

## MCSC HOSPITAL INNOVATION LEADERSHIP COMPETITION RULES

These rules define the competition rules, terms of participation, participants' rights and obligations, and prizes as part of the "MCSC Hospital Innovation Leadership" competition initiative, organized by the Institute of Mother and Child based in Warsaw. These rules apply to the 4th edition of the competition.

### § 1

#### General Provisions

1. The terms and abbreviations used below mean:

- 1) **Competition** – MCSC Hospital Innovation Leadership;
- 2) **Organizer, Institute or IMiD** – Institute of Mother and Child, address: ul. Kasprzaka 17A, 01-211 Warsaw, Poland, entered into the Register of Entrepreneurs of the National Court Register, maintained by the District Court for the capital city of Warsaw, 13th Commercial Division of the National Court Register, under KRS number 0000050095, Tax Identification Number (NIP): 525-000-84-71, National Business Registry Number (REGON): 000288395;
- 3) **Start-up** – an enterprise or temporary organization characterized by dynamic growth, seeking a business model that would enable profitable development and scalability of the venture. A startup can operate at various stages of development (from idea, through the prototype phase, to a finished solution), with a key element being high operational risk combined with an innovative approach to solving the problem. A startup is characterized by flexibility, rapid response to market changes, and a drive to introduce innovative products or services;
- 4) **Innovator** – an entity (a natural person, legal person, or an organizational unit without legal personality but with legal capacity) that possesses a ready-made solution distinguished by its innovative approach, uniqueness, and significant potential for practical implementation. An innovator may be either a company in an early development stage or an enterprise already operating on the market, provided that the solution it offers meets the criteria of innovativeness, i.e., it introduces significant technological, process, or organizational improvements compared to standard solutions used in the given sector. The key criterion distinguishing an innovator is the ability to demonstrate that their solution delivers measurable benefits – both technological and economic – and has the potential for adaptation and implementation in a practical environment, such as medical facilities.
- 5) **Innovation** – a process leading to novel or significantly improved technological, organizational, or methodological solutions that bring measurable benefits in terms of efficiency, and the quality of services or products. Innovation may involve either an

entirely new idea or a significant modification of an existing solution that enables its optimization or expansion of applications.

6) **TRL – Technology Readiness Level** – a methodology for measuring the maturity and readiness of a product, developed by NASA in the 1970s. Development is measured on a 9-level scale, where: 1 – idea, 6 – prototype, 9 – product ready for commercial use.

7) **Co-organizing Hospital** – a public healthcare entity that has expressed its willingness to act as a Co-organizing Hospital based on a separate agreement with the Organizer. The full list of co-organizers of the Competition is available on the website [www.mcsc.pl](http://www.mcsc.pl). The Organizer reserves the right to change the list of Co-organizing Hospitals during the course of the Competition.

8) **Partner Hospital** – a public healthcare entity that has expressed its willingness to act as a Partner Hospital based on a separate agreement with the Organizer. The full list of Partner Hospitals participating in the Competition is available on the website [www.mcsc.pl](http://www.mcsc.pl). The Organizer reserves the right to modify the list of Partner Hospitals during the course of the Competition.

9) **Hospitals** – the group of hospitals including the Organizer, Partner Hospitals, and Co-organizing Hospitals.

10) **Partner** – an entity supporting the Competition as a main or supporting partner, whose logo, name, or image is used in the Competition's promotional materials and which provides specific resources or services to the benefit of the Organizer, the Competition, or the Competition Winner.

11) **Patron** – an entity supporting the Competition as an honorary or media patron, whose logo, name, or image is used in the Competition's promotional materials.

12) **Competition Committee** – a body appointed by the Organizer to evaluate submissions based on established criteria, composed of the Competition Jury, the Program Council, the Board of Directors, and the Coordinators.

13) **Competition Jury** – a body appointed by the Organizer, composed of industry experts, responsible for the substantive evaluation of submissions based on established criteria.

14) **Program Council** – a body appointed by the Organizer, composed of industry experts, providing advice on the organization of the Competition and the selection of winning Start-ups.

15) **Expert Council** – a body appointed by the Organizer, composed of industry experts, responsible for evaluating start-up presentations during the Demo Day event.

16) **Board of Directors** – a body appointed by the Organizer, composed of representatives of the Organizer's and Co-organizers' management, making the final decision on the selection of winning Start-ups.

17) **Coordinators** – contact persons responsible for the direct coordination of the Competition, appointed by the Organizer.

18) **Participant** – a Start-up, Innovator, or natural person eligible to participate in the Competition, meeting the formal requirements set out in the Rules, who has submitted an application, been qualified for further stages, and actively participates in the Competition.

19) **Rules** – these official rules of the Competition.

20) **Winner** – a Participant receiving an award in the Competition, in accordance with the conditions described in the Rules.

21) **Project** – a proposal for an innovative product (a good or service) prepared and submitted by a Competition Participant, forming the basis of their application to the Competition.

22) **Demo Day** – an additional event during which selected Participants present their Projects in the form of a presentation before an audience.

23) **Final Gala** – an event summarizing the Competition, during which the Winners are officially announced.

2. The Organizer declares that the Competition is not a game of chance, a raffle, a mutual bet, a promotional lottery, or any game whose outcome depends on chance.

3. Participation in the Competition is voluntary and free of charge. All costs related to participation in the Competition shall be borne by the Participant.

4. Any person who enters the Competition is bound by the terms and conditions of the Rules.

5. The main objective of the Competition is to promote medical innovations in Poland aimed at hospitals, patients, and medical personnel, as well as to foster an open approach to collaboration and the development of technologies in medical facilities.

6. The specific objectives of the Competition are:

1) to promote Innovation as a necessary solution for the functioning of medical facilities;

2) to establish cooperation with Start-ups and Innovators;

3) to select and recognize Innovations or Projects:

a) from Start-ups and Innovators creating the most creative product or process innovations of significant importance to patients and the healthcare system, with high implementation profitability, covering broadly understood medical technologies (including, among others, medical devices, diagnostic solutions, pharmacotherapy, and ICT technologies),

b) from entities developing and implementing Innovations or Projects that improve the functioning of various areas of the healthcare system;

4) to promote the most interesting Innovations, Projects, and their creators among the highest-reference-level medical centers in Poland;

5) to foster cooperation and networking among representatives of the technology sector, the healthcare industry, and the public healthcare sector.

## **§ 2**

### **Competition Participants and Conditions of Participation**

1. The following may participate in the Competition:

- 1) Start-ups – as defined in § 1 section 1 point 3;
- 2) Innovators – as defined in § 1 section 1 point 4;
- 3) Natural persons who are at least 18 years old and have full legal capacity,  
– subject to the eligibility restrictions specified for particular categories referred to in section 4.

2. As part of the Competition, Participants may submit applications, which will be evaluated based on formal criteria and the substantive scope of the Competition, primarily covering the following thematic areas:

- 1) automation of hospital administration and management;
- 2) analytics and support for management decision-making;
- 3) medical innovations;
- 4) digital patient services and cybersecurity.

3. The Participant declares that, on the date of submitting the application, the Project has reached the Technology Readiness Level (TRL) specified in the call for applications for the given topic.

4. The following are excluded from participation in the Competition:

- 1) individuals employed in any capacity by the Organizer or Co-organizer who are involved in conducting the Competition as members of the Competition Committee or as Coordinators;
- 2) entities in which members of the Competition Committee involved in conducting the Competition act as representatives, partners, shareholders, board members, proxies, liquidators, or attorneys of legal persons or organizational units without legal personality but with legal capacity;
- 3) entities that are Partners or Patrons of the Competition, as well as entities dependent on or affiliated with them in a way that may raise justified doubts about the impartiality of the evaluation;
- 4) Participants who, without justification, do not take part in the Demo Day;
- 5) Winners, in the case referred to in § 6 section 9;
- 6) Participants in other cases specified in the Rules.

5. By submitting an application to the Competition, the Participant declares that:

- 1) they hold full rights, including intellectual property rights, to the submitted Project;
- 2) the submitted Project does not infringe the rights of third parties;
- 3) they have not granted an exclusive license to use the submitted Project to any other entity;
- 4) they have the exclusive right to dispose of and grant rights to use the submitted Project;
- 5) they bear sole responsibility for any infringement of third-party rights in connection with the submission of the Project to the Competition;
- 6) they are not subject to any exclusion specified in § 2 section 4;
- 7) they are entitled to submit the Innovation.

6. The Competition schedule includes:

- 1) Q2 2025 – opening of the application submission period;
- 2) Q2/Q3 2025 – closing of the application submission period;
- 3) Q3 2025 – initial evaluation of applications;
- 4) Q3 or Q4 2025 – participation in the Demo Day event;
- 5) Q4 2025 – the Final Gala of the Competition.

7. The Organizer reserves the right to exclude a Participant at any stage of the Competition if, during the course of the Competition, it has reasonable grounds to suspect that the Participant has made a false declaration as specified in § 2 section 5 point 6, or if the Participant's situation has changed and they are subject to exclusion under § 2 section 4. In the event of any affiliations, the Organizer will take appropriate measures to ensure impartiality, including, among others, the exclusion of individuals affiliated with the given Participant from the Competition Committee, provided that no other grounds for exclusion specified in these Rules apply.

8. The Participant is obliged to inform the Organizer of any affiliations with Co-organizers, Partners, or members of the Competition Committee.

9. The Organizer reserves the right to individually assess the eligibility of Participants who have affiliations or prior cooperation with Partners, Patrons, the Organizer, or Hospitals.

### **§ 3**

#### **Applications**

1. To ensure the proper organization of the Competition, verify the correctness of applications, and select the Winners, the Organizer shall appoint a Competition Committee.
2. Only applications submitted using the correctly completed application form (Annex No. 1) will be evaluated.
3. The application and all attachments must be completed in Polish or English, otherwise the application will be rejected.
4. A Participant may withdraw a submitted application by notifying the Organizer, provided this is done before the application deadline.
5. The application form is available at [www.mcsc.pl](http://www.mcsc.pl).
6. Details regarding the application process (including the application deadline) are provided on the website [www.mcsc.pl](http://www.mcsc.pl).
7. In case of difficulties attaching files to the application form, it is acceptable to send the file via email to: [dzial.ai@imid.med.pl](mailto:dzial.ai@imid.med.pl) within the application submission period. The subject line of the email must include the name of the Competition and the name of the Participant (individual or company). The maximum email size must not exceed 10 MB.
8. Submitting an application constitutes consent to the use of the submitted data and information by the Organizer, Hospitals, Partners, Patrons, and the Competition Committee for the purposes of conducting the Competition.
9. A Participant may submit any number of applications (different Projects).
10. For applications submitted by a legal entity or an organizational unit without legal personality but with legal capacity, or on behalf of another person, the following must be attached:
  - 1) a current extract from the National Court Register (KRS);
  - 2) a scanned power of attorney certified as a true copy of the original, in the case of electronic submission.

### **§ 4**

#### **Application Evaluation Process and Criteria**

1. Submitted applications will first be verified by the Competition Committee to ensure they meet the formal eligibility criteria for participation in the Competition.

2. An application will be accepted for participation in the Competition if:

- 1) it has been submitted using the correctly completed application form provided by the Organizer (the application form constitutes Annex No. 1);
- 2) it has been submitted by a person(s) authorized to represent the Participant;
- 3) it has been submitted within the deadline specified in the Rules;
- 4) all fields in the form have been correctly completed;
- 5) it contains true and up-to-date information;
- 6) it includes all required attachments specified by the Organizer (e.g., a presentation of the Project in PDF format).

3. Applications that do not meet the requirements set by the Organizer – particularly the criteria listed in section 2 above – or that are submitted by entities subject to exclusion under § 2 section 4 of the Rules, will be rejected.

4. The Participant is responsible for the accuracy and truthfulness of the information provided in the application form. If any false statements are made, the Participant will be excluded from the Competition.

5. Applications that meet the formal criteria will undergo substantive evaluation by the Competition Committee based on evaluation sheets containing the following criteria:

- 1) implementation potential of the Project in Hospitals;
- 2) innovativeness and competitive advantage of the Project;
- 3) development stage of the product/service (Technology Readiness Level);
- 4) commercialization potential (readiness for market entry);
- 5) benefits resulting from the implementation of the Project;
- 6) implementation costs for the hospital;
- 7) business model and scalability of the Project;
- 8) experience of the team;
- 9) benefits of developing the Project in cooperation with Hospitals.

6. Based on the score ranking from the substantive evaluation, the Competition Committee will select a list of up to 20 highest-rated applications (“TOP 20”).

7. Participants whose applications are selected as per section 6 above will be notified via the email address provided in the application and/or by phone, no later than 90 calendar days after the application deadline.

8. Participants whose applications are selected for the next stage as part of the TOP 20 will undergo a second evaluation, after which up to 10 highest-rated applications will be selected (“TOP 10”).

9. Participants whose applications are selected as part of the TOP 10 will receive an invitation to participate in the Demo Day, during which they will present their Projects.
10. The Organizer reserves the right to allow the Demo Day presentation to influence the Participant's evaluation by the Competition Committee. The Participant's presentation will be evaluated during Demo Day by an independent Expert Council.
11. Details, registration opening, and the exact schedule of presentations during Demo Day will be provided to selected Participants via the email address indicated in the application. The Organizer reserves the right to limit the presentation time to a maximum of 10 minutes.
12. Participants qualified for the Competition are required to actively participate in events organized as part of the Competition, such as workshops, webinars, training sessions, networking meetings, or mentoring sessions. Attendance at a minimum of 80% of workshops, training sessions, and meetings is mandatory. Failure to meet this requirement may result in exclusion from further participation in the Competition or disqualification from receiving the main prize, additional prizes, or special awards. A list of these events, along with an indication of which are mandatory, will be provided to Participants in advance.
13. Upon request, the Organizer will provide a brief justification of the evaluation of a given Project during the Competition. The Participant is entitled to submit such a request to [dzial.ai@imid.med.pl](mailto:dzial.ai@imid.med.pl) within 7 calendar days from the date the Organizer sends the information about not advancing to the next stage. The Organizer reserves up to 60 calendar days to provide the justification.
14. The Participant will be re-evaluated by experts during individual 1:1 meetings aimed at clarifying any doubts regarding the technology or the implementation plan in a hospital environment. These meetings will be conducted with experts appointed by the Organizer. The Participant will be informed of available meeting dates and will be able to choose one. The deadline for selecting a date is 7 calendar days; failure to choose a date will be considered a withdrawal from this part of the evaluation. Participation in the 1:1 meeting is recommended. The Organizer reserves the right for the 1:1 meeting to influence the Participant's final evaluation by the Competition Committee.
15. The final decision on the selection of Winners is made by the Board of Directors.

## **§ 5**

### **Additional Competition Rules**

1. In the event that multiple applications receive the same total score during the substantive evaluation, the selection of the Winner will be determined by the sum of points awarded in the criteria specified in § 4 section 5 points 1–2 and 4–6.



2. The Competition Committee shall cancel the Competition if:

- 1) no applications are received;
- 2) all applications are rejected;
- 3) all Participants are excluded;
- 4) a significant change in circumstances occurs, making it no longer in the public interest to continue the Competition, and such a change could not have been foreseen;
- 5) a significant change in circumstances occurs, making it impossible to conduct the Competition, and such a change could not have been foreseen.

3. If the Competition is not canceled or the Organizer does not withdraw it, the Competition Committee shall announce the results of the Competition.

4. The announcement of the Competition results and the presentation of the Winners will take place during the Final Gala, the exact date of which will be published on the website [www.mcsc.pl](http://www.mcsc.pl).

5. The evaluations and decisions of the Competition Committee are final and not subject to appeal.

6. The Competition ends upon the announcement of the results.

## **§ 6**

### **Prizes**

1. As part of the Competition, the Organizer provides the following prizes for the Winners:

1) Main prize – the opportunity to engage in a temporary, unpaid collaboration with selected Hospitals in the areas of mentoring, development, and/or implementation of the Project, depending on the Project's TRL and/or the submitting team, with the following conditions:

a) *Collaboration* includes all activities necessary to prepare, carry out, and summarize the implementation. The maximum duration of actual implementation or development support is 3 months. The total duration of the collaboration under the prize may not exceed 12 months from the date of the first kickoff meeting.

b) *Unpaid collaboration* means that neither the Organizer nor the Hospitals are obligated to cover any costs related to the implementation of the Winner's Project.

c) The actual terms of collaboration between the Winner and each Hospital will be determined individually.

d) The Organizer acts as the leader and main coordinator of the main prize.

2) Additional and special prizes – prizes funded by Partners, awarded by the Organizer and Partners to selected Winners (a list of prizes will be published on [www.mcsc.pl](http://www.mcsc.pl) or on the Organizer's social media no later than 30 days before the Final Gala). The criteria, value, and form of these prizes are at the discretion of the Organizer and Partners and do not require prior notification to Participants.

3) Financial prizes – may be awarded directly by a Partner to the Winner of the main prize, with the Organizer's consent.

4) Mentorship support – a prize that may be awarded to a Participant by the Organizer or a Hospital based on subjective evaluation. This prize consists of providing the Innovator with substantive support for their Project, which may lead to broader future collaboration. The terms of this support are determined individually by the mentor.

2. The main prize involving implementation or development support with mentoring or consultations will be carried out based on a separate agreement between the parties, to be concluded no later than 12 months from the date of the Competition's resolution. The Organizer reserves the right to extend this deadline.

3. Winners will be promoted through the Organizer's social media channels, including the Competition website and the social media of selected Partners, Patrons, and Hospitals.

4. Winners may use the title and graphic mark of the Competition within a justified scope.

5. The Organizer does not allow non-cash prizes to be exchanged for a cash equivalent or transferred to third parties.

6. Prizes will be awarded in a manner determined by the Organizer, with the condition that Winners will be informed in advance of all relevant details.

7. The Organizer will provide Winners with advisory support to assist in building cooperation with Hospitals. This support may include workshops, meetings, or analysis of information provided by the Winner, aimed at increasing the likelihood of further collaboration.

8. The Organizer reserves the right to publish information about the Winners and the initiatives they undertake.

9. If a Winner is an entity that does not meet the conditions specified in the Rules, or whose Project does not meet the requirements outlined in the Rules, they will lose the right to the prize and be excluded from the Competition. In such a case, the Organizer is entitled to award the prize to another Participant who ranked next in the Competition according to the evaluation by the Competition Committee.

10. The Organizer is not liable to the Winner in the event that a Partner withdraws from awarding a prize, regardless of the stage of the Competition, including after its conclusion.

11. The Organizer is not liable to the Winner in the event that a Hospital withdraws from implementing the prize, regardless of the stage of the Competition, including after its resolution.

12. In the event of a breach of these Rules, the Winner may be required to return the awarded prize. If the prize has not yet been delivered, the Organizer may withhold its delivery.

13. The Winner is obliged to accept the prize within the deadline set by the Hospital, Partner, or Patron, which shall not exceed 14 calendar days from the date the Organizer sends an email containing information about the possibility of claiming the prize. If the deadline passes without action and a single reminder is issued, it will be considered that the Participant has definitively declined the prize.

## **§ 7**

### **Use of Image and Likeness**

1. In connection with the implementation of the Competition and related conferences and accompanying events (held in-person, online, or in a hybrid format), the Participant (including any person representing the Participant) consents to the unlimited use and processing of their image and voice in the form of photographs, videos, and recordings, and to their distribution through media channels (TV, radio, Internet, press), as well as for promotional and marketing purposes by the Organizer, Hospitals, Partners, and Patrons associated with the Competition.

2. Participation in the Competition constitutes consent to the recording, use, and broadcasting by the Organizer, Hospitals, Partners, and Patrons of the Participant's image and voice captured during conferences and accompanying events (in-person, online, or hybrid) related to the Competition.

3. This consent means that photographs, videos, and recordings made during the conferences and accompanying events (in-person, online, or hybrid) related to the Competition may be published in the aforementioned media, including in audio, video, and image formats.

4. The Participant is not entitled to any compensation for the use of their image and voice by the Organizer, Hospitals, Partners, or Patrons.

5. The Participant waives any rights related to the control and approval of each use of photographs, videos, and recordings featuring their image.

### **Competition Committee**

1. The Competition Committee, including in particular the Competition Jury, Program Council, and Expert Council, consists of experts appointed by the Organizer, Hospitals, Partners, and Patrons.
2. The final decision regarding the composition of the Competition Committee is made by the Organizer.
3. Members of the Competition Jury and Program Council are required to actively participate in the evaluation process and carry out assigned tasks in accordance with the Organizer's guidelines. In particular, they must review all applications assigned to them, submit their evaluations on time based on the established criteria, and participate in meetings of the Competition Committee.
4. If a member of the Competition Committee is unable to participate in the tasks assigned within the Competition, they must inform the Organizer in advance. The Organizer may approve the appointment of another person to the Jury or Program Council as appropriate.
5. Gross failure to fulfill duties by a member may result in their removal from the Competition Committee by the Organizer.
6. Members of the Competition Committee, including members of the Competition Jury, Program Council, Board of Directors, and Coordinators, are required to disclose to the Organizer any circumstances that may create a conflict of interest in evaluating a given application. A conflict of interest is understood in particular as the existence of personal ties (e.g., family relationship, close personal connection) or professional/business ties (e.g., current or recent collaboration, supervisor-subordinate relationship, equity participation) between the evaluator and the Participant, an entity affiliated with the Participant, or individuals representing the Participant. In the event of a conflict of interest, the Organizer will decide on the involvement of the individual in the Competition Committee in accordance with these Rules. The Organizer may also exclude such a person from further participation in the Committee if the conflict of interest may affect the evaluation.
7. If a member of the Competition Committee conceals a conflict of interest, the Organizer has the right to exclude that person from further participation and to invalidate their evaluation.

## **§ 9**

### **Final Provisions**

1. The Participant retains all rights to intellectual property that they held prior to participating in the Competition.
2. The Participant bears sole responsibility for any infringement of third-party rights in connection with submitting an application to the Competition.
3. The Participant is obligated to fully satisfy any claims from third parties arising from the infringement of their rights in connection with participation in the Competition and to release the Organizer, Hospitals, Partners, and Patrons from any related obligations, as well as to reimburse any costs incurred as a result.
4. The Organizer reserves the right, in particularly justified cases, to change the rules of participation in the Competition, including limiting the number of applications.
5. The Organizer reserves the right to change the format of individual stages of the Competition to online, hybrid, or on-site, as well as to modify the dates specified in the schedule.
6. The Organizer reserves the right to amend the Rules in the event of changes in legal regulations or other significant events affecting the organization and conduct of the Competition.
7. The Organizer reserves the right to cancel the Competition at any stage without providing a reason, as well as to postpone the application deadline and other dates specified in or pursuant to the Rules.
8. The Organizer will inform Participants of all important matters related to the Competition using the contact details provided in the application and by posting relevant information on the website [www.mcsc.pl](http://www.mcsc.pl) and the Organizer's social media.
9. Participants are liable for violations of the Rules under general legal principles.
10. The Organizer reserves the right to publish a summary of the Competition, the number of applications received, and a description of the technologies in the form of a publication or report. The description of technologies refers to materials provided by the Winner or materials developed based on publicly available information on the Internet or based on the Participant's presentation.
11. 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 exceptions and limitations provided by law.

12. Questions regarding the Competition should be directed to the email address [dzial.ai@imid.med.pl](mailto:dzial.ai@imid.med.pl) or to the email addresses of the Coordinators.

13. In matters not regulated by these Rules, the provisions of the Civil Code and other generally applicable laws shall apply.

## **Annex No. 1 – APPLICATION FORM TEMPLATE**

### **I. Contact Information**

#### **Company Details**

1. Company name (if applicable)
2. Company Tax ID (NIP) (if applicable)
3. Project name
4. Website (if applicable)

#### **Applicant Details**

1. First and last name
2. Email address
3. Contact phone number

### **II. Substantive Questions**

1. Project description. Please outline the assumptions of the main product, service, or process resulting from the project. *(max. 2,000 characters)*
2. Short project description – if qualified for the next stages of the competition, this may be used in promotional materials. *(max. 300 characters)*
3. Thematic area the project fits into (select one):
  - a. Automation of hospital administration and management
  - b. Analytics and support for management decision-making
  - c. Medical innovations
  - d. Digital patient services and cybersecurity
4. Justification of how the project fits the selected thematic area. *(max. 1,000 characters)*
5. Description of the problem the project addresses. Please indicate the scale of the problem, including statistics and data sources. *(max. 1,000 characters)*
6. What makes the project innovative? Please clearly justify the novel or significantly improved nature of the product, service, or process. *(max. 1,000 characters)*

7. Description of the team involved in the project's development, including collaborations and partnerships. Indicate the team's expertise and experience. *(max. 1,000 characters)*
8. Description of the benefits (e.g., financial, scientific, therapeutic, process-related) resulting from the development or implementation of the Project in the healthcare sector/medical facility. If possible, include measurable indicators. *(max. 2,000 characters)*
9. Project development outlook over the next five years, including preparations for market entry (e.g., clinical trials, certification) or maintaining competitive advantage. *(max. 2,000 characters)*
10. Technology Readiness Level (TRL) of the project with justification of the current stage and a summary of work completed so far. *(max. 1,000 characters)*
11. Current sources of project funding (e.g., no funding, grants, own funds, VC, business angels, public subsidies, others). *(max. 1,000 characters)*
12. Description of potential implementation costs in a hospital, broken down into annual, monthly, and initial implementation costs (e.g., equipment). *(max. 1,000 characters)*
13. Identify the technology's target users (if needed, divide into client and user, e.g., client – hospital, user – doctor, passive recipient – patient). *(max. 1,000 characters)*
14. Project presentation in PDF format (maximum 10 slides).\*

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

#### Problem and Solution

- What problem do customers face in the area addressed by the project?
- What is unique about the way the project addresses the recipients' problems (if needed, distinguish between client and user)?
- What is the final outcome of the project (product, service, process)?

#### Project Value (Value Proposition)

- What does the project offer to its recipients (if needed, distinguish between client and user)?
- Describe how the submitted product/service will meet market needs.
- Identify the main risks associated with bringing the project to market and how you plan to mitigate them.



### Competition

- Identify existing competitors.
- What competitive advantages does the project have?

### Business Model

- What is the go-to-market strategy and customer acquisition plan?
- What is the business model of the submitted project? How will it generate revenue?
- What is the current/planned cost of purchasing the project?

### Funding

- Describe the level and type of investment obtained so far (e.g., no funding, grants, own funds, VC, business angels, public subsidies, others).
- Is the solution presented in the project already on the market? Are there any initial customers?
- Provide plans/forecasts for obtaining investment within the next 2 years (e.g., public capital, VC funds, etc.).

### Team

- Introduce the key team members (e.g., founders, partners, mentors).
- What is the mission of the company/team?

### Summary

- What are the potential benefits of collaborating with the Institute of Mother and Child and the Co-organizers of the Competition?
- Share ideas and plans for further development of this collaboration.

## **Annex No. 2 – Mandatory Declarations**

I hereby declare, acting on my own behalf or on behalf of the entity I represent:

- 1. I confirm that I have read the Rules of the “MCSC Hospital Leadership Innovation” Competition (MCSC) and accept all its provisions.**
- 2. I confirm that the solution I am submitting does not infringe the rights of third parties, particularly intellectual property rights.**
- 3. I declare that the submitted solution does not originate from a Partner or Patron of the Competition, nor is it affiliated with them in terms of capital or personnel.**

4. **I commit to maintaining honesty and integrity throughout the entire competition process, including providing truthful and complete information in the application form.**
5. **I commit to actively participating in all mandatory meetings, workshops, and presentations organized as part of the Competition, including the Demo Day event and individual 1:1 meetings.**
6. **I commit to actively participating in at least 80% of the workshops and competition meetings. I acknowledge that failure to attend the required activities may result in exclusion from further participation in the Competition.**

### **Annex No. 3 – GDPR Clause Attached to the Application Form**

#### **CLAUSE FOR THE FORM**

1. I declare that I have read and understood the principles of processing my personal data as outlined in this information clause.
2. I declare that if I provide personal data of other individuals in the application (in particular, team members or, if I am an authorized representative of the Participant, other persons authorized to represent the Participant), I have informed them of the content of this information clause and ensured they are familiar with it.

### **Annex No. 4 – Voluntary Marketing Consent Attached to the Application Form**

The rules for the processing of personal data by the Institute of Mother and Child, based in Warsaw, for marketing purposes, as mentioned below, are available here.

[ ] I declare that I have read and understood the rules for the processing of personal data by the Institute of Mother and Child, based in Warsaw, for marketing purposes.

**YES**, I consent to the processing of my personal data provided in the form, specifically my phone number, by the Institute of Mother and Child, as the data controller, for marketing purposes (including, among others, the Organizer's newsletter via email).

**YES**, I consent to the processing of my personal data provided in the form, specifically my email address, by the Institute of Mother and Child, as the data controller, for marketing purposes (including, among others, the Organizer's newsletter via email).

**YES**, I consent to the sharing of my personal data with the Partners and Patrons of the Competition for their marketing purposes. The list of Partners and Patrons is available here.

**YES**, I consent to the processing of my personal data provided in the form, specifically my phone number, by the Partners and Patrons of the Competition for their marketing purposes.

**YES**, I consent to the processing of my personal data provided in the form, specifically my email address, by the Partners and Patrons of the Competition for their marketing purposes.