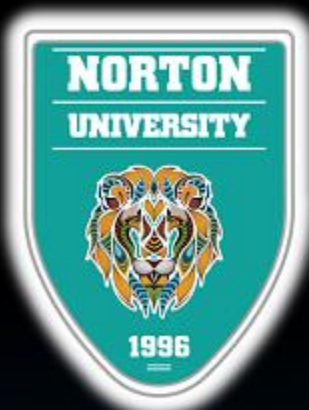


THE ANNOUNCEMENT OF iCAN 2023 “THE FINALS” AWARD WINNERS WILL BE UPLOADED ON THE WEBSITE ON AUGUST 26 LISTING ALL FINALISTS WHO HAVE ENRICHED THEIR COMPETITION PARTICIPATION IN “THE FINALS” BY SUBMITTING THEIR INVENTION/PROJECT PRESENTATION VIDEOS.

“THE FINALS” AWARDS WILL FEATURE THE FOLLOWING TITLES:

- THE GRAND PRIZE OF iCAN 2023
- THE SEMI-GRAND PRIZE OF iCAN 2023
- TOP 10 & TOP 20 BEST INVENTION AWARDS
- JURY’S CHOICE AWARDS & ORGANIZER’S CHOICE AWARDS
- BEST YOUNG INVENTOR AWARDS & BEST WOMAN INVENTOR AWARDS
- BEST INVENTION VIDEO AWARDS & BEST INVENTION DESIGN AWARDS
- SPECIAL AWARDS BY CANADIAN ASSOCIATIONS & SOCIETIES
- SPECIAL AWARDS BY INTERNATIONAL DELEGATIONS

SPECIAL AWARDS TO BE FEATURED IN THE FINALS (TENTATIVE) :



THE FINALS AWARD WINNERS LIST WILL BECOME AVAILABLE ON AUGUST 26 @10:00AM EASTERN TIME TORONTO AT WWW.TISIAS.ORG/iCAN-FINALS2023



KEYNOTE SPEAKER'S LECTURE PRESENTED BY HOWARD A. LIM



“How to Rise Far Above Your Competition”

Your brand must stand for something. One of the most important aspects of differentiation is brand positioning, or how a brand is positioned against its competitors in the marketplace as well as against its sibling brands. The clearer your position, the more likely you are to stand out as a billboard in the consumer's mind. Are you thinking too small when it comes to your brand? As the visual foundation of your company, your brand has the power to influence sales, shareholder value, and relevancy. Fortune 500 branding and business architect Howard A. Lim will show you how to define your UBP (Unique Buying Proposition) to customers, strategic partners, and investors. You'll gain insights on how to leverage your brand and business—regardless of what product or service you sell—to give you a competitive edge and maintain a winning strategy for months and years to come. Armed with real-life case studies from Howard's experience building Fortune 500 brands, you can turn your business into a unique brand that provides a memorable experience.



HOWARD A. LIM

President

HOW Creative



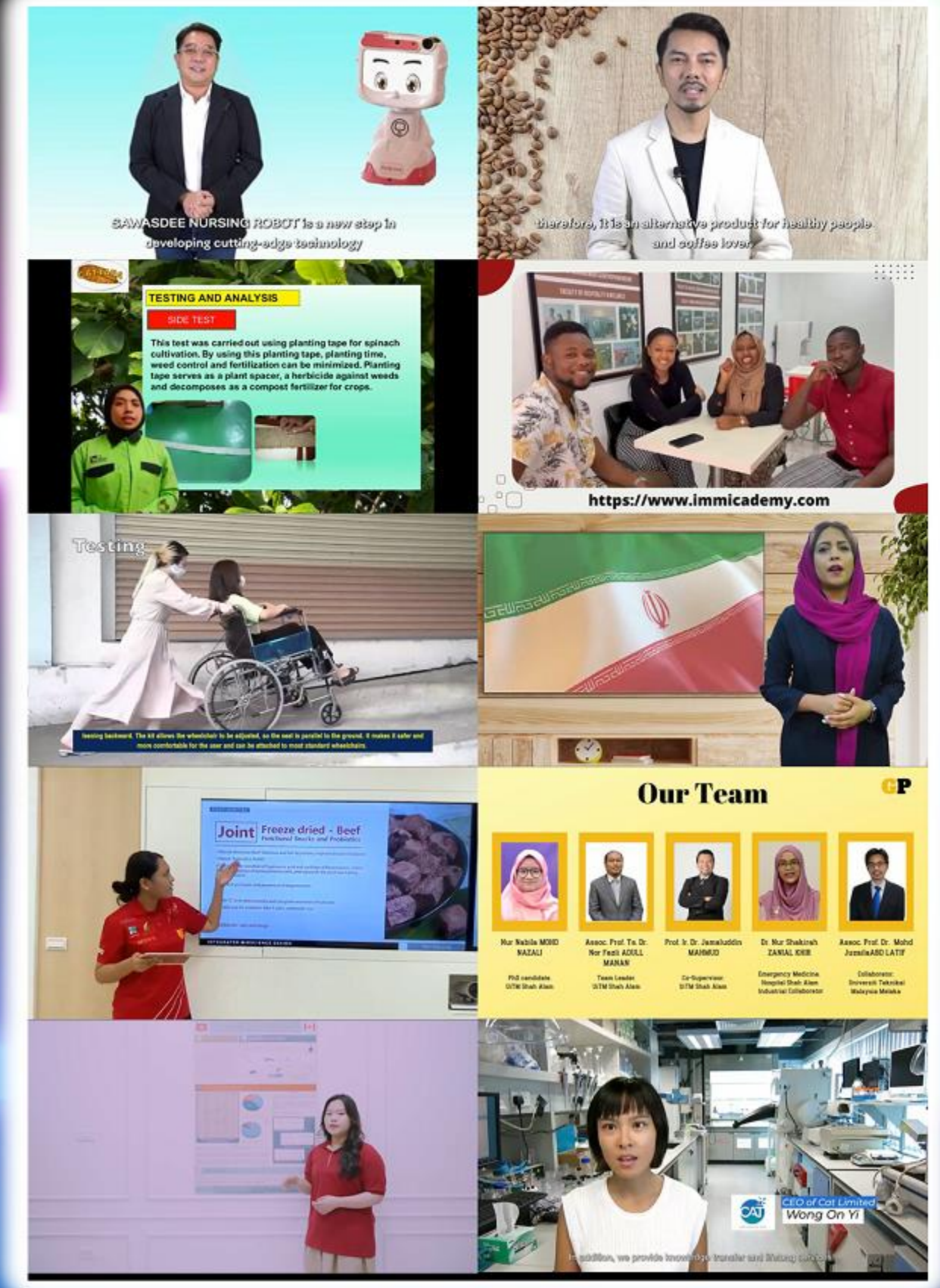
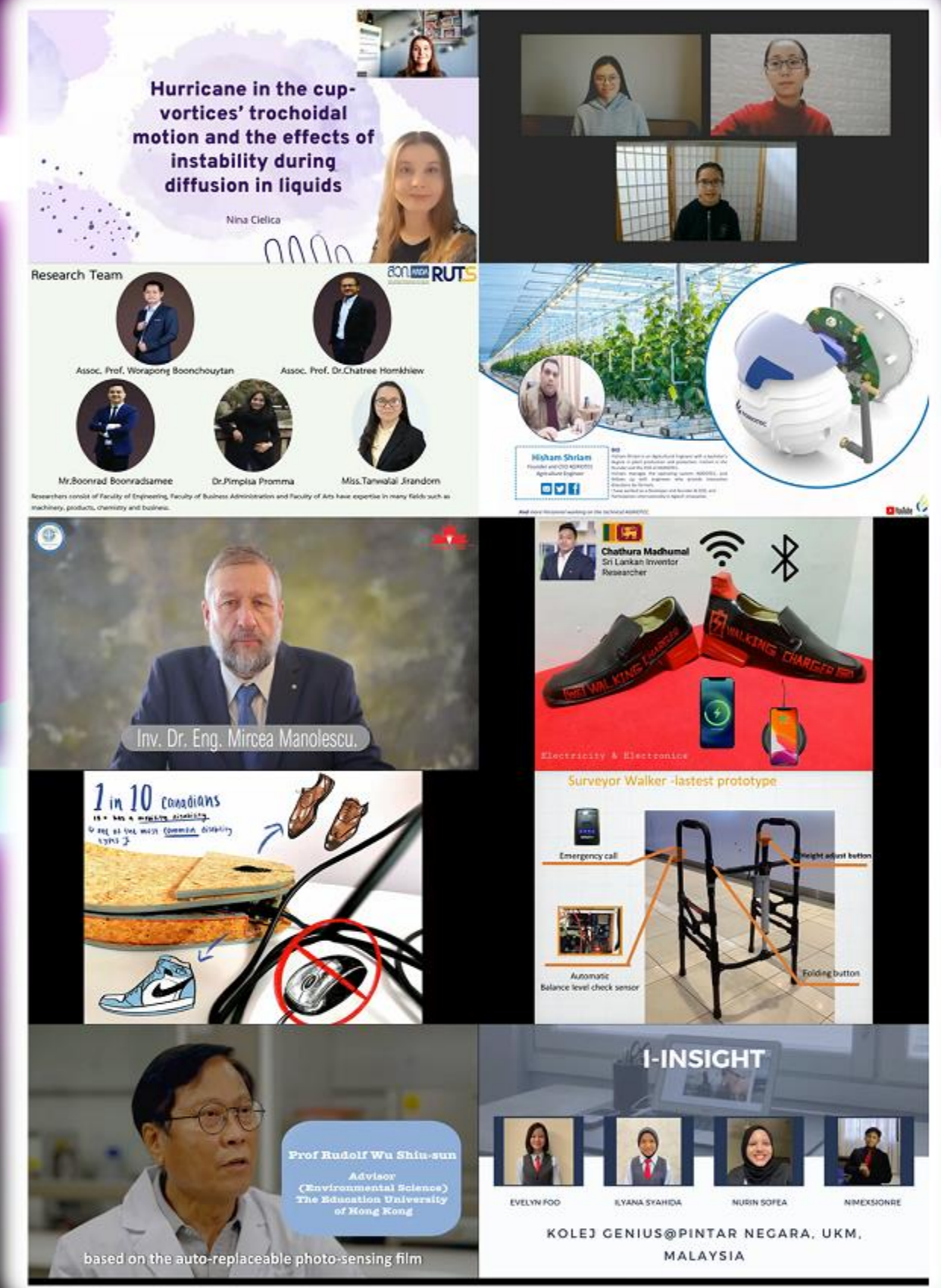
5 KEY TAKEAWAYS:

- Revamp your brand positioning to implement growth now and in the future
- Create a world-class strategy that makes your brand stand out from competition
- Discover branding secrets used by Fortune 100 companies to secure more sales and long-term customer loyalty
- Avoid common branding mistakes that prevent your brand from being distinctive
- Learn how to instantly convey the unique purchase proposition in today's market climate



THE FINALS MOVIE SHOWCASE TO PREMIER ON AUGUST 26

“THE FINALS” MOVIE WILL FEATURE A PORTION OF ALL FINALISTS’ VIDEOS MIXED WITH ALL CONGRATULATORY MESSAGES FROM THE MEMBERS OF THE ICAN 2023 ORGANIZING COMMITTEE & JURY MEMBERS AND ALSO FROM THE INTERNATIONAL DELEGATION LEADERS TO CELEBRATE THE ANNUAL EVENT.





THE OFFICIAL CATALOGUE WILL BE AVAILABLE FOR VIEW/DOWNLOAD

8th YEAR ANNIVERSARY



THE OFFICIAL iCAN 2023 CATALOGUE (BOOKLET) in PDF WILL BECOME AVAILABLE ONLINE, LISTING ALL PARTICIPANTS OF THE COMPETITION AND GENERAL OUTLINE OF THE EVENT WITH THE COMMITTEE'S ACKNOWLEDGEMENTS.



THE CATALOGUE WILL CONTAIN ALL NECESSARY INFORMATION ABOUT THE EVENT INCLUDING THE ENTIRE LIST OF EXHIBITS BY EACH COUNTRY/REGION, AND DIRECTORY OF ALL INNOVATIONS PRESENTED IN THE COMPETITION. IT WILL ALSO HAVE VARIOUS WELCOMING MESSAGES BY OUR ORGANIZING COMMITTEE AND INTERNATIONAL DELEGATIONS AND PARTNERS FOLLOWED BY THE GENERAL INFORMATION ABOUT iCAN 2023 EVENT.

iCAN 2022 GROUP PHOTO COLLAGE





OVERALL SUMMARY AND REMARKS AFTER THE FINALS



- ❖ **iCAN 2023 “The Finals” Contents will all become available on August 26th @ 10:00AM (EST) Toronto, Canada at www.tisias.org/ican-finals2023**
- ❖ **The above URL link will become accessible at the specified time above**
- ❖ **The Finals Award Winners List, Keynote Speaker Video, Official Catalogue, iCAN 2023 Finals Movie will remain uploaded on the website link above for those who can only access later in time**
- ❖ **The decision for the Finals award selections will be FINAL**
- ❖ **There is no real-time Zoom Calls or Google Meets for iCAN 2023 “The Finals”. Everything will be uploaded at 10:00AM for you to check & watch**
- ❖ **iCAN 2023 Award Package shipping will begin in the month of September in the order of applications submitted that have fully completed its registration requirements & confirmed the destination postal addresses**
- ❖ **For any questions/queries, please email iCAN 2023 Team at ican@tisias.org**

We wish all the Finalists Best of Luck and Enjoy iCAN 2023 “The Finals”

www.tisias.org/ican-finals2023

