



Brain Challenge Overview

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<http://www.brainstartupchallenge.org/>

Partners of the Brain Challenge

Partners

Description



Provides health care services to patients, doctors and health plans. Avidly launches philanthropic initiatives to improve health. Funding the Brain Challenge



NCI partnered with CAI to launch the Breast Cancer Startup Challenge, and provided inventions that were the basis of the challenge. The Brain Startup Challenge includes inventions from NCI, NINDS, NIDA, NIA, and NICH



Mission to accelerate and increase the volume of invention commercialization. Holds nine Partnership Intermediary Agreements across HHS to identify promising inventions assist in commercialization. Partnered to orchestrate the Breast Cancer and Brain Startup Challenges

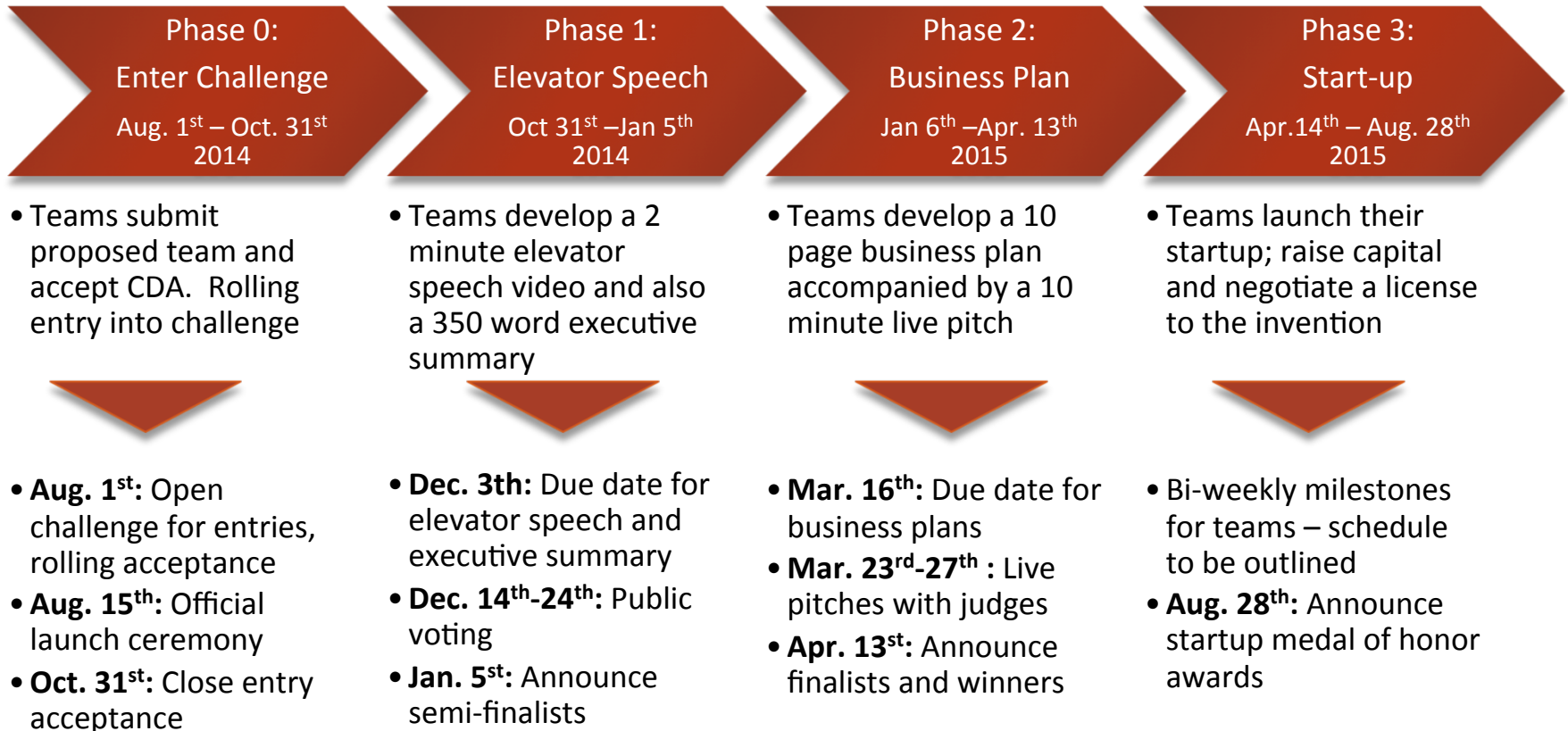
Goals of The Brain Challenge

- **Brain Diseases:** Increase survivability and improve the standard of care, ultimately reducing the overall burden
- **Connect the Brain Community in Support of the Brain Initiative:** *“Given the audacious goals of the initiative, the President has called for this to be an **all hands on deck** effort,” President Obama**
- **Economic Growth:** Spur economic growth through new startups and jobs
- **Entrepreneurship Learning:** Provide entrepreneurial education programs for scientists
- **Business Model:** Create new business models in translational research and R&D funding across a Federal agency
- **Technology Transfer Memorandum:** “Accelerate and increase the volume of Federally funded technology transfer in support of high growth businesses”

**involving not only the Federal Government but also companies, health systems, patient advocacy organizations, philanthropists, state governments, research universities, private research institutes, and scientific societies*

Brain Challenge Key Activities and Milestones

Phases of the Brain Challenge





The Brain Challenge – Executive Summary
The Heritage Provider Network,
National Institutes of Health
Center for Disease Control and Prevention and
Center for Advancing Innovation

The Heritage Provider Network (HPN), National Institutes of Health (NIH) and Center for Advancing Innovation (CAI) have partnered to launch a unique Business Plan and Start-Up Challenge. The topics of the challenge are commercially viable Brain inventions that are important to public health. This challenge will accelerate the commercialization of Federal agency brain-related inventions, spur economic growth, and provide Universities a platform to further develop their entrepreneurship-learning portfolio.

A few facts about the Challenge:

- **Topics:** Each Challenge team can select one of 16 Federal inventions conceived and developed by NIH's intramural research teams
- **Timing:** Enter between August 1st and October 31st, 2014
- **Website:** <http://www.brainstartupchallenge.org>
- **Phases:** Three phases after entering – Elevator Speech, Business Plan and Start-up
- **Challenge Teams' Opportunity:**
 - **Elevator Speech:** Up to 600 teams will pitch to a reputable panel of Venture Capitalists (VCs), Entrepreneurs, Biotech Executives, & more. Teams have the opportunity to advance to the Business Plan Phase
 - **Business Plan Prize:** Up to 100 teams will participate, 5 teams per invention. There will be one \$2.5K prize per invention (\$50k in awards). Winning teams can advance to the Startup Phase
 - **Start-up Phase Seed Funding:** Up to 40 successful start-ups will apply and be awarded funding which could range from \$100K to over \$5MM. Funding will come from venture capital, economic development corporations, or other sources. Funding will not be provided by the NIH
- **Team Design:** Must have two University graduate students. Team leads can invite whomever they wish to their team; there is no maximum size. The Challenge Team must have at least two disciplines: medical/scientific and business. Students do not need to have these disciplines as long as they are represented. Please note that the team must include a seasoned entrepreneur
- **Scope:** Global; any University in the world may participate

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