

Application Guidelines for Solutions Challenge (Student Category)

BioAccel is accepting applications under the student category. Within this category there are two subcategories: 1. Proposals based on a concept, and 2. Proposals beyond concept stage in which a Product is under development (Proof of Product). The description below provides guidance for preparing an application for consideration in the Solutions Challenge competition:

Eligibility:

1. Must be a current student or recent graduate (within 1 year) from an accredited University or College.
2. All applicants must represent at least 2 existing team members or propose to have at least 2 team members.

Application format: The submission can be in the form of a word document (no more than 5 pages 12font), pitch deck (no more than 10 slides), or video (2 minute limit).

The following topics should be addressed in the submission:

Company and Project Name,
Team members and their positions/roles,
Contact information, and
Subcategory: Concept or Proof of Product

The Problem: What biomedical/healthcare problem does your concept or product address? What validation do you have that this is a real problem?

Solution: What is your proposed solution to the problem?

Value Proposition: How are you going to convince someone that they should pay money for your product or concept? Define the core value proposition(s) that you plan to offer with your product. (If this is a list of features, give an explanation as to why they offer value).

Market size: Give a description of the potential addressable market and why they would be users of your product.

Customer: Who are your customers? what is their profile? What interest would they have in purchasing your product and why?

- Technical feasibility: What data/information do you have that validates whether this product/concept will work?
- Team: Who are the members of your team and what qualifications do (or will) they have to execute on your business plan?
- Competition: Who is your competition and how does your product/concept measure up?
- Regulatory Pathway: If applicable, what is your regulatory strategy?
- Business model: How do you plan to make money and how much?

APPLICATION DEADLINE is MIDNIGHT on Friday, OCTOBER 14, 2016