

CONTEST RULES (REGULATIONS)

MOTHER AND CHILD STARTUP CHALLENGE

These regulations define the rules of the contest, the conditions of participation, the rights and obligations of the participants, as well as the prizes provided under the initiative of the contest entitled "Mother and Child Startup Challenge" organized by the Institute of Mother and Child based in Warsaw.

§ 1

General provisions

1. The terms and abbreviations used below mean:

- 1) **Competition** - Mother and Child Startup Challenge;
- 2) **Organizer, Institute or IMiD** - Institute of Mother and Child, address: Kasprzaka 17A Street, 01-211 Warsaw, Poland, entered in the Register of Entrepreneurs of the National Court Register, maintained by the District Court for the City of Warsaw, XIII Economic Department of the National Court Register under the number KRS 0000050095, NIP 525-000-84-71, REGON: 000288395;
- 3) **Start-up** - an enterprise or temporary organization seeking a business model that would ensure its profitable growth and creating product innovations;
- 4) **Innovation** - is a sequence of activities leading to the production of new or improved products, technological processes or organizational 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-Organizer** - a public healthcare entity that has expressed its willingness to act as a Co-Organizer under a separate agreement with the Organizer. The full list of co-organizers of the Contest is posted on the website. The Organizer stipulates that the list of co-organizers may be subject to change in the course of the Competition;
- 7) **Competition Committee** - a body appointed by the Organizer, evaluating applications on the basis of the adopted criteria, consisting of the Competition Jury, the Program Council, the Board of Directors and the Coordinators;
- 8) **Competition Jury** - a body appointed by the Organizer, consisting of industry experts, evaluating the merits of the applications on the basis of the adopted criteria;
- 9) **Program Council** - a body appointed by the Organizer, consisting of industry experts, advising on the organization of the Competition and selection of winning Start-ups;
- 10) **Board of Directors** - a body appointed by the Organizer, consisting of representatives of the management of the Organizer and the Co-Organizers, making the final decision on the selection of the winning Start-ups;
- 11) **Coordinators** - contact persons responsible for direct coordination of the Competition, appointed by the Organizer;
- 12) **Participant** - a Start-up or an individual eligible to participate in the Contest, meeting the formal requirements of the Regulations, who has sent an application, has been qualified for further stages and is actively participating in the Contest;

- 13) **Regulations** - these rules and regulations of the Competition;
 - 14) **Winner** - a participant receiving a prize in the Contest, in accordance with the conditions described in the Regulations;
 - 15) **Partner** - an entity supporting an initiative, allocating certain resources or benefits to the Organizer or the Contest Winner;
 - 16) **Solution** - an innovative product (product or service) that is the basis for the Participant's entry in the Contest;
 - 17) **Demo Day** - an additional event, during which selected Participants will present their Solutions in the form of a presentation in front of an audience;
 - 18) **Final Gala** - event summarizing the Competition, during which the Winners are officially announced;
2. The organizer of the Contest is 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, maintained by the District Court for the City of Warsaw, XIII Economic Department 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, fantasy lottery, pari-mutuel betting, promotional lottery or a game whose outcome depends on chance.
 4. Participation in the Contest is voluntary and free of charge. All costs associated with participation in the Contest shall be borne by the Participant.
 5. The person who entered the Contest is bound by the terms and conditions of the Regulations.
 6. The main goal of the Competition is to popularize medical innovations in Poland aimed primarily at pediatric patients and women in all periods of life, and to create an open approach to cooperation and technology development in medical institutions.
 7. The specific objectives of the Competition are:
 - 1) Popularization of Innovation as interesting and necessary solutions in the operation of medical facilities;
 - 2) Establishing cooperation with Start-ups;
 - 3) Selection and recognition of Innovations or Solutions:
 - a) Start-ups that create the most creative product or process innovations, with significant relevance to patients as well as the healthcare system, and with significant cost-effectiveness of implementation, covering medical technologies in the broadest sense (including medical devices, diagnostic, pharmacotherapy and ICT solutions, among others);
 - b) entities developing and implementing Innovations or Solutions, improving the functioning of various areas of the healthcare system;
 - 4) Promotion of the most interesting Innovations, Solutions and their creators, among medical centers in Poland with the highest level of reference.

§ 2

Participants in the competition and conditions of participation

1. Participants in the Competition may be:

- 1) Start-ups;
 - 2) Individuals who are at least 18 years old and have full legal capacity,
- subject to the subject limitations specified for each category referred to in paragraph 4.
2. Within the framework of the Competition, Participants may submit entries, and their evaluation will be conducted in accordance with the formal criteria and the substantive scope of the Competition, which primarily includes the following thematic areas:
- 1) Gynecology and obstetrics
 - a) Clinical activities: obstetrics and gynecology
 - b) Prevention and screening,
 - c) Patient education and support in training professionals,
 - d) Process and documentation management, data analysis that can be used in gynecology and obstetrics;
 - 2) Pediatrics
 - a) Clinical activities: pediatrics and neonatology,
 - b) Prevention and screening,
 - c) Patient education and support in training professionals,
 - d) Process and documentation management, data analysis that can support pediatric and neonatology departments;
 - 3) Hospital - supporting the activities of the hospital and the organization of its work, in the broadest sense.
3. The participant declares that the Solution has a technology readiness level ≤ 7 on the date of submission.
4. Excluded from the Competition are:
- 1) persons employed on any basis by the Organizer or the Co-Organizer who, as members of the Contest Committee or Coordinators, participate in the conduct of the Contest;
 - 2) entities in which the members of the Competition Committee participating in the conduct of the Competition, participate as a representative, partner, shareholder, member of a body, proxy, liquidator and attorney of legal persons and organizational units without legal personality, but equipped with legal capacity;
 - 3) Participants who, without justification, will not participate in the presentation referred to in § 4, paragraph 9;
 - 4) Winners, in the case referred to in § 6 paragraph 9;
 - 5) Participants in other cases indicated in the Regulations.
5. By making an entry in the Contest, the Participant declares that:
- 1) is entitled to full rights, including intellectual property rights to the submitted Solution;
 - 2) The submitted Solution does not on the rights of third parties;
 - 3) has not granted an exclusive license to use the submitted Solution to others;
 - 4) has the exclusive right to perform dispositive acts and grant the right to use the submitted Solution;

- 5) shall be solely liable for infringement of third party rights in connection with the submission of a Solution in the Contest;
 - 6) is not subject to any exclusion indicated in § 2(4);
 - 7) Is entitled to file an Innovation application.
6. The schedule of the Competition includes:
 - 1) Q2 2024. - Launch of acceptance of applications in the Competition;
 - 2) Q2/Q3 2024. - Completion of acceptance of applications in the Competition;
 - 3) Q3 2024. - Period of first evaluation of applications in the Competition;
 - 4) Q3 or Q4 2024. - Demo Day speech;
 - 5) 11.2024 r. - Final Gala of the Competition.
 7. The Organizer reserves the right to disqualify a Participant at any stage of the Contest, if the Organizer is informed in the course of the Contest that the Participant has made a false statement indicated in § 2 paragraph 5 item. 6, or his/her situation has changed and he/she is subject to exclusion from the Contest under § 2 paragraph 4.
 8. The Participant is obliged to inform the Organizer about his/her relations with the Co-Organizers, Partners or the Contest Committee.
 9. The Organizer reserves the possibility of individual evaluation of the qualification of Participants who have connections or prior collaborations with Partners, Organizer or Co-Organizers of the Competition.

§ 3

Applications

1. In order to ensure the proper organization of the Contest and to evaluate the correctness of the applications, as well as to select the Winners, the Organizer will appoint a Contest Committee.
2. Only applications made by a properly completed form (the application form is attached as **Appendix 1**) will be evaluated.
3. The application and all attachments must be completed in Polish or English under pain of rejection.
4. A participant may withdraw a submitted application if he/she notifies the Organizer of the withdrawal of the application, but no later than before the deadline for submission of applications.
5. The application form is available at www.motherandchildstartupchallenge.pl.
6. Applications may be submitted by the deadline indicated on and through the method indicated at www.motherandchildstartupchallenge.pl.
7. In case of difficulties with attaching files in the application form, it is permissible to send the file to the e-mail address: startupchallenge@imid.med.pl, within the deadline indicated in § 3, paragraph 6. In the title of the message, it is obligatory to indicate the name of the Contest and the name of the Participant. The maximum size of the e-mail message must not exceed 10 MB.
8. Submission of an application is tantamount to consent to the use of the submitted data and information by the Organizer, Co-Organizers and the Contest Committee for the purposes of conducting the Contest.

9. A participant may submit any number of applications (different Innovations).
10. An application submitted by a legal person or an organizational unit without legal personality, but equipped with legal capacity, or an application submitted on behalf of another person must be accompanied by the following, respectively:
 - 1) information from the National Court Register;
 - 2) a scan of the power of attorney certified as a true copy of the original if the application is made electronically.

§ 4

Application evaluation method and criteria

1. Submitted applications will be first verified by the Competition Committee in terms of meeting the formal criteria for admission to the Competition.
2. Entries that:
 - a) was made by means of a correctly completed form provided by the Organizer (the application form is **attached as Appendix 1**);
 - b) was submitted by the person(s) authorized to represent the Participant in question;
 - c) was submitted within the deadline specified in the Regulations;
 - d) has been correctly filled in all fields of the form;
 - e) contains true and up-to-date information;
 - f) includes the attachments required by the Organizer (among others, the presentation of the Solution in power point presentation format).
3. The application shall be rejected if the Participant or the application does not meet the requirements specified by the Organizer, in particular the criteria specified in paragraph 2 above and in § 2, paragraph 4.
4. The Participant is responsible for the truthfulness and validity of the information provided in the application form. In the event of a statement of untruth, the Participant will be excluded from participation in the Contest.
5. Applications that meet the formal criteria will be subjected to substantive evaluation by the Competition Committee on the basis of the substantive evaluation sheets containing the following criteria:
 - a) implementation potential of the Solution at IMiD or another treatment facility with the nature of a Co-Ordinator,
 - b) Innovation and competitive advantage Solutions,
 - c) The stage of advancement of the product/service (level of technological readiness),
 - d) Commercialization potential (preparation for market launch),
 - e) The benefits of implementing the Solution,
 - f) implementation costs for the hospital,
 - g) The business model and scalability of the solution,
 - h) team experience,

- i) The benefits of developing the Solution in cooperation with IMiD or the Co-organizer.
6. On the basis of the ranking of the merit evaluation points, the Competition Committee will select a list of up to 20 highest rated applications ("TOP 20").
7. Participants whose applications have been selected in accordance with paragraph 5 above will receive the relevant information at the email address provided in the Contest application and/or by telephone, no later than 90 calendar days after the end of the application collection process.
8. Participants whose applications have been selected within the TOP 20 for the next stage will be re-evaluated, after which a maximum of 10 highest-rated applications ("TOP 10") will be selected.
9. Participants whose applications have been selected within the TOP 10 for the next stage will receive an invitation to participate in Demo Day, which will include presentations by Participants, during which they will present their Solutions.
10. Participation in the Demo Day presentation is recommended. The Organizer reserves the possibility that the appearance at Demo Day may affect the evaluation of the Participant by the Competition Committee.
11. Details, the opening of the enrollment and the exact schedule of the Demo Day presentations will be made available to selected Participants at the e-mail address indicated in the application. The organizer reserves the limited time of the presentation to max. 10 min.
12. At the request of a Participant, the Organizer will provide an opportunity to receive a brief justification for the evaluation of a given Solution in the course of the Competition. The Participant is entitled to send the request to startupchallenge@imid.med.pl within 7 calendar days from the date of sending by the Organizer the information about not passing to the next stage of the Contest. The Organizer reserves the waiting time for justification up to 60 calendar days.

§ 5

Additional rules of the Competition

1. In the event that the applications receive an equal sum of points in the merit evaluation, the Laureate will be decided by the sum of points received in the criteria specified in § 4 paragraph 5 letters a) and b) and d), e), f), respectively.
2. The Competition Committee cancels the Competition when:
 - 1) no notification was received;
 - 2) all applications were rejected;
 - 3) All Participants were excluded;
 - 4) there has been a significant change in circumstances that makes the conduct of the Competition not in the public interest, which could not have been foreseen earlier;
 - 5) there has been a significant change in circumstances that makes it impossible to conduct the Competition, which could not have been foreseen earlier.
3. If there has been no cancellation of the Competition or the Organizer has not canceled the Competition, the Competition Committee shall announce the outcome of the Competition.
4. Settlement of the Competition and presentation of the Winners will take place at the Final Gala, the exact date of which will be made available at www.motherandchildstartupchallenge.pl.

5. The evaluations and decisions of the Competition Commission are final and are not subject to the appeal procedure.
6. Upon the announcement of the outcome of the Competition, the Competition is terminated.

§ 6

Awards

1. As part of the Contest, the Organizer provides the following prizes for the Winners:
 - 1) Grand Prize:
 - a) The grand prize is an opportunity to undertake periodic unpaid collaboration with IMiD and selected Competition Co-Organizers, for mentoring, development and/or implementation of the Solution, depending on the TRL of the Solution and/or the submitting team;
 - b) Cooperation means the entirety of activities necessary for the preparation of the implementation, its execution and its conclusion. Within the framework of cooperation, the maximum time for actual implementation is expected to be 3 months.
 - c) Unpaid cooperation means that neither the Organizer nor the Co-Organizers are obliged to set the conditions of implementation, which would be aimed at obtaining a direct financial benefit on a commercial basis by the Startup.
 - d) The terms and conditions of the actual cooperation between the Laureate and the Organizer and/or Co-Organizer will additionally be individually agreed upon.
 - 2) Additional prizes means prizes donated by the Contest Partners, and which are awarded by the Organizer to the Winners selected by the Organizer (the list of prizes will be published on www.motherandchildstartupchallenge.pl or on the Organizer's social media no later than 90 days after the end of the collection of entries to the Contest). The award criteria, value and form are at the discretion of the Organizer and do not require prior notification to Participants.
 - 3) Special Prizes means prizes that the Contest Partners fund and have the ability to decide on the awarding of Special Prizes to specific Winners. The award criteria, value and form are at the discretion of the funder and do not require prior notification to Participants.
2. The main prize consisting in the implementation of the submitted Solution or support in development together with mentoring or consultation will be implemented on the basis of a separate agreement between the parties, which will be concluded within no more than 6 months from the date of the Contest's settlement. The Organizer reserves the right to extend the indicated deadline.
3. Winners of the Contest will be promoted on the Organizer's social media channels, including the Contest website and the social media of selected Partners and Co-Organizers.
4. Winners will be allowed to use the title and logo of the Competition to a reasonable extent.
5. The organizer does not allow changing non-monetary prizes to cash equivalent or transferring prizes to third parties.
6. The presentation of prizes will take place in the form determined by the Organizer, provided that the Winners will be informed in advance of all relevant circumstances.

7. The Organizer will provide the Winners with counseling to support the process of building cooperation with the Organizer or Co-Organizer. Said counseling will include a workshop, meeting, or analysis of information provided by the Laureate designed to increase the likelihood of further cooperation.
8. The Organizer retains the right to publish information about the Laureates and their ongoing projects.
9. If the Laureate becomes an Entrant who does not meet the conditions specified in the Regulations, or whose Solution does not meet the conditions specified in the Regulations, he/she loses the right to the prize and is excluded from participation in the Contest. The Organizer, in such a case, has the right to award the prize to another Participant, who took the next place in the ranking of the Contest according to the assessment of the Contest Committee.
10. The Organizer shall not be liable to the Laureate in the event that the Partner withdraws from awarding the prize, regardless of the stage of the Contest, including after the end of the Contest.
11. The Organizer shall not be liable to the Winner in case of withdrawal of the Co-Organizer from realization of the prize in the form of implementation in its entirety, regardless of the stage of the Contest, including after its settlement.
12. In case of violation of these Regulations, the Winner may be called upon to return the awarded prize. In a situation where the prize has not been transferred, the Organizer may withhold the prize.

§ 7

Detailed information on the processing of personal data

Information Clause for Participants in the "Mother and Child Startup Challenge" Competition.

Pursuant to Article 13(1) and (2) and Article 14(1) and (2), respectively, of the Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 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 (hereinafter: RODO), I inform you that:

1. The Administrator of the Personal Data collected during the registration, application and duration of the Contest is its Organizer, the Institute of Mother and Child, 17A Kasprzaka Street, 01-211 Warsaw, represented by the Director of the Institute hereinafter referred to as the Institute/Administrator. The Administrator can be contacted by:
 - to the address of its registered office, i.e. Kasprzaka 17A Street, 01-211 Warsaw,
 - electronically - epuap: /IMiDWarszawa/ESP box, email address dyr@imid.med.pl,
 - Through the Director's Secretariat tel.
2. Supervision of compliance with data protection regulations at the Institute is carried out by the Data Protection Supervisor. Contact information: e-mail address: iod@imid.med.pl, phone number +48 22 32 77 495.
3. The Organizer will process the following ordinary personal data of Participants: gender, first and last names, contact information (mailing address, home address, business address, email address, phone number, social media profile name, image).
4. Personal data will be processed on paper and electronically.

5. Your personal data was obtained in connection with your application to the Mother and Child Startup Challenge and was either obtained directly from you or was provided by your employer/contractor in connection with your duties under the employment relationship/civil law contract.
6. The personal data collected in the Contest will be processed for the purpose:
 - a) Identification of the application and the procedure of the subsequent stages of the Competition, including contacting the applicant, the applicants, obtaining additional information to clarify the applications and applicants to the Competition;
 - b) persons/objects/events, to inform about the results of the Competition and to agree on the participant's participation in the award ceremony;
 - c) informing about future editions or similar contests; direct marketing of services and communication of the data controller with the participant, in the form of written, electronic correspondence or using telecommunication devices (telephones, SMS, emails);
7. Data processing involving the collection, storage and sharing of data from the application form is necessary for the fulfillment of the above-mentioned legitimate purposes pursued by the controller. For certain data or specific types of processing that cannot be considered necessary to fulfill the aforementioned purposes, or for purposes that cannot be considered sufficiently justified (e.g., receiving e-mails from Contest Partners), the controller may ask for separate consent. Then the basis for processing will be individual consent.
8. Personal data may be made available to competent authorities authorized by law, as well as to entities with whom the Administrator has entered into an agreement of entrustment of personal data processing in connection with the performance of services for the Administrator, within the scope of their official duties, on the basis of authorization, such as a law firm, software providers, external auditors, contractors providing services related to the processing of personal data, as well as banks, couriers, postal service provider, insurers. Personal data of Contest participants may be shared with Contest Partners, and image and voice recordings may be published in the media.
9. Your personal data may be transferred to a third country to a Microsoft-related service provider (e.g. Outlook, Teams, and cloud solutions). The Administrator informs that the transferred data by the indicated company goes to the USA based on the EU-US Data Protection Framework, for which the European Commission has issued a decision on an adequate level of data protection. The indicated entity is on the published list <https://www.dataprivacyframework.gov/list> which is a secure transfer due to data protection. For more information, visit <https://privacy.microsoft.com/pl-pl/faq>.
10. Data will be processed only for the time necessary to achieve the purposes of processing, but no longer than until the winners are selected and the prizes are handed over, or appropriate objections to processing are raised or consent to data processing is withdrawn.
11. Please be advised that the Administrator does not engage in automated decision-making activities with respect to your data, including activities related to profiling.
12. At any time you can object to the processing or the type of processing in question or withdraw the consents you have given by sending an email to startupchallenge@imid.med.pl.
13. Provision of personal data is voluntary, but is necessary to participate in the competition.
14. A person whose personal data was provided during the application/registration process is entitled to access and correct his/her data. The person may at any time request the rectification, deletion 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 terms of the relevant legislation.

15. The Organizer shall apply technical and organizational measures aimed at adequate, appropriate to the risks and categories of protected data, to secure the personal data provided. The Organizer 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 violation of the rights and freedoms of individuals with different probability of occurrence and severity of the threat.
16. If you consider that we process your data in violation of the law, you have the right to lodge a complaint to the supervisory authority, which in Poland is the President of the Office for Personal Data Protection, based in Warsaw, 2 Stawki Street, phone +48 22 531 03 00.

§8

Use of image

1. In connection with the realization of the Contest and 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 image and voice in the form of photos, films and recordings and their dissemination in the media (TV, radio, Internet, press), as well as for promotional and marketing purposes of the Organizer, Co-Organizers and Partners related to the Contest.
2. Participation in the Contest is tantamount to agreeing to the registration, use and broadcast by the Organizer, Co-Organizers and Partners of the Participant's image and voice recorded during the conference and accompanying events (stationary/online or hybrid formula) related to the Contest.
3. Granting consent means that photos videos and recordings recorded during the conference and accompanying events (stationary/online or hybrid formula) related to the Contest, may be published in the mentioned media, including broadcast in audio, video and image formats.
4. The participant is not entitled to any claims for remuneration for the use of image and voice by the Organizer, Co-Organizers and Partners.
5. The participant waives the rights related to the control and approval of any use of photos, videos and recordings with his image.

§9

Final provisions

1. The participant retains all rights to the intellectual property items that he/she had before participating in the Contest.
2. The participant shall be solely responsible for infringement of third party rights in connection with the submission of an entry in the Contest.
3. The Participant is obliged to fully settle claims of third parties for infringement of their rights in connection with participation in the Contest, and to indemnify the Organizer and Co-Organizers from the obligation to provide benefits on this account, as well as to reimburse the Organizer and Co-Organizers for the costs incurred on this account.
4. The Organizer reserves the right to change the rules of participation in the Contest in particularly justified cases, including limiting the number of entries to the Contest.

5. The Organizer reserves the right to change the implementation of the various stages of the Competition in the form of online, hybrid or on-site and the dates specified in the schedule.
6. The Organizer reserves the right to change the Regulations in case of changes in the law or other significant events affecting the organization and conduct of the Contest.
7. The Organizer reserves the right to cancel the Competition at any stage without giving any reason, and to postpone the deadline for submission of entries and other deadlines specified in the Regulations.
8. The Organizer will inform the Participants about all important issues related to the Contest using the contact information included in the application and by posting relevant information on www.motherandchildstartupchallenge.pl or the Organizer's social media.
9. Participants shall be liable for violation of the Regulations to the Organizer and Co-Organizers on general principles.
10. The Organizer reserves the right to publish a summary of the Competition, the number of entries and a description of the technology in the form of a publication or report. Technology description means the material provided by the Laureate or the material developed on the basis of information commonly available on the Internet or on the basis of the Participant's presentation.
11. By entering the Contest, the Participant accepts that the information provided may be as public information within the meaning of Article 1, paragraph 1 of the Law of September 6, 2001 on access to public information, subject to exceptions and limitations under the law.
12. Questions regarding the Competition should be sent to the following email address: startupchallenge@imid.med.pl or to the email addresses of the Coordinators.
13. In matters not regulated by these Regulations, the provisions of the Civil Code and other provisions of generally applicable law shall apply.

Appendix 1

SAMPLE APPLICATION FORM

I. General information

1. The name of the project to be used in the course of the Competition:
2. I am engaged in business activities: YES/NO
3. Name:
4. Name:
5. Person representing the Solution in the Competition*:
6. The role of the representative in the project:
7. Date of establishment of the company (or the contractual starting time of the Project without its own company):
8. Address of the company's registered office, place of business / or, in the case of individuals not engaged in business, the address of residence:
9. Company Tax ID*:
10. KRS/CEIDG*:
11. Contact person (if other than for representation)*:
12. Contact email address:
13. Contact Phone:
14. Website:
15. Social media (optional):

*if applicable

II. Description of the project/project

1. Project description. (maximum 2000 characters)
2. Description of the problem that the project solves. (maximum 1,000 characters)
3. What is the innovation of the project? (maximum 1,000 characters)
4. Description of the team that is involved in the development of the project, including cooperation and partnerships undertaken. (maximum 1,000 characters)
5. Description of financial/scientific benefits /therapeutic/process resulting from the development or implementation of the project in a medical facility? (maximum 2000 characters)
6. Description of the project's development over a two-year period, including preparations for market launch or maintaining a competitive advantage on the market (maximum 2,000 characters)
7. The level of readiness of the project on the TRL scale with justification of the technology. (maximum 2000 characters)
8. Does the project fit into the substantive scope of the Competition specified in the Regulations? If so, please provide a brief justification? (maximum 1000 characters)
9. What are the current sources of financing for the project? (maximum 1000 characters)

10. Description of potential costs associated with implementation in the hospital. (maximum 1000 characters)

10. Presentation Solutions in the form of a power point presentation (or in PDF format) with a maximum length of 10 slides.

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

Problem and solution

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

The value of the project (Value Proposition)

- *What does the project offer to clients/patients?*
- *Describe how the reported product/service will address market needs.*
- *Indicate the main risks associated with bringing the solution to market and how you plan to counter them.*

Competition

- *Identify existing competition.*
- *What is the business model of the reported solution? How will it generate revenue?*
- *How does it win over the competition?*
- *Current price list.*

Commercialization strategy and marketing efforts.

- *What is the customer outreach and go-to-market plan?*

Financial forecasts

- *Describe the level and type of investment you have been able to attract so far (if any)?*
- *Is the solution already on sale? Are there any first customers?*
- *State your plans/predictions 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?*

Summary

- Benefits of potential cooperation with the Mother and Child Institute and the Co-Organizers of the Competition. Ideas and plans for its further development.

Appendix 2 - RODO clause attached to the application form.

CLAUSE TO FORM

1. I have read the Regulations of the Competition, including the information clause on the processing of personal data.
2. I consent to the processing of my personal data in order to participate in the Mother and Child Startup 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 individuals 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 Contest in accordance with the Contest Regulations.
4. I declare that in the event of finding myself among the Winners of the competition, I undertake to contact, cooperate and implement 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 to the use of the submitted material in whole or in parts by the Organizer for the purpose of promoting him or his activities in the form of a report/publication summarizing the edition of the Competition. I agree to the use of the logotype in the promotional materials of the Organizer and on its website.

Appendix 3 - Marketing consent attached to the application form

YES, I agree to the processing of my personal data provided in the form, by the Institute of Mother and Child, as the administrator of personal data, for marketing purposes (including but not limited to the Organizer's Newsletter), in accordance with the mandatory provisions of law. I have been informed that the provision of the above-mentioned data is voluntary, and that I have the right to access my data, correct them, as well as to withdraw the given consent at any time, as well as other issues arising from Article 13 of RODO.

YES, I agree to the processing of my personal data provided in the form by the Contest Partners selected by the Organizer for marketing purposes, in accordance with the mandatory provisions of law. I/We have been informed that providing the above-mentioned data is voluntary and that I have the right to access my data, correct them, as well as to withdraw the given consent at any time, as well as other issues arising from Article 13 of RODO. I have been informed that I can withdraw the consent so given at any time, as well as about other issues arising from Article 13 of RODO.