IDEATION COMPETITION
WITH CORNELL TECH, TECHNION, RAMBAM, AND TEL AVIV SOURASKY MEDICAL CENTER

Developed by MINDSTATE in conjunction with Cornell Tech and Technion, to utilize the synergy of collaboration between medical professionals, entrepreneurs, VCs, designers & developers, and cross-disciplinary students

PROMPTS: TO BE ANNOUNCED SOON

$5,000, $3,000 AND $2,000 PRIZES

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

MindState® is a platform that develops Ideation Sprints within academic, business, and technological environments.
2021 IDEATION SPINT
MINDSTATE® + DEFI
FIRST PRIZE

MINDER
PERSONALIZED MEDICAL TRACKING

SECOND PRIZE
The chat bot for a **wholehearted recovery**

- Heart rate monitor
- Blood pressure monitor
- Glucometer
- Tablet

Good evening! It's time to take aspirin and warfarin.

You're due for a blood test this month. Shall I schedule one for you?

AMO in 10 minutes
Mon, 21 Jan, 14:00

OK

Third Prize

2021 MINDSTATE® + LIBI
The Synergy
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

MindState® is a platform that develops Ideation Sprints within academic, business, and technological environments.
TA SOURASKY MEDICAL CENTER  JAN. 2020

CITY OF TEL AVIV  JAN. 2019

PARIS, FRANCE  JUN. 2018

YALE SCHOOL OF MANAGEMENT, USA  MAR. 2017

www.mindstate-project.com
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, together with Cornell Tech and Technion, will organize a third 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 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**
For a preliminary timeline, please check pages 4–6 in this PDF
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
01—KICK OFF MEETING
SUNDAY OCT. 25 / 11:00–13:00 EST (17:00–19:00 IST)

MINDSTATE KICKOFF MEETING

- CornellTech / Technion remarks
- MindState opening remarks and overall structure
- Introduction Sourasky Medical Center
- Enroute. Winners of last year’s MindState Sprint
- WIX.com (re-focus exercise)
- MindState Introduction of Prompts
- VC Future Health Tech Investments 2021 (Lionbird)
- Monday.com Introduction platform and app development

IN BETWEEN—TEAM ASSEMBLY
OCT. 26 – NOV. 07

Students’ prompt preferences. Using google form
MindState team formation

- Monday Introduction and training session(s) [APPROX. 1 HOUR]
- Team Announcement + Initial Meetup with MindState

02—RESEARCH PHASE [APPROX. 12 HOURS]

INTRODUCTION MEETING [APPROX. 3 HOURS]
SUNDAY NOV. 08 / 11:00–14:00 EST (18:00–21:00 IST)

- MindState introduction of assignment (Tamar Many)
- MindState Design Thinking (Henk van Assen)
- Health Tech and AI (Joachim Behar)
- How to research (Max Delahanty)
- How to narrow a prompt to a startup idea / potential (Ishan Virk)
- Intersection of Design, Business, and Engineering (MVP). Test your biggest assumption

5 minute break
Breakout Rooms in Teams (1.5 hours)
- Action plan / students send initial strategy one-pager by EOD.
- Establish focus re: prompts, team roles, who to interview, additional thoughts.
03–ACTIVATION PHASE  [APPROX. 6 HOURS]

- Individual Team Meetings organized by MindState

NOV. 16–21

- 2 hour Hospital Field Research

NOV. 23–28

MEETING—BUSINESS STRATEGIES
SUNDAY 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

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

TEAM PROPOSALS DUE
SUNDAY DEC. 21

04–IDEATION SPRINT  [APPROX. 18 HOURS]
JANUARY 11–12 & 14

DAY 1: IDEATION
(MONDAY JAN. 11 / 8:00–15:00 EST (14:00–22:00 IST))

8:00–8:15 Opening remarks
8:15–8:30 Ronni Gamzu, Israel’s Coronavirus Czar, Opening Remarks
8:30–15:00 Breakout rooms Ideation with team + representatives from hospital + MindState
MINDSTATE®
SCHEDULE PROPOSAL

DAY 2: CONCEPT CREATION + SEMI PRESENTATION
(TUESDAY JAN. 12 / 8:00–15:00 EST (14:00–22:00 IST)

8:00–8:15    MindState Updates
             Amoon VC assigned to each group
8:15–13:00   Ideation
13:00–15:00  1st presentation to MindState and Guy Gamzu (Angel Investor)

—IN BETWEEN—
(SEMI– AND FINAL PRESENTATION)

Meetings with angel investor Guy Gamzu
Meetings with Lionbird (VC)
Business strategy Assessment by Cornell Tech
AI assessment by Technion
Design assessment by MindState

DAY 3: FINAL PRESENTATION
(THURSDAY JAN. 14 / 11:00–15:00 EST (18:00–22:00 IST)

11:00–13:00  Presentations + Q&A
13:00–14:00  Judges deliberate
14:00–14:15  Finalists Announced
14:15–14:30  Closing Remarks

POST-HACK
Winning teams week post-hack meetings with VCs and angel investors
Monday.com full development of app
## EVALUATION PARAMETERS

[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

### 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.

### 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

### 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

### TECHNOLOGY
- Presented a clear and concise overview of its technology proposition
- Technically feasible development
- Confer 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

### 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