



MEDICAL CENTER
OF THE AMERICAS
FOUNDATION

**Innovation Center
Proof-of-Concept Competition**

INTRODUCTION

The Medical Center of the Americas Foundation seeks to provide pre-seed funding from \$5,000 to \$50,000, and six months of facilities access, entrepreneurship training, and innovation programs to support the commercialization of technology with high potential for market impact and job creation through the MCA Innovation Center at the Cardwell Collaborative.

MCA INNOVATION CENTER

The MCA Innovation Center, located on the 3rd floor of the Cardwell Collaborative – 5130 Gateway Blvd, East, El Paso, Texas – is a new program designed to provide early-stage technology entrepreneurs with the resources needed to launch successful technology startups. With world-class laboratory facilities, modern offices with amenities, and professional conference rooms, the Cardwell Collaborative is the ideal place for new companies to start and grow in El Paso. The MCA Innovation Center also provides programming to help your company develop its technology, refine its business plan and investor pitches, expand its professional network, and pursue grant and investment opportunities. Entrepreneurship training and hands-on assistance provided by MCA staff, experienced mentors, and local partners will provide your company with the tools needed to realize your company’s full potential and transform the Paso del Norte region into a robust innovation ecosystem.

TIMELINE & APPLICATION SUBMITTAL INFORMATION

If you have an existing company, or an idea for a company, and you are looking to develop, launch, or scale your technology, you are invited to submit the MCA Innovation Center application below.

Application Release Date	May 12, 2017
Questions Due from Applicants	June 1, 2017 by 3:00 pm MT
Answers Posted	June 6, 2017
Applications Due	June 19, 2017 by 3:00 pm MT
Finalist Interviews	Week of June 26, 2017
Winners Announced	July 6, 2017

Please submit all questions to jeff@MCAmericas.org by June 1, 2017. Answers to all questions received will be posted on the MCA website (www.MCAmericas.org) by June 6, 2017.

Applications may be submitted until June 19, 2017 at 3:00 pm MT to jeff@MCAmericas.org. MCA Innovation Center may request additional information from applicants and/or schedule phone or in-person interviews beginning June 26, 2017. Successful applicants will be notified by July 6, 2017. Winners will also be posted on the MCA’s website.

ELIGIBILITY, EXCLUSIONS & REQUIREMENTS

To be eligible to win an award from the MCA Innovation Center, applicants must meet the following eligibility requirements:

- All companies with a technology focus are encouraged to apply. Preference will be given to companies that focus on healthcare and life sciences, or that have technology applications that can impact the life sciences industry. Preference will also be given to companies utilizing technologies that come from regional (El Paso, Texas; Northern Chihuahua, Mexico; southern New Mexico) universities or spinning out of regional companies.
- You may apply before a company formed, but a company will need to be formed prior to any award from the MCA Innovation Center.
- All participants must be at least 18 years of age.
- All participants must be eligible to work in the United States.

Exclusions from eligibility from participation in the MCA Innovation Center include, but are not limited to, the following:

- Company or proposed company activities cannot include any of the following:
 - the operation of any private or commercial:
 - golf course
 - country club
 - massage parlor
 - hot tub facility
 - suntan facility
 - racetrack or other facility used for gambling
 - the sale of alcoholic beverages
 - farming
 - the sale or rental of residential real property
 - retail businesses with brick and mortar storefronts
 - investment in the securities of other entities
 - gaming and gambling businesses
 - entertainment-related establishments
 - single-purpose productions (e.g. movies, albums, concerts)
- Company or proposed company activities cannot be excluded from participating in federal government programs.
- Employees of the Medical Center of the Americas Foundation or its affiliates, and immediate family of employees are not eligible to apply.

All companies receiving awards are **required** to do the following:

- Establish a lab or office within the Cardwell Collaborative (5130 Gateway Blvd East, El Paso, Texas) as its primary place of business, and conduct the majority of its research and development activities in the facilities provided in the award.
- Agree to revenue sharing terms with the MCA Foundation or an affiliate, according to the following structure:
 - 2% of gross revenues above \$1 million until 3X the funding provided is paid; and
 - 0.5% of gross revenues for a period of 5 years thereafter
- Utilize MCA Innovation Center support services and participate in events and programs hosted by MCA (no more than 2 hours of events per month will be required).

- Agree to provide the MCA the right to feature the company receiving an award in MCA marketing materials.
- Provide semiannual updates to MCA regarding employment, financial activity, and fundraising during the award period and for a period of 5 years following the award. MCA will not disclose any information not made public by your company, but may disclose data regarding job creation and capital investment aggregated across Cardwell Collaborative companies.
- Abide by all Cardwell Collaborative building and facilities rules at all times.

APPLICATION QUESTIONS

Please provide as much relevant detail as you can for the following questions. It is not expected that all applicants will have thorough answers to all questions. MCA Innovation Center programming and support will help awardees address these areas as they develop their businesses. Please submit only non-confidential information.

1. What is the proposed or actual name of your company? If you have formed a company, please provide the legal company name and state of formation.

2. What is the product or service your company is looking to develop, market or scale?

3. What problem does it solve or what unmet need does it fulfill?

4. If your company has already developed a product or service, has it generated any revenue to date?

- No
- Yes (please specify)

5. Who are the company founders? Please provide a name, company role/title, email address and a brief summary of educational and professional background and accomplishments relevant to the technology and business to be developed for up to FOUR company members.

Member 1

Member 2

Member 3

Member 4

6. Have you conducted any market research or target discovery?

No

Yes (please specify)

7. Why do you think there is a market for your technology? Who do you think your customers are?

8. Who are your current and likely future competitors? Why does your technology have a competitive advantage?

9. What is the greatest threat to your technology?

10. What stage of development is your technology in? How much time and resources have been invested in development to date?

11. Please describe any intellectual property associated with the technology development to date, and ownership of any IP rights. If your business requires acquiring any IP rights that belong to a third party, please provide any known licensing terms or an estimate if known.

12. Are there any regulatory requirements of a government agency that will need to be satisfied in order to bring your technology to market?

- No
- Yes (please specify)

13. What do you think is the next milestone for the development of your technology or business and what activities will be necessary? How much can be accomplished in six months?

14. How much time will be required of each company founder during the next six months?

15. What type of equipment, materials, and facilities will it require?

16. Will your proposed activity produce any hazardous waste?

- No
- Yes (please specify)

17. How much funding are you applying for, and how will you use it? Please provide a budget between \$5,000 and \$50,000 that summarizes your capital requirements to achieve the milestone in Question 19. If it will require more than six months of funding, please provide an estimate of funding required for six months of development.

18. Has your company developed a business plan?

- No
 Yes

19. If you have raised any funds to date, please provide the amount, sources, and terms of funds raised.

20. Please describe the basic revenue model for your technology. How will you bring it to market, and how will it generate revenue?

21. What do you think your company will look like 2, 5, and 10 years now?

22. What type of support are you most interested in receiving from the MCA Innovation Center?