

Women in Science & Healthcare (WISH) Hackathon

2022 EVENT REPORT

JANUARY 14-15
DALLAS, TX



WISH, part of the Texas Healthcare Challenge series, seeks to facilitate women entrepreneurs in developing and commercializing the brightest new ideas in science and healthcare, all while teaching the entrepreneurial process and igniting confidence in launching and funding startups of their own.



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HEALTH WILDCATTERS AND WISH BACKGROUND

Health Wildcatters is in the business of funding and launching startup founders to achieve market penetration, growth, and follow-on funding, acquisitions, and IPOs. We are tightly connected to the Dallas, Fort Worth startup community and have the ability to find and develop interest from female entrepreneurs. We are leaders in the Dallas Startup Week that reach tens of thousands of potential entrepreneurs. We have a structure in place to run events like the WISH hackathons and Texas Healthcare Challenge Hackathons and to promote SBIR/STTR concepts in a variety of venues/events.



Network of Women Leaders

The Health Wildcatters network includes countless women-led startups, entrepreneurs, business leaders, doctors, venture capitalists, lawyers, scientists, etc. who are accessible to help with the WISH Hackathon. Our network of women-led companies and organizations will help us engage the community to market to women in science and healthcare. This helped us recruit speakers, mentors, and panelists for WISH 2022.

History of Organizing Women-Focused Events

Health Wildcatters is familiar with organizing women-focused events and partnering with women-led organizations to host events. We have held numerous women-focused events, including Health by Women for Women at Dallas Startup Week, Pulse lecture series, and others.

WISH Origins

Vision: Facilitate women entrepreneurs to develop and commercialize the brightest new ideas in science and healthcare, all while teaching the entrepreneurial process and igniting confidence in launching and funding startups of their own.

Mission: Bring together women from all over Texas, the southwest, and across the U.S. for a series of virtual and in-person events designed to educate, inspire, and facilitate commercialization. The WISH Hackathon features a weekend of developing, testing, pitching their startup ideas, forming teams, and receiving mentorship. Pre and post WISH event gatherings will feature SBIR/STTR speakers and topics.

Although the amount of venture capital going to all-female founder teams is currently at an all-time high \$3.3 billion (2020 data), it still represents only about 3 percent of all capital invested in the startup ecosystem. The WISH Hackathon Series, in unison with the Texas Healthcare Challenge and Health Wildcatters, seeks to promote female entrepreneurship and make available commercialization resources, including the SBIR/STTR programs promoted by the U.S Small Business Administration.



WOMEN IN HEALTHCARE AND SCIENCE 2022 HACKATHON

On January 14 & 15, Health Wildcatters successfully ran the 5th Texas Healthcare Challenge and 2nd Women in Science & Healthcare (WISH) event. During this weekend, we brought together professionals of all levels and backgrounds to tackle some of the industry's most pressing problems. We did so under a last-minute change to accommodate in-person and remote attendees. Due to spikes in COVID-19 and the Omicron variant, there were major concerns about safety for what was advertised as an onsite event. Arrangements were made to fire up our virtual hackathon resources within a week of the event and to ensure safety by testing all those who would attend in person. Rapid tests were administered, and masking was recommended. No issues were reported, and we were able to pull off this "hybrid" event despite minor glitches.

Goals for the event included:

- Have a greater impact on healthcare innovation in our region and beyond.
- Inspire new healthcare business models in medical devices, software, biotech, etc.
- Engage healthcare and technology communities for active participation.
- Award prizes to the winners of each track or group.

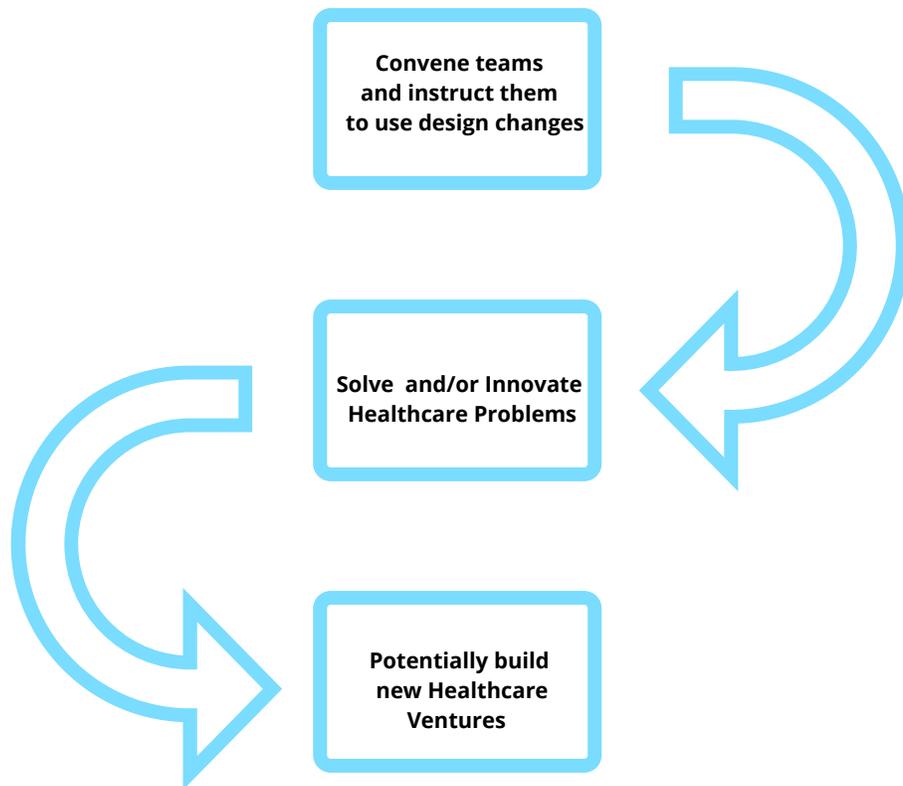


KEY TAKEAWAYS

- 70 hackathon participants (virtual and onsite) along with approximately 30 mentors, judges, facilitators, and organizers.
- WISH 2022 was powered by the Growth Accelerator Fund Competition from the U.S. Small Business Administration, and co-sponsored by Children's Health, Southwestern Medical Foundation, Lyda Hill Philanthropies, and BioTech at Pegasus Park.
- WISH 2022 received over 100,000 quantified media impressions through our collective marketing campaigns. Our sponsors benefitted from exposure from multiple platforms and sources.
- A majority of the attendees indicated they would be somewhat to very likely interested in attending another event or helping run one.

HACKATHON ESSENCE

The Texas Healthcare Challenge employs a creative method to solve challenges:



This is the essence of “hackathon-based” healthcare innovation:

- Take a problem
- Break it down
- Find root-causes
- Gather key players
- Iterate and optimize to make it better
- Then present solutions to the problem in front of judges for cash prizes



We believe this is what attracts attendees to these hackathons. They feel empowered to build solutions for some of the most pressing problems facing patients and medical professionals.

PROBLEM PITCHING

At the start of the hackathon on Friday night, attendees sign up to pitch problem statements in the track theme categories. They are instructed to keep their pitches to just 60 seconds, be specific in the problem to be solved, and invite others to join their team.



TEAM FORMATION

As teams form on Friday night, they rally around a specific problem statement and settle in on a topic to “hack” a solution for. This process is not about product development or coding, necessarily, but more so an emphasis on presenting a new business model that solves the problem originally pitched.

MENTORS AND JUDGES

Mentors assist each company and rotate throughout the hackathon to various teams. They instruct the teams on the guidelines and help with the solution iteration process and preparations for the final presentations on Saturday evening. We invite judges of diverse backgrounds for the final presentations. These are healthcare specialists, CEOs, engineers, investors, doctors, and industry leaders. Many possess entrepreneurial experience in the healthcare space. They are instructed to give specific and useful feedback, not just identify winners. The judging process is a chance for teams to get valuable insights if they want to continue to work on their ideas after the hackathon.

AUDIENCE & ATTENDEES

All stakeholders in the healthcare innovation ecosystem are invited. Guidelines for applicants include these statements:

- Technical knowledge not required
- You don't need to bring ideas to join a team
- Bring your enthusiasm, energy, and unique perspectives
- This hackathon is an opportunity to meet with potential teammates to work on business ideas

Examples of Applicants

- Medical Student
- Senior Scientist
- Ph.D. Student
- CEO
- Business Development
- Physician
- Postdoctoral Researcher
- Chief Digital Health Officer
- Registered Nurse
- Senior Research Engineer
- Market Leader, Healthcare
- Software Engineer
- Clinical Scientist
- Chief Strategy Officer
- Data Analyst
- Senior Associate
- Sales Consultant
- Chief Operations Officer
- Health Informaticist
- VP Business Development
- Full-Stack Web Developer
- VP of Marketing
- Software Developer
- Associate Professor
- Senior Product Manager, Clinical Data
- Computational Biologist
- VP of Digital Products & Innovation
- Chief Technology Officer
- Cloud Practitioner
- Data Engineer
- Senior Data Science Architect
- Risk Analysis
- Epidemiologist
- Software Engineer
- Product Manager
- Head of Service Management
- Director of Clinical Effectiveness
- Global Marketing Director
- Dental Hygiene Clinical Faculty
- Health Tech Sales Director
- Dentist
- Discovery and Innovation Scientist
- Postdoctoral Researcher
- Clinical Biomarkers Data Manager
- IT Security and Privacy Lead
- VP Operations
- Healthcare IT Security Lead
- Clinician
- Epidemiologist Specialist

EXAMPLES OF APPLICANT AFFILIATIONS

Tech & Health Industry Companies

- American Heart Association
- AT&T
- MAPP, LLC
- THEO Executive Group
- TCA
- Citigroup
- Oracle
- BetterMeal AI
- Lyniate
- Oral Genome
- Abbott Neuromodulation
- Crew Wellness LLC

Healthcare Systems & Insurance Companies

- Baylor, Scott & White
- Cook Children's
- Texas Health Resources
- UT Southwestern Medical Center
- Blue Cross Blue Shield
- Cigna
- Oscar
- Humana
- Children's Health
- Tarrant County Public Health Department
- Hamilton Healthcare System
- Hazel Health
- PCCI
- Dallas County Health and Human Services

Universities

- University of California
- University of Maryland
- University of Texas at Arlington
- University of Texas at Austin
- University of Texas at Dallas
- University of North Texas, Health Science Center
- Richland College
- SMU
- Texas Women's University
- Tarrant County College
- UT Southwestern
- UCLA
- Columbia
- Florida Institute of Technology
- Dallas Baptist university
- MIT ADT University
- Tulane University

EXAMPLES OF APPLICANT STATEMENTS OF INTEREST

Applicants are screened through an online registration link and asked why we should grant them entry. Observing their level of interest and explanations give us great confidence in their capabilities to think creatively, be team players, and exemplify passion for healthcare innovation.

- I am a current PhD student in Biomedical Engineering, and I enjoy participating in hackathons because they challenge me to focus on a problem and find solutions to it in a short period of time, while ensuring that these solutions have positive long term effects. My goal in attending this hackathon is to contribute my expertise to help solve a problem in an area of interest presented at the hackathon. This healthcare focused Hackathon would be a great experience for me since some problems in the healthcare field would be addressed and I believe this is an area I can contribute greatly to.
- This event's track themes reflected how healthcare trends are shaping 2020 and 2021. As applicants register, they vote on the top 2-3 themes which are of most interest. Strong interest was seen in Improving Health Outcomes, Mental Health, Improving Access to Care, and Future of Health Insurance. Applicants can also "write-in" themes of interest and problem pitch for those as well.
- My background is in Data Science and Nutrition. I have been a Data Science Educator and trained 1000s of C-level professionals, managers, engineers to be Data Scientists worldwide. My company is developing a mobile application, BetterMeal AI for people suffering with specific health issues (Hypothyroidism, Diabetes, Hypertension and PCOS) and our solution addresses the root cause of the issue which is gut health by providing personalized Nutrition based on an individual's gut and certain biomarkers without any external gut test kits. As a first time founder, I am really looking forward for the mentors in WISH community to help me see the complexity that develops with time and also guide me in the right direction to deal with it.
- This event excites me!! Contributing to an event with innovative and inspired women world changers creates the potential for a powerful outcome. I have been a humanitarian leader of change my entire life. I spent an incredible 30 years in the United States Air Force and currently lead a precision medical biotech corporation creating a new paradigm in human thriving.
- To meet other female coders, learn from their coding journey and how I can execute the same especially on a potential real world problems outside of academic setting. To put my foot in the door in the healthcare industry as I'm passionate about providing women with access to the right healthcare
- I was previously a pre-med student but switched to healthcare management after a lot of shadowing and interning at the hospital. I have an immense passion to improve healthcare by providing price transparent, cost-effective care and see the need for change in healthcare. I want to be apart of the pivotal and innovative change to the healthcare industry

CONTINUED...

- I'm a RN with extensive clinical experience. I've built upon my nursing background and have worked in public health and health IT roles. I currently work for a management consulting firm that specializes in leadership and organizational behavior for health care clients. I have strong healthcare industry experience and am interested in being part of "outside the box" thinking and solutions to improve health and well being.
- My unique background includes 5 years of research experience on molecular mechanism of neurodegenerative diseases and 2 years experience of pro bono management consulting and leadership. I'm also an incoming life science consultant for LEK. I would love to get surrounded with women of entrepreneurial spirit and drive for solving imperative healthcare problems. My unique background includes 5 years of research experience on molecular mechanism of neurodegenerative diseases and 2 years experience of pro bono management consulting and leadership. I'm also an incoming life science consultant for LEK. I would love to get surrounded with women of entrepreneurial spirit and drive for solving imperative healthcare problems.
- I am a PhD student studying neurobiology and am passionate about entrepreneurship and applying my scientific training to solve unmet healthcare needs in the real world. I look forward to developing ideas and learning the business sides of healthcare through collaborations with other participants at the WISH Hackathon. I am particularly interested in solving mental and women health problems, as these two areas are often the most unspoken for many due to societal stigma, they would benefit greatly with more attention and timely solutions.
- 11 yrs experience at top biotech company, Amgen. Spent a decade on launching biosimilars and contributing to health system savings. Demonstrated experience in global launch planning, brand strategy, market analysis and analytics. Hoping to meet and learn from participants passionate about solving healthcare problems, and to mentor students and entry-level professionals.
- I am a undergraduate biomedical engineering student at the University of Texas at Dallas, and I am wanting to network with others in healthcare and potentially the medical device industry. I am joining this Hackathon to learn more about the development portion of healthcare as much of my previous experience involves more so research and technical skills. As someone that often lacks access to affordable healthcare, I hope to provide a unique perspective on the various challenges people go through to try to take care of themselves and the feasibility of potential solutions.
- I'm a dentist out to solve a problem and help patients understand what they can do at home to help reduce their risks for dental disease such as cavities, gum disease and bad breath. I'd love to network with other female entrepreneurs, especially in the health space. I'd also love to meet other clinicians that turned their ideas into businesses to solve real world problems.

WISH 2022 OVERVIEW

WISH 2022 was another successful hackathon and generated the type of engagement that we forecasted. Many of our attendees, mentors, and judges are excited about participating in the next hackathon. Some of the teams continue to meet and seek to explore the commercialization of their solutions.

One approach that was different this time around was the addition of activities during the week leading up to Friday and Saturday, January 14-15th. On Monday and Tuesday of the week of the hackathon, we spotlighted two “Info Sessions” which were Zoom events that hosted a panel or guest speaker and as many WISH participants or others who wanted to register and join.



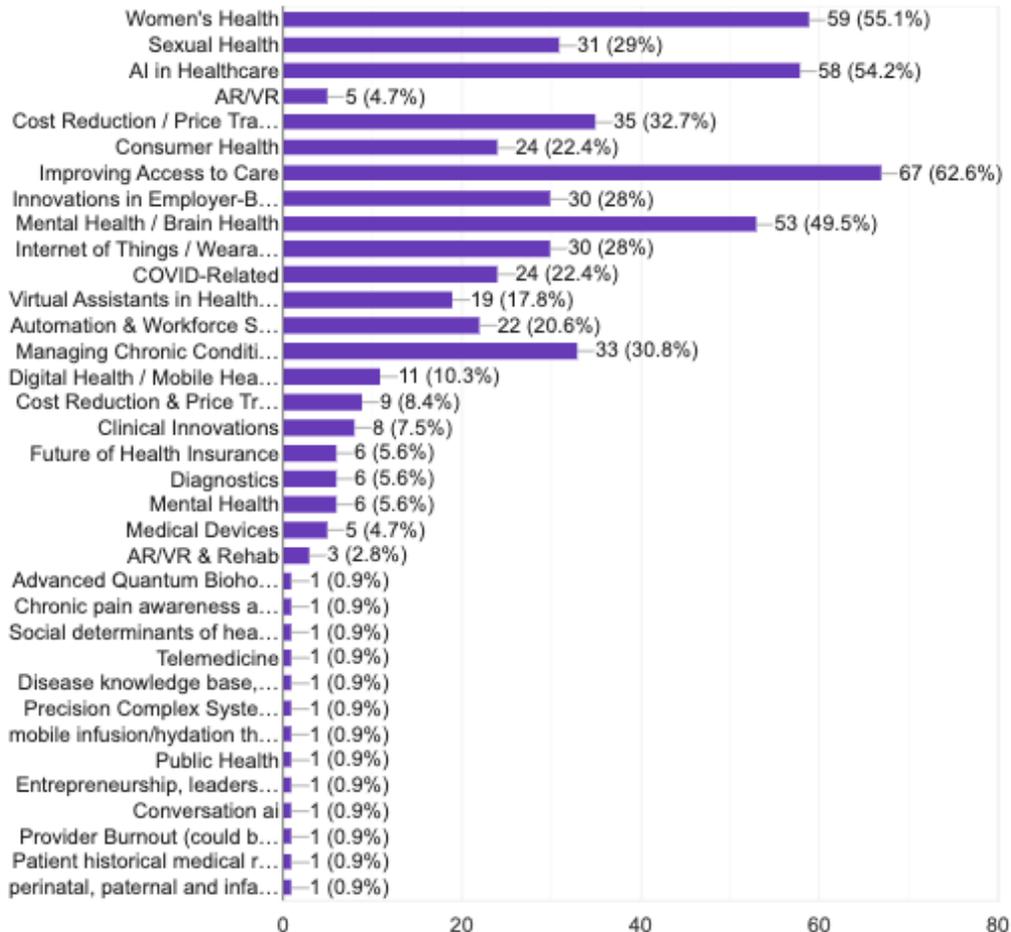
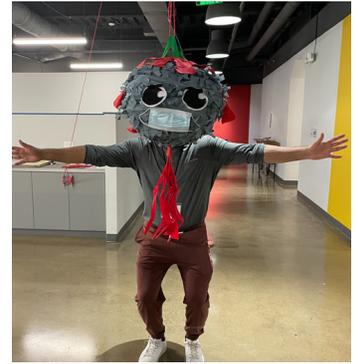
SPEAKER VIDEO LINKS:

[WISH Info Session: Intro to WISH and Hackathon Q&A – Learn more about our Hybrid Hackathon](#)

[WISH Info Session: Entrepreneurship, NSF/NIH SBIR](#)

WISH 2022 TRACK THEMES

1. Women's Health
2. Sexual Health
3. AI in Healthcare
4. AR/VR & Rehab
5. Cost Reduction / Price Transparency
6. Consumer Health
7. Improving Access to Care
8. Innovations in employer-based healthcare
9. Mental Health / Brain Health
10. Internet of Things / Wearables
11. Covid-Related
12. Virtual Assistants in Healthcare
13. Automation & Workforce Shortage
14. Improving Access to Care
15. Managing Chronic Conditions
16. Patient Safety & Experience



WISH LEADERSHIP

Staff and Volunteer Hours

The Texas Healthcare Challenge / WISH hackathon is a multi-phased production requiring careful planning and coordination by a team of leaders, co-directors, and volunteers. Support efforts span from July 2021 until the weekend of the hackathon. Staff and volunteer hours are listed below as a total from these categories.

- Planning
- Marketing
- Production
- Onsite Logistics
- Online Production
- Social Media
- Registration
- Mentoring
- Judging

600+
HOURS



WISH LEADERSHIP

LEADERS, CO-DIRECTORS

- Lance Manning MBA, **Director of the Texas Healthcare Challenge (TXHCC)**
- Hubert Zajicek MD, MBA, **Co-Founder TXHCC, CEO, Health Wildcatters**
- Lindsey Settles, **Operations Manager, Health Wildcatters**
- Avery Spencer MS, MBA, **Product Development Expert**
- Lily Chou MBA, **Ecosystem Operations lead, Genentech**
- Jovelyn Castellanos MA, MHA, **Community Relations, Parkland Health**
- Melanie Hullings MS, PMP, **Senior Clinical Data Manager, TrialSpark**
- Prapti Mody PhD, **Program Manager at Dept. of Bioinformatics, UTSW**
- Yusuf Tamer PhD, **Healthcare Data Scientist and Team Lead, PCCI**
- Sanjay Gadasalli MD, **Advisor, Consultant, Health Wildcatters Mentor**
- Paul Fletter MBA, **Principal, Fletter Consulting Group**
- Abe Janis MS, **Biomedical Scientist, Mentor & Advisor**
- Tim Clark MA, PhD, **Health and Safety portfolio lead, Aptima Inc.**

Leadership Links

[Team](#) | [Texas Healthcare Challenge \(TXHCC\)](#)
[Mentors](#) | [Texas Healthcare Challenge \(TXHCC\)](#)
[VIPs](#) | [Texas Healthcare Challenge \(TXHCC\)](#)

WISH 2022 EMCEES

- Tina Saw DDS, Founder CEO, Oral Genome
- Patricia Bubner PhD, Founder and CEO, Orbillion Bio



WISH MENTORS AND JUDGES

MENTORS

Mentors were assigned to visit each team and instructed them on the hackathon guidelines. They also assisted on the solution iteration process and preparations for the final presentations on Saturday evening.

- Melanie Hullings MS, PMP, **Senior Clinical Data Manager, TrialSpark**
- Thomas Roderick PhD, **Founder and Chief Data Scientist, Flamelit**
- Craig Premo MS, MBA, **Marketing Strategist and Creative Director, AMN**
- Harpreet Chawla MBA, **Digital Product Management Leader, and Entrepreneur**
- Matthew Lipton JD, **Owner and Founder, The Lipton Law Firm**
- Paul Fletter MBA, **Principal, Fletter Consulting Group**
- Abe Janis MS, **Biomedical Scientist, Mentor & Advisor**
- Tim Clark MA, PhD, **Health and Safety portfolio lead at Aptima Inc.**
- Christopher Gay MBA, **CEO and Cofounder, Evry Health**

JUDGES

We invited judges of diverse backgrounds for the final presentations. These were healthcare specialists, CEOs, engineers, investors, doctors, and industry leaders. Many possess entrepreneurial experience in the healthcare space. They were instructed to give specific and useful feedback, not just identify winners. The judging process was a chance for teams to get valuable insights if they want to continue to work on their ideas after the event.

- Veena Somareddy PhD, **Co-Founder and CTO, NeuroRehabVR**
- Bets Lillo MBA, NACD.CD, **Executive in Residence and Adjunct Professor, TCU Neeley Business School**
- Shireen Abdullah MBA, PMP, **CEO and Founder, Yumlish**
- Dennis Dayman BS, **Chief Privacy & Security Officer, Maropost**
- Megan Jenkins, **Communications Manager, Southwestern Medical Foundation**
- Ken Nelson, **Head of Digital Health, Diagnostics, and Monitoring, Biotronik**



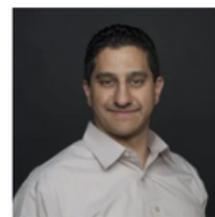
Veena Somareddy



Bets Lillo



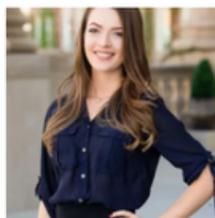
Shireen Abdullah



Dennis Dayman



Ken Nelson



Megan Jenkins

WISH 2022 TEAMS

As teams formed on Friday night, they rallied around a specific problem statement and settled in on a topic to “hack” a solution for. This was not about product development or coding, necessarily, but more so an emphasis on presenting a new business model that solves the problem originally pitched. 8 teams were formed and they are listed below. First Place winning team and finalists were awarded cash prizes.

1ST PLACE	\$1,500
FINALIST	\$1,000
FINALIST	\$1,000
SOCIAL MEDIA	\$200 first, \$100 2nd, \$100 3rd, \$100 random draw for over 5 Twitter posts on #WISH2022
EARLY PITCH AWARDS	10x \$50 = \$500
POST HACK AWARDS	2 x \$500 = \$1000

WISH 2022 TEAMS

Winning Team: DiabEZ- Mechanism for providing insulin therapy to decrease the chance of diabetics developing lipohypertrophy

Finalist: 4 the Record - Web application system focused on empowering patients and providers with data to improve patient outcomes leading to cost and time savings.

Finalist and Post Hack Awardee: The Scavengers - Reducing PPE waste by using UV light technology with their revolutionary product- ClearIT

Post Hack Awardee: Pain Killers - App technology to track chronic pain and help provide the best possible treatment.

RydeRx -Consolidating Non-Emergency Transportation options in one hub for consumers to view all their options.Solution to transparency in medical transportation. Medical transport when and where you need it.

Virtual Hug-Solve the impact of COVID-19 on mental health using an application for women and post-partum depression.

Dental Connect - Improving access to care through the use of Teledentistry

TogethER- Help ER departments streamline and improve the process of training ER resident



POST HACK AWARD

The WISH 2022 Post Hack Awards are offered to teams that want to continue working on their ideas. Each team can submit an entry (in questionnaire format) and two winners were chosen randomly. Each winning team received \$500 as a bonus for motivation to continue iterating toward a commercial solution.

Pain Killers and Scavengers

SOCIAL MEDIA AWARD

- 1st Place-Tezin Walji
- 2nd Place-Rachel Holley
- 3rd Place-Soujanya Geddam
- 4th Place-Sarah Cheeran



WISH 2022 AWARDS

WISH Entrepreneur of the Year Award- Patricia Bubner PhD



WISH Honored Alumni - Karine Pozo PhD



WISH 2022 TESTIMONIALS

"Honestly, very great event! No complaints! It's best in person, I would not attend if it was fully virtual. I would love to attend again next year."

"Loved the energy, how well organized the event was, diversity of people, precautions taken and good agenda. It was more fun than expected and very accommodating! "

"Good opportunity to connect with people from different fields. Could have had better hybrid connection. I enjoyed working with a talented team, it was great that we could think of early pitches, and the help of the mentors was wonderful."

"In the beginning I thought that the idea to mix virtual and in-person would be complicated. But, since the groups were formed just in-person or virtual, it worked well. "

"I loved the location, schedule, and overall set up of the event. Also really liked that alumni came back to speak and that there was a variety of mentors. The food was great, too!"



WISH NETWORK

Info-sessions were held prior to the WISH Hackathon weekend and also afterwards. These sessions feature guest speakers who share their experience with entrepreneurship and government funding opportunities.

These efforts are part of our goal to create a "WISH Network" with a mission: To equip female entrepreneurs by providing a community, education, support, and mentoring at all stages of the hackathon event and after. WISH Network members will also have access to educational series and workshops that allow them to apply for SBIR grants and launch their startup ideas.

**WOMEN IN SCIENCE AND HEALTHCARE
2022 HACKATHON
INFO-SESSION**

Enrique Tomas
2822 N Henderson Ave
Tuesday, November 16th
5:00-7:00pm



Register to learn more about WISH 2022 happening on January 14-15, 2022 and hear from Shireen Abdullah, a 2019 Texas Healthcare Challenge Alum. She'll share her success story as Founder and CEO of Yumlish.

Spanish Tapas and Drinks will be served!

www.texashealthcarechallenge.com



WISH NETWORK, SBIR INFO-SESSIONS

SBIR INFO-SESSION TODAY

PAUL FLETTER, MBA
INNOVATION STRATEGIST, COMMUNICATOR, AND FUTURIST

MELANIE HULLINGS
SR. CLINICAL DATA MANAGER, TRIALSPARK

ABE JANIS
BIOMEDICAL SCIENTIST, MENTOR & ADVISOR

TIM CLARK
HEALTH AND SAFETY PORTFOLIO LEAD, APTIMA, INC.

TEXASHEALTHCARECHALLENGE.COM | SBIR · STTR America's Seed Fund POWERED BY TSA | #WISH2022 | @TXHCC

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive programs that encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization.

Through a competitive awards-based program, SBIR and STTR enable small businesses to explore their technological potential and provide the incentive to profit from its commercialization.

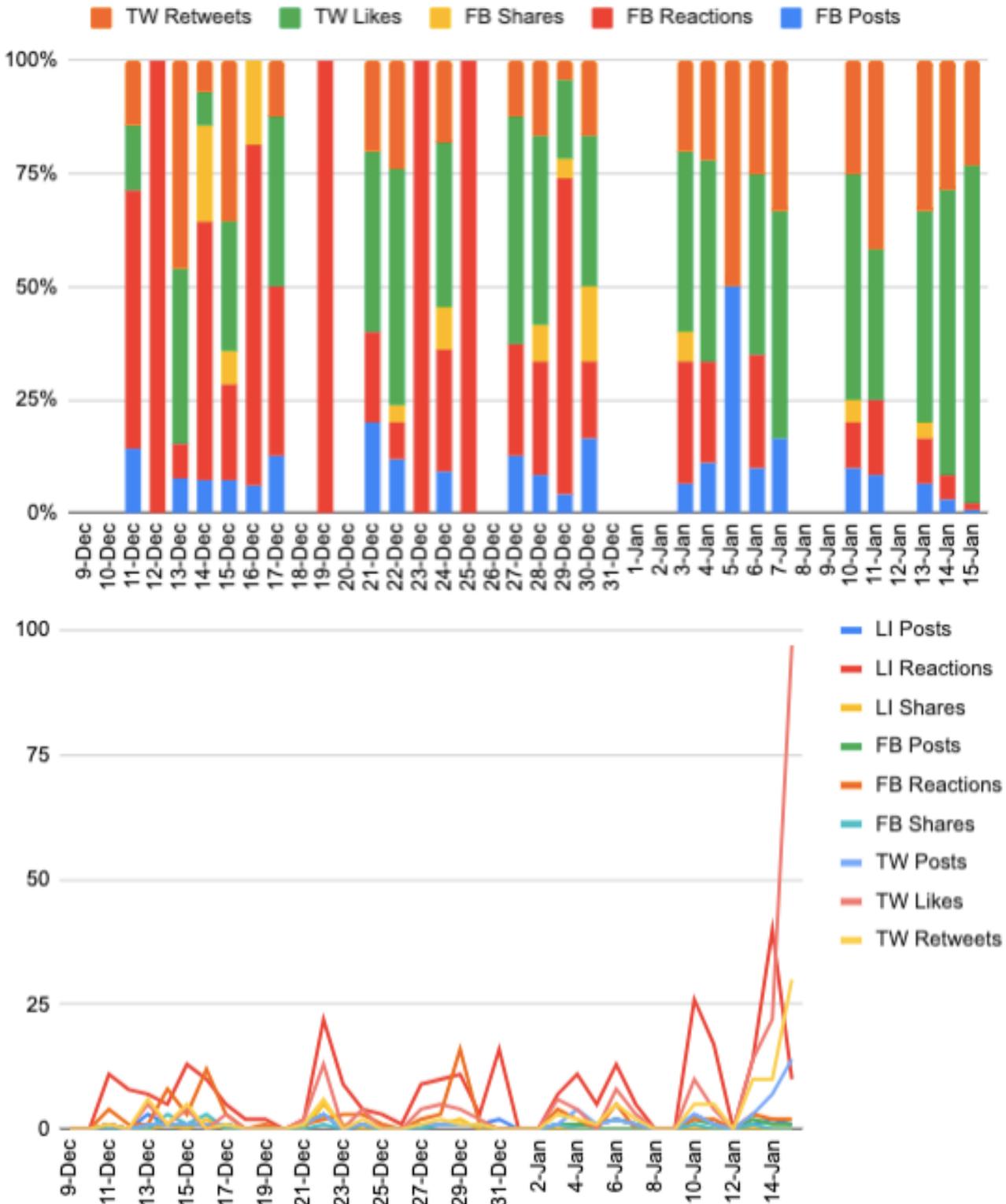
The WISH Leadership team provides focused information sessions to introduce participants to these potential funding sources for early-stage ideas. Featured speakers talk about their experiences with the Department of Health and Human Services (National Institutes of Health), Department of Defense, and National Science Foundation SBIR programs, from proposal formulation to project execution and commercialization.

PARTICIPATING FEDERAL AGENCIES



Social Media Overview

Leading up to the hackathon weekend, WISH Leaders used various social media platforms to promote and inform the audience about WISH hackathon and Network.



WISH 2022 SPONSORS



We express our gratitude for the sponsorship support for the Texas Healthcare Challenge, WISH hackathon. Each sponsor has joined with Health Wildcatters, one of the nation's top accelerator programs, as a premier hackathon partner. Financial or in-kind support was provided to run hackathon operations and to offer prize money to winning teams. Also, specific announcements were made for each sponsor and they were given name recognition and publicity surrounding the hackathon in the multiple emails that went out and subsequent social media posts.



ABOUT HEALTH WILDCATTERS



Health Wildcatters is ranked the “#1 Texas-based Accelerator” and among the “Top 5 Healthcare Accelerators in the Nation” as published by MIT/Forbes. What we do best is to create opportunities for startups in our program. Our portfolio has grown to 88 companies from 30 states and three countries. These graduate companies have now raised in excess of \$200M and are valued at over a quarter billion dollars.

New location later in 2022!



Texas Healthcare Challenge Contacts

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WISH 2022 Social Media Cloud
Source: Southwest Medical Foundation

