

LeadHERs in Digital Health | Phase II – Proposal

Title	LeadHERs in Digital Health Pitch Competition
Description	LeadHERs in Digital Health is a pitch competition designed for 8-10 select startups (co)founded or (co)led by women. Phase I of the event offers entrepreneurs and founders with focused workshops and trainings, including pitch preparation, raising capital, firm challenges, financial model and intellectual property concerns. Phase II, the pitch competition, features select teams for a 7-minute presentation, followed by a 5-minute Q&A session from a panel of investor judges. Concurrent with Phase II, a youth summit on innovation and entrepreneurship is held to introduce and engage middle and high school students in the ecosystem.
Venue	KPMG Ignition 1201 W Peachtree NW Atlanta, GA, 30309
Date	February 23, 2019
Participation	 8-10 Startup Teams Competition Judges Workshop Instructors Sponsors Speakers
About the Participants	 Competitors: early and seed-stage digital health startups with at least one woman founder and/or decision maker Sponsors: organizations committed to providing resources to support women entrepreneurs innovating in the digital health space Speakers/Instructors/Judges: investors, executives and veteran entrepreneurs
Application Process	Applications accepted: December 1, 2018 – January 26, 2019 Teams Announced: February 11, 2019 Submit application materials to apply@healthventure.com O Pitch Deck O Team Resumes O Executive Summary O Business Model Canvas
Competition Content	 Digital medical devices Telemedicine products Artificial intelligence & big data Internet of things in medicine Population health management Integrative medicine and healthcare Biosensing and behavioral health Genomics and sequencing technology
Contact	Sharon Mwale Program Manager sharon.mwale@healthventure.com



Saturday, 1 December 2018

LeadHERs in Digital Health Pitch Competition		
9:30 – 10:00	Welcome & Registration	
10:00 - 10:45	Keynote Speaker	
11:00 – 12:15	LeadHERs Group 1 Presentations Team 1 11:00-11:15 Team 2 11:15-11:30 Team 3 11:30-11:45 Team 4 11:45-12:00 Team 5 12:00-12:15	
12:30 - 1:30	Lunch Break	
1:45 – 3:00	LeadHERs Group 2 Presentations Team 6 1:45-2:00 Team 7 2:00-2:15 Team 8 2:15-2:30 Team 9 2:30-2:45 Team 10 2:45-3:00	
3:15 – 4:00	LeadHERs in Health Panel Discussion An interactive panel with successful businesswomen who will discuss the future of women in healthcare technology as entrepreneurs, corporate leaders and investors.	
4:00 – 4:30	Awards Ceremony & Closing Remarks	

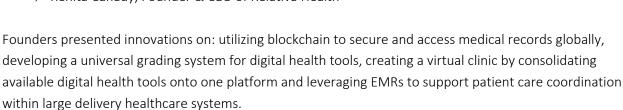
Youth Summit on Innovation and Entrepreneurship		
8:30 – 9:00	Arrival	
9:00 – 9:30	Welcome	
9:30 – 10:30	Workshop 1: Introduction to Entrepreneurial Experience Participants will learn basic concepts of business operations using the business model canvas as a guide.	
10:30 – 11:30	Workshop 2: Entrepreneurial Challenge In groups of 4, participants will build a presentation to pitch a company using the business model canvas and a provided template pitch deck.	
11:30 - 12:00	Lunch Break	
12:00 - 1:00	Presentations	
1:00 - 1:30	Closing Remarks	



LeadHERs in Digital Health | Phase I | Recap

On Saturday, December 1, 2018, HealthVenture Capital hosted Phase I of *LeadHERs in Digital Health* in Atlanta, Georgia. Phase I entailed pitch preparation, raising capital, firm challenges, financial model and intellectual property concerns. Our team worked with five talented women entrepreneurs, founders, innovators and future leaders to refine and bolster their digital health startup. Pictured, left to right:

- ⇒ Veronica Berry, Founder & CEO of TruDiary
- ⇒ Ana Gomez del Campo, CEO of Surefhir, Inc.
- ⇒ Tillata Gibson, Founder of Send Mammogram
- ⇒ Kerranna Williamson, Co-Founder & COO of ALIS Health
- ⇒ Renita Canady, Founder & CEO of Relativa Health





L to R: Sri Muthu, Donna Lecky, Kerranna Williamson, Veronica Berry, Renita Canady, Tillata Gibson, Rick Wallace and Curtis McLeod.



LeadHERs supports firms that are (co)founded and/or (co)led by women in technology. We thank our sponsors, ATDC, KPMG and John-Oliver Beirne, President of Beirne Wealth Consulting, who share our vision to provide women with opportunities to grow in an ecosystem in which they are underserved and underrepresented. HealthVenture is committed to catalyze and be the change agent to effectuate meaningful movement in this space.