

# Healthcare Entrepreneurship Community Challenge Official Rules

## **Introduction**

The Center for Entrepreneurship at Hofstra University is sponsoring the 2018 Healthcare Entrepreneurship Community Challenge (“the Challenge” or “HECC”). The Challenge is a competition to encourage entrepreneurs to identify emerging technologies to improve health care in underserved communities across the New York area. For more information, visit <https://www.nyhealthchallenge.com>. The HECC is administered as part of the federal Regional Innovation Strategies i6 Challenge program of the U.S. Department of Commerce’s Economic Development Administration.

The goal of the 2018 Challenge is to invite innovators, entrepreneurs, and startups, as either individuals or teams (collectively, “Contestants”) to propose novel concepts to “Empowering Patients and Communities.” Concepts can focus on enhancing patient outcomes, lowering healthcare costs without compromising quality, making the management of patients more efficient, increasing access to care, and/or improving the health and quality of life of communities and consumers as relates to “Empowering Patients and Communities.”

Participation in the Challenge constitutes Contestants’ full and unconditional agreement to these Official Rules and to the Sponsor's and/or Administrator’s (as defined below) decisions, which are final and binding in all matters related to the Challenge. Winning the Challenge is contingent upon fulfilling all requirements set forth in the Official Rules. Changes, dates and judging criteria are subject to change anytime at the sole discretion of the Sponsor and/or Administrator.

## **1. SPONSOR AND ADMINISTRATOR**

Sponsor: Hofstra University

Administrator: The Center for Entrepreneurship at Hofstra University

## **2. OVERVIEW OF CHALLENGE DATES**

March 15, 2018: Challenge goes live and application submission period begins (Submission period March 15, 2018 – April 27, 2018)

April 27, 2018: Deadline for all submissions

May 4, 2018: Contestants announced

May 31 & June 1, 2018: Bootcamp held at Hofstra University

October 2: Symposium held at Hofstra University; Challenge winner(s) selected

All deadlines are at 11:45 PM Eastern Time on the respective days.

### **3. ELIGIBILITY**

The Challenge is open to innovators, entrepreneurs, and startups, as either individuals or teams (collectively, "Contestants").

- Individuals who are at least 18 years of age at the time of entry.
- Teams of eligible individuals where each team member meets the eligibility requirements for individual Contestants. A team may not consist of more than five (5) individuals.
- An individual may not join more than one team, and an individual who is part of a team may not enter the Competition on an individual basis.

Each team shall appoint one individual as the team captain (the "Representative") to represent and act, including registering and entering a Submission, on behalf of said team. The Representative must be duly authorized to submit on behalf of the team. The Representative represents and warrants that he or she is duly authorized to act on behalf of the team and has read the Official Rules and that the team agrees to abide by these Official Rules. The Representative will ensure that each member of the team participating in entering the Submission, or in decisions related to the Submission, has read and complies with the Official Rules. The competition is for new, independent ventures in the ideation, seed, startup, or early growth stages. Individuals who have ideas with the potential to turn those ideas into a business are encouraged to apply.

The following ventures are excluded from this competition: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, and licensing agreements for distribution in a different geographical area.

Contestants do not need to have formed a company to participate, but preference will be given to those who demonstrate and/or document plans to do so.

No purchase or payment necessary. Void where prohibited.

### **4. APPLICATION PROCESS**

#### **Registration and Submission**

##### **A. Registration**

Beginning on March 15, 2018 visit <https://nyhealthchallenge.com> (the "Challenge Website") to submit ideas via the instructions listed on the Challenge Website.

You will be directed to complete an application. You must complete and submit the entire application. If a Contestant is part of a team, the Representative is required to add the team members as "Collaborators" in the submission fields.

Only entries applied through the Challenge website with completed applications will be accepted. In case of technical difficulties, the Contestants can contact [tech@nyhealthchallenge.com](mailto:tech@nyhealthchallenge.com). In the event of a dispute pertaining to this Challenge, the authorized account holder of the email address used to make the application and enter the Submission will be deemed to be the Contestant's Representative.

## B. Submission

Contestants must submit a novel idea, technology solution or business concept that addresses the Contestant Topic, "Empowering Patients and Communities" (the "Idea"). Ideas may be at any stage of development, including pre-company formation.

There is no cost to enter a Submission.

Though not required, Contestants may submit a separate pitch summary of the Idea (no more than 3 pages, single-spaced, 12 pt. font) with the Application for the Submission Period.

Though not required, Contestants may submit a separate video of the idea (no longer than 5 minutes).

Though not required, Contestants may submit one attachment that is in the form of an image, diagram or representative prototype.

All submissions must be received no later than 11:45 pm Eastern Time for the respective deadlines.

The Sponsor and/or the Administrator, at their sole discretion, may permit a Contestant to modify part of the Submission for the purpose of removing material that potentially infringes a third-party mark or right, discloses personally identifiable information, or is otherwise inappropriate. The modified Submission must remain substantively the same as the original Submission with the only modification being what is permitted by the Sponsor and/or Administrator. Any modifications beyond what is permitted may result in disqualification.

Contestants may be required to provide additional information, and the Administrator has the right to request additional information about your team and/or proposed project during the final Contestant selection process. Failure by a Contestant to respond in a timely fashion or fully honor such a request may result in disqualification of the Submission.

Limit of one Submission per Contestant.

No additional team members may be added or changed after the Submission is made.

## C. Submission Requirements

All Submission materials must be in English.

The Idea must not be substantially similar to an existing product distributed commercially by the Contestant or any other venture.

Submissions must:

- Be the original work product of the Contestant.
- Be solely owned by the Contestant and with no other person or entity having any right or interest in it.
- Not violate the Intellectual Property rights or other rights including but not limited to copyright, trademark, patent, contract, and/or privacy rights, of any other person or entity.

The Contestant must own all rights to the Idea and its creativity. By entering a Submission, Contestant represents, warrants and agrees that the Submission is their own work, and that the submission complies with the Official Rules.

## D. Questions About the Application Process

The Center for Entrepreneurship will answer questions regarding the rules. Questions must be submitted via the contest website at <https://www.nyhealthchallenge.com/thechallenge/submit-a-question/> no later than April 27, 2018 and will be posted to the website so all potential applicants can see the questions and answers. Only questions and answers will be posted; the applicants who ask them will be anonymous.

## E. Judging of the Submissions

Once a Submission is received it will be reviewed by the Sponsor, Administrator and/or a panel of Judges. At any point during the competition, the Administrator has the right to ask a Contestant to submit proofs and supporting documents related to their ideas.

The review may be conducted in one or more rounds of judging, and each round of judging may involve different Judges. The Sponsor and/or the Administrator reserve the right to substitute or modify the judging panel or criteria at any time for any reason.

All Judges shall be and remain fair and impartial. Any Judge may recuse him or herself from judging if the Judge, the Sponsor and/or the Administrator considers that it is inappropriate, for any reason, for the Judge to evaluate a specific Submission or group of Submissions at any phase of the Challenge. This includes, but is not limited to, cases where a Judge has a material business relationship or affiliation with a Contestant.

The Submissions will be judged using the following criteria:

- Need: Does this idea address an immediate need? Will it impact a large number of individuals or a small number of individuals in a significant way?
- Consumer/Provider Impact: How does the idea provide additional access to care, reduce costs, improve quality and/or serve the community?
- Originality of the idea: Is the idea unique and innovative? Does it challenge the status-quo?
- Clarity of concept: Is there a clear description of the idea?
- Viability: Can the idea be sustainable and have a significant impact on healthcare?
- Feasibility: Is it technically possible to develop the idea?

## **5. SCHEDULE**

### **Bootcamp**

All Contestants are required to participate in a Bootcamp hosted by the Center for Entrepreneurship. The Bootcamp will consist of workshops and mentor sessions from Entrepreneurial Instructors that will assist Contestants with developing their business ideas. The Entrepreneurial Instructors will also work through Summer 2018 with Contestants to refine their ideas, engage in customer discovery in impacted communities, and prepare their Symposium presentations and pitches. Additional technical assistance may be provided as needed throughout the course of the program.

For team submissions, the team must send a minimum of one representative to the Bootcamp, and the same representative must attend both days. However, all team members are welcome and encouraged to attend.

The Bootcamp will be held May 31 and June 1, 2018, at Hofstra University, 123 Hofstra Blvd, NY 11549, Axinn Library, Room 246/ideaHUb.

### **Symposium**

All Contestants are required to participate in a full-day symposium on October 2, 2018 to be held at Hofstra University. Contestants will have the opportunity to display their proposal for judges, venture capitalists, community members, and the public. Judges will select projects who will participate in the finals, to be pitched that day for selection of the winner.

For team submissions, the team must send a minimum of one representative to the Symposium, and the same representative must attend the whole day. However, all team members are welcome and encouraged to attend.

Judges will choose finalists based on the following criteria:

- Quality of the Idea (including creativity and originality);
- Quality of User Experience (including design, visual aesthetic, and ease of use);
- Potential Impact (including the potential impact on an urgent healthcare need);
- Commercial Potential (including feasibility of distribution to target users, scalability, and potential demand);
- Quality of Team (including prior successes and experience of team members, collaborative effort, and capacity of the team to execute and bring the technology to market); and
- Potential for Impact - Includes the potential impact on health outcomes of communities in New York.

All Contestants agree to provide project updates to Center for Entrepreneurship staff throughout the program cycle as well as after the Symposium, for a period of up to three (3) years.

## **6. CONFIDENTIALITY**

All sessions of the Symposium including, but not limited to, oral presentations and question/answer sessions, may be open to the public at large. Any and all of the Bootcamp sessions and Symposium events may be broadcast to interested persons through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions.

Due to the nature of the competition, the Sponsor is not able to ask judges, reviewers, mentors, staff, or the audience to agree to or sign non-disclosure statements.

## **7. COPYRIGHTS AND PERMISSIONS**

If a team uses copyrighted materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material. By submitting an entry, each individual Contestant warrants that the entry does not infringe any proprietary or other right of others.

Information presented by the Contestants at the competition is the sole responsibility of the Contestants. Hofstra University has not taken, and does not intend to take, any steps to verify the adequacy, accuracy or completeness of any information, materials or statements presented by the Contestants. The

Contestants, and not Hofstra, are responsible for ensuring the Contestants' compliance with all applicable federal, state and other securities laws, and it is solely the Contestants' responsibility to comply with any of such laws that are applicable. Hofstra does not give investment advice, endorsement, analysis or recommendations with respect to any securities, and is not a broker, venture fund or an investment advisor.

All project materials, including application documents and proposal pitches, will be shared with the Center for Entrepreneurship staff, mentors/advisors, and partners of the Challenge. They will not be considered confidential, but they will not be widely distributed or posted on a website.

Contestants grant the Sponsor a non-exclusive, irrevocable, worldwide, paid up right and license to use their names, interviews and likenesses in all media, including but not limited to video, print and electronic media, in such manner as Sponsor may deem advisable for any purpose, including promotion and advertisement of the Challenge and future challenges. Contestants acknowledge that they are not entitled to reimbursement for the use of their name, photograph or participation in any and all media developed about and by Sponsor.

## **8. OWNERSHIP OF SUBMISSION**

All Contestants shall retain ownership of any software, technology, or research they develop or any other Intellectual Property rights they create, provided that by submitting an entry (i.e., participating in the Challenge), you are granting Sponsor certain limited rights as set forth herein.

By submitting an entry, you grant to Sponsor the right to review and score your entry pursuant to these Rules, to describe your entry in connection with any materials created in connection with the Challenge, and to have the Judges, Administrator, and the designees of any of them, review your entry.

You agree that nothing in these Rules grants you a right or license to use any names or logos of Sponsor. You grant to Sponsor the right to include your name and your company or institution name and logo (if your entry is from a company or institution) as a Contestant on the event Website and in materials from Sponsor announcing winners, finalists, or Contestants in the Competition. Other than these uses or as otherwise set forth herein, you are not granting Sponsor any rights to your trademarks.

## **9. INTELLECTUAL PROPERTY**

Hofstra University will not take any ownership stake in the intellectual property developed at any phase of the Healthcare Entrepreneurship Community Challenge. Hofstra University will not take any equity stake in the companies formed by the Contestants.

## **10. DISQUALIFICATION**

If a Contestant is disqualified at any point or is unable to participate in the required competition events, the Sponsor and/or Administrator reserves the right to offer that spot to another applicant. Sponsor reserves the right to disqualify any Contestants and/or Submission for good cause.

## **11. DISCLAIMERS**

The Sponsor and/or Administrator reserve the right to change these rules at any time.

By entering, Contestants agree to release the Sponsor, Administrator and their agents from any and all liability, claims or actions of any kind whatsoever for damages or losses to persons and property that may be sustained in connection with the challenge entry.