MINDSTATE®
& HEALTH TECH

Global Change Begins with *Changing Minds*

JACOBS TECHNION-CORNELL INSTITUTE AT CORNELL TECH   TECHNION Israel Institute of Technology   TEL-AVIV SOURASKY MEDICAL CENTER MEDICAL EXCELLENCE AND COMPASSIONATE CARE   World Health Organization   WiX.com   monday.com

OCT. 2020 –JAN. 2021

[INTERMITTENTLY]

IDEATION COMPETITION
WITH TEL AVIV SOURASKY MEDICAL CENTER AND W.H.O.

Developed by **MINDSTATE** to utilize the synergy of collaboration between medical professionals, entrepreneurs, VCs, designers & developers, and cross-disciplinary students

PROMPTS: KEEPING MY HEALTH / THE GREY PLANET / DIGITIZING THE HOSPITAL / HOSPITAL HOSPITALITY / HELPING THE LESS ADVANTAGED

MindState® is a platform that develops Ideation Sprints within academic, business, and technological environments.

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PRELIMINARY PROPOSAL

"We need innovation ... we have challenges in medical, clinical and operational services. We need to rethink our services, and we need fresh minds to do so!"

ISRAEL'S CORONAVIRUS CZAR **RONNI GAMZU** AT MINDSTATE'S *TIME TO CARE* IDEATION SPRINT, 2020

As we are trying to move forward to the other side of the COVID-19 pandemic, it has become clear that many institutions will have to make significant changes to their operations. Particularly healthcare, in many places, is encountering significant **challenges**!

For example: **Healthcare technology**: the development of telehealth, AI, electronic health records and wearables; increased hospital visits due to an **aging population**; the improvement of **continuity of care**, accessibility and information delivery; transition from curative care to **preventive, human-centric**, health care models. And most acutely, managing current and future **pandemics**.

MindState is proposing a second Health Tech Ideation Sprint to help re-imagine how medical centers can provide a better and more progressive health care experience for its patients, staff and other stakeholders.

The Ideation sprint will be made up of multiple, cross-disciplinary teams. Each team will be comprised of students from local and international elite universities, designers, developers and medical staff. The content for the design prompts will be developed in conjunction with medical center representatives. As groups, they will collaborate to explore the proposed challenges and generate innovative and productive responses.

Ideation sprints of this nature and scope will help to position medical centers as a leader in health tech innovation, generating ideas which will merge academic research into practical applications. Additionally, the event will be invigorating for medical staff, pushing them to think beyond their roles in the current process.

As international travel is limited and public meetings are still under consideration, we are currently planning for a virtual event, combining US and Israeli participants. Should local regulations change, we will plan to host a post-hackathon event in Tel Aviv in the Spring.

TIMELINE

Our usual process begins two months before the dates of the ideation sprint. We will plan the overall strategy, curate teams, and conceptualize "prompts." One month prior to the event, we will introduce all participants to the selected challenges. Students will be expected to research and prepare for the sprint and will make interim presentations to the medical centers and MindState.

The actual event will be a multi-day workshop and ideation sprint, including brainstorming, prototyping, final presentations and an awards ceremony.

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POSSIBLE PROMPTS

KEEPING MY HEALTH

Creating digital health solutions that allow individuals to collect, store and share, on demand, their health records in an accessible and secure location.

ASSOCIATED TOPICS: Integrated Chart, Privacy/Security, Health Record Modifications

THE GREY PLANET

In an increasingly digitized world, aging populations are dealing with loneliness, depression and other behavioral health needs at unprecedented rates, requiring innovative solutions which integrate technology in a manner intuitive to them.

ASSOCIATED TOPICS: At-Home Care, Loneliness, Tele-Medicine

DIGITIZING THE HOSPITAL

Empower hospital staff with improved solutions which connect the digital with the physical, helping increase quality of care and relieving medical staff of automated tasks.

ASSOCIATED TOPICS: Triage ER, Check-In/Onboarding, Concierge Service

HOSPITAL HOSPITALITY

An often overlooked aspect of hospitals is hospitality. Hospitals can provide prime value by constant upkeep, great amenities and efficient housekeeping so that patients can flow in and out seamlessly.

ASSOCIATED TOPICS: Bed Turnover, Hospitality Improvements, Digitizing Upkeep

HELPING THE LESS ADVANTAGED

How can we use the forefront of innovative medical services to help those that are not in urban city centers or lack access to basic facilities?

ASSOCIATED TOPICS: Transportation Solutions, bringing healthcare to rural areas, advanced mobility solutions

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SCHEDULE PROPOSAL

01—KICK OFF MEETING
SUN, **OCT. 25** / 11:00–13:00 EST (18:00–20:00 IST)

MINDSTATE KICKOFF MEETING

- MindState opening remarks
- Introduction of the program, mentors, and structure
- Introduction Ichilov and WHO
- Ori Shemla/Mike Kosnik, *Enroute*. Winners of last year's MindState Sprint

15 minute break
- Introduction of Prompts
- VC Future Health Tech Investments 2021 (Lionbird)
- Monday.com Intro
- Networking Icebreaker

IN BETWEEN—TEAM ASSEMBLY
NOV. 01 – 07

Students' prompt preferences. Using google form (early November)
MindState team formation (early November)

- Monday Introduction and training session(s)
- Team Announcement + Initial Meetup with MindState

02—RESEARCH PHASE
SUN, **NOV. 08** / 11:00–13:00 EST (18:00–20:00 IST)

2 HOUR INTRODUCTION SESSION
- Introduction of assignment by MindState
- Design Thinking (focus on health) MindState
- Health Tech and AI
- How to research
- How to narrow a prompt to a startup idea / potential
- Intersection of Design, Business, and Engineering (MVP). Test your biggest assumption

15 minute break
Breakout Rooms in Teams (2 hours)
- Action plan / students send initial strategy one-pager by EOD.
- Establish focus re: prompts, team roles, who to interview, additional thoughts.

over

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SCHEDULE PROPOSAL

03—ACTIVATION PHASE

- Team Meetings organized by MindState
NOV. 16—21

- 2 hour Hospital Field Research
NOV. 23—28

MEETING—BUSINESS STRATEGIES
SUN, **DEC. 06** / 11:00—13:00 EST (18:00—20:00 IST)

- *Business Strategy* | Fernando Gómez-Baquero (Cornell Tech)
- *Industry trends* | VC
- *Israeli Health Tech Innovation* | Zebra
- *Best of Israeli Design Tech* | Wix
- *Global Health Response to Major Health Crises* | Dorit Nitzan, World Health Organization

IN BETWEEN
Teams meet (15 minute slots) with mentors from Amoon assigned to each group
Research assessment by MindState, TASMC, Cornell Tech, Technion, VC

TEAM PROPOSALS DUE
SUN, **DEC. 21**

04—IDEATION SPRINT
JANUARY 12—14

DAY 1: IDEATION   (JAN. 12 / 8—15:00 EST)

8:00—8:30AM	Opening Ceremony
8:30—9:00AM	Ronni Gamzu, Israel's Coronavirus Czar, Opening Remarks
9:00—9:30AM	Monday.com Introduction to Platform
9:30AM—3:00PM	Breakout rooms Ideation with team + representatives from hospital

SCHEDULE PROPOSAL

DAY 2: CONCEPT CREATION (JAN. 13 / 8–15:00 EST)

8:00–9:00AM	Team Check in with MindState + Amoon VC assigned to each group
9:00–11:00AM	Team Work Time with Monday.com Developers
10:00–11:00AM	Check In + Critique
11:00–12:00PM	Team Work Time
12:00–1:00PM	Lunch + Pitch Prep Workshop
1:00–3:00PM	Team Work Time

DAY 3: SEMIFINAL PRESENTATION (JAN. 14 / 8–15:00 EST)

8:00–9:00AM	Arrival + Team Time
9:00–10:00AM	Team Dry Runs with Guidance from Mentors (Breakout Rooms)
10:00–1:00PM	Demo Day (Teams will pitch for 5 minutes with 5 minutes for questions)
1 hour discussion session by judges	
2:00–2:15PM	Finalists Announced
2:15–2:30PM	Closing Remarks by Professor Eli Shprecher

VIRTUAL CELEBRATION

—IN BETWEEN—
(SEMI– AND FINAL ROUND)

Meetings with Angel Investor Guy Gamzu
Meetings with Lionbird (VC)
Business Strategy Assessment by Cornell Tech
AI Assessment by Technion
Design Assessment by MindState
Monday.com Full Development of App

DAY 4: FINAL PRESENTATION (TBD)

Final Pitches from top 5 teams
Evaluation by Judges
Winning Team Announced
Prizes + Certificate + Letter of Intent from Hospital
Closing Ceremony

POST-HACK
Winning teams week post-hack meetings with VCs and angel investors

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EVALUATION PARAMETERS

Global Change Begins with *Changing Minds*

[Judges from WHO, VCs, Amoon, Lionbird, Medical Professionals]

MARKET

- Addressed the target market
- Solution proposed by the team is applicable beyond Ichilov
- The team showed credible market research data to support its claims
- Comprehensively identified potential competitors
- Identified large and attractive secondary markets to serve over the long term

PRODUCT OR SERVICE

- Identified a compelling initial product or service
- Initial product / service has strong competitive advantages vs. existing alternatives
- Robust product roadmap going forward
- Solution fits the needs of the initial target customer
- Articulated a strong customer value proposition
- Competitive alternatives and show that its offerings are superior Scalability

TECHNOLOGY

- Presented a clear and concise overview of its technology proposition
- Technically feasible development
- Confers sustainable competitive advantages on products or services
- Proposed product seems to have a solid Intellectual Property position
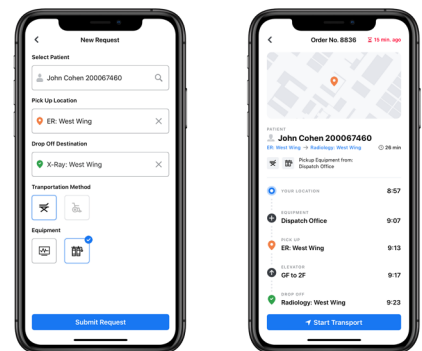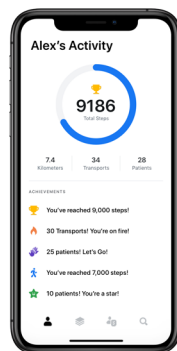- Proposed product seems to have a good understanding of the privacy of data

DEVELOPMENT PLAN

- Outlined a credible and thorough plan for developing its product or service
- Clearly identified its resource requirements and these can be reasonably obtained
- Good potential for attracting corporate partners
- Good potential to additional funding from alternative sources such as government grants, bank loans, private investors, etc.

BUSINESS AND REVENUE

- Clearly articulated its business model
- Sales model is a good fit for its product/ service and business model
- Incorporate several views and disciplines in the proposed product or service
- Team worked with advisors and incorporated their views

FINANCIAL

- Idea can be done with reasonable and adequate future funding
- Idea has the potential to achieve significant enterprise valuation within 5–7 years

GENERAL
- Your gut tells you it's a fantastic idea
- Presentation style

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WINNER 2020 MINDSTATE, CORNELL, TECHNION AND SOURASKY MEDICAL CENTER:
ENROUTE

enroute

By reducing **1 minute** per transportation we can save **20 hours** of patients waiting time.

Per Day.

WINNING PROJECT MINDSTATE® + Tel Aviv Sourasky Medical Center

Enroute is a platform that provides the tools and intelligence necessary to enable seamless patient transportation throughout a hospital.

The project is currently in development with the Tel Aviv Sourasky Medical Center

Enroute was selected as a winner of the Cornell Tech Startup Awards, granting **$100,000** pre-seed funding. The Startup Award winners also received coworking space at the Tata Innovation Center on Cornell Tech's campus.

"The hospital is a very complex operation. We have challenges in medical, clinical and operational services. We need to rethink our services, and we need fresh minds to do so. Here, we have a goldmine of them."
— PROF. RONNI GAMZU, CEO OF TEL AVIV SOURASKY MEDICAL CENTER

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MINDSTATE®
WHO WE ARE

MINDSTATE is a platform which explores societal challenges through working with teams made up of diverse participants, attempting to achieve innovative change, first locally, then globally.

Its methodology brings together educational and professional designers, and students from diverse cultural backgrounds and academic fields (psychology, business studies, law, engineering, entrepreneurship, etc.) to work collaboratively in intensified sprint competition to address challenges, develop workable ideas, and ultimately create change.

HOW IS MINDSTATE DIFFERENT

What makes the MindState experience different from other design sprints or similar events?

Design-driven Ideation Sprints

Bringing together cutting edge designers to work together with diverse teams while actively engaging in the MindState process: merging data, technologies, start ups, design thinking, and structured participation

Prompts

Using extensive research and data to develop briefs for ideation prompts. Utilizing external perspectives to explore internal challenges

Team building

Organizing multidisciplinary teams including, professional designers, students from topnotch universities, and engineers from the tech industry

Experts

Inviting drop-in practitioners, educators, and domain experts from leading medical centers, VC firms, startups, and tech companies
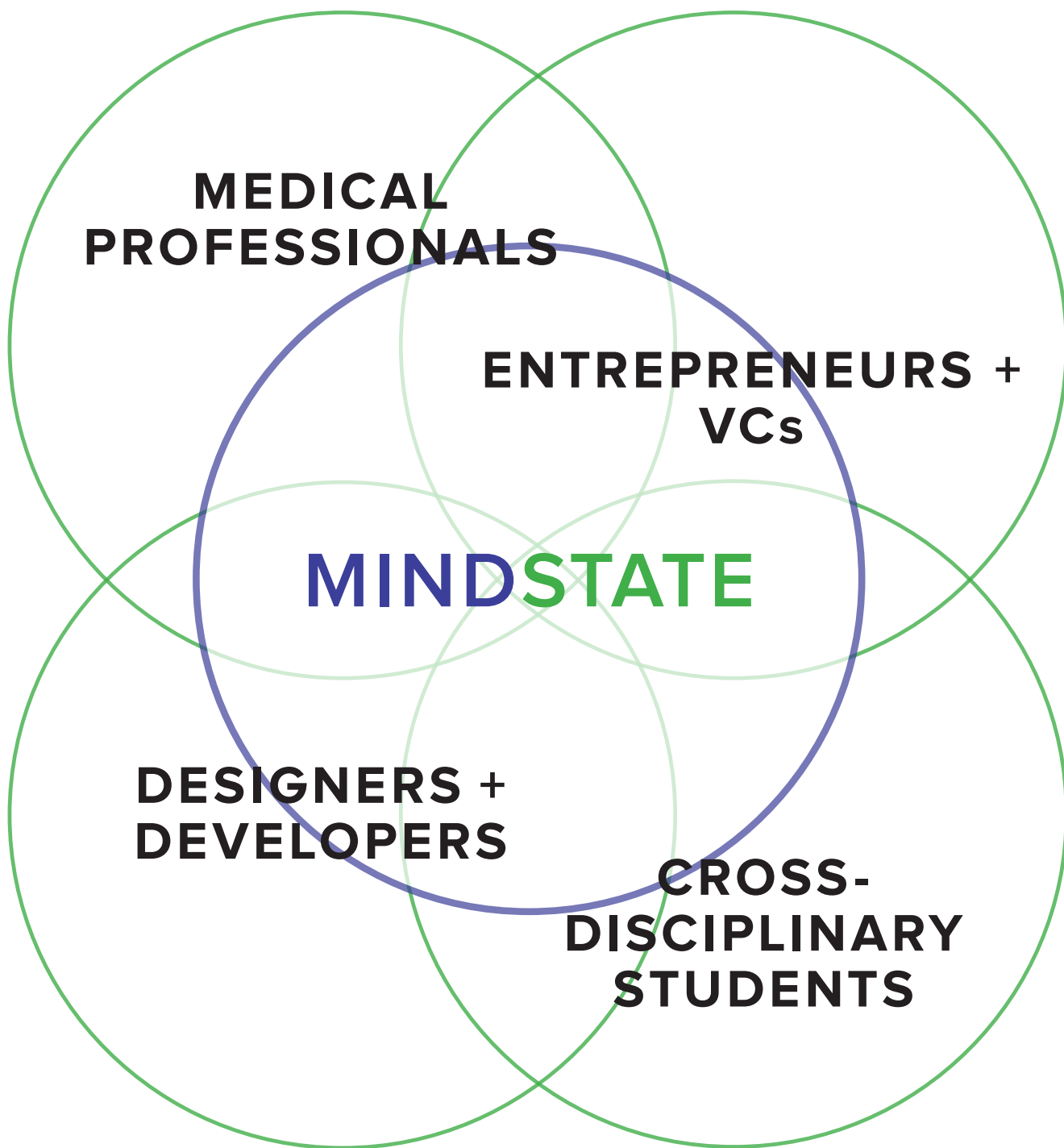
Evaluation

Critiques and mentoring by top-tier judges, awarding results, and providing incentives

Implementation

Facilitating mentorship and supporting start up creation after ideation sessions, ensuring actionable deliverables and creation of self sustainable solutions

Ambiance

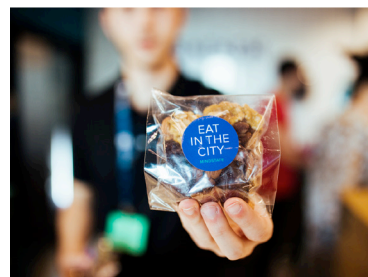Providing a supportive and inspirational environment during a highly intensive event

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MEDICAL
PROFESSIONALS

ENTREPRENEURS +
VCs

MINDSTATE

DESIGNERS +
DEVELOPERS

CROSS-
DISCIPLINARY
STUDENTS

The Synergy

MINDSTATE®
THE WORLD

[select]

SOURASKY MEDICAL CENTER JAN. 2020

CITY OF TEL AVIV JAN. 2019

PARIS, FRANCE JUN. 2018

YALE SCHOOL OF MANAGEMENT, USA MAR. 2017