

Healthy Aging Start-Up Challenge and Bootcamp to Foster Diversity and Accelerate Innovation

APPLICATION FORM

Applications are due by **11:59 PM ET on May 23, 2022**. Submit your completed application via email to niastartupchallenge@nih.gov with the subject line “Healthy Aging Start-Up Challenge Application”.

By submitting this application, you are acknowledging that you have reviewed the [solicitation](#) and agreeing to the terms and conditions of this challenge.

Provide an answer for each question below. Do not include any confidential or proprietary information in this application.

*** Indicates a required field.**

*** Applicant name and email (if applying as a team, list the Team Leader):**

If applying as a team, list the name(s) and email(s) for up to three additional participants; team members must be justified under application question 5 on “Innovator(s)”:

*** Have you formed a U.S.-owned and -operated small business, or do you intend to form a U.S.-owned and -operated small business during or at the conclusion of the challenge to meet the [eligibility requirements for SBIR/STTR funding](#)? Select one.**

- ☐ Yes, I own and operate a U.S. small business.
- ☐ No, I do not own and operate a U.S. small business, but I intend to form a U.S.-owned and -operated small business during or at the conclusion of the challenge
- ☐ No, I do not own and operate a U.S. small business, and I do not intend to form a U.S.-owned and -operated small business during or at the conclusion of the challenge.

If you answered “Yes” above, list your company name and address:

* If you are selected as a challenge finalist, do you agree to commit 4–6 hours per week for approximately four months beginning in summer 2022 to participate in an entrepreneurial bootcamp?[†] Select one.

☐ Yes

☐ No

* How did you hear about this challenge?

* Please provide a brief overview of the proposed technology or product. [150-word limit]

* Please answer each of the following questions:

1. **Significance** (0–10 points): Describe how your technology or product addresses a significant unmet need in the U.S. older adult population. [150-word limit]

[†] To provide maximum flexibility for participants, the bootcamp will be primarily virtual, except for one 3- to 4-day in-person networking event in Boston scheduled for September 19–22, 2022. That activity will take place depending on COVID-19 travel and gathering restrictions; NIH will cover travel costs for participants.

2. **Innovation** (0–10 points): Describe the technical innovation, novelty, and competitive advantages of the technology or product. [150-word limit]

3. **Approach** (0–10 points): What is the scientific premise of the idea? Discuss the design and methods of the proposed research and development and how it is reflective of the [NIH Inclusion Policy](#). What are the potential challenges, and how do you plan to overcome them? [150-word limit]

4. **Commercialization** (0–10 points): What is the value proposition? Describe the market for the proposed product and your business strategy. [150-word limit]

5. **Innovator(s)** (0–10 points): Describe the individual’s or team’s level of commitment and relevant expertise. Are there significant gaps in expertise on the team? If so, what is the plan to fill those gaps? [150-word limit]

6. **Challenge Impact** (0–25 points): For each of the following areas related to launching and/or accelerating your technology or product, describe your current resources, your needs for support, and how you anticipate that participation in this challenge will assist you to further develop and ultimately commercialize the innovation: [250-word limit for overall response]
- A. Access to funding
 - B. Mentorship
 - C. Access to equipment and/or facilities
 - D. Access to potential collaborators
 - E. Entrepreneurial and business development experience

7. **Impact on Diversity of Technological Innovation** (0–25 points): Describe how your participation in this challenge would have the potential to increase the diversity of NIA-funded small business research and development in **at least two** of the following ways: [250-word limit for overall response]
- A. The technology or product addresses a gap in NIA-funded small business research and development. (Active NIA SBIR/STTR awards can be found in [NIH Reporter](#).)
 - B. The technology or product addresses a unique need of older adults from minority and/or medically underserved areas/populations (as defined by [Health Resources and Services Administration](#)) in alignment with the [NIA Health Disparities Objectives](#) and incorporating the [NIA Health Disparities Research Framework](#).
 - C. The submitting individual or team of individuals possess a background and/or unique life experience that would bring a diverse perspective to aging-related research and development. Some examples include but are not limited to:
 - i. Experience being a caregiver for older adults, including those with Alzheimer’s disease or AD-related dementia.
 - ii. Research experience or training (aging or non-aging-related) which brings a complementary and/or diverse perspective to enhance aging-related research and development.
 - iii. Individuals who have experienced and/or overcome unique challenges or barriers which gives them a diverse perspective on aging-related research and development.
 - iv. Individuals from disadvantaged backgrounds (as defined in [NOT-OD-20-031](#)) or medically underserved areas/populations (as defined by [HRSA](#)) who understand the unique needs of older adults in those communities, and based on this, can develop aging innovations that are accessible, culturally appropriate, and responsive to the needs of the community.