



## YHC Health Innovation Pitch Competition

**Registration due by March 22<sup>nd</sup>, 2020**

This year, for the first time in the history of the Yale Healthcare Conference, we will launch the YHC Health Innovation Pitch Competition as a platform to connect innovators, investors and a broader audience interested in healthcare innovation. The Pitch Competition is co-sponsored by Yale New Haven Health Services Center for Health Care Innovation and Elm Street Ventures.

In line with this year's YHC theme, "The Healthcare [R]evolution: Is Affordability Achievable?" the Yale Healthcare Conference, together with the Yale New Haven Health Center for Health Care Innovation and Elm Street Ventures, is pleased to invite early-stage ventures (pre-series A) working on breakthrough ideas in the space of affordability. Qualifying proposals include, but are not limited to, the following: out-of-pocket costs, price transparency, and population health.

YHC Health Innovation Pitch Competition will take place on Thursday, April 16<sup>th</sup>, 2020, as an inaugural event of the 2020 Yale Healthcare Conference at the Yale School of Management in New Haven, CT. The Competition will take place on the same day as an exclusive lecture and book signing by Former Surgeon General of the United States, Dr. Vivek Murthy. An award ceremony will take place during the evening networking reception. The event is open to early-stage entrepreneurs, including but not limited to clinicians, staff, students, researchers and faculty. For more information please email [yalehealthcareconference@yale.edu](mailto:yalehealthcareconference@yale.edu).

Five finalist teams invited to present at the 2020 Yale Healthcare Conference will compete for the following prizes:

- 1st Place USD \$5,000
- 2nd Place USD \$2,000
- Audience Choice Award USD \$1,000

***Disclaimer:** By applying to the 2020 YHC Health Innovation Pitch Competition, you confirm you will be able to attend the Pitch Competition finals on April 16th, 2020 (check-in at the Yale School of Management by 4:00 pm). Teams selected for the finals will be notified by March 27th, 2020.*

# YHC Health Innovation Pitch Competition

## RULES & REGULATIONS

### The Healthcare [R]evolution: Is Affordability Achievable?

Yale Healthcare Conference, together with Yale New Haven Health Services Center for Health Care Innovation and Elm Street Ventures, invites early-stage entrepreneurs to share ideas and technologies that will revolutionize the healthcare landscape, focusing on affordability. Qualifying solutions include, but are not limited to, the following: out of pocket costs, price transparency, and population health. Selected teams will be invited to present their proposals at the 2020 Yale Healthcare Conference, in front of a panel of judges and the Conference audience on Thursday, April 16th. The first place, second place and Audience Choice award winners will receive cash prizes.

### YHC Health Innovation Pitch Competition Timeline

- Application Opens - **February 24th, 2020**
- Application Deadline - **March 22nd, 2020**
- Teams Notified - **March 27, 2020**
- **Live pitches at YHC 2020 on April 16th, 2020**

### Eligibility

Health Innovation Pitch Competition invites early-stage ventures (pre-series A) working on breakthrough ideas in the space of affordability to submit their proposals. All entrepreneurs, including but not limited to clinicians, staff, students, researchers and faculty, are welcome to participate. If the team progresses to the final round and is invited to present at the Conference, we invite up to three participants per team to present. All presenters will be granted free one-day entrance tickets to the 2020 Yale Healthcare Conference on Thursday, April 16th.

### Competition Rules

All communication with participants, case materials, and presentations will and must be provided in English. All teams must prepare and present on the case provided. A panel of judges will select the finalists. Judging panels will be composed of academic and business leaders who are respected for their experience in the healthcare industry.

### Pitch Submissions

Case teams are required to submit all presentations as PowerPoint files. Other presentation software is not permitted. Additional or substitute documents can be submitted as word documents or PDF files.

All teams must submit their submissions through the [Qualtrics form](#) on the Yale Healthcare Conference website by 11:59pm EST Sunday, March 22, 2020. By submitting your documents, you give consent for the YHC Health Innovation Pitch Competition committee to provide your presentation and all applicable details to the sponsor organization for their internal use.

### All submissions must contain of the following:

- Contact information and resumes for all team members
- An executive summary (1 slide summarizing the idea and presenting the team)

- Pitch presentation (for a 5 min pitch) in PowerPoint form, may include an appendix **OR** a ~1-page business plan that clearly states the Problem Statement, Solution Relevance & Affordability Impact, Market Analysis, Market Strategy and Feasibility

## Submission Selection

Applications will be reviewed by an independent Committee. The Committee will select 5 teams, who will be invited to present their ventures at the 2020 Yale Healthcare Conference. Final decisions will be communicated to applicants by March 27th. The team pool and presentation order will be randomly drawn and communicated to participating teams on Thursday, April 16th.

## Finalist Presentations

Team presentations will be up to 5 minutes long with 4 minutes for questions from the judges. Teams will be provided with a one-minute warning by a timekeeper during the presentation. Teams will be penalized for going past 5 minutes in length for presentations.

Teams may check in to the presentation room 30 minutes before the beginning of the Pitch Competition. Any team that arrives late for the preparatory period will not be granted additional time. Start times will be honored for both the preparatory period and for the presentation in the interest of fairness. The Pitch Competition organizing committee will not be held responsible for technical problems that arise either during the preparatory period or during the presentation itself.

Following all of the presentations, the judges will make their final decisions. Finalists will be announced during the networking reception on Thursday, April 16th.

## Judges

Final presentations at Yale Healthcare Conference will be judged by a panel of industry professionals from the corporations listed below:

- AlleyCorp
- Connecticut Innovations
- Elm Street Ventures
- Ride Health
- Yale New Haven Health Services Center for Innovation
- Yale School of Medicine and Yale School of Management

## Scoring Criteria

Scores will be calculated using a standardized assessment based on the following categories:

- **Problem Statement:** *Submissions are expected to have a high-quality, specific, and well-articulated problem statement, with clearly identified key stakeholders.*
- **Solution Relevance & Affordability Impact:** *Proposals should demonstrate a clear value and impact on affordability, as well as a broader societal impact and public health gain.*
- **Market Analysis:** *Proposals are expected to demonstrate a high-level understanding of appropriate market dynamics and applicable competitive landscapes.*

- **Market Strategy:** *Proposals are expected to utilize a well-defined business model and a clear go-to-market strategy.*
- **Feasibility:** *Proposals should demonstrate a clear understanding of any potential barriers to success, such as regulations and capital requirements. Proposals should make a compelling case as to why the presenting team is the appropriate group to achieve success.*

In total, five teams will advance to the final round and will be invited to present at 2020 Yale Healthcare Conference.

The judging panel for the final round will determine the winners of the competition (first and second place) and the results will be announced at the networking reception following the event on Thursday, April 16th.

Please email [yalehealthcareconference@yale.edu](mailto:yalehealthcareconference@yale.edu) if you have any questions on competition rules and guidelines.