



**NursePitch™**

***Pitch theme: Digital solutions to transform care delivery***

**Eligibility Requirements**

*For nurses or nurse-led teams at Early Stage Startup level (have not raised more than \$5M in funding, has a working prototype and some early stage validation of market viability\*).*

Pitch MUST be to the theme: ***Digital solutions to transform care delivery***

Types of innovative solutions that meet NursePitch™ needs: Artificial Intelligence, Augmented Reality, Machine Learning, Robotics, Virtual Reality, Physical Product, Apps. or Other Technologies

**Name:** \_\_\_\_\_ **Contact Information:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_ **Company CEO:** \_\_\_\_\_

**Nurse(s) /Title(s) (traveling to present if selected for the finalist pitch round):**

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*\*\*Finalists are responsible for all their own travel expenses and arrangements.\*\**

**Guidelines:**

Develop a 3-5 minute video pitch to include:

- Explain why you are a good match for the pitch that the ANA and Siemens Healthineers want to address.
- Describe your solution
- Current amount of funding
- Current ROI
- Team Structure
- Growth Strategy

**Considerations for video submission details:**

- Have a clear value proposition of your product. “Does it really solve a problem in a smart way?”
- Clearly define what is being impacted. What systems are being disrupted on a fundamental level? Clearly define what metrics that will be measured (people helped? Revenue? etc.)
- How will the impact/solution be scaled? Can this be a solution for your community, city, country, or even a continent? How many people will it impact?
- On the flip side, why should the startup be selected to participate in the reverse pitch? What does your start-up bring to the table that is appealing to the sponsors and judges?
- Start up should be an LLC and/or demonstrate protection of intellectual property through patents or other documentation (since the event will occur live in front of large audience).

**Note: Form should be submitted to [innovation@ana.org](mailto:innovation@ana.org). Application process closes on January 25, 2019. Post link to video here:**