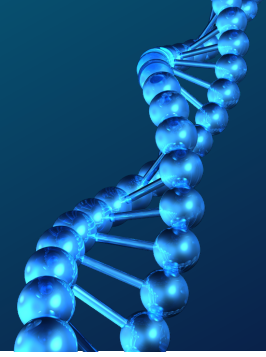




INNOVATION
CENTER

ELEVATE

HEALTH TECH CHALLENGE



OVERVIEW

Navigate the uncharted waters of technological innovation with the MCA I/TRL Advancement Challenge. This competition is engineered to help startups assess their Investment & Technology Readiness Levels (I/TRL), strategize their next steps, and best leverage a \$20,000 prize fund to jump-start their journey to the next I/TRL milestone.

ELIGIBILITY CRITERIA

1. **Technology Focus:** The startup should be focused on a technology that can align with the objectives of the MCA Innovation Center (HealthTech, MedTech, BioTech).
2. **Legal Status:** The startup should be legally registered and fully operational. (Minimum of 3 Team Members)
3. **Minimum TRL:** The startup must aim for at least a TRL level 3 upon completion of the initial TRL assessment phase.
4. **Minimum IRL Level:** The startup must exhibit a minimum IRL level 2, indicating some level of investment readiness.
5. **Startup must be a US company headquartered in the Borderplex Region.** (El Paso, Las Cruces, Juarez, and surrounding area)

SELECTION PHASE

In this phase of the competition, startups showcase their qualifications and make their case for participation.

Requirements

1. **Interview Availability:** Make your team available for interviews with MCA Innovation Team, to delve deeper into your proposal and TRL plans.
2. **Supporting Documents:** Be prepared to submit any requested additional documents to support your application (e.g., financial projections, business plans, or validation studies).

JUDGING CRITERIA

1. **Potential:** Assessed based on the startup's current I/TRL and future aspirations.
2. **Clarity:** Evaluation of how clearly the startup has outlined its I/TRL advancement strategy.
3. **Best Use of Prize Money:** Effectiveness in detailing how the \$20,000 will specifically help in I/TRL advancement.

SUBMISSION GUIDELINES & TIMELINE

1. **Submission Format:** All documents should be in PDF format, submitted via the official portal.
2. **Adherence to Deadlines:** Strict compliance with deadlines is mandatory.

By entering the competition, you agree to abide by all outlined requirements and guidelines and commit at least 10 hours (3 hours in person) of your time for 5 weekends. Failure to comply may result in disqualification.