Wild Card Programme

CALL FOR APPLICATIONS 2019

Deadline for submissions: 10 February 2019, 23:59 CEST (Munich time)

SECTION 1: GENERAL PROVISIONS

1.1. Purpose of the Call for Applications

The Wild Card Programme ("the programme") seeks to transform healthcare delivery through attracting the best and brightest talents to solve some of healthcare's greatest challenges. These challenges are problems that remain unsolved, inefficiently solved or are currently delivered in a very expensive or inconvenient process. Through the Wild Card Programme, EIT Health will support high-risk innovative ideas with transformative potential for healthcare.

The programme follows a unique format (taking participants from individuals, bringing them through to start-ups) and offers unparalleled support in turning ideas of talented people into sustainable businesses (training, business model validation, €2 million non-dilutive funding).

1.2. Expected result

The goal of the programme **is to build two new ventures** addressing challenge areas as set out by EIT Health partnership. The two final winning teams will incorporate companies and receive two years of support and up to €2 million in non-dilutive funding, mentoring and coaching to help them grow their high-risk ideas into thriving commercial businesses.

1.3. Challenges

EIT Health sets out two challenge areas each year. For the 2019 Wild Card Programme Call for Applications, the challenges are:

Challenge 1: Mental and Brain Health
How to improve prediction, diagnosis and treatment to fight mental disorders and strengthen brain health?

Challenge 2: Digital Biomarkers
How to improve early diagnostics with the application of digital biomarkers?

SECTION 2: APPLICATION PROCESS

2.1. Eligibility criteria

Applicants must hold a European Union citizenship (EU Member State, their outermost regions, overseas countries or territories linked to the Member States), Horizon 2020 associated countries, or be a resident of one of the countries listed here.

The working language of EIT Health is English, therefore applicants shall possess full professional English language proficiency.

Note: The programme seeks to found **new** ventures, **no** start-ups are eligible to participate.

2.2. Applicant profile

EIT Health is looking for the best and the brightest talent in Europe to form teams composed of members with three different profiles:

- **Technical Lead**: focuses on the available technology options, requirements and architectural issues. It needs to be someone with extensive experience in technology or science, which will be at the centre of the proposed solution;
- **Clinical Lead**: focuses on the medical and healthcare delivery issues (can be a practicing physician, clinical department manager). It needs to be someone with experience on-the-ground in a healthcare environment; and
- **Business Lead**: focuses on the overall business objectives, customer definition, business plan, etc. It needs to be someone with business expertise. It would be an advantage if you previously had entrepreneurial experience. An MBA is NOT required. Deep market expertise in the related area will be valued.

2.3. Scope of application

Applications must be completed and submitted via the online electronic system before the submission deadline of **10 February 2019 at 23:59 CEST (Munich time)**. All application documents must be formulated in English.

The programme welcomes applications from individuals and small teams (up to 3 people) who have not incorporated a company yet.

Candidates who apply as part of a small team are expected to propose a solution / idea as part of their application.

The table below sets out the requirements for each element of the application based on the applicant's situation (with or without a proposal):

#	Scope of application	With a solution	Without a solution
1	**Small teams (up to 3 people)**	✓	✗
2	**Individuals**	✓	✓
3	Personal information (profile)	✓	✓
4	Unmet need	✓	✗
5	Solution overview	✓	✗
6	3-min video pitch	✓	✓
7	Personal motivation for applying	✗	✓

SECTION 3: SELECTION PROCESS

3.1. Selection process

Step 1. Submission – On or before the deadline (**10 February 2019, 23:59 CET**) applicants submit their application via the online electronic submission system, ensuring their application is complete. The application can be edited before the deadline, but no amendments or additions/supplements shall be accepted after the deadline. EIT Health discloses the names of the applicants and other parts of the application to members of staff or external experts (see below) if and when required.

Step 2. Formal and eligibility check – After the submission deadline, EIT Health staff perform a formal eligibility check of all submitted applications for completeness and informs the applicants of the outcome by email. Applications that do not fulfil the eligibility criteria are rejected from the selection process. EIT Health staff will inform remaining applicants by email about the status of their application (e.g. eligible, sent for review).

Step 3. Remote evaluation & confidentiality – The evaluation is conducted with the support of qualified, independent experts and EIT Health Partners who proposed the challenges. EIT Health control checks for conflicts of interest and treats information confidentially[1].

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[1] "Confidential Information" means any information disclosed by EIT Health to the experts. EIT Health and the experts must treat confidentially any information and documents, in any form (i.e. paper or electronic), disclosed in writing or orally in relation to the evaluation. The experts undertake to observe strict confidentiality in relation to their services. To this end, the expert must not use or disclose, directly or indirectly, confidential information or documents for any purpose other than fulfilling their obligations in connection with the evaluation process without prior written approval of the contracting party. Any material /documents/reports/deliverables are made available either on paper or electronically to the experts who then

Shortlisted candidates are invited for one or more online interviews. The interviews will take place between **20 February 2019 and 8 March 2019**. Shortlisted candidates/teams are notified of the date and time of the interview at least one (1) week in advance. The application score and the result of the online interview are combined to draw up a list of applicants who will be invited to the hackathon and the reserve list for each challenge. Selected candidates will receive an invitation to the next stage of the selection process by **15 March 2019**.

Step 4. Hackathon – A one (1) week hackathon will take place **31 March to 6 April 2019** at a location in Europe, to be confirmed in due course. The hackathon will take the form of a 5-day intensive training, where applicants will form teams, challenge their ideas and develop a proposal under the supervision of and with support from experts. On the last day of the hackathon, the teams will pitch their ideas before the Judging Panel[2].

Step 5. Business Model Validation – A maximum of six (6) teams will progress to a 10-week part-time Business Model Validation programme which will lead teams through the customer discovery process and business model validation. The goal of the programme is to support teams in the development of a value proposition.

During the Business Model Validation phase, the teams may be permitted to include new members into their team should the Judging Panel agree in their evaluation from the hackathon that the skill set of this new member is missing from the project. A team shall be allowed to suggest, to EIT Health, team members to be added during the Business Model Validation phase or choose from hackathon participants suggested by EIT Health.

The Business Model Validation programme will kick-off with a 2-day in-person training session, at a location in Europe to be communicated in due course and will continue thereafter for 10 weeks on a part-time basis, where participants will be tasked to validate key assumptions with regards to different aspects of their proposal. The 2-hour weekly sessions will be conducted on-line and each team will be assigned with a dedicated mentor supporting them on the journey.
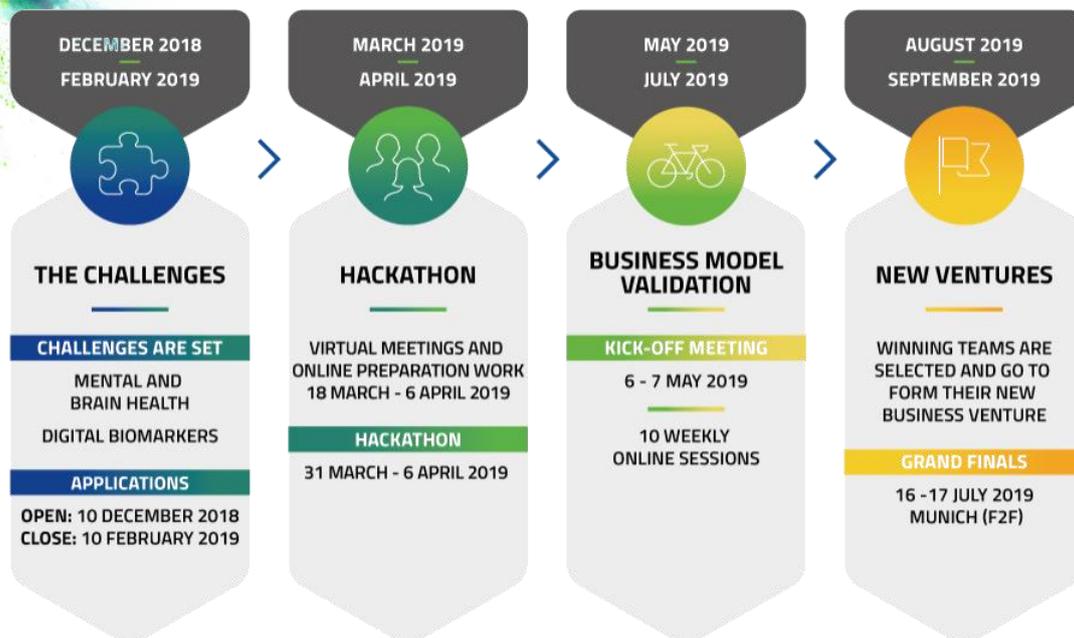
Step 6. Awarding Wild Cards – On **16-17 July 2019** in Munich (Germany), the teams will present their final proposals to the EIT Health Panel[3] for funding. Up to two (2) teams will be awarded as a Wild Card and will proceed to incorporate their venture as a legal entity under the Wild Card Programme. See Section 4: Wild Card Winners for further details.

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work from their own or other suitable premises, he/she will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and for returning, erasing, or destroying all confidential documents or files upon completing the evaluation as instructed.

[2] The Hackathon Judging Panel may consist of domain experts, business mentors and representatives from EIT Health Partners.

[3] The EIT Health Panel may consist of domain experts, business mentors, representatives from EIT Health Partners and EIT Health Board Members.

DECEMBER 2018 FEBRUARY 2019	MARCH 2019 APRIL 2019	MAY 2019 JULY 2019	AUGUST 2019 SEPTEMBER 2019
THE CHALLENGES	**HACKATHON**	**BUSINESS MODEL VALIDATION**	**NEW VENTURES**
CHALLENGES ARE SET MENTAL AND BRAIN HEALTH DIGITAL BIOMARKERS **APPLICATIONS** OPEN: 10 DECEMBER 2018 CLOSE: 10 FEBRUARY 2019	VIRTUAL MEETINGS AND ONLINE PREPARATION WORK 18 MARCH - 6 APRIL 2019 **HACKATHON** 31 MARCH - 6 APRIL 2019	**KICK-OFF MEETING** 6 - 7 MAY 2019 10 WEEKLY ONLINE SESSIONS	WINNING TEAMS ARE SELECTED AND GO TO FORM THEIR NEW BUSINESS VENTURE **GRAND FINALS** 16 - 17 JULY 2019 MUNICH (F2F)

3.2. SELECTION CRITERIA

The Wild Card Programme encompasses elements of innovation, education and business creation. Wild Card participants, under the supervision and guidance of mentors and experts, will be challenging and refining their ideas over the course of the programme. With each phase, the selection criteria will increase in granularity and will be tailored to the maturity of the idea/proposal.

3.2.1 Entry to the programme

1. Applying with a solution (individuals or small teams):
    - *Need:* The proposed solution falls within the call's focus areas and is ranked according to the importance of the need addressed.
    - *Resources:* The envisaged team, coupled with the proposed resources, is sufficient for the solution stage.
    - *Solution Feasibility:* The outlined plan demonstrates that the proposed solution can reach the desired maturity level and can be appropriately readied for implementation / roll out.
    - *Pathway to Impact:* Assuming the proposed solution is perfectly viable in terms of technology, the project has a potential pathway (regulatory, reimbursement, etc.) to reach patient care within the desired time frame.

2. Applying <u>without</u> a solution (individuals wishing to join a team):
   - *Domain knowledge and profile:* The applicant has the desired level of knowledge and experience that meets the requirements of one or more of the team profiles (technical, medical, business).
   - *Motivation:* The applicant is willing to join a team, commit their skills and efforts to development of viable solution to one of the challenges.
   - *Understanding of the need and challenge:* The applicant has a thorough understanding of the challenge they are applying to and/or the unmet need posed by that challenge.

3.2.2. Hackathon – Team formation and definition of the solution

With the support of domain experts and business mentors, hackathon participants will form teams and will work on their proposed solution. Several feedback sessions will take place during the hackathon, following which the teams will pitch their proposals to the Judging Panel. Proposals will be judged against the following criteria:

1. *Need:* The proposed solution falls within the call's focus areas and is ranked according to the importance of the need addressed.

2. *Resources:* The team, coupled with the proposed resources, is sufficient for the solution stage.

3. *Solution Readiness:* The prior work demonstrates that the proposed solution has reached the desired maturity level and can be appropriately readied for implementation /roll out.

4. *Pathway to Impact:* Assuming the proposed solution is perfectly viable in terms of technology, the project has a potential pathway (regulatory, reimbursement, etc.) to reach patient care within the desired time frame.

A maximum of six (6) teams will be invited to the Business Model Validation phase of the programme.

3.2.3. Wild Card Awards

The 10-week Business Model Validation phase will culminate in the Wild Card Grand Finals, where teams are expected to present all the below-mentioned elements in their final pitch to the EIT Health Panel. The Grand Finals will be preceded by a full day rehearsal session with team's mentors and experts.

The EIT Health Panel will judge the final pitches and proposals against the following criteria:

Pitch elements	Action Plan
Clear/Compelling Need/Opportunity	Incorporation plan
Concise Solution Overview	Immediate steps of project implementation
Validated Value Proposition	• De-risking experiment(s)
Concrete Business Protection	• Budget
Good Revenue Model & Potential	Transition Plan (~3 months)
Strong Competitive Positions	Project Milestones anticipated:
Viable Go-to-Market Plan • Beachhead • Target Market (vision)	• Healthcare Innovation Cycle Progress • Milestones (6 Month intervals) • Financial projections
Robust Business Economics	
Strong Management Team	
Compelling Story	

At this stage, the benchmark for pitch assessment is the venture capital investment readiness level.

3.3.   Experts, mentors and evaluators

EIT Health will engage external independent expert evaluators, domain/business mentors and representatives from EIT Health Partners, to support the selection process at each phase of the programme.

SECTION 4. WILD CARD WINNERS

4.1. Incorporation

The winning team(s) and EIT Health agree to take all necessary steps to incorporate (each) team and its developed concepts, designs and business model into a start-up business legal entity.

Following incorporation, EIT Health and the Start-up will conclude the following agreements:

1. **A Project Grant Agreement**, providing financial support to the team. Under this Project Grant Agreement, the Wild Card Project will be further implemented.

   EIT Health and the team, comprising all its individual members, agree that all rights and obligations, commitments and engagements of the team under the Agreement shall be assigned to the start-up business legal entity after its incorporation.

2. An **Option Agreement**, wherein the economic and legal terms of the participation of EIT Health in the Start-up are set out. The key terms of the Option Agreement are as follows:

- o EIT Health will participate via options in the total amount of up to 25% on a fully diluted basis if EIT Health provided the start-up with the maximum amount of €2 million.
- o If EIT Health is providing lesser amounts, the participation of EIT Health will be reduced proportionally.
- o EIT Health will only profit economically from its options in an exit-event.
- o EIT Health will not hold equity in the start-up and will not have control rights.
- o EIT Health shall have a seat on the Advisory Board of the Start-up.
- o EIT Health will not seek IP ownership in the Start-up.

4.2. Time commitment

It is expected that Wild Card Programme winners will dedicate their full working capacity to the development of the solution/start-up. This may require potential relocation for the period of project implementation to the location of the incubator of choice.

Other working arrangements will be considered by EIT Health on a case-by-case basis – for example: part-time employees, remote staff etc.

It is up to the team/founders to propose and for EIT Health to approve allocation of the grant across budget categories, including personnel cost.

4.3. Scope of support of EIT Health

EIT Health leverages the expertise of organisations spanning key areas of healthcare - such as pharma, med-tech, payers, research institutions and universities. Connecting our partners' knowledge and competence, EIT Health accelerates collaborations in cutting-edge projects, develops health education and speeds up new business development.

New start-ups created through the Wild Card Programme will become a part of this unique pan-European partnership, which serves as a catalyst for healthcare innovation and cooperation to facilitate new solutions and technologies that benefit European citizens.

The Wild Card start-ups will be free to choose between locations and a range of services provided by EIT Health incubators and accelerators located across Europe. EIT Health aims to welcome new innovation ventures through the Wild Card Programme, offering them the most flexible and comprehensive forms of support.

For reference, the list of institutions and their services offered is available on the Wild Card website: http://wildcard.eithealth.eu/incubators/

4.4. Mentorship and supervision

Each of the Wild Card Projects will have a Lead Mentor, who will work with them regularly. The Lead Mentor will spend a significant number of working hours helping the Wild Card Projects to become successful endeavours.

In addition, EIT Health will provide access to **Organisational coaches** with experience in helping teams develop and transform into high-performing teams.

4.5. Financing, Reporting and Project Management

Wild Card start-ups in the implementation phase will follow a two-fold project reporting and monitoring system.

4.5.1 Action Plan reviews

Twice a year (every 6-months) the Start-up and EIT Health representatives will meet in person to discuss implementation status and plans for the next project milestone. The objective for these Action Plan reviews is to assess the progress of the Start-up against their initial plan and to reach agreement on the next steps and the volume of further investment needed to reach the next milestone.

4.5.2. Formal progress and cost reporting

Once a year, the Start-up will be requested to report in writing on implementation progress and incurred costs to date. General information and audit rights of Horizon 2020 Framework Programme apply with regards to activities performed and funded by the EU grant.

Please also refer to the Terms of Reference and Frequently Asked Questions (FAQ), found on the website: http://wildcard.eithealth.eu/

SECTION 5: OTHER PROVISIONS

5.1. Publicity by EIT Health

EIT Health may use, for its communication and publicising activities, information relating to the programme, including documents for publication and deliverables as well as any other material, such as pictures or audio-visual material that it receives from participants (including in electronic form).

EIT Health will publish names of shortlisted applicants participating in the hackathon and later phases of the selection process, their origin and nature of their proposal — unless a participant(s) has explicitly requested to waive such publication (due to disclosure risks threatening ~~its~~ security, and safety, or potential harm to commercial interest).

With regards to photos and videos taken by EIT Health either during the programme or the award ceremony, the provisions of the EIT Health Privacy Policy shall apply.

5.2. Ethics

All activities must be carried out as part of the Wild Card Programme must be conducted in compliance with:

- Ethical principles (including the highest standards of research integrity) and
- Applicable international, EU and national law.

No prize will be awarded for activities carried out outside the EU, if they are prohibited in all EU Member States. The participants must ensure that the activities have an exclusive focus on civil applications.

SECTION 6: LIST OF AVAILABLE RESOURCES

6.1. Legal framework

- Term Sheet (http://wildcard.eithealth.eu/wp-content/uploads/2018/12/Term-Sheet-Wild-Card-Programme-2019_10122018.pdf)

6.2. Challenge overviews

- Mental and Brain Health: How to improve prediction, diagnosis and treatment to fight mental disorders and strengthen brain health? (http://wildcard.eithealth.eu/wp-content/uploads/2018/12/Wild-Card-Challenges_Brain-Health-2019.pdf)
- Digital Biomarkers: How to improve diagnostics with application of digital biomarkers?(http://wildcard.eithealth.eu/wp-content/uploads/2018/12/Wild-Card-Challenges_-Digital-Biomarkers-2019.pdf)

6.3. Frequently asked questions

- Visit FAQ page at our website for further information: http://wildcard.eithealth.eu/faq

6.4. Contact

- Contact us via email at wildcard@eithealth.eu