

Competition Rules

Mother and Child Start-up Challenge

These Regulations define the rules, conditions of participation, rights and obligations of the participants, as well as the prizes provided for in the competition organised by the Institute of Mother and Child, based in Warsaw, entitled "Mother and Child Start-up Challenge".

§1 General provisions

1. The following terms and abbreviations shall stand for :
 - 1) **Competition** - Mother and Child Start-up Challenge ;
 - 2) **Organiser, Institute or IMiD** - Institute of Mother and Child, address: ul. Kasprzaka 17A, 01-211 Warsaw, Poland, entered in the Register of Entrepreneurs of the National Court Register, kept by the District Court for the Capital City of Warsaw, XIII Commercial Division of the National Court Register under the number KRS 0000050095, NIP 525-000-84-71, REGON: 000288395;
 - 3) **Start-up** - a company or temporary organisation looking for a business model to grow profitably and creating product innovations;
 - 4) **Innovation** - is a sequence of activities leading to the manufacture of new or improved products, technological processes or organisational systems;
 - 5) **TRL** - Technology Readiness Level - a methodology for measuring product maturity and readiness developed by NASA in the 1970s. Development is measured in 9 levels, where: 1 - idea, 6 - prototype, 9 - commercially ready product;
 - 6) **Co-organiser** - a public healthcare institution which has expressed its willingness to act as Co-organiser on the basis of a separate agreement with the Organiser. The full list of co-organisers of the Competition is available on the website;
 - 7) **Competition Committee** - a body appointed by the Organiser, which evaluates the applications on the basis of the adopted criteria;
 - 8) **Participant** - Start-up or natural person entitled to participate in the Competition, who meets the formal requirements of the Rules, who has sent an application and participates in the Competition;
 - 9) **Rules** - these rules of the Competition;
 - 10) **Sponsor** - an entity providing a specific performance in money, goods or services to the Organiser in order to implement the Competition or to the Winner in the form of a prize;
 - 11) **Winner** - the participant who receives a prize in the Competition, in accordance with the conditions described in the Rules;
 - 12) **Partner** - an entity allocating specific resources or services for the benefit of the Organiser or the Competition Winner;
 - 13) **Solution** - an innovative product (product or service) which is the basis for the Participant's entry into the Competition.
 - 14) **Implementation Track** - a category of the Competition, in which the main prize is the implementation of the winning Solution at the Organiser's and the Co-organisers' hospitals.
 - 15) **R&D Track** - a category of the Competition, in which the main prize is the selection of a Solution, which will receive substantive and financial support for further development and the possibility of cooperation with the Organiser's or the Co-organisers' hospitals.
2. The Institute of Mother and Child, address: ul. Kasprzaka 17A, 01-211 Warsaw, Poland, entered in the Register of Entrepreneurs of the National Court Register, kept by the District Court for the Capital City of Warsaw, XIII Commercial Division of the National Court Register under the number KRS 0000050095, NIP 525-000-84-71, REGON: 000288395.
3. The Organizer declares that the Contest is not a game of chance, lottery, pari-mutuel betting, promotional lottery or a game whose outcome depends on chance.

4. Participation in the Competition is voluntary and free of charge. All costs associated with participation in the Competition are borne by the Participant.
5. A person who enters the Competition is bound by the terms and conditions of the Rules.
6. The main objective of the Competition is to popularise medical innovations addressed to paediatric patients and pregnant women in Poland and to create an open approach to cooperation and technology development in medical institutions.
7. The specific objectives of the Competition are:
 - 1) popularisation of Innovation as interesting and necessary solutions in the functioning of medical institutions;
 - 2) establishing cooperation with Start-ups;
 - 3) selecting and recognising innovative solutions:
 - a) Start-ups creating the most creative product or process innovations, with significant importance for patients and the healthcare system, and with significant profitability of implementation, covering broadly understood medical technologies (including, among others, medical devices, diagnostics, pharmacotherapy and ICT solutions), prizes and awards will be given in two categories: Implementation Track and R&D Track.
 - b) entities developing and implementing innovative organisational solutions, improving the functioning of various areas of the health care system;
 - 4) promotion of the most interesting Innovations and their creators, among medical centres in Poland of the highest referential level.

§2

Participants and terms of participation

1. Participants in the Competition may be:
 - 1) Start-ups;
 - 2) natural persons who are at least 18 years old and have full legal capacity, - subject to the personal restrictions laid down for each category referred to in paragraph 4.
2. As part of the Competition, Participants may submit entries and their evaluation will be conducted in accordance with the scope of the Competition covering the following areas appropriate to the category:
 - 1) Implementation track:
 - a) Clinical activities: obstetrics and gynecology, neonatology, pediatrics (material innovation, diagnostics, telemonitoring, therapy, rehabilitation, clinical decision support);
 - b) Prevention and screening;
 - c) Patient education and support in the training of professionals;
 - d) Process and document management, data analysis.
 - 2) R&D track:
 - a) Mental health and wellbeing of paediatric patients and their guardians;
 - b) Prevention and treatment of respiratory diseases in paediatric patients;
 - c) Prevention and management of overweight and obesity in paediatric patients.
3. The Participant declares that at the date of submission the Solution has a technology readiness level:
 - 1) for the Implementation track TRL ≥ 8
 - 2) for the R&D track TRL ≥ 3 and TRL ≤ 7 .
4. The following are excluded from the Competition:

- 1) persons employed on any basis by the Organiser or Co-organiser who, as members of the Selection Committee, are involved in the conduct of the Competition;
 - 2) entities in which members of the Selection Committee participating in the conduct of the Competition participate as a representative, partner, shareholder, member of a body, proxy, liquidator and attorney for legal persons and organisational units without legal personality but with legal capacity;
 - 3) Participants who unjustifiably fail to attend the presentation referred to in § 4, paragraph 5;
 - 4) Winners, in the case referred to in § 6 (10);
 - 5) Participants in other cases indicated in the Rules.
5. By making an entry in the Competition, the Entrant declares that:
- 1) he/she has full rights, including intellectual property rights to the submitted Solution/Innovation;
 - 2) The submitted Solution/Innovation does not affect the rights of third parties;
 - 3) has not granted an exclusive licence to use the submitted Solution/Innovation to other entities;
 - 4) has the exclusive right to dispose of and grant the right to use the submitted Solution/Innovation;
 - 5) is solely responsible for any infringement of third party rights in connection with the submission of a Solution/Innovation for the Competition.
6. The Competition schedule includes:
- 1) 06.06.2023 - start of registration of entries in the Competition;
 - 2) 02.10.2023 - closing date for entries to the Competition;
 - 3) 31.10.2023 - distribution of responses to all entries sent in the Competition;
 - 4) 12.2023 - the final gala of the Competition.

§3 Applications

1. In order to ensure the proper organisation of the Competition and to assess the correctness of the applications, as well as to select the Winners, the Organiser will appoint a Competition Committee.
2. Only applications made on the form (the application form is **enclosed** as **Annex 1**) will be assessed.
3. The application and all attachments must be drawn up in Polish or English under pain of rejection.
4. An entrant may withdraw a submitted entry if he/she notifies the Organiser of the withdrawal of the entry, but no later than by the closing date for entries.
5. The application form is available at www.motherandchildStart-upchallenge.pl
6. Applications can be submitted by 02.10.2023 by email.
7. In case of difficulties in attaching the files in the entry form, it is acceptable to send the file to the e-mail address: Start-upchallenge@imid.med.pl, by 02.10.2023. The title of the email must indicate the name of the Competition and the name of the Participant. The maximum size of the e-mail message cannot exceed 10 MB.
8. By submitting an entry, you agree that the Organiser, co-organisers and Selection Committee can use the data and information submitted for the purposes of the Competition.
9. A participant may submit any number of entries.
10. An application submitted by a legal person or an organisational unit without legal personality but endowed with legal capacity or an application on behalf of another person shall be accompanied, as appropriate:
 - 1) information from the National Court Register;
 - 2) a certified copy of the power of attorney or a scan in the case of electronic filing.

§4

Method of assessing applications and criteria

1. Submitted applications will first be verified by the Competition Committee as to whether they meet the admission criteria.
2. An entry is eligible to enter the Competition which:
 - 1) has been drawn up on a form made available by the Organiser (the application form constitutes **Appendix 1**);
 - 2) has been submitted by the person(s) authorised to represent the Participant concerned;
 - 3) has been submitted within the deadline specified in the Rules of Procedure;
 - 4) has been correctly completed in all the fields on the form;
 - 5) contains true and up-to-date information;
 - 6) includes the attachments required by the Organiser.
3. An application shall be rejected if the Entrant or the application does not meet the requirements specified by the Organiser, in particular the criteria set out in paragraph 2 above.
4. Applications that meet the formal criteria will be subjected to substantive assessment by the Competition Commission on the basis of substantive assessment sheets containing the following criteria appropriate to the category:
 - 1) Implementation track:
 - a) implementation potential of the Solution in IMiD or other Co-Ordinator hospital;
 - b) innovativeness of the Solution;
 - c) technological readiness and readiness for market implementation;
 - d) competitive advantage of the Solution and team competences;
 - e) the benefits of the implementation of the Solution;
 - f) the economic profitability of the implementation;
 - g) Sources of funding and the ability to diversify their sources of funding.
 - 2) R&D Track:
 - a) innovativeness of the Solution;
 - b) implementation potential in the hospitals;
 - c) present level of technological readiness;
 - d) competitive advantage of the Solution and team competences;
 - e) benefits of developing the Solution in partnership with IMiD or another Co-Ordinator;
 - f) sources of funding.
5. Based on the merit points ranking, the Competition Committee will select a maximum of 50 highest-ranked entries and the Participants will be invited to deliver a max. 4-minute presentation and participation in the Q& A session.
6. Participants whose entries have been selected in accordance with paragraph 5 above will be informed accordingly at the email address provided in the Competition entry and/or by telephone, no later than 31.10.2023.
7. Participants whose entries have been shortlisted for the presentation stage will be required to present their submitted Solution to the Competition Committee in a stationary or online format, during which the Competition Committee will make a complementary assessment.
8. The details and exact schedule of the presentation will be made available to the selected Participants at the e-mail address indicated in the application.

9. Participants' participation in the presentation referred to in paragraph 5 is compulsory.
10. After the presentations, the Competition Committee will evaluate and select 10 Laureates.
11. At the Participant's request, the Organizer will provide a one-time mentoring meeting to validate the submitted entry. The Entrant is entitled to send the request to startupchallenge@imid.med.pl within 10 days from the day of making an entry in the Competition.

§5.

1. In the event that applications receive an equal amount of points in the technical assessment, the Laureate will be selected on the basis of the sum of points received in criteria 1) a) – b) and 2) a), e) listed in § 4 par. 4.
2. The Competition Commission annuls the Competition when:
 - 1) no notification has been received;
 - 2) all applications have been rejected;
 - 3) all Participants were excluded;
 - 4) there has been a significant change in circumstances such that the conduct of the Competition is not in the public interest, which could not have been foreseen earlier.
3. If the Competition has not been annulled or the Organizer has not cancelled the Competition, the Competition Commission shall announce the outcome of the Competition.
4. Settlement of the Competition and presentation of the Winners will take place during the final gala, the exact date of which will be made available on the Competition's website.
5. The evaluations and decisions of the Competition Committee are final and not subject to appeal.
6. The announcement of the outcome of the Competition concludes it.

§6

Awards

1. As part of the Competition, the Organizer provides for the following prizes for the Winners:
 - 1) The main prize:
 - Implementation Track: award in form of the opportunity for a year-long, non-paid cooperation with IMiD or the Co-organiser in terms of mentoring, development or implementation of the Solution, depending on the technological readiness of the product and the submitting team;
 - R&D Track: award of a financial and mentoring prize for the development of the Solution and the opportunity to cooperate with IMiD or the Co-organisers, depending on the technological readiness of the Solution and the applicant's team;
 - 2) Additional prizes - funded by Sponsors of the Competition (in categories published on the Competition website no later than 15.09.2023).
 - 3) Special Prizes- The Sponsors and Partners of the Competition have the possibility to decide on the awarding of a Special Prize to the Winners. The award criteria, value and form are at the discretion of the funder and do not require prior notification to Participants.
2. Winners of the Competition will be promoted on social media channels, including the Competition website and the social media of selected Sponsor or Partners.
3. The winners will be able to use the title and logo of the Competition.
4. The organiser does not allow the non-monetary prizes to be changed into a monetary equivalent or the prizes to be transferred to third parties.
5. The presentation of the prizes will take place in a form determined by the Organizer, provided that the Winners are informed in advance of all relevant circumstances.
6. The prizes consisting in the implementation of the submitted Solution together with mentoring or consultations will be implemented on the basis of a separate agreement concluded between the parties, which will be concluded no later than 90 days from the date of settling the Competition. The Organizer reserves the right to extend the deadline.

7. The Organiser will provide the Winners with consulting services supporting the process of building cooperation with the Organiser or the Co-organiser. The aforementioned consultancy shall include a workshop, meeting or analysis of information provided by the Winner in order to increase the likelihood of further cooperation.
8. The terms and conditions of the actual cooperation between the Laureate and the Organiser may be further agreed.
9. The Organiser retains the right to publish information about the Winners and their projects.
10. If the Laureate becomes an entity which does not meet the conditions specified in the Regulations, or whose Solution/Innovation does not meet the conditions specified in the Regulations, he/she loses the right to the prize and is excluded from the Competition. In such a case, the Organizer is entitled to award the prize to another Entrant, who took the next place in the ranking of the Competition according to the assessment of the Competition Committee.

§7.

Details of the processing of personal data

Information clause for participants in the "Mother and Child Start-up Challenge" competition

1. The Administrator of the Personal Data collected during the registration, application and duration of the Competition is its Organizer Mother and Child Institute represented by the Director of the Institute.
2. The Controller has appointed a Data Protection Officer who can be contacted on all issues relating to the processing of personal data. Contact details: Tomasz Andrasik, e-mail address: iod@imid.med.pl, phone number 22 32 77 394.
3. The Organiser will process the following ordinary personal data of the Participants: first and last names, contact data (correspondence address, residential address, registered office address, e-mail address, telephone number, social media profile name), image.
4. The personal data will be processed on paper and in electronic form.
5. The personal data has been obtained in connection with your application for the Mother and Child Startup Challenge and has either been obtained directly from you or has been provided by your employer/contractor in connection with your duties under your employment/civil contract.
6. The personal data collected as part of the Competition will be processed for:
 - 1) Identify the entry and proceed with the subsequent stages of the Competition, including contacting the applicant, the participants, obtaining additional information to clarify the entry and the participants to the Competition;
 - 2) persons/objects/events, to communicate the results of the Competition and to arrange the participant's participation in the prize-giving ceremony;
 - 3) information about future editions or similar competitions; direct marketing of services and communication between the data controller and the participant in the form of written or electronic correspondence or by means of telecommunications (telephone, SMS, e-mail);
7. The data processing consisting of collecting, storing and making available the data from the application form is necessary for the fulfilment of the aforementioned legitimate purposes pursued by the controller. For certain data or specific types of processing that cannot be considered necessary for the aforementioned purposes, or for purposes that cannot be considered sufficiently justified, the controller may ask for separate consent. The individual consent will then be the basis for processing.
8. Personal data of the Competitionants may be made available to the Competition Partners and recordings of their image and voice may be published in the media.
9. Data will be processed only for the time necessary for the purposes of the processing, but no longer than until an appropriate objection to the processing is made or the consent to the processing is withdrawn.
10. You may object at any time to the processing or the type of processing in question or withdraw your consent by sending an email to Start-upchallenge@imid.med.pl.
11. Provision of personal data is voluntary but necessary for participation in the competition

12. The person whose personal data has been submitted during the application/registration process is entitled to access and rectify his/her data. The person may at any time request rectification, erasure or restriction of the processing of his/her data; he/she also has the right to object to the processing in question and the right to lodge a complaint with the competent supervisory authority, under the conditions laid down in the relevant legislation.
13. The Organiser applies technical and organisational measures aimed at adequate, appropriate to the risks and the category of data protected, security of the personal data provided. The Organiser has implemented appropriate measures to ensure a degree of security appropriate to the risk taking into account the state of the art, the cost of implementation and the nature, scope, purpose and context of the processing and the risk of infringement of the rights and freedoms of natural persons with different probability of occurrence and severity of the threat.
14. If you believe that we are processing your data in violation of the law, you may file a complaint against us with the President of the Office for Personal Data Protection.

§8 Use of image

1. In connection with the Competition and the related conferences and accompanying events (stationary/online or in a hybrid formula) the Participant agrees to the unlimited, time-limited processing and use of his/her image and voice in the form of photographs, films and recordings and their distribution in the media (TV, radio, Internet, press), as well as for promotional and marketing purposes of the Organizer, Co-organizers and Sponsors related to the Competition.
2. By taking part in the Competition you agree to the registration, use and broadcast by the Organizer, Co-organisers and Sponsors of your image and voice during the conference and accompanying events (stationary/online or hybrid) related to the Competition.
3. Granting consent means that photographs, films and recordings made during the conference and accompanying events (stationary/online or hybrid) connected with the Competition, can be published in the media mentioned above, including broadcast in audio, video and image formats.
4. The Participant is not entitled to claim remuneration for the use of his/her image and voice by the Organizer, Co-organisers and Sponsors.
5. The participant waives all rights relating to the control and approval of any use of photographs, films and recordings of his image.

§9. Final provisions

1. You retain all rights to the intellectual property that you had prior to entering the Competition.
2. The Participant shall be solely responsible for any infringement of third party rights in connection with his/her entry in the Competition.
3. The Entrant is obliged to fully satisfy any claims of third parties due to the infringement of their rights in connection with participation in the Competition, and to indemnify the Organizer and Co-Organisers against any such claims, as well as to reimburse the Organizer and Co-Organisers for any costs incurred on this account.
4. The Organizer reserves the right to change the rules of participation in the Competition in particularly justified cases, including limiting the number of entries to the Competition.
5. The Organizer reserves the right to change the implementation of the various stages of the Competition in online, hybrid or on-site format and the dates specified in the schedule.
6. The Organizer reserves the right to change the Regulations in the event of changes in legal provisions or other significant events affecting the organisation and running of the Competition.
7. The Organizer reserves the right to cancel the Competition at any stage without giving reasons and to postpone the deadline for the submission of entries.
8. The Organizer will inform Participants of any important issues related to the Competition using the contact details provided in the application form and by publishing relevant information on the Competition website
9. The Participants shall be liable to the Organizer and the Co-organisers for infringement of these Regulations on general terms. In the event of infringement of these Regulations, the Winner may be called upon to return the awarded prize. In a situation when the prize has not been transferred, the Organizer may withhold its transfer.

10. The Entrant is responsible for the accuracy and validity of the information provided in the application form. In the event of any untruth being declared, the Entrant will be excluded from the Competition.
11. The Organiser reserves the right to publish a summary of the Competition, the number of entries and technologies in the form of a publication or report.
12. By entering the Competition, the Participant accepts that the information provided may be treated as public information within the meaning of Article 1.1 of the Act of 6 September 2001 on access to public information, subject to the exceptions and limitations resulting from the regulations.
13. Questions about the Competition should be addressed to: Start-upchallenge@imid.med.pl.
14. Matters not covered by these Regulations shall be governed by the provisions of the Civil Code and other provisions of commonly applicable law.

Annex 1 MODEL APPLICATION FORM

I. General information

1. Project name:
2. I am self-employed: YES/NO
3. Name:
4. Last name:
5. Date of company foundation (or contractual starting time of the Project without own company):
6. Address of the registered office, place of business / or, in the case of natural persons not engaged in business, the address of residence:
7. Company's NIP*:
8. NATIONAL COURT REGISTER/CEIDG*:
9. Person to represent:
10. Role in the project:
11. Contact person (if different from the representative):
12. Contact email address:
13. Contact telephone:
14. Website:
15. Social media (optional):

*if applicable

II. Description of project/undertaking

I am applying in the category of (select appropriate):

- Implementation Track
- R&D Track

1. project description. (maximum 3 000 characters)
2. description of the problem with the project solves. (maximum 1 000 characters)
3. what is the innovativeness of the project? (maximum 1 000 characters)
4. Description of the team that is involved in the development of the project, including collaborations and partnerships undertaken. (maximum 1 000 characters)
5. Description of the financial/scientific/behavioural/therapeutic/process benefits of developing or implementing the project in a hospital? (maximum 3 000 characters)
6. Description of the development of the project in a two-year horizon including the preparations for market launch or maintaining (maximum 3,000 characters)
7. The level of readiness of the project on the TRL scale with justification of the technology. (maximum 3,000 characters) (note: Implementation Track: TRL ≥ 8 , R&D Track: TRL ≥ 3 and ≤ 7)
- 8 Does the project fit into the scope of the Competition as defined in the Rules? If yes, which ones? (maximum of 1000 characters)
9. what are the current sources of funding for the project? (maximum 1000 characters)
10. Pitch deck in the form of a video recording* (in PL or ENG) as an attachment to the application. Maximum 5 minutes.

**It is recommended that the recording includes answers to the following questions (it is not obligatory to answer all of them):*

Problem and solution

- *What is the mission of the company/team? Brief description of the company/team and what it does.*
- *What problem do customers have in the area that the solution is undertaking?*
- *What is the uniqueness of the way the solution addresses customer/patient concerns?*

Project value (Value Proposition)

- *What does the project offer to clients/patients?*
- *Define and evaluate the specific benefits customers will receive by choosing the reported product or service?*
- *What is the potential and size of the market (specify whether it is national/international)?*
- *Describe how the submitted product/service will address a market need.*
- *Indicate the main risks involved in bringing the solution to market and how you plan to address them.*

Competition

- *Identify existing competition.*
- *What is the business model of the proposed solution? How will it generate revenue?*
- *How does it win against the competition?*
- *Define revenue model, price list, cost structure.*

Commercialisation strategy and marketing activities.

- *What is the customer outreach and go-to-market plan?*
- *Give a rough estimate of when the solution will be ready for market (time to market), determine whether a pilot* (proof of concept) implementation is necessary. (explain expected course of action if applicable)*

Financial forecasts

- *Describe the level and type of investment that has been raised to date (if any)?*
- *Is the solution already on sale? Are there any first customers?*
- *State your plans/expectations for obtaining investment (e.g.: public capital, VC funds, etc.)?*

Team

- *Introduce key team members (e.g.: founders, partners, mentors)?*
- *How does the team have the determination, strength and skills to achieve the commercial success of the innovation presented?*
- *What are the business successes of the team (or its members) to date?*

Summary

- *Summary closing presentation. Benefits resulting from potential cooperation with the Institute of Mother and Child and the co-organisers of the Competition. Ideas and plans for its further development.*

CLAUSE TO THE FORM

1. I have read the Competition Regulations, including the information clause regarding the processing of personal data.
2. I consent to the processing of my personal data for the purpose of participating in the Mother and Child Start-up Challenge Competition, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) - RODO.
3. I confirm that I meet all the criteria for participation in the Competition in accordance with the Competition Regulations.
4. I declare that, in the event that I become one of the winners of the competition, I undertake to contact, cooperate and carry out the provisions agreed upon by the parties concerned.
5. I confirm the accuracy of the data and information contained in this application form.
6. I agree that the material submitted may be used in whole or in part by the Organiser to promote him or his activities in the form of a report/publication summarising the Competition edition.