

2022 Bear PACK Event Complete Rules

Contest Description:

To foster more pediatric specific digital health solutions, the Bear Institute for Health Innovation is hosting an event co-sponsored by Children's Hospital ("Children's National") and Cerner Corporation ("Cerner") called the Bear "PACK" – Pediatric Accelerator Challenge for Kids. Bear PACK is focused on raising awareness across the pediatric healthcare community to technology start-ups that are developing pediatric digital health solutions that improve health outcomes, enhance the patient, family or provider experience, and/or decrease the total cost of care of children. Bear PACK is further focused on accelerating pediatric healthcare community start-ups to support their successful commercialization of pediatric digital health solutions.

What's driving the need for more pediatric digital health innovation?

There is a sizable gap in funding for pediatric digital health innovation when compared to the funding of the overall digital health innovation market by venture capital, angels, and other funding sources. This has left the marketplace with relatively few digital health innovations for pediatric care management when compared to adult conditions and care management.

The Bear PACK event seeks to foster more digital health solutions specifically or primarily for the pediatric healthcare community.

The Bear PACK Event

The Bear Institute for Health Innovation invites all start-ups and student teams to register for Bear PACK with a product or solution that delivers pediatric digital health innovation in one of the following areas of development innovation tracks:

- Early-Stage Innovation
- Concept Validation
- Early Commercialization
- Growth Trajectory

Calendar of Events

Start-ups and student teams may register for the Bear PACK event beginning April 12th until May 17th 2022, when the application process closes.

Key dates for the overall Bear PACK event are as follows:

- *Tuesday, February 8th : Provider & Administrator Registration Opens*
 - Staff at participating providers, hospitals and health systems will be able to register for Bear PACK to enable their access to Submissions, including pitch decks and videos. Once registered, participating provider, hospital and health system staff will have access to cast their vote for the finalists in each innovation track.
- *Tuesday, April 12th: Start-up Application Open*
 - Start-ups and student teams are able to apply for participation in the Bear PACK event. Registration requires completing an on-line application and submitting a pitch deck and a link to a video of the developed solution and/or a start-up overview ("Submission").
- *Tuesday, May 17th: Start-up Application Process Closes*
 - Start-up and student team application process for participation in Bear PACK closes on May 17, 2022 ("Submission Deadline").
- *Wednesday, June 15th: Semi-Finalists Announced*
 - The semi-finalists are announced to move on to review by the Panel (defined below).
- *Wednesday, July 6th: Hospital Voting Opens*
 - Participating provider, hospital and health system staff will be able to vote for their favorite submission in each innovation track for those start-ups that they would like to be finalists in the Bear PACK event.
- *Wednesday, July 20th: Hospital Voting Closes*
 - Participating provider, hospital and health system staff voting closes.
- *Wednesday, August 10th: Finalists Announced*
 - Those start-ups and student teams with the highest number of votes by participating provider, hospital and health system staff and event organizers to be finalists in the Bear PACK event are announced. Finalists will be participating in the in-person pitch event.
- *August 17th – September 9th: Mentor Sessions (tentative)*
 - Mentoring sessions may be offered by the Bear Institute, in its sole discretion, for the finalists, and if made available will be scheduled by the Bear Institute with each finalist.
- *Thursday, September 15th: In-person/Virtual Hybrid Event*
 - Start-ups will present in-person pitches to Judges in each of the innovation tracks. The Judges will select the winners. An awards ceremony will be scheduled following the live pitches during which winners will be announced. Start-ups that are selected as finalists

are expected to present in-person to judges on September 15th, in Washington, D.C. Special accommodations to pitch to judges virtually may be made for start-ups who are international.

Challenge Prize

There is a portfolio of prizes that may be made available to the winners of the four innovation tracks following confirmation of the submitted application information, pitch presentations, video content, and clinical or administrative leadership approval by the respective event sponsors. The prizes may include the following, as determined by the event sponsors in their sole and absolute discretion:

- Bear Institute software developer(s) supporting SMART on FHIR enablement of the winning start-ups' solution.
- On-site pilot of the winning solution at Children's National, which may include deployment support.
- Marketing of the winner's solution by event sponsors, which may include reference activity or collaboration projects based upon the success of the pilot.
- Press release announcing winning Submissions and subsequent announcements of pilots or other collaboration with event sponsors.
- Additional software development support for potential API integration to a solution within the Cerner product portfolio
- Collaboration opportunities with leading researchers and nationally recognized clinicians for any desired refining or enhancing of a winning solution.
- Prize monies allotted within each innovation track.

Eligibility

Start-ups:

- Must notify the event sponsors in writing if you or your immediate relative or spouse is employed by the event sponsors or a participating provider, hospital, or health system staff.

Student Teams:

- Higher education students studying in the fields of health IT, medicine or business;
- At least one team member must have coding skills;
- Student team members are only participating on one Bear PACK student team; and
- Must notify the event sponsors in writing if you or your immediate relative or spouse is employed by the event sponsors or a participating provider, hospital, or health system staff.
- Student teams may consist of up to 10 team members.
- If the student team is also an on-going commercial start-up, they must also meet the following requirements:

- Less than \$2 million annual net revenue; and
- Pre-series B funding.

Submission Rights and Requirements:

1. By entering a Submission, your start-up or student team is representing that the legal representatives of the start-up or all student team members, respectively, have read and agree with these 2022 Bear PACK Rules (the "Rules").
2. Each start-up or student team may only enter one (1) Submission.
3. In the event of a dispute as to the composition of any start-up or student team, or ownership of any Submissions, the event sponsors' records as of the application Submission date will control.
4. The Submission (a) must be the start-ups or student team's original work, (b) solely owned by the same, and (c) not violate any intellectual property rights or privacy rights of any third party.
5. The Submission must not contain (as determined by the event sponsors in their sole discretion) any content that is inappropriate (examples are content that is sexually explicit, violent, promotes bigotry, racism, hatred or harm against any group or individual, promotes discrimination on the basis of race, ethnicity, gender, religion, disability, sexual orientation or age, promotes the use of alcohol, tobacco, illegal drugs, firearms/weapons or a political agenda, is obscene or offensive, or contains disparaging or untrue statements about other people or companies), or violates any applicable laws.
6. Submissions may not contain any source code or software applications.
7. Submissions may not contain any personally identifiable information (PII) or protected health information (PHI).
8. Any false information provided by your start-up or student team may result in your immediate disqualification from the Bear PACK event.
9. The event sponsors reserve the right, in their sole discretion, to reject or disqualify at any time any Submission that does not meet the Bear PACK criteria, the specific Submission requirements, or any of the Rules, or if any person on the start-up or student team submitting the Submission does not comply with the Rules.
10. Late Submissions will not be accepted.
11. After the Submission period has ended, the Submission cannot be modified in any way until the judging has ended.

Rules, Rules and More Rules:

1. Participation is free. There is no purchase or entry fee.
2. Your start-up or student team retains all ownership of the Submission and all data rights and intellectual property included in the Submission. It is your start-up or student team's sole

responsibility to take all steps that your start-up or student team deems necessary to protect the intellectual property contained in the Submission.

3. By entering a Submission to the Bear PACK event, your start-up or student team grants the event sponsors, the participating providers, hospitals, health systems and their personnel ("Panel") the perpetual, irrevocable and unrestricted right to (a) review, assess, and otherwise analyze the Submission and all its data and content for purposes of judging the Submission; (b) post any part of the Submission online or otherwise distribute the Submission after the Submission Deadline solely for purposes of review by the Panel and Judges; and (c) disclose the winning start-ups and student teams publicly after the conclusion of the Bear PACK event. You acknowledge and agree that the event sponsors will have full rights to share, discuss and use any part of the Submissions for Bear PACK event related media and communication purposes, but not for any commercial purpose or for the event sponsor's own financial gain without your consent. By entering a Submission to the Bear PACK event, you agree that the event sponsors, members of the Panel (including the participating providers, hospitals and health systems and their personnel), and the Judges may directly contact you via telephone, email or other forms of communication following the conclusion of the Bear PACK event for any reason, including to further discuss your Submission or concepts presented therein. You also agree to sign any additional documentation that the event sponsors may deem necessary to exercise any of the rights granted by you above. **If your start-up or student team does not agree with the use of your Submission as described above, please do not register for or make a Submission to the Bear PACK event.**
4. The event sponsors reserve the right to cancel, suspend and/or modify the Bear PACK event, or any part of the Bear PACK event, for any reason, including if any fraud, technical failure or other factor beyond their control impairs the integrity or proper administration of the Bear PACK event, as determined by the event sponsors in their sole and absolute discretion.

Initial Screening; Panel; Judges: 1. Eligible Submissions may be screened initially by qualified individuals selected by the event sponsors in their sole and absolute discretion. The initial screening will be based on the criteria identified below. The rubric for start-ups and student teams to become semi-finalists includes the following:

- a. Product or service solution alignment to one of the innovation tracks;
- b. Product or service solution consists in whole or in part of digital health technology;
- c. Product or service solution either solely supports pediatrics or is uniquely positioned to closely align with pediatrics care management or disease impacting the pediatric population;

- d. Product or service solution provides for one or more of the following:
 - o Improved health outcomes;
 - o Excellent patient/family experience;
 - o Excellent provider/caregiver experience (overall focus needs to be on designing solutions that are human centered);
 - o Decreased administrative burden;
 - o Decreased total cost of care; or
 - o Utility for the pediatric research community.

- e. Product or service solution is ready to deploy in a pilot within three (3) months for Submissions by start-ups.

2. The judging criteria and content considered by the Panel for start-ups and student teams to become finalists include the following:

- a. Review of the start-up or student team's application;
- b. Review of the start-up or student team's pitch deck; and
- c. Review of the start-up or student team's video.

3. Finalist Submissions in each innovation track and the student track may be judged by a group of qualified individuals appointed by the event sponsors in their sole and absolute discretion ("Judges"). The event sponsors reserve the right to substitute one or more Judges at any time and for any reason. Judges will be expected to be fair and impartial. Judges are asked to recuse himself or herself from judging a Submission if in the Judge's opinion it is not appropriate for him or her to judge that Submission because of past or current relationship with a Bear PACK event participant or prior knowledge of the content of a Submission.

4. The judging criteria and content considered during the presentation of the finalist Submissions in-person event by the various Judges for start-ups and student teams to be selected as a winner in each innovation track includes the following:

- a. Review of the start-up or student team's application;
- b. Review of the start-up or student team's pitch deck;
- c. Review of the start-up or student team's video;
- d. Product or service solution can be demonstrated by start-up or shown via wireframes by student teams;
- e. The start-up's in-person pitch;
- f. Commercial viability of the product or service solution;

- g. Easy to technically integrate and scale (fits into/improves workflow);
- h. Aligns commercially across stakeholders;
- i. Commitment and understanding of pediatric stakeholders (consumers and providers);
- j. Considers consumers' lifetime health and care;
- k. Uniqueness of the solution;
- l. Scalable business model;
- m. Awareness of operational challenges and realistic approaches to address; and
- n. Meets the industry standard privacy, security, and safety aspects of pediatric healthcare.

Event Sponsor Limitation on Liability:

1. IN NO CASE SHALL CHILDRENS NATIONAL OR CERNER BE LIABLE TO YOU OR ANY THIRD PARTY FOR ANY DIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES BASED UPON ANY LEGAL THEORY EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF THE SAME. CHILDRENS NATIONAL AND CERNER'S MAXIMUM AGGREGATE LIABILITY FOR ALL CLAIMS RELATING TO THE BEAR PACK EVENT SHALL BE LIMITED TO \$100.00.
2. In no event shall Children's National nor Cerner be responsible for:
 - a. Incorrect or inaccurate information, whether caused by Bear PACK participants, printing errors, or equipment or programming failure associated with or used in the Bear PACK event;
 - b. Unauthorized human intervention in the submission process or technical or human error that may occur in the administration of the Bear PACK or processing of Submissions;
 - c. Injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, by the Submission, participation in the Bear PACK event, receipt of any award or a start-up or student team's actions;
 - d. Inability to secure intellectual property rights in your application (including without limitation patents, trademarks or copyrights) which may be caused, directly or indirectly, in whole or in part, by the Submission, participation in the Bear PACK event, receipt of any award or a start-up or student team's actions;
 - e. Unauthorized use of a Submission by third parties;
 - f. Disagreements among start-up or student team members related in any way to the Submission; or
 - g. Submissions which are lost, delayed or corrupted, whatever the cause.
3. Participants may not dispute the event sponsors' administration of the Bear PACK event.

Miscellaneous Terms

These Rules constitute the complete and exclusive statement of terms and conditions for and govern your registration and Submission in the Bear PACK event. By registering for the Bear PACK event and making a Submission, you agree to be bound by these Rules. You represent and warrant that you are at least 18 years of age and that you possess the legal right and ability to agree to and comply with these Rules. If you are registering or making a Submission on behalf of an entity, you represent that you have full and proper authority to act on behalf of and bind the entity to these Rules. If you do not agree to these Rules, do not register for the Bear PACK event or make a Submission to the Bear Institute, Children's National Hospital or Cerner Corporation. The event sponsors reserve the right at any time and for any reason to change or modify any of the Rules applicable to the Bear PACK event or to add new Bear PACK event terms and conditions. In the event of any inconsistency between these Rules and other Bear PACK event materials or advertisements, the terms and conditions of the Rules will control.

You acknowledge and agree that no joint venture, partnership, employment or agency relationship exists between you and the event sponsors, respectively, as a result of making a Submission or being the winning Submission. Your relationship with the event sponsors in that regard is nonexclusive. Nothing in these Rules impair the event sponsors or others on the Panel any right to develop, acquire, license, market, promote or distribute products, software or technologies that perform the same or similar functions or contain the same or similar user interfaces or features as, or otherwise compete with, any Submission, products, software or technologies that you may develop, produce, market, or distribute.

If you are employed by one of the event sponsors, making a Submission or otherwise participating in the Bear PACK event does not in any way replace, alleviate or change your ongoing employment obligations, including complying with any agreements that you may have with, or applicable policies established by, your employer.

The administration of the Bear PACK event, including but not limited to the determination of whether a start-up or student team meets the entry criteria, the judging and determination of the Bear PACK winners and the issuance of any awards to the winners, are in the sole and absolute discretion of the event sponsors and are final and binding on all Bear PACK participants.