



innovators at heart

# **HRX 2025**

## **Pitch Competition Guidelines**

[ExperienceHRX.com](https://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 2025, taking place in Atlanta, GA on September 4-6, 2025, 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 PITCH COMPETITION



## The Pitch Competition

The **HRX Pitch Competition** offers innovators a unique platform to present their groundbreaking products, services, and solutions to a distinguished panel of judges and potential investors. Participants have the chance to showcase their offerings to healthcare professionals, investors, and fellow entrepreneurs, all while competing for cash prizes. This competition is open to pre-commercialization companies in the cardiovascular field.

### FORMAT

The top five teams selected will compete on the HRX Main Stage. Each team will have **10 minutes** to creatively pitch their innovative idea, followed by **five minutes** to field questions from judges and attendees.

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

# HRX PITCH COMPETITION

## 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 Pitch team members will enjoy exclusive benefits of HRX 2025 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.

## AWARDS

In addition to the benefits above, the following cash prizes will be awarded:

- **1st place:** \$30,000
- **2nd place:** \$15,000
- **People's Choice** (audience selected): \$10,000



# HRX PITCH COMPETITION

## ELIGIBILITY

To be eligible for the HRX Pitch Competition, a startup company must be a registered, formative-stage business entity that can enter into an investment agreement, such as a corporation or limited liability company (LLC), that meets the following criteria:

- Established less than five years from the formal organization date.
- Testing or pilot production of its inaugural product or service.

**Questions?** Contact the HRX Team at **[HRX@HRSONline.org](mailto:HRX@HRSONline.org)**



# HRX PITCH COMPETITION

## SUBMISSION REQUIREMENTS

Applications must be submitted electronically using the HRX submission platform.

HRX Submission Platform: [HRX2025.AbstractCentral.com](https://hrx2025.abstractcentral.com)

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

### Pitch Details

- Proposed pitch 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 it change clinical practice?
- In what ways might this innovation advance digital health or impact the field of electrophysiology?
- 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 phase of the innovation. What work has been done to date? What still needs to be done?
- 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 PITCH COMPETITION

## Company Information

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

## Submitter Details

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

\* The submitting team member will be considered the team representative. **All correspondence for the HRX Pitch Competition 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.
- Each team member must agree to participate in the HRX Pitch Competition.
- A pitch team should include a maximum of five members.
- International applicants are welcome.
- The HRX Pitch Competition 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 2025. Semifinalists will participate in the HRX Pitch Competition on September 4-6, 2025, where they will pitch their project to a panel of expert judges.
- Selected teams will participate in a virtual mentoring from July 8- September 3, 2025.
- Participants are responsible for all travel and presentation expenses related to their attendance at HRX 2025 and their participation in the HRX Pitch Competition.



# HRX PITCH COMPETITION

## Selection Process

Pitch proposals are reviewed and selected for presentation by a panel of experts representing a broad range of experience, 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
- Ability to develop and execute the solution
- Analysis of the current competitive environment and information on the ability to scale to the broad market





# HRX PITCH COMPETITION

## Onsite Presentation Structure and Rules

Each team will have 10 minutes to creatively pitch their innovative idea, followed by five minutes to field questions from judges and attendees.

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 (2 minutes)

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

### 2. Creative Presentation (8 minutes)

- Why does your product matter?
- What are you trying to solve?
  - Provide supporting data for why this is a problem.
  - Why should the audience care? How does this problem affect them?
  - Share a story (real or fictional) that illustrates the problem.
- What new thinking are bringing to the table? How is it innovative?
  - Show data that supports why and how this innovation will work.
  - Why you? What unique assets does the project team possess? (e.g., talent, infrastructure, location, intangibles)
- Share a current/ potential positive outcome(s)
  - Share patient impact metrics
- Why is now the time? Why is solving this problem urgent?
  - Broadly speaking, what tools do you need to realize the goals of innovation?
  - Define the need and how an investment of resources would be used.

### 3. Q&A (5 minutes)



# HRX 2025

Looking forward to seeing you in Atlanta!



innovators at heart



Heart Rhythm Society

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