

## HEALTH TECH VENTURE CHALLENGE

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### Frequently Asked Questions

**What is the Health Tech Venture Challenge?**

A: Advocate Aurora Health and MATTER have partnered on the Health Tech Venture Challenge, inviting entrepreneurs developing technology solutions for health systems to participate.

**What types of ideas is this challenge seeking?**

A: Solutions can range from validated research-based concepts to scaled on-market solutions.

**When does the challenge begin and when will winners be announced?**

A: The Health Tech Venture Challenge launches on October 1, 2018 and applications will be accepted and reviewed until November 12, 2018 at 5:00pm CST. Three to five finalists will be selected, and final pitches will be held on December 11, 2018. The final winner will be awarded a \$10,000 cash prize.

**Who is eligible to apply?**

A: This challenge is open to existing startups of all stages. Submissions can range from early stage concepts to on-market solutions developed by seasoned entrepreneurs or industry innovators.

**How do I apply for the challenge?**

A: Visit <http://bit.ly/AAHchallenge>. You'll be asked to submit a three-minute video pitch and respond to several short answer questions.

**How many times can I apply?**

A: Each applicant (i.e. a company, entity or individual) can submit one submission to the challenge. Have multiple ideas? Select the best one for submission.

**How many winners will be selected?**

A: Three to five finalists will be selected present in front of AAH leadership and the MATTER community. From that group, one winner will be selected to receive the \$10,000 prize.

**What will challenge finalists receive?**

A: Challenge finalists will have the opportunity to:

- engage with other cutting-edge startups;
- network with peers, investors and leading influencers;
- gain exposure to the MATTER community;
- access workshops and mentors as resources;
- collaborate with and learn from AAH leaders.

*Mentor availability will be communicated to finalists upon selection.*

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#### What will the challenge winner receive?

A: Winners of the challenge will receive recognition and prizes including the \$10,000 cash prize and a six-month MATTER membership, as well as mentorship from subject matter experts at Advocate Aurora Health. Mentor availability will be communicated to finalists upon selection.

#### What judging criteria will be used to evaluate solutions?

A: Candidates will be evaluated on the following:

- Ability to address the problem statements outlined in the Challenge description
- Quality, feasibility, and scale of proposed solution or technology
- Differentiation of solution within the competitive landscape
- Capability of team to develop and execute solution
- Extent to which an AAH pilot can advance solution

#### What format should the final pitch deck be?

A: The final pitch presentation format will consist of a 12-minute presentation including 10 minutes plus Q&A:

- **Problem Definition** - What is the health disparity that you are addressing?
- **Problem Description** - Describe the elements of the problem, the causes and symptoms, and why you believe current solutions do not adequately address it. Share the market insights you have gathered to confirm the problem and stakeholder need.
- **Solution Requirements** - Based on your market research, share the requirements that a new solution would have to meet in the context of the problem you are looking to solve.
- **Solution Description** - Provide a description of your solution and its value proposition. Provide any data that supports the value proposition of your solution.
- **Resources Required** - Describe the resources, dependencies, inputs, and collaborations that are needed to implement your solution.
- **Project Plan & Use of Funds** - Describe a project plan for what the next 6-8 months of development would look like, and how you would use the prize money to advance your solution.
- **Team** - Describe your team and why you believe you have the right expertise to execute on your idea.

#### What if we are already a MATTER member company?

A: If a current MATTER member wins, the company will still receive all of the prizes listed above as well as a six-month extension of its MATTER membership (maximum value: one shared membership for six months).





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**How can the prize money be used?**

A: The prize money can be used to advance the technical or commercial development of the solution.

**Who chooses the finalists and prize winners?**

A: All submissions will be vetted by both the MATTER team and select AAH leaders. Executives from AAH will select the finalists and prize winner.

**What if I still have unanswered questions regarding the challenge?**

A: Please contact [info@matter.health](mailto:info@matter.health).



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