



The Blue KC HEALTHCARE INNOVATION PRIZE

DEADLINES

APPLICATION
SUBMISSION
DEADLINE

Thursday, April 18, 2019

NOTIFICATION OF
PARTICIPATION
DEADLINE

Friday, April 26, 2019

VENTURE EXPO

Thursday, May 2, 2019

PITCH
PRESENTATIONS

Friday, May 3, 2019

FINALIST
PRESENTATIONS

Friday, May 3, 2019

PRIZE WINNERS
ANNOUNCED

Friday, May 3, 2019

OVERVIEW

Blue Cross and Blue Shield of Kansas City (Blue KC) is proud to continue its 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 for the second year in a row. 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 second annual 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 will receive a \$20,000 prize and the second place winner 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

