Overview:

The half-day AAMI Exchange Xcelerator event includes a Pitch Competition and exploration of emerging trends in automation support of clinical decisions. Thought leaders will present knowledge on topics such as current implementation of artificial intelligence and deep machine learning in clinical settings, advancements in VR/AR, emerging trends in cybersecurity, and utilization of blockchain.

Up to a maximum of 10 innovators will be given the opportunity to present their companies’ ideas to a panel of judges and an audience of HTM professionals. These innovators will compete for a $9,000 cash prize, mentoring, and access to business advisors. The AAMI Xcelerator is open to and encourages participation from professional (open division) teams.

By applying to participate in the AAMI Xcelerator, each applicant agrees and understands that participation in the AAMI Xcelerator is subject to the terms and conditions contained in these rules, all of which are binding.

Eligibility:

1. The AAMI Xcelerator welcomes innovators working with artificial intelligence, deep machine learning, automated learning, and/or blockchain solutions to improve clinical outcomes.
2. The AAMI Xcelerator is open to global teams of four individuals or less who are at least 18 years of age.
3. Only English-language submissions will be considered.

AAMI strongly encourages potential applicants to read the competition’s rules in their entirety.

How to Apply to Compete in the AAMI Xcelerator:

1. To submit an entry into the AAMI Xcelerator, visit the application website beginning March 2, 2020, 12:01 AM EST.
2. The final day to submit an entry is May 1, 2020, 11:59 PM EST.
3. There is no cost to enter the AAMI Xcelerator. A purchase or payment of an AAMI Exchange registration will not increase the chances of acceptance into the AAMI Xcelerator or winning an AAMI Xcelerator prize.
4. Confirmations of receipt of applications will be sent via email to applicants within 48 business hours of submission. If an applicant does not receive confirmation of a submission within said 48 business hours, it is the applicant’s responsibility to contact AAMI support.
5. Submissions for acceptance into the AAMI Xcelerator are reviewed and accepted by the selection committee on a rolling basis, beginning May 18, 2020. See below for selection criteria.

6. Approximately 10 teams will be accepted into the AAMI Xcelerator.

7. AAMI reserves the exclusive right to set and adjust the number of teams accepted into the Competition.

8. Accepted teams will be notified no later than May 22, 2020.

9. Once a team has been notified of its acceptance into the competition, that team has 48 hours to reply with its desire to participate in the AAMI Xcelerator. If no reply is received within the 48-hour window, the invitation will automatically be withdrawn, and AAMI will accept another team until the allotted teams are confirmed.

**Competition Selection Criteria:**

1. The selection committee will consider the following criteria, and others, when evaluating applications:
   a. Whether the application is complete and adheres to the requirements of the application website.
   b. Whether the solution proposed is viable. Viability will be assessed from a technical and market perspective.
   c. Whether the assembled team has the requisite skills and experience to contribute to the success of the project.
   d. The degree to which the solution has an impact on improved healthcare.

**Definitions:**

1. Open Division
   - a) The Open Division is open to any eligible participant and their team.
   - b) Open Division teams should be startups that are presenting disruptive technology that has a commercial pathway, meets a market need, and will impact healthcare, regardless of stage of commercialization.
   - c) Applicants to the Open Division cannot have raised more than $1.25 million in dilutive funding. This stipulation does not include research grants and similar non-dilutive funding vehicles. All applying teams must provide the details as to the amounts and sources of funding.

**Competition Judging:**

1) Qualification of Judges
   - a) Competition winners will be chosen by a panel of judges solely selected by AAMI.
   - b) Judges will be experienced professionals that have deep expertise in one or more areas critical to successful healthcare innovation. These areas include, but are not limited to:
     i) Healthcare industry expertise
     ii) Experience within the disruptive technology
     iii) Specific technology startup experience
     iv) A meaningful background in startup investing
     v) Other areas as deemed appropriate by AAMI
2) Judging Process
   a) All judging will occur on June 14, 2020.
   b) Judges will be provided with an overview of each business plan based on application materials submitted.
   c) Each judge will score each team during their pitch presentation based on the approved judging criteria using numerical ranking.
   d) The numerical rankings will be tallied and summed so that an overall score can be determined for each team.
   e) At the completion of all pitch sessions, the judging panel will convene, review results and determine the final rank order of the presenting teams. The panel will assign the appropriate winners in rank order of their placement.
   f) In the event of a tie, the winners will be determined based on a simple majority vote by the judges.
   g) AAMI reserves the sole right to define and modify the judging process as deemed appropriate.
   h) Under no circumstances will a team be permitted to appeal the final decision of the judges. Judging decisions are final, binding and not contestable.

3) Judging Criteria
   a) Applications will be evaluated on the criteria of commercial viability, technical viability, financial viability, use of proceeds, strength of the team, and presentation of the business plan.
      i) Commercial viability includes key aspects of the competitive environment and the value proposition, and may include, but is not limited to:
         (a) The market need addressed and how
         (b) The need for the product or service
         (c) The addressable market size
         (d) Market growth (potential future and past performance)
         (e) Competitors and competitive technologies
         (f) The competitive solution
         (g) Customer segments
         (h) Relationships to be forged
         (i) Marketing and distribution channels to be exploited
      ii) Technical viability may include, but is not limited to:
          (a) The unique technical features of the product or service
          (b) Technological feasibility
          (c) Intellectual property positions
(d) Cost and pathway to development
(e) Timeline to complete the work
(f) Likelihood of and risks to development

iii) Financial viability may include, but is not limited to:
   (a) Cost structure
   (b) Revenue streams
   (c) Profit potential
   (d) Investment capital required to achieve specific milestones
   (e) Risk and return

iv) Use of proceeds includes how winning the competition will impact the team and the solution.

v) Strength of the team may include, but is not limited to:
   (a) Team alignment
   (b) Technical competence
   (c) Business acumen
   (d) Industry knowledge
   (e) Enthusiasm and commitment

vi) Presentation of the business plan may include, but is not limited to:
   (a) Quality of the presentation (oral and PowerPoint)
   (b) Persuasiveness of the presentation (oral and PowerPoint)

Prizes:
1) Description of Prizes
   a) Open Division
      i) Cash Prizes:
         (a) 1st Place – $5,000 and an opportunity to exhibit complementary at AAMI Exchange 2021 in Charlotte, NC
         (b) 2nd Place – $3,000 and an opportunity to exhibit complementary at AAMI Exchange 2021 in Charlotte, NC
         (c) 3rd Place – $1,000 and an opportunity to exhibit complementary at AAMI Exchange 2021 in Charlotte, NC
      ii) Collaboration Prizes:
         (a) Our Collaborators have the ability to award Collaboration Prizes to any number of competing teams, if the Collaborator so chooses.
AAMI 2020 Xcelerator Pitch
Competition Official Rules

(b) Collaboration Prizes, if any, will be tailored to the specific team awarded by the Collaborator. The Collaborator will define the content and duration of the prize.

iii) Exhibition and In-person Prizes:

(a) AAMI will award the 1st place winner the opportunity to exhibit on a complimentary basis at the AAMI Exchange 2021, June 4-7, 2021, in Charlotte, NC.

(b) AAMI may award the 1st, 2nd, and 3rd place winners supporting level collaborator benefits in the AAMI Exchange described as follows and commencing July 1, 2020 through June 30, 2021.

2) Awarding of Prizes

a) General rules regarding prizes:

i) AAMI is not responsible for any dispute among team participants related to prizes.

ii) Each Participant is solely responsible for any applicable taxes for prizes awarded.

iii) Prizes are not transferable.

b) How funds are to be transferred:

i) AAMI will provide an award letter with amount, signed by a competition official, to each team.

ii) With each letter will be a form W-9 and a stamped, addressed mailing envelope.

iii) Winning teams must complete the W-9, sign the award letter and return both forms to AAMI in the envelope provided.

iv) Payment will be sent by mail within 30 days of receipt of signed letter and W-9.

v) Payment will be made to the entity or individual directed by the W-9 and will be mailed to the address specified on the W-9.

c) How collaboration prizes may be awarded:

i) If any collaborator makes a prize available, at the conclusion of the competition the Collaborator will provide the awarded team(s) with a certificate and the required institutional contact information.

ii) The winning teams are responsible for connecting with the respective Collaborator and working directly with that Collaborator on all details.

d) How exhibition and in-person prizes are to be awarded:

i) At the conclusion of the competition, AAMI will provide the awarded team(s) with a certificate and the required AAMI contact information.

ii) The winning teams are responsible for connecting with AAMI to collect their award.

Disqualification:

1) AAMI has the right, at its sole discretion, to disqualify any participant or team for a violation of the rules.

2) AAMI may prohibit certain contestants or teams from participating in the AAMI Xcelerator or winning a prize if, in its sole discretion, it determines that a contestant or team has attempted to undermine the legitimate operation of the AAMI Xcelerator by cheating, hacking, deception, or any other unfair practice.
3) AAMI has the right, at its sole discretion, to disqualify any participant or team that attempts to annoy, abuse, threaten or harass any other participants, members, or representatives of AAMI.

4) Entries containing pornographic material, defamatory statements or are otherwise deemed offensive by AAMI are prohibited from participating in the competition.

5) Ineligible entries may be disqualified at any time without notice.

6) Teams must have at least one team member on-site to participate during the competition.

7) Teams must have at least one team member present at the awards ceremony to win their prize.

Cancellation:

1) AAMI has the right to cancel or suspend the AAMI Xcelerator with or without notice and for any or no reason.

2) Neither AAMI nor Collaborators are responsible, and Participants hereby waive any claim for damages, claims, losses, or inconveniences caused by cancellation or suspension of the AAMI Xcelerator.

Intellectual Property (IP):

1) By providing a submission to the AAMI Xcelerator, each Participant represents and warrants that the submission does not violate any applicable law or any third-party intellectual property rights.

2) AAMI and its collaborators do not make any claims to or take responsibility for IP that emerges from the AAMI Xcelerator.

3) It is up to each team, solely, to determine ownership of any work that is created and developed during the AAMI Xcelerator.

4) AAMI and its collaborators accept no responsibility for resolving IP disputes among Participants.

5) If you have concerns about the IP in your submission, AAMI strongly recommends consulting a lawyer before participating or sharing said IP.

Publicity and Privacy:

1) Participant understands that the AAMI Xcelerator event and Pitch Competition may be photographed, videotaped, recorded, etc. and that the news media may be present.

2) Participant hereby grants AAMI the right to use or refrain from using Participant’s name and/or likeness in any video, photo, recording or media b-roll without Participant’s review, approval or compensation.

3) By applying to and/or participating in the AAMI Xcelerator, team members expressly consent to the collection of personal information. Personal information is collected for the purposes of registering teams for the AAMI Xcelerator, administering and promoting the AAMI Xcelerator, and communicating about current and future events.

4) Applicants and participants expressly consent to receiving electronic messages relating to participation in the AAMI Xcelerator.
Representations and Warranties:

1) Applicants and participants represent and warrant that:
   a) They meet the eligibility requirements specified in the rules and will abide by the rules and the decisions of the judges;
   b) They are solely responsible for any fees, travel, meals, out of pocket, or other expenses related to their participation in the competition;
   c) Their submission is their own original work and/or collectively that of their team and that they have all necessary rights or licenses to incorporate any third-party intellectual property into the submission;
   d) The submission will not infringe the intellectual property rights or contractual rights of any third person; and,
   e) Their application and participation in AAMI Xcelerator, if accepted, will full comply with these official rules.

Liability Release and Indemnity:

1) Under no circumstance will AAMI or its collaborators be liable for any direct, incidental, indirect, special or consequential damages incurred by any participants or third parties in connection with, arising out of, or relating in any way to the AAMI Xcelerator or the official rules.

2) Participant shall indemnify and hold AAMI, its collaborators, and their officers, directors, employees, successors and assigns harmless against any claims, losses, damages, liabilities and expenses (including reasonable attorneys’ and other professionals’ fees) incurred by Participant in connection with, arising out of, or relating in any way to the AAMI Xcelerator or the official rules.

3) All disputes, claims and causes of action arising out of or in connection with the AAMI Xcelerator, prizes, or the official rules, shall be resolved individually, without resort to any form of class action, and exclusively by the state courts in the State of Louisiana for the Orleans Parish; Participant submits to the exclusive jurisdiction and venue of such court for the purpose of any action.

4) Participant agrees not to use in any advertising, publicity, marketing, press release, or in any other way, the name, trademark, logo, symbol, image, likeness or other intellectual property of AAMI or its collaborators without the prior written consent of AAMI or its Collaborators respectively.