Canopy HEALTHTECH

OU · OSU · THE UNIVERSITY of TULSA

2023 APPLICATION AND ADMINISTRATIVE GUIDELINES

BACKGROUND

Canopy Healthtech Program is a philanthropic, multi-institutional program that accelerates the translation of intellectual property at Oklahoma universities into commercially viable virtual health technologies. Canopy connects Oklahoma clinicians and technologists with each other and the local and national innovation ecosystem to support the development of virtual health technologies that satisfy *current, pressing* clinical pain points, ultimately resulting in new Oklahoma startups.

Canopy is modeled from the principles of the Coulter Translational Program and includes two arms:

1. Canopy PREP – A series of educational speakers who provide insight into the commercialization process of virtual health technologies
2. Canopy FUND – Awardees receive a) nondilutive funds to translate academic IP into virtual health technologies and b) exclusive access to industry experts and ecosystem resources to create independent startup companies and improve the market success of their technology

This RFP outlines the inaugural program of Canopy Healthtech rolling out in 2023: the Canopy FUND. The Canopy Fund will grant nondilutive seed and concept awards to Oklahoma universities, totaling approximately $400,000 of investment. Award amount is at the discretion and justification of each inventor and should be used to complement institution-specific resources. Upon project completion, Canopy expects awardees to be better positioned for company incorporation and competitive follow-on funding opportunities, such as SBIR awards and angel investment. Through this staged application, applicants will better understand the path to clinical use for their technology and become more confident progressing from institutional idea to startup entity. Canopy FUND awardees receive access to Canopy's exclusive industry experts and an ecosystem of business, operational, and technical resources to fortify their commercialization pathway.

APPLICANT EXPECTATIONS

The OU, OSU, and TU Canopy staff and intellectual property experts will review your application and provide competitive landscape, end user inputs, specific market dynamics and an intellectual property review. Your application may be provided to the appropriate Office of Technology Transfer (OTT) to facilitate our diligence process. As appropriate, outside consultants are also engaged in due diligence on projects. The Canopy Oversight Committee makes final decisions on awards, based on the full proposal, oral presentation, and diligence documents.

Applicants are expected to familiarize themselves with this RFP, participate in the application process, and adhere to the deadlines herein. Applicants are further expected to be reasonably available to the Canopy team and OTT to answer any questions that may arise in this process.

ELIGIBILITY/REQUIREMENTS

Canopy invites applications from principal investigators (PIs) who meet the following eligibility criteria:

- Teams should have two PIs, one with expertise in the technical domain, the other in the clinical setting.

  - Both PIs must reside in Oklahoma full time
  - Although Canopy is specifically focused on forging connections between academic and clinical partners, we are open to virtual health technologies proposed by any representative of a participating institution. If you have an idea for a virtual health technology and are employed or a student at OU, OSU, or TU, please reach out via our website.

- New applicants must attend at least five sessions of the Canopy PREP commercialization series.

Because of the nature of the research supported by this award, collaboration between technical and clinical investigators is essential. Practicing clinicians often bring a sense of urgency, relevancy, and practicality to technological advancements. Technical domain experts are essential to creating technologies that meet the clinician-defined needs.

Canopy supports virtual health technologies exclusively. Canopy's definition of virtual health is broad: for example, virtual diagnostics, therapeutics, SaaS and staffing innovations are included under the virtual healthtech umbrella. **Virtual technologies that increase clinical bandwidth by improving efficiency and/or reducing healthcare costs are strongly encouraged to apply. Female, mental, and rural health may be areas especially ripe for innovation.**

EVALUATION CRITERIA
Technologies are evaluated based on the probability of future commercial success and the following criteria:

- Validity of unmet clinical need
- Competitive landscape
- Current and future market dynamics
- Strength and nature of intellectual property
- Addressability of regulatory risk
- Understanding of potential reimbursement hurdles
- High probability clinical use or follow-on funding within 2-3 years of receiving an award

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PRE-PROPOSAL APPLICATION (BY INVITATION ONLY):

Step 1. To be eligible for submission of the pre-proposal application, PIs must meet with the Canopy team to discuss project potential and the application process.

Step 2. After Canopy extends an invitation to submit, PIs should draft a pre-proposal application using the following template. Pre-proposals are not to exceed two pages (including citations), and

must include the following information:

- Define the unmet clinical need you are addressing
- Describe the proposed solution
- Comparison to competition and standard of care
- Milestones achieved to date

Step 3. Pre-proposals must be submitted by **5 PM on March 1, 2023.**

FIRST ROUND EVALUATION

MINI-PITCH TO OVERSIGHT COMMITTEE (*BY INVITATION ONLY*):

Approved applicants will be invited to present to our Oversight Committee (OC), composed of experts in engineering, clinical practice, technology transfer, venture capital and business management. A full list of OC members is available at http://www.canopyhealth.tech/. **Mini-pitches will be virtual.**

Step 1. Applicants will prepare a 5-minute mini-pitch that will mirror the written pre-submission using guidelines provided by the Canopy team.

Step 2. Applicants will attend a mandatory pitch-practice to receive coaching and feedback in preparation for the mini-pitch to the OC.

Step 3. Applicants present a 5-minute mini-pitch on **April 17, 2023.** The pitch, technology diligence, and pre-application will be evaluated by the OC to determine invitation for full proposal submission.

SECOND ROUND EVALUATIONS

FINAL APPLICATION & FULL-PITCH TO OVERSIGHT COMMITTEE

Approved applicants will be invited to submit a full application and pitch to the Oversight Committee (OC). Applicants are required to present in-person; phone or video conference attendance is not permitted.

Step 1. In order to improve competitiveness of the written proposals, applicants are required to conduct a **Milestone Review** with Canopy staff. These reviews will be held in consultation with our Experts-in-Residence. The review meetings will be held **June 5th and 6th, 2023.**

Step 2. Applicants will submit a six-page application, milestone chart, and budget with justification via an online portal by **June 19, 2023**. This application will be an expansion on your initial pre-proposal and invited teams will receive appropriate templates and instructions.

Step 3. Applicants will prepare a 10-minute full-pitch to the OC using guidelines provided by Canopy team.

Step 4. Applicants will attend a mandatory pitch-practice to receive coaching and feedback in preparation for the full-pitch. Pitch practices will be held **June 20-21ˢᵗ, 2023.**

Step 5. Applicants present a 10-minute full-pitch on **July 6, 2023** that will be evaluated by the OC to determine if the project will receive Canopy Fund support and join Canopy Launch.

ADMINISTRATIVE AND BUDGET GUIDELINES

Funds are available to cover multiple concept and seed-stage projects, including associated wrap-around business and operational resources (marketing, quality systems, regulatory, and reimbursement). **We are especially interested in virtual technologies that address challenges in women's, mental, and rural health**. All projects and their budgets are evaluated on their own merit: there is no minimum or maximum funding limit (beyond the financial capacity of Canopy). Each investigator should determine the funds required to progress the project to the next stage of available funding and justify their request accordingly.

ACCOUNTING
All funds advanced by Canopy shall be used solely for the project described in the awardee's application and in accordance with the budget approved with the application. Over-expenditures in any budget cannot be covered. In accordance with this, at submission applicants must provide a non-sponsored project # or speedtype to be used in the event of unallowable project overages or charges.

ALLOWABLE BUDGET ITEMS
- Expenditures include salary and fringe benefits for project personnel, materials and supplies, and travel
- **Funds cannot be used for tuition, construction, capital equipment, or renovation**
- No indirect cost can be charged for this award

MEETINGS, REPORTING, AND OPERATING REVIEWS
Awardees will participate in bi-weekly working meetings with the Canopy team during their period of support. These sessions are not reporting meetings but working meetings to advance both technical and commercialization efforts. Awardees will submit two-page quarterly reports that will be submitted to the Oversight Committee (OC) for their review and comment. All awardees are required to present semi-annual operating reviews to the OC in February 2024. This review will consist of an oral presentation and PIs are required to participate in-person. If a business advisor is retained for your project, he/she must also attend this review.

TRAVEL
Awardees may be asked to attend the investment forums and/or trade shows to present your product. If selected to attend, travel expenses will be covered by Canopy.

ADDITIONAL GUIDELINES

HUMAN AND ANIMAL STUDIES
If the supported research involves the use of animal or human subjects, this should be indicated in the application submission, and the appropriate institutional approvals must be obtained **prior** to release of funds.

INTELLECTUAL PROPERTY POLICY
Canopy Healthtech waives any ownership rights in the patent, or the right to an exclusive or nonexclusive license to practice or assign the invention or discovery. As a multi-university program, work completed through Canopy will be subject to the employment agreement at the applicant institution. The granting of an exclusive or nonexclusive license by the institution to practice the invention shall be in accordance with the institution's policy on licensing.

In order to protect patent rights or trade secrets, publication or other public disclosure of information about the discovery or invention may be withheld for a reasonable period of time in accordance with the institution's patent policy.

CONFLICT OF INTEREST POLICY
Principal Investigators are expected to adhere to their institutional standards in place for maintaining the highest ethical standards when faced with real or potential conflicts of interest relating to commercialization of discoveries or inventions developed in the course of a research project funded by Canopy. If the principal investigator(s) or any other person being supported under a grant from Canopy, has an arrangement with any organization (nonprofit or for-profit), other than the institution receiving a Canopy grant or the government, that would affect patent rights, trade secrets or copyrights for inventions or discoveries arising in whole or in part from the research supported by Canopy, information concerning such an arrangement shall be disclosed in writing at the time of the grant application or at the time such arrangements are agreed upon. In addition, if the principal investigator(s) or any other person being supported under a research grant from Canopy has any ownership interest in a business that could benefit from the research, or is an employee of such a business, this fact must also be disclosed in the application or as soon as the ownership or employment relationship arises.

PRINCIPAL INVESTIGATOR RESIGNATIONS AND TRANSFERS
In the event of a Principal Investigator's resignation or inability to continue the project, the awardee should contact Canopy, which will evaluate the specific circumstances to determine the disposition of funds. If a Principal Investigator transfers to another institution he/she is required to contact Canopy, which will evaluate the specific circumstances to determine if the award is transferable.

PRIVACY POLICY
Information provided in your Canopy application will be used to make a decision as to whether or not to fund the proposed project. As part of this decision-making process, Canopy relies on outside advisors to assist in the review of all applications received and will use reasonable efforts to not distribute your application beyond the parties described above.

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SUMMARY OF KEY DATES
January
13th — RFP Released

March
1st — Pre-Application Portal Closes
29 -30th — Mandatory Pitch Coaching

April
10th — Mini-pitch decks due
17th — Mini-pitch to OC (virtual)

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June
5-6th – Milestone Review
19th – Applications Due
20-21st – Pitch Practice

July
1st – Pitch decks due
6th – Full Pitch to OC (in person)

August
Award disbursement