

PULMONARY FIBROSIS

INNOVATION CHALLENGE

THREE LAKES
FOUNDATION



FAQs

What is the Pulmonary Fibrosis Innovation Challenge?

The Pulmonary Fibrosis (or PF) Innovation Challenge is an effort by Three Lakes Foundation, in collaboration with MATTER, to inspire entrepreneurs to explore and develop innovative solutions for patients living with PF, their caregivers and their healthcare professionals.

What types of ideas and solutions is this program seeking?

We are seeking solutions, engagement tools and technologies that help patients, caregivers and providers better understand and engage with their disease.

- **Awareness:**
 - Solutions, engagement tools and technologies that help patients, caregivers and providers better understand and engage with their disease; improved inter-disciplinary communications
- **Time to Diagnosis:**
 - Data-enabled digital, medical or imaging tools that improve screening, detection and the accuracy of PF diagnosis; data analysis tools
- **Care:**
 - Novel interventions and tools that enable both patients and caregivers to preserve patient health, well being and quality of life
 - Care coordination solutions between insurance, various providers, and caregivers
 - New tools, technologies and solutions that will improve upon oxygen therapy that many people living with PF rely on today (Examples include product and canister innovation and improvements in battery life)

When does the program begin, what is involved and when will winners be announced?

Applications will be reviewed and accepted on a rolling basis beginning on July 14, 2020. Applications will be accepted until September 11, 2020 at 11:59pm CT. Eight to twelve finalists will be invited to participate in the incubation by September 18, 2020 via the email they registered with.

Finalists will participate in a required incubation period from September 24-November 13. During this phase, participants will validate and pressure test their solutions through interactive workshops, mentoring from subject matter experts and real-time feedback from the PF community — from clinical thought leaders to patients and caregivers. The time commitment is between 3-5 hours per week.

The week of November 16, 2020 the final pitch event will take place.

Who is eligible and not eligible to apply?

For a full set of eligibility criteria, please see our [Terms & Conditions and Privacy Policy](#).

How do I apply for the Challenge?

Visit the [challenge page](#) and select the submit now button.

How many times can I apply?

One application is allotted per team.

How many winners will be selected? Will the winner be publicly disclosed?

- 8-12 finalists will be selected to present to an audience of Three Lakes Foundation executives, the PF community and healthcare innovators the week of November 16, 2020.
- Selected teams benefit from curriculum, mentoring and networking within the PF innovation community. Additionally, finalists will be matched with in-kind service offerings including: marketing, legal, business and financial support.
- Finalists will participate in our Finalist Pitch Day and PF Innovation Forum, at which the following financial rewards will be disseminated:
 - o People's Choice: \$10,000
 - o Third: \$20,000
 - o Second Prize: \$30,000
 - o Top prize: \$50,000 and one-year MATTER membership
- Finalists and winners will be publicly disclosed.

What will be the structure of the final pitch?

The final pitches will be "fast pitch" style highlighting the key problem being solved, the features and benefits of the solution, and a business case supporting the piloting and scaling of the solution. A question and answer period from the judges' panel will follow.

How can the prize money be used?

The non-dilutive prize money can be used for any aspect of product or company operations that helps advance the development of the solution.

What does it mean to receive a MATTER membership?

The first place winner will be offered a complimentary membership to [MATTER](#), a healthtech incubator and innovation hub offering mentorship, workshops and industry engagement opportunities to build your company.

Who chooses the finalists and prize winners?

Participants will be screened and evaluated by a select cohort of individuals from the Three Lakes Foundation team, thought leaders from the Pulmonary Fibrosis community, as well as MATTER leadership. Final determination and selection of participants and prize winners will be made by Three Lakes Foundation.

How will the finalists and prize winners be determined?

Participants will be evaluated based on the following criteria:

- Ability to clearly articulate the problem statement addressed 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 Three Lakes Foundation partnership can advance solution

If I have additional questions not addressed here, where can I find more information?

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