

The Medical Capital Innovation Competition 2019

April 17-18, 2019

The Global Center for Health Innovation

Cleveland, OH

OFFICIAL COMPETITION RULES

OVERVIEW:

BioEnterprise (Organizer) and The Global Center for Health Innovation, Cuyahoga County, and HIMSS (Organizing Partners) are collaborating on the 3rd Medical Capital Innovation Competition (MCIC) – **AR/VR/XR: The New Reality of Healthcare.**

The MCIC is open to and encourages participation from professional (open division) and collegiate (collegiate division) teams. \$100,000 in prizes, mentoring, and access to business advisors, including collaboration prizes from world-class healthcare systems, will be awarded.

The MCIC is a two-day event. The first half of the first day is a mentoring day, whereby teams will be coached in the general areas of commercial viability, technical viability, financial viability, and pitch presentation. On the second half of the first day teams will be required to participate in a demonstration of their product. The second day, the pitch day, allows the teams to present their refined business plans, based on the feedback from the mentors, to a panel of experienced judges.

By applying to participate in the MCIC, the applicant agrees and understands that participation in the MCIC is subject to the terms and conditions contained in these rules, all of which are binding.

ELIGIBILITY:

1. The Medical Capital Innovation Competition welcomes innovators, collegiate and professional, working with big data, artificial intelligence, enhanced reality and other disruptive technologies to engage patients and clinicians and take healthcare to new levels.
2. The MCIC is open to global teams of 4 individuals or less who are at least 18 years of age, except:
 - a. The 1st place Open Division winners-participants from any previous year are ineligible to apply to any Division in any subsequent year unless they apply as part of a new team with a solution unassociated with the prior winning solution.
 - b. The 1st place Collegiate Division winners-participants from any previous year are ineligible to apply to the Collegiate Division in any subsequent year unless they apply as part of a new team with a solution unassociated with the prior winning solution. The previous 1st place Collegiate Division winner-participants may apply to any subsequent Open Division on the same team and with the same solution.
3. The exception described in 2. (above) doesn't apply to previous 2nd or 3rd place Open or Collegiate Division winners; previous 2nd and 3rd place winners may apply in subsequent years on the same team with the same solution.
4. Only English-language submissions will be considered.

HOW TO APPLY TO COMPETE IN THE MCIC:

1. To submit an entry into the MCIC, visit the application website medicalcapitalinnovationcompetition.skild.com beginning January 14, 2019, 12:01 AM EST.
2. Applicant teams must choose either the Collegiate or Open division. Dual division application is not permitted. See division definitions below.
3. The final day to submit an entry is March 15, 2019, 11:59 PM EST.

4. There is no cost to enter the MCIC, and a purchase or payment will not increase the chances of acceptance into the MCIC or winning a MCIC prize.
5. Submissions for acceptance into the MCIC are reviewed and accepted by the selection committee on a rolling basis, beginning February 1, 2019. See below for selection criteria.
6. Approximately 22 teams will be accepted into the MCIC.
7. The Organizer and Organizing partners reserve the exclusive right to set and adjust the number of teams accepted into the Competition.
8. Accepted teams will be notified no later than March 29, 2019.
9. Once a team has been notified of its acceptance into the competition, that team has 48 hours to reply with its desire to participate in the MCIC. If no reply is received within the 48-hour window, the invitation will automatically be withdrawn and Organizers will accept another team until the allotted teams are confirmed.
10. The MCIC begins on Wednesday, April 17 and continues through Thursday, April 18, 2019.

COMPETITION SELECTION CRITERIA:

1. The selection committee will consider the following criteria, and others, when evaluating applications:
 - a. Whether the application is complete and adheres to the requirements of the application website.
 - b. Whether the solution proposed is viable. Viability will be assessed from a technical and market perspective.
 - c. Whether the assembled team has the requisite skills and experience to contribute to the success of the project.
 - d. The degree to which the solution has an impact on improved healthcare.

DIVISION DEFINITIONS:

1. Open Division

- a. The Open Division is open to any eligible participant and their team.
- b. Open Division teams should be startups that are presenting innovative healthcare solutions using AR/VR/XR that have a commercial pathway, meets a market need, and will impact healthcare, regardless of stage of commercialization.

2. Collegiate Division

- a. The Collegiate Division is open to teams that are made of currently enrolled students and should be based on a project that originated out of their academic situation/experience.
- b. Collegiate Division teams may have no more than one member that is not, at the time of the competition, enrolled in an undergraduate or graduate program.
- c. Presenting member(s), must be, at the time of the competition, enrolled in an accredited graduate or undergraduate program.

COMPETITION JUDGING:

1. Qualification of judges

- a. Competition winners will be chosen by a panel of judges solely selected by Organizer and Organizing Partners.
- b. Judges will be experienced professionals that have deep expertise in one or more areas critical to successful healthcare innovation. These areas include, but are not limited to:
 - i. Healthcare industry expertise
 - ii. Experience within the disruptive technology
 - iii. Specific technology startup experience
 - iv. A meaningful background in startup investing
 - v. Other areas as deemed appropriate by the Organizer and Organizing Partners

2. Judging process

- a. Judging will begin in the afternoon of the first day of the competition, April 17th, continue on April 18, 2019.
- b. Judges will be provided with an overview of each business plan based on application materials submitted.
- c. Each judge will score each team during their product demonstration and pitch presentation based on the approved judging criteria using numerical ranking.
- d. The numerical rankings will be tallied and summed so that an overall score can be determined for each team.
- e. At the completion of all pitch sessions, the judging panel will convene, review results and determine the final rank order of the presenting teams. The panel will assign the appropriate winners in rank order of their placement.
- f. In the event of a tie, the winners will be determined based on a simple majority vote by the judges.
- g. The Organizer and Organizing Partners reserve the sole right to define and modify the judging process as deemed appropriate.
- h. Under no circumstances will a team be permitted to appeal the final decision of the judges. Judging decisions are final, binding and not contestable.

3. Judging Criteria

- a. Applications will be evaluated on the criteria of commercial viability, technical viability, financial viability, use of proceeds, strength of the team, presentation of the business plan, and the impact factor.
 - i. Commercial viability includes key aspects of the competitive environment and the value proposition, and may include, but is not limited to:
 1. The market need addressed and how
 2. The need for the product or service
 3. The addressable market size
 4. Market growth (potential future and past performance)
 5. Competitors and competitive technologies
 6. The competitive solution
 7. Customer segments
 8. Relationships to be forged
 9. Marketing and distribution channels to be exploited
 - ii. Technical viability may include, but is not limited to:
 1. The unique technical features of the product or service
 2. Technological feasibility
 3. Intellectual property positions
 4. Cost and pathway to development
 5. Timeline to complete the work
 6. Likelihood of and risks to development
 - iii. Financial viability may include, but is not limited to:
 1. Cost structure
 2. Revenue streams
 3. Profit potential
 4. Investment capital required to achieve specific milestones
 5. Risk and return
 - iv. Use of Proceeds includes how winning the competition will impact the team and the solution.
 - v. Strength of the Team may include, but is not limited to:
 1. Team alignment
 2. Technical competence
 3. Business acumen
 4. Industry knowledge
 5. Enthusiasm and commitment

- vi. Presentation of the business plan may include, but is not limited to:
 - 1. Quality of the presentation (oral and PowerPoint)
 - 2. Persuasiveness of the presentation (demonstration, oral and PowerPoint)
- vii. Impact Factor may include, but is not limited to:
 - 1. The potential to create change and provide a solution to an existing problem
 - 2. How close is the technology to delivering functionality

PRIZES:

1. Description of prizes

a. Open division

i. Cash Prizes:

- 1. 1st place – \$50,000
- 2. 2nd place – \$25,000
- 3. 3rd place – \$15,000

ii. Collaboration prizes:

- 1. Our Healthcare Partners may award Collaboration Prizes to any number of competing teams.
- 2. Collaboration Prizes will be tailored to the specific team awarded by the Healthcare Partner. The Healthcare Partner will define the content and duration of the prize.

iii. Exhibition and In-person prizes:

- 1. HIMSS will award the 1st place open division winner the opportunity to exhibit at HIMSS20, March 9-13, 2020, in Orlando, Florida.
- 2. HIMSS will award the 1st, 2nd, and 3rd place open division winners supporting level collaborator benefits in the HIMSS Innovation Center, described as follows and commencing July 1, 2019 through June 30, 2020:

<http://www.himssinnovationcenter.org/collaborator-prospectus>.

b. Collegiate division

i. Cash Prizes:

- 1. 1st place – \$6,000
- 2. 2nd place – \$3,000
- 3. 3rd place – \$1,000

ii. Collaboration prizes:

- 1. Our Healthcare Partners may award Collaboration Prizes to any number of competing teams.
- 2. Collaboration Prizes will be tailored to the specific team awarded by the Healthcare Partner. The Healthcare Partner will define the content and duration of the prize.

iii. Exhibition and In-person prizes:

- 1. HIMSS will award the 1st place collegiate division winner the opportunity to exhibit at HIMSS20, March 9-13, 2020, in Orlando, Florida.
- 2. HIMSS will award the 1st, 2nd, and 3rd place collegiate division winners supporting level collaborator benefits in the HIMSS Innovation Center, described as follows and commencing July 1, 2019 through June 30, 2020:

<http://www.himssinnovationcenter.org/collaborator-prospectus>.

2. Awarding of prizes

a. General rules regarding prizes:

- i. Organizer is not responsible for any dispute among team participants related to prizes.
- ii. Each Participant is solely responsible for any applicable taxes for prizes awarded.
- iii. Prizes are not transferable.

b. How funds are to be transferred:

- i. MCIC will provide an award letter with amount, signed by a competition official, to each team.
 - ii. With each letter will be a form W-9 and a stamped, addressed mailing envelope.
 - iii. Winning teams should complete the W-9, sign the award letter and return both forms to the event Organizer in the envelope provided.
 - iv. Payment will be sent by mail within 30 days of receipt of signed letter and W-9.
 - v. Payment will be made to the entity or individual directed by the W-9 and will be mailed to the address specified on the W-9.
- c. How collaboration prizes are to be awarded:
- i. At the conclusion of the competition, the respective healthcare partner will provide the awarded team(s) with a certificate and the required institutional contact information.
 - ii. The winning teams are responsible for connecting with the respective healthcare institution.
- d. How exhibition and in-person prizes are to be awarded:
- i. At the conclusion of the competition, HIMSS will provide the awarded team(s) with a certificate and the required HIMSS contact information.
 - ii. The winning teams are responsible for connecting with HIMSS to collect their award.

DISQUALIFICATION:

1. Organizer has the right, at its sole discretion, to disqualify any participant or team for a violation of the rules.
2. Organizer may prohibit certain contestants or teams from participating in the MCIC or winning a prize if, in its sole discretion, it determines that a contestant or team has attempted to undermine the legitimate operation of the MCIC by cheating, hacking, deception, or any other unfair practice.
3. Organizer has the right, at its sole discretion, to disqualify any participant or team that attempts to annoy, abuse, threaten or harass any other participants or representatives of Organizer.
4. Entries containing pornographic material, defamatory statements or are otherwise deemed offensive by Organizer are prohibited from participating in the competition.
5. Ineligible entries may be disqualified at any time without notice.
6. Teams must have at least one team member participate during both days of the competition.
7. Teams must have at least one team member present at the awards ceremony to claim their prizes.

CANCELLATION:

1. Organizer has the right to cancel or suspend the MCIC with or without notice and for any or no reason.
2. Organizer, and Organizing Partners, are not responsible and Participants hereby waive any claim for damages, claims, losses, or inconveniences caused by cancellation or suspension of the MCIC.

INTELLECTUAL PROPERTY (IP):

1. By providing a submission to the MCIC, each Participant represents and warrants that the submission does not violate any applicable law or any third party intellectual property rights.
2. Organizers and Organizing Partners do not make any claims to or take responsibility for IP that emerges from the MCIC.
3. It is up to each team, solely, to determine ownership of any work that is created and developed during the MCIC.
4. Organizers and Organizing Partners accept no responsibility for resolving IP disputes among Participants.
5. The risks of exposing an idea and/or IP may be outweighed by the benefits of the feedback and collaboration you will receive if people get excited about your submission.
6. If you have concerns about the IP in your submission, we recommend consulting a lawyer before participating or sharing said IP.

PUBLICITY AND PRIVACY:

1. Participant understands that the MCIC may be photographed, videotaped, recorded, etc. and that the news media may be present on one or both days of the event.
2. Participant hereby grants Organizers the right to use or refrain from using Participant's name and/or likeness in any video, photo, recording or media b-roll without Participant's review, approval or compensation.
3. By applying to and/or participating in the MCIC, team members expressly consent to the collection of personal information. Personal information is collected for the purposes of registering teams for the MCIC, administering and promoting the MCIC, and communicating about current and future events.
4. Applicants and participants expressly consent to receiving electronic messages relating to participation in the MCIC.

REPRESENTATIONS AND WARRANTIES:

1. Applicants and Participants represent and warrant that:
 - a. They meet the eligibility requirements specified in the rules and will abide by the rules and the decisions of the judges;
 - b. Their submission is their own original work and/or collectively that of their team and that they have all necessary rights or licenses to incorporate any third party intellectual property into the submission;
 - c. The submission will not infringe the intellectual property rights or contractual rights of any third person; and,
 - d. Their application and participation in MCIC, if accepted, will full comply with these official rules.

LIABILITY RELEASE AND INDEMNITY:

1. Under no circumstance will Organizer, Organizing Partners or Sponsors be liable for any direct, incidental, indirect, special or consequential damages incurred by any participants or third parties in connection with, arising out of, or relating in any way to the MCIC or the official rules.
2. Participant shall indemnify and hold Organizer, Organizing Partners, Sponsors and their officers, directors, employees, successors and assigns harmless against any claims, losses, damages, liabilities and expenses (including reasonable attorneys' and other professionals' fees) incurred by Participant in connection with, arising out of, or relating in any way to the MCIC or the official rules.
3. All disputes, claims and causes of action arising out of or in connection with the MCIC, prizes, or the official rules, shall be resolved individually, without resort to any form of class action, and exclusively by the state courts in the State of Ohio for the County of Cuyahoga; Participant submits to the exclusive jurisdiction and venue of such court for the purpose of any action.
4. Participant agrees not to use in any advertising, publicity, marketing, press release, or in any other way, the name, trademark, logo, symbol, image, likeness or other intellectual property of Organizer, Sponsors, or Organizing Partners without the prior written consent of Organizer, Sponsors, or Organizing Partners respectively.