Introduction

The GuideWell Scale Up Accelerator is an eight-week technology accelerator program focused on “scale up” health technology companies. GuideWell is interested in growing health technology ventures that have the opportunity to solve big problems and reach large markets in the U.S. healthcare industry.

For the Spring 2020 cohort, GuideWell is seeking ten innovative technology companies with novel approaches that enable America’s rapidly growing senior population to “Age in Place”.

According to the U.S. Census Bureau, the number of Americans over 65 will grow from 35 million in 2000 to over 71 million by 2030. This translates to almost 20% of the US population being over age 65 by 2030. The Centers for Disease Control and Prevention defines Aging in Place as “the ability to live in one’s own home and community safely, independently, and comfortably, regardless of age, income, or ability level”.

According to Harvard’s Joint Center, the number of households with at least one senior having a self-care disability will reach 12 million by 2035. Many of these seniors will require daily assistance with personal care if they stay in their homes. In addition, it is projected that 27 million older Americans will need help with other lifestyle tasks such as shopping, housework, or paying bills.

Today most assistance to America’s growing senior population is provided by family members, including spouses. This occurs partly due to the high costs of facility-based long-term care. The median monthly cost for a home-health aide working five days per week is $3,813, which is unaffordable for many seniors or their families. In addition, there will be fewer family members available to help the next generation of older adults because of the rise in single-person households as well as the number of adults living without children.

Seniors strongly prefer living at home, even in cases where physical or cognitive decline makes it difficult to live independently. There are many studies that show seniors are happier and healthier if they’re able to remain in their homes instead of moving into assisted care facilities.
Focus Areas of Interest

A critical goal for the 2020 GuideWell Scale Up Accelerator is to identify a diverse portfolio of innovative approaches that enable seniors to maintain a healthy, happy lifestyle within their home and their community. GuideWell is particularly interested in solutions around the following themes:

- Novel approaches that increase the affordability and accessibility of health care for seniors that are economically challenged, or that are cared for by a working family member
- Easy-to-use solutions that enable seniors to improve overall physical and emotional wellness
- Solutions that connect seniors into their communities
- Solutions that empower seniors to easily conduct lifestyle tasks in a manner that eases the burden on family members caring for them

Cohort Company Criteria

Eligible companies must meet our minimum “Scale Up” requirements. A Scale Up is a growing technology startup that has clear traction in its chosen marketplace. Traction can be demonstrated by one or more of the following:

- A minimum of $500,000 in revenue earned for 2018
- A minimum of $500,000 of capital raised
- Verifiable (reference required) customer pilots
- Accelerating product adoption (especially for consumer-focused solutions)

Key Benefits to Participating Companies

- Access to GuideWell’s national mentor network that includes healthcare leaders, industry experts and technology entrepreneurs
- Access to healthcare organizations within Orlando’s Lake Nona medical city and across the US
- Curated 2-day boot camp followed by a series of virtual workshops led by seasoned healthcare and entrepreneurial veterans. Topics will focus on challenges entrepreneurs face in acquiring healthcare customers, regulatory compliance and other healthcare specific business topics
- Opportunity for vetted 1:1 meetings with GuideWell’s national network of health tech investors at the GuideWell Investor Matchmaking Summit
Program Timeline, Costs, and Important Dates

The cohort will run from January 23rd through March 9th, 2020. While GuideWell does not take equity or charge program fees, companies selected for the program are responsible for all travel and lodging costs to Orlando for the kickoff boot camp in January and the Investor Matchmaking Summit in March.

The kickoff boot camp will run from Jan 23-24, 2020, and will be held at the GuideWell Innovation Center in Orlando, Florida. Both days will consist of a blend of workshops/speakers and 1:1 mentoring sessions with experienced health tech entrepreneurs and healthcare executives.

The bootcamp will be followed by six weeks of virtual mentoring, during which cohort companies will work with a diverse array of industry and experienced entrepreneurs in 1:1 mentoring sessions. In addition, each week will include a virtual workshop led by healthcare veterans on critical topics faced by most early-stage health tech companies.

The GuideWell Scale Up Accelerator will culminate with a full-day Investor Matchmaking Summit, which will also be held at the GuideWell Innovation Center in Orlando.

Key Dates

- Jan 23-24: Kickoff boot camp at GuideWell Innovation Center (Orlando)
- Jan 27-Mar 8: Ongoing virtual mentoring sessions, weekly virtual workshops, pitch preparation
- Mar 9: Investor Matchmaking Summit (the day before HIMMS opens)

How to Apply:

If your organization meets the eligibility criteria outlined above, please apply online at https://app.reviewr.com/s1/site//GuideWell_ScaleUpAccelerator20

Applications will be accepted through 11:59PM on Sunday December 8, 2019. We will notify finalists who are selected for the cohort no later than Friday December 20, 2019.
Application Guide

*Note: This application guide is for reference only. All applications must be submitted in the application portal: https://app.reviewr.com/s1/site//GuideWell_ScaleUpAccelerator20

Applicant Contact Person

1. First Name*
2. Last Name*
3. Title*
4. Email Address*
5. Contact Work Phone Number*
6. Contact Cell Phone Number
7. Company Name*
8. Company Street Address
9. City*
10. State*
11. Zip Code*
12. Company Website Url *

Company Information

1. Short Company Description (500 Characters) *
2. Short Product Description (500 Characters) *
3. Total number of full-time employees* 
4. Total number of part time employees* 
5. Industry Focus Sub-Area: *
   a. Pharmaceutical
   b. Simulation/Virtual/Augmented Reality
   c. Precision Medicine/Analytics
   d. Population Health
   e. In Home Care
   f. Healthcare IT (EHR, Back Office, etc.)
   g. Medical Device
   h. Other
6. What stage is your company at? (select one): *
   a. Finalizing Product Design
   b. Prototype product is under development
   c. Pilot version of product ready to deploy
   d. Pre-clinical data evaluation stage
   e. Product in human clinical trials
   f. Revenue-generating with full product in use by active customers
7. List all other accelerators/incubators your company has participated in. *
8. Describe any intellectual property you have, including your strategy for protecting it (500 Characters) *
9. Does your product focus on a specific disease or other health concern? If so, please describe. (250 Characters)
10. Please list the three largest companies that are using or piloting your product. *

Team Information
1. Briefly describe relevant founder/executive leadership experience in your industry (1000 Characters) *
2. Upload bios/CVs for CEO and up to two other key executives (3 total) *
   a. UPLOAD 1
   b. UPLOAD 2
   c. UPLOAD 3
3. Please list any key board members or industry advisors? (Name, Organization, Linkedin, Brief Experience – 1000 Characters)

Market/Competition:
1. Describe the market your company is addressing. Include size and customer acquisition traction to date (1000 Characters). *
2. Who are your competitors, and what differentiates your company from them? (1000 Characters) *
3. What is your business model (how do you generate revenues)? (500 Characters) *
4. Is your product or service reimbursable by insurance providers? Please describe reimbursement strategy (500 Characters) *

Traction
1. Describe company milestones achieved within the past 12 months (1000 Characters) *
2. Describe key partners/distributors that your company works with to access your market (500 Characters)
3. Describe any grant funding your company has been awarded to develop your products. Include amounts and granting organizations. Enter n/a if not applicable (1000 Characters)
4. Describe key milestones your company needs to achieve over the next 12-18 months in order to rapidly scale revenue growth. (1500 Characters) *

Financials & Funding
1. What were your company’s revenues for calendar year 2018? *
2. What is your company’s anticipated revenue for calendar year 2019? *
3. What is your company’s projected revenue in 2020? *
4. Upload your latest quarterly and annual financial statements (Upload Excel/PDF File) *
5. How much total funding has been invested in your company to date? *
6. What is the type of Funding? (Select all that apply)
   a. Bootstrap
   b. Debt
   c. Equity
   d. Other
7. How do you categorize your most recent funding stage? *
   a. Seed
   b. Angel
   c. Series A
   d. Series B
   e. Series C
   f. Other:
8. How much are you looking to raise in your next funding round, if any? * (numeric values only. Please put 0 if you don’t plan on raising additional capital.)
9. What is the total equity capital your company has raised to date? * (numeric values only. Please put 0 if no equity capital has been raised to date.)
10. When do you anticipate an exit, and who are the likely acquirers? (500 Characters) *
11. What do you see as the biggest risk to investors for your company or market? (500 Characters) *

**Supplemental Documentation**
1. Investor Pitch Deck*
2. Executive Summary (3 Page Max) *
3. Video Pitch or Company Intro (Optional)
4. Company Logo (PNG Or JPEG Format) *

**Other**
1. How did you hear about the GuideWell Scale Up Accelerator? *
   a. GuideWell Communications
   b. social media
   c. email
   d. Word of Mouth
   e. Other:

**Terms & Conditions**
Please note that although we require the following information regarding your financials and clients, we value your confidentiality. We will not publish this information. It will be used solely for curating potential meetings and evaluating the types of participants in this program.
YES, I agree to abide by and be bound by the terms and conditions of the GuideWell ScaleUp Accelerator, available at:


I agree that any dispute with regard to the conduct or administration of this accelerator, rule interpretation, judging, or selection to participate shall be submitted to GuideWell, whose decision shall be binding and final.

Applicants accepted into the accelerator will be posted online on the GuideWell Innovation website at www.guidewellinnovation.com.

The GuideWell Scale Up Accelerator is sponsored by GuideWell's Innovation Center, 6555 Sanger Rd., Orlando, FL 32827. If you should have any questions regarding the accelerator, please feel free to contact Joseph Carlucci at joe.carlucci@guidewellinnovation.com.