



The Blue KC HEALTHCARE INNOVATION PRIZE

DEADLINES

BUSINESS PLAN
SUBMISSION
Friday, April 20, 2018

SEMI-FINALISTS
ANNOUNCED
Friday, April 27, 2018

SEMI-FINALISTS
PITCH COMPETITION
AND VENTURE EXPO
Friday, May 4, 2018

FINALIST
PRESENTATIONS
Friday, May 4, 2018

PRIZE WINNERS
ANNOUNCED
Friday, May 4, 2018

OVERVIEW

Blue Cross and Blue Shield of Kansas City (Blue KC) is proud to announce a collaboration with The Regnier Institute for Entrepreneurship and Innovation at the University of Missouri – Kansas City Bloch School of Management (UMKC) and present The Blue KC Healthcare Innovation Prize. Together, we hope to inspire the next generation of innovators, promote creativity and innovation in our communities, and provide real-world opportunities to students in the healthcare industry.

The inaugural Blue KC Healthcare Innovation Prize will award first and second place prizes to an individual or team who submits a healthcare-related venture that inspires change in the space and meets the needs of the people that matter most: patients. The first place winner(s) will receive a \$15,000 prize and the second place winner(s) will receive a \$10,000 prize. We are looking for ventures that can improve the patient/member experience through care delivery innovation, digital health capabilities, tools/devices/apps, or other advancements that positively impact the value proposition.

REQUIREMENTS

- At least one member of your team must be currently enrolled as a student at a university in Missouri or Kansas. Entries will be judged based upon the quality of the value proposition, market feasibility, financial feasibility, ability to launch, and customer/patient impact.
- A full list of entry details and requirements can be found at our website at www.bloch.umkc.edu/rvcc.

QUESTIONS?

Contact venturechallenge@umkc.edu or **816-235-6200** for more information.



Kansas City

