

LeadHERs in Digital Health | Phase II – Proposal

Title	LeadHERs in Digital Health Pitch Competition	
Description	<p><i>LeadHERs in Digital Health</i> 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.</p>	
Venue	<p>KPMG Ignition 1201 W Peachtree NW Atlanta, GA, 30309</p>	
Date	February 23, 2019	
Participation	<ul style="list-style-type: none"> • 8-10 Startup Teams • Competition Judges • Workshop Instructors • Sponsors • Speakers 	
About the Participants	<ul style="list-style-type: none"> • 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	<p>Applications accepted: December 1, 2018 – January 26, 2019 Teams Announced: February 11, 2019 Submit application materials to apply@healthventure.com</p> <ul style="list-style-type: none"> ○ Pitch Deck ○ Team Resumes ○ Executive Summary ○ Business Model Canvas 	
Competition Content	<ul style="list-style-type: none"> • Digital medical devices • Telemedicine products • Artificial intelligence & big data • Internet of things in medicine 	<ul style="list-style-type: none"> • Population health management • Integrative medicine and healthcare • Biosensing and behavioral health • Genomics and sequencing technology
Contact	<p>Sharon Mwale Program Manager sharon.mwale@healthventure.com</p>	

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



Founders presented innovations on: utilizing blockchain to secure and access medical records globally, developing a universal grading system for digital health tools, creating a virtual clinic by consolidating available digital health tools onto one platform and leveraging EMRs to support patient care coordination within large delivery healthcare systems.



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.