



innovators at heart

HRX 2024

HRX Showcase Guidelines

ExperienceHRX.com



Ignite Innovation

Innovation is who we are. It's in our DNA. HRX is a catalyst for organizations committed to uncovering cutting-edge breakthroughs. By seizing opportunities, sharing insights, and fostering meaningful connections, HRX can help drive the successful discovery of healthcare solutions that advance the field.

HRX is an indispensable resource for trailblazers embarking on the journey from discovery to invention, translation, and commercialization. The ecosystem cultivated by HRX empowers innovators to gain critical insights and guidance. Being part of the HRX community offers invaluable support in navigating the complexities of clinical trials, regulatory processes, market adoption strategies, and, ultimately, integrating groundbreaking technologies into patient care.

HRX 2024, taking place in Atlanta, GA on September 5-7, 2024, is where clinicians and researchers, engineers and developers, as well as entrepreneurs and investors, come together to share insights, build connections and, ultimately, shape the future of medicine.

HRX SHOWCASE



The HRX Innovation Challenge

The HRX Innovation Challenge offers **two opportunities for early stage innovators** to showcase their innovations and gain exposure—the HRX Pitch Competition and the HRX Showcase.

The **Pitch Competition** welcomes startups (registered, formative-stage entities within five years of founding) to present their groundbreaking innovations and vie for cash prizes. Meanwhile, the **HRX Showcase** is open to aspiring innovators, entrepreneurs, and pre-seed startups looking for advice and guidance on their burgeoning ideas or proof of concepts.

HRX Showcase

New this year, the HRX 2024 Showcase invites for innovators seeking feedback from leaders in medical technology research, engineering, and development, along with potential funders. This platform is designed to propel them towards the next phase of development. The competition welcomes innovative ideas and proof of concepts that need support to reach the translation phase, marking the subsequent step in their development journey.

HRX SHOWCASE

FORMAT

Four semi-finalist teams will compete on the HRX Main Stage. Each team will have **seven minutes** to creatively pitch their innovative idea or proof of concept, followed by **seven minutes** to field questions from judges.

Judges will evaluate and offer immediate feedback based on novelty, feasibility, the ability to scale to market, and the impact on cardiovascular care.

BENEFITS

Through collaboration with entrepreneurs, inventors, visionaries, and founders, this event presents a distinctive opportunity for:

- **Professional Networking:** Build a supportive network, forge relationships, and cultivate connections crucial for launching your innovation.
- **Peer Learning:** Benefit from insights shared by fellow innovators dedicated to enhancing cardiovascular care.
- **Coaching and Mentoring:** Gain valuable, in-kind pitch coaching and support from seasoned innovators.
- **Exposure and Awareness:** Gain marketing and promotional visibility through earned media prior to the in-person showcase.

Additionally, all Showcase team members will enjoy exclusive benefits of HRX 2024 registration:

- Complete **access to all sessions**, with the added convenience of headsets for listening from any location within the room
- Full complimentary attendance to **receptions, happy hours, and lunches**
- Opportunities to **interact with prominent thought leaders** and experts from the fields of medicine, technology, and business, along with representatives from FDA, USPTO, and NHLBI's Innovation and Commercialization Office.
- Involvement in the **HRX Innovation Hub**, a year-round community dedicated to innovation.

HRX SHOWCASE

AWARDS

In addition to the benefits above, HRX Showcase teams will be awarded the following:

1st place team

- Semi-finalist position in the HRX 2025 Pitch Competition
- Complimentary registration for HRX 2025
- Complimentary real estate on the HRX 2025 Xchange floor
- In-depth mentorship and coaching
- 1:1 meetings with experts in regulatory pathways, covering intellectual property, pre-market approval processes, reimbursement strategies, and resources for accelerating transition to market
- Marketing and promotional exposure through earned media

2nd-4th place teams

- In-kind mentorship and coaching
- Inclusion in marketing and media materials

IMPORTANT DATES

- **June 3, 2024, 11:59 PM ET**
HRX Innovation Challenge submission site closes
- **June 25-July 2, 2024**
Notification of acceptance/non-acceptance via email
- **July 8, 2024**
Selected teams announced
- **September 6, 2024, 11:00 AM ET**
HRX Showcase

HRX SHOWCASE

ELIGIBILITY

This competition is for innovators, physician entrepreneurs and pre-seed start-ups with an innovative idea or proof of concept to share.

Each innovator, entrepreneur and start-up must meet the following eligibility requirements:

- The pitched idea or concept must be in the initial or early stages of development and not have existed for more than two years prior to January 1, 2024.
- The pitched idea or concept must be the original work of the individual or team pitching it.
- Is not a whole or partial subsidiary of a parent company.
- Is in "pre-incubator" form, meaning a maximum of \$100,000 in financial backing has been raised from team members and third parties, including accelerators, incubators, existing companies, venture capitalists, loans, friends and family investment, and winning competitions. Research and other grants do not count toward the funding limit.

Questions? Contact the HRX Team at HRX@HRSONline.org



HRX SHOWCASE

SUBMISSION REQUIREMENTS

Applications must be submitted electronically using the HRX submission platform.

HRX Submission Platform: HRX2024.AbstractCentral.com

Each application must answer the following questions and include the following information.

Team Details

- Team name
- Proposed presenters (name, title, company, role in project)

Innovation Details

- Innovation description
- Executive summary. What problem or challenge does this innovation aim to solve? Why does it matter?
- What are the goals of this innovation?
- What are the possible applications of this innovation? How will patients be impacted?
- How does this innovation support the HRX vision?
HRX vision: The future of healthcare is virtual, informed by clinical needs, aided by sensors, powered by AI and driven by innovators.
- What role does inter-disciplinary, cross-disciplinary collaboration play in this innovation?
- Describe the preliminary regulatory pathway and business model.
- When will your innovation be available on the market?
- How much capital have you raised to date?
- Upload a three-minute Kickstarter campaign-type video (accepted formats include MOV and MP4 with a maximum file size of 500GB)

HRX SHOWCASE

Company Information (if applicable)

- Company name
- When was your company incorporated?
- Company description (300 words or less)
- Company website

Submitter Details

- Submitting showcase team member (name, title, company, role in project) *
- Submitting showcase team member contact information (email, phone)

* The submitting team member will be considered the team representative. **All correspondence for the HRX Showcase will be directed to the team representative.** Please review contact information to ensure it is accurate.

SUBMISSION RULES

- The submission must be the original work of the team.
- International applicants are welcome.
- The HRX Showcase will be held in a public forum. No confidential information should be included in the application or in the pitch itself.
- There is no fee to submit an application.
- If selected, team members are required to register for HRX 2024. Semifinalists will participate in the HRX Showcase on September 6, 2024, where they will pitch their project to a panel of expert judges.
- Participants are responsible for all travel and presentation expenses related to their attendance at HRX 2024 and their participation in the HRX Showcase.

HRX SHOWCASE

Selection Process

HRX Showcase proposals are reviewed and selected for presentation by a panel of experts representing a broad range of expertise, including biomedical engineering, general cardiology, electrophysiology, venture capital, angel investment, and entrepreneurship.

The committee will review submissions based on:

- Ability to clearly articulate the problem statement and proof of concept evidence supporting the impact on the problem statement
- Description of the unmet need and how the proposed solution addresses it
- Description of the specific features of the product or service
- Description of the regulatory pathway and business model
- Analysis of the current competitive environment and information on the ability to scale to the broad market



HRX SHOWCASE

Onsite Presentation Structure and Rules

Each team will have seven minutes to creatively pitch their innovative idea or proof of concept, followed by seven minutes to field questions from judges.

The creative pitch should articulate the value proposition of your innovation and present a roadmap that addresses clinical, market/business, technology, and regulatory aspects of your innovation.

Judges will evaluate and offer immediate feedback based on novelty, feasibility, the ability to scale to market, and the impact on cardiovascular care.

Below is a proposed outline for presentation structure.

1. The Facts

- What is it?
- Who are you?
- Executive summary/ elevator pitch

2. Presentation

- Why does your product matter?
- What are you trying to solve?
- What differentiates your innovation from existing solutions?
- What is your business model?
- What tools do you need to realize the goals of innovation?.

3. Q&A

Questions? Contact the HRX Team at HRX@HRSONline.org

HRX 2024

Looking forward to seeing you in Atlanta!



