Introduction

Due to the rapid escalation of the COVID-19 pandemic, America’s health care system is at immediate risk of reaching a level of over-capacity. While most hospitals have emergency plans for pandemics, the COVID-19 pandemic has quickly highlighted critical gaps in the nation’s health care crisis-management infrastructure.

The rise in COVID-19 cases and deaths across the U.S. is accelerating at an alarming rate, and is expected to increase rapidly as more people are tested. COVID-19 is driving critical shortages in the number of patient beds, patient care supplies and equipment (monitors, respirators, etc.), healthcare staff and laboratory testing capabilities.

The recent shutdowns of virtually every type of venue or program where people gather, along with the intense media focus on the COVID-19 pandemic, is creating secondary health concerns related to social isolation and mental health.

GuideWell is a mission-driven health care company dedicated to enabling people and communities to achieve better health. As part of our mission, we are constantly seeking innovative approaches to creating healthy communities. GuideWell believes it will “take a village” to support people and communities across the nation as we walk together through this global health crisis.

This Health Innovation Collaborative is dedicated to identifying and supporting solutions that can immediately increase the scope and scale of resources aimed at reducing the complex stress factors COVID-19 is bringing to bear on the U.S. health system. Focus areas include solutions for home-based testing and care, solutions that reduce risks for health care staff caring for COVID-19 patients in clinical settings, and solutions addressing the social and mental health risks associated with social isolation.
Overview

The objective of this initiative is to quickly identify, validate and connect disparate point solutions into a comprehensive portfolio-driven approach to leverage our nation’s robust economy towards reducing the COVID-19 impact.

Promising applicants will be pooled into cohorts of companies that collectively have the potential to address critical risk areas for health care staff, homebound COVID-19 patients/families, and the larger social issues arising from the social distancing and social isolation mandates across the nation.

The COVID 19 Collaborative is open to social innovators, non-profits, for-profits, startups, or scale-up companies nationally that have the ability to sustainably deploy innovative approaches to this and future pandemics.

GuideWell Innovation ("Program Sponsor") will launch the Innovation Collaborative on a National scale in the US, and its Territories. Awards will include $25,000 for each of the five focus area collaborative cohorts totaling $125,000 for the entire ("Program"). Please see eligibility, timelines, and judging criteria included below in this Program Guide.

Please note that Point of Contact for each entrant must be a legal U.S. resident over 18 years of age at the time of entry. Employees, officers, directors, agents, sales representatives, distributors and employees (and their respective household members and immediate family members, e.g., children, spouses, siblings, parents and the “steps” of each of the aforementioned) of GuideWell Mutual Holding Corporation, and any of its subsidiaries, affiliates, (including but not limited to GuideWell Innovation, LLC), administrators, and advertising, promotion and web design agencies and all other individuals/entities associated with the Program are NOT eligible to enter or win.
Focus Areas for the COVID-19 Collaborative

There will be five categories of focus under this collaborative, and proposed solutions must directly address at least one of these categories:

- Home based self-testing solutions for the COVID-19 virus
- Virtual, in-home care solutions for at-risk populations that have limited access to health care services
- Solutions that reduce risk for health care providers in clinical settings, including approaches for increasing protection of clinical staff
- Solutions focused on reducing social isolation due to COVID-19 diagnosis or social distancing
- Solutions for delivering food and urgently needed supplies to at-risk populations and households with COVID-19 exposure or symptoms

The COVID-19 Collaborative’s overarching objective is to source a diverse portfolio of innovative companies that collectively have the potential to “move the needle” in the above categories. **For each category, a cohort of 3-5 companies will be selected to work together to create a connected, high impact approach to addressing the program category.**

Companies selected will be asked to collaborate with their cohort peers to fast-track the validation of their solutions, in a connected approach, within 90 days.

Finalists that are able to validate efficacy and impact may have an opportunity to collaborate with GuideWell to introduce their solutions in live pilot settings. Pilot preference will be given to cohorts that proactively work together to create comprehensive solutions that have the potential to scale nationally.
Eligibility Criteria

The COVID-19 GuideWell Health Innovation Collaborative is open to innovative health-technology companies that meet ONE of the following criteria:

- Earned a minimum of $1 million in 2019 revenues
- Raised a minimum of $2 million in equity capital AND can provide proof of live customer pilots with tangible results.

The applicant organization must have earned a minimum of $1 million in 2019 revenues, and be willing to submit a 2019 income statement. Alternatively, applicants that earned under $1 million in 2019 revenues are eligible if they have raised a minimum of $2M in equity capital AND have demonstrable customer pilots underway.

Other eligibility criteria include:

- The submitted solution must address one or more of the presented collaborative areas
- Applicants must be able to clearly demonstrate the ability to sustainably deploy innovative, scalable approaches at a national level
- Solutions must be applicable to future pandemic scenarios
- Applicants selected must commit to provide the staff, time and company resources needed to validate, pilot and deploy the proposed solution
- Entrants must not be working under any work-for-hire or other legal agreement that would prohibit them from working on and retaining full ownership of any solutions developed under this Collaborative
- Proposed solutions must be fully deployed or in valid pilots, as judged by subject matter experts during the selection phase. Solutions in the idea or early prototype stage are not eligible
- Academic institutions and public-sector organizations are not directly eligible, but individuals from these organizations can participate as subject matter experts
- Entry must be entrant's original idea and may not include copyrighted, trademarked, or patented material. Entry requiring license or usage rights from any third party is not eligible. Entry cannot defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third party's personal, proprietary, or intellectual rights. Entry cannot contain illegal or unlawful material, and must not promote bigotry, racism, harm, or discrimination. Entry must be consistent with Sponsor's reputation in the marketplace and must be suitable for audiences of all ages. Entries which, in Sponsor's or judges' sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Entries that do not meet these stated criteria, or entries that (in Sponsor's or judges' sole discretion) may technically meet the stated criteria but do not reflect the intent and the spirit of the Program, are not eligible.
Please note that Point of Contact for each entrant must be a legal U.S. resident over 18 years of age at the time of entry. Employees, officers, directors, agents, sales representatives, distributors and employees (and their respective household members and immediate family members, e.g., children, spouses, siblings, parents and the “steps” of each of the aforementioned) of GuideWell Mutual Holding Corporation, and any of its subsidiaries, affiliates, (including but not limited to GuideWell Innovation, LLC), administrators, and advertising, promotion and web design agencies and all other individuals/entities associated with the COVID 19 Collaborative are NOT eligible to enter or win.

**Key Benefits to Participating Companies**

- Non-dilutive funding awards to validate your solution’s impact on the COVID-19 pandemic
- Opportunity to partner with GuideWell and other healthcare partners
- Opportunity to collaborate with other awardees to increase market opportunities
- Access to mentors and subject matter experts in the health care industry
- No cost or equity requirements to participate (other than travel, if necessary)
- Potential for marketing and public relations exposure
Judging Criteria

Entries will be judged by the selection committee using a 60 point Scoring Method. The categories and judging criteria below. The judges will rate applications on a score from 1-10 (1 being the lowest, 10 being the highest) per category. The judging criteria for the collaborative cohort will be as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
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<th>6</th>
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<tbody>
<tr>
<td><strong>Market Scalability</strong>: Does the proposed solution have the potential to have deep impact in addressing pandemic scenarios nationally? Preference given to solutions that are applicable to future pandemic scenarios.</td>
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<td><strong>Feasibility of the Approach</strong>: Can the proposed solution be tested and deployed in a timely, cost-effective manner?</td>
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<td><strong>Applicability</strong>: Does the approach directly address key challenges faced by health care organizations, front-line health care staff and people living in social isolation during national crisis situations?</td>
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<td><strong>Competitive Differentiation</strong>: Does the solution or approach have a strong unique value proposition?</td>
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<td><strong>Team Qualifications</strong>: Is the leadership of the team qualified to immediately deploy the approach at scale?</td>
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<td><strong>Cohort Fit</strong>: Does the Entry’s approach align with other Entries in a manner that, together, has the potential to address a comprehensive gap in managing pandemic scenarios?</td>
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</table>

The entries will be ranked by the total scores received. In the event of a tie, all tied applications will be moved forward into the qualitative round of judging. The top 10 percent of applicants from the quantitative scoring round will be qualitatively reviewed by a judging committee, which will consist of a panel of experts and senior leaders from GuideWell. Entrants may submit multiple entries so long as each entry is unique and otherwise complies with the terms and conditions outlined in the Program Guide.

The judging committee will select from 3-5 finalists in each of the five focus area categories to participate. All decisions by the judging committee are final and binding on all entries. For any questions or clarifications, please contact Ricardo.Garcia@GuideWellInnovation.com or Joe.Carlucci@GuideWellInnovation.com.
Program Timeline

The COVID-19 Health Innovation Collaborative program will run from June 1st through December 31st, 2020.

For each focus area category, a cohort of 3-5 companies will be selected and asked to work together to create a connected, high impact approach to the category’s problem statement.

While GuideWell does not take equity or charge program fees, companies selected for the program are responsible for actively participating with their peer cohort companies as part of the Collaborative. GuideWell reserves the right to dismiss any company selected for the Collaborative that is not actively participating or that overstated their capabilities in the application process.

Key Dates

- April 6 – May 8, 2020: Application window open
- May 8 – 30, 2020: Finalists selected, success metrics defined
- June 1 – August 31, 2020: Testing and validation of finalists’ solutions
- July 1 – December 31, 2020: Define framework for live pilots or deployments

How to Apply

If your organization meets the eligibility criteria outlined above, interested applicants should apply online at:
https://platform.younoodle.com/competition/guidewell_covid_19_health_innovation_cooperative

Applications will be accepted through 11:59PM on Friday, May 8, 2020. We will notify finalists who are selected for the cohort no later than June 1, 2020.

Note: All federal, state, and local taxes associated with winning a prize are the sole responsibility of the winner.
Application Guide

*Note: This application guide is for reference only. All applications must be submitted in the application portal:
https://platform.younoodle.com/competition/guidewell_covid_19_health_innovation_cooperative

Company Form

1. Company Name:
2. Company Address (street, city, state, zip)
3. Company Website:
4. Provide a brief description of your solution (10 word max)
5. Describe your business (350 words)

Personal Form

(All Communications will be sent to this person)

6. First Name
7. Last Name
8. Job Title
9. Email
10. Phone
11. LinkedIn

About Your Solution

12. Which of the following categories does your solution directly address? (Select all that apply)
   a. Home-based self-testing solutions for the COVID-19 virus
   b. Virtual, in-home care solutions for at-risk populations that have limited access to health care services
   c. Solutions that reduce risk for health care providers in clinical settings, including approaches for increasing protection of clinical staff
   d. Solutions focused on reducing social isolation due to COVID-19 diagnosis or social distancing
   e. Solutions for delivering food and urgently needed supplies to at-risk populations and households with COVID-19 exposure or symptoms

13. Briefly tell us about your solution (150 words)
14. Please describe how your solution directly addresses one or more of the Collaborative focus area categories (500 words)
15. What stage is your solution at? (Select one)
a. Concept: An idea being explored for its feasibility to build a product, service, or business model based on that idea
b. Prototype: A venture or organization building and testing its product, service, or business model
c. Pilot: Solution has been deployed in at least one referenceable pilot that can showcase efficacy or tangible impact
d. Growth: Solution is an established product or service deployed in at least one revenue-generating customer segment and is poised for further growth
e. Scale: Company has a deep, established customer base and is experiencing accelerated revenue and customer acquisition growth

16. Please upload a 2-page Executive Summary (document upload) This document should describe:
   a. Problem statement/market opportunity that your solution addresses
   b. Description of your product or solution, and how it addresses the COVID-19 pandemic
   c. Unique differentiation of the solution over existing approaches currently used to solve the problem.
   d. The role of all key partner organizations, including URL links to their websites
   e. Brief description of business model, pricing and sales/marketing approach

**Market Scalability**

17. Please describe your market opportunity – customer segments, size, revenue potential (250 words)
18. What is the pricing model and/or cost of your solution? Please include insurance reimbursement strategy if applicable. (250 words)
19. How long has your solution been commercially available? (Select one)
   a. Solution is still under development
   b. Solution is in live pilots, but not commercially deployed yet
   c. Solution was commercially launched in the past 6-12 months
   d. Solution has been commercially deployed for more than a year
20. What is uniquely valuable about your solution over competitive offerings? (250 words)

**Feasibility of the Approach**

21. Please describe how your solution will have a deep impact in addressing pandemic scenarios nationally (250 words)
22. Please describe how your solution can be tested and deployed in a timely, cost-effective manner to directly address the problem statement in one or more of this Collaborative’s focus area categories (500 words)
Team Qualifications
23. How many people are working full-time in your company?
24. Please upload 1-page biographies/resumes of key leadership team members. Please combine all leader biographies into a single document, with one-page allocated for each person (Document upload)

Financials
25. What was your Annual Revenue for 2019?
   a. Under $500,000
   b. $500,000 - $1,000,000
   c. $1,000,000 - $2,000,000
   d. $2,000,000 - $5,000,000
   e. $5,000,000 - $10,000,000
   f. Over $10,000,000
26. What is your projected Annual Revenue for 2020?
   a. Under $500,000
   b. $500,000 - $1,000,000
   c. $1,000,000 - $2,000,000
   d. $2,000,000 - $5,000,000
   e. $5,000,000 - $10,000,000
   f. Over $10,000,000
27. How much venture capital funding have you raised to date?
28. How much do you expect to raise in your next funding round? (Multiple Choice)
   a. Under $1,000,000
   b. $1,000,000 - $5,000,000
   c. $5,000,000 - $10,000,000
   d. Over $10,000,000
29. Please upload a PDF summary of the 2019 income statement for your organization. (Document upload)
30. If your solution receives funding awards from this Collaborative, how will the funds be used? (500 words)

Other
31. Optional: Link to a YouTube/Vimeo video showcasing your solution (under 2 minutes).
32. Optional: Please upload up to three documents that you think will help us better understand the unique value proposition of your solution
33. Please upload your company logo
34. Optional: Please tell us anything else that we should know (250 words)
35. Required: How did you hear about the Collaborative?
36. Required: Please confirm terms, rules, conditions
Terms and 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 COVID 19 Collaborative Terms and Conditions located at https://guidewellinnovation.com/wp-content/uploads/2020/04/COVID19-Terms-and-Conditions.pdf and I agree that any dispute with regard to the conduct or administration of this Collaborative, rule interpretation, judging, or awarding of prizes shall be submitted to the Sponsor, whose decision shall be binding and final.

NO PURCHASE NECESSARY; void where prohibited. Open to U.S. organizations/individuals, 18+. This is a skills-based contest, not a game of chance; winners to be chosen based on stated criteria. Entry applications due by 5/8/20.

Release

By participating in this Program, entrants agree to release Sponsor and its respective subsidiaries, affiliates, partners, employees, directors, and agents from any and against any and all injury, loss or damage including but not limited to, personal injury, death or damage to or loss of property, caused or claimed to be caused by your participation in the Program. Entrants hereby agree to defend, indemnify and hold harmless Sponsors and their respective officers, directors, employees, agents, parent companies, affiliates, subsidiaries, licensees, successors, assignees, against any and all third party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to any breach by the entrant of any provision of this document, including, without limitation, entrant’s representations and warranties.

Sponsor is not responsible for any typographical or other error in the printing of this Program, administration of the Program, or in the announcement of prizes, including erroneous appearance of qualification for a prize, and under no circumstances will more than the stated number of prizes be awarded. Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, or suspend this Contest, or to amend the Program Guide at any time, without prior individual notice, should any factor interfere with the administration, security, or proper play of this Program as contemplated by the Program Guide. If for any reason Sponsor is prevented from continuing with the Program, or the integrity and/or feasibility of the Program is severely undermined by any event, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Program without further obligation. If Sponsor in its discretion elects to so abbreviate the Program, Sponsor reserves the right, but not the obligation, to award the prize from among all eligible entries received to date.
Additional Information

By entering, entrant agrees to abide by and be bound by the terms and conditions outlined in the Program Guide and agrees that any dispute with regard to the conduct or administration of this Program, rule interpretation, judging, or awarding of prizes shall be submitted to the Sponsor, whose decision shall be binding and final.

Applicants accepted into the collaborative will be posted online on the Sponsor’s website at https://guidewellinnovation.com/covid-19-collaborative/

The COVID 19 Collaborative is sponsored by GuideWell Innovation, LLC, 6555 Sanger Road, Orlando, FL 32827. If you should have any questions regarding the Collaborative, please feel free to contact Joseph Carlucci at joe.carlucci@guidewellinnovation.com.