

2022 YNHHS Innovation Awards Proposal Instructions

- Provide information that is relevant to each section and which will help reviewers generally understand:
 - (1) current need that exists in healthcare and why you are developing this solution (i.e., what is currently “broken” with how things are done);
 - (2) what your solution is and/or what it will look like (noting how far along its been developed);
 - (3) how your solution is novel/unique from other approaches that are currently available or are in development (i.e., demonstrate you understand who your potential competitors are or will be if this idea takes off).
 - Reviewers may include a mix of clinical, scientific, business and finance individuals. Be sensitive to the fact that you may have individuals who are not experts in your field reviewing the application. Try to explain your approach in a way that a diverse audience can understand.
 - Detail only non-confidential information or information that you are able to publicly share with reviewers.
 - If you have any questions reach out to innovation@ynhh.org
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1. Overview/Abstract (half page)

Provide a brief summary of your proposal including the project's focus area (New care delivery models, Care anywhere, Health equity, Automating the enterprise, Big data)

2. Unmet Clinical Need and Market (half page)

In this section, include a description of the unmet clinical need and its magnitude. Provide estimates for the number of people affected by the identified problem and quantify the potential impact of the proposed solution.

3. Proposed Product Solution and Background/Preliminary Technical or Clinical Data (one page)

In this section, summarize the innovation and how it works. You should also detail how the proposed innovation solves the identified problem. Be sure to address the stage of development (i.e., idea, prototype, testing, piloting/evaluation, customer acquisition/sales). Provide evidence/data that the approach works or has the potential to be a solution that will work with appropriate resources.

4. Proposed Product Pathway (one page)

In this section, please address what you anticipate will be the greatest technical, clinical, and/or business hurdles that will need to be overcome in order for this innovation to be (1) competitive in the market with end users; and (2) for it to secure funding/investment (e.g. , translational/SBIR grant funding, venture investment, or similar other funding)

If applicable, address your current understanding of the following:

- *Who will the end users be?*
 - *Who will pay for your innovation (business model)?*
 - *Is payor reimbursement possible/required?*
 - *What are the most critical clinical assumptions that need to be verified?*
 - *Are there regulatory requirements (e.g., FDA submissions, clinical trials) that will need to be completed in the future for this to reach the end user?*
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5. Goals and Milestones (half page)

Detail significant goals and technical, clinical, and business milestones that will be achieved.

6. Execution Plan (half page)

Outline the steps you will take to complete the technical, clinical, and business milestones described above.

7. Novelty of Approach, Intellectual Property Strategy, Competition (one page)

Novelty of approach: What makes your innovation transformative?

Intellectual property strategy: Trademark, patent, license, exclusive ownership etc.

Competition: Identify your top competitors and what differentiates your innovation from the competition

8. Team Summary and Resources (including business advisors, facilities and environment) (one page)

Identify key personnel and resources that you can access. List individuals on your team who are/will be essential to its success and why their expertise is relevant to this endeavor. Should you have any team or resource gaps, please identify.

9. Budget/Use of Funds (one page)

Include a draft budget that delineates the necessary personnel, materials, and resources to execute on your goals and milestones.

10. Budget Justification (one page)

Provide written description of items detailed in the Budget/Use of Funds section.

Selected References

Provide names and details of references per the table below. Please provide the details of at least 2 referees.

Reference 1

Full name	
Title	
Organization	
Contact information	
Nature of Reference	

Reference 2

Full name	
Title	
Organization	
Contact information	
Nature of Reference	

Reference 3

Full name	
Title	
Organization	
Contact information	
Nature of Reference	

Reference 4

Full name	
Title	
Organization	
Contact information	
Nature of Reference	

Reference 5

Full name	
Title	
Organization	
Contact information	

Nature of Reference

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If you have any questions or need assistance, please contact:

innovation@ynhh.org

