Sponsor one of the world's most successful healthcare hackathons

Dear Sponsor,

MIT Hacking Medicine is excited to announce GrandHack 2024, an exhilarating three-day, in-person healthcare hackathon at MIT. Join us as participants and leaders from diverse backgrounds, united by their passion for healthcare and innovation, converge to collaborate and create transformative solutions. Our mission is to infect, energize, and empower a diverse, global community in healthcare entrepreneurship to collaborate and develop solutions with potential for disruptive impact in the healthcare industry.

MIT Hacking Medicine empowers participants by guiding them through the healthcare design thinking process and employing strategies tailored to address systemic healthcare challenges constructively. Together, we cultivate innovative solutions that pave the way for transformative change. Individuals who initially met as strangers at our event have gone on to establish successful companies such as PillPack, Overjet, and Podimetrics. Together, they've raised over $2.5 billion in venture capital funding, introducing disruptive technologies and innovative approaches to healthcare. Their endeavors have opened up new frontiers in the field, offering exciting avenues for exploration.

Organizing such a hackathon requires significant effort, and it's thanks to supporters like you that we're able to orchestrate this exceptional event annually and welcome top students and professionals from across the globe to MIT's campus for this exciting experience.

We are currently offering sponsorship opportunities for GrandHack 2024. We anticipate another great year and would love to have you join our community. Thank you for your support, we can't wait to see you at GrandHack 2024!
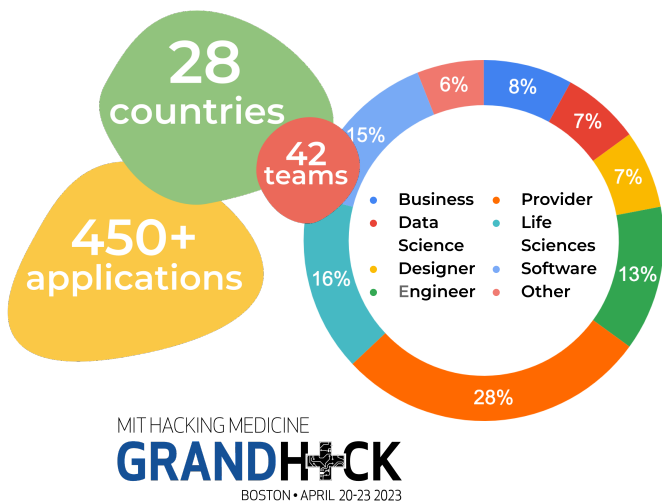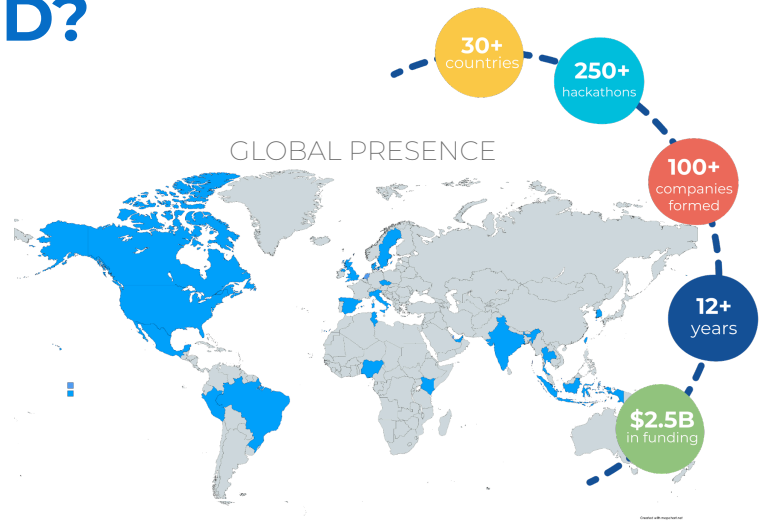
Sincerely,
MIT HackMed

GRAND HACK 2024
Location: MIT Media Lab, Cambridge, MA
Date: 19-21 April 2024
**Event Size:** 300+ Participants from around the globe

What is MIT **HACKMED?**

MIT Hacking Medicine (HackMed), is a student organization at MIT, dedicated to uniting the brightest minds in the healthcare ecosystem. Our goal is to tackle the most significant challenges in healthcare while nurturing innovation and imparting invaluable knowledge in healthcare entrepreneurship and digital strategies to advance the scale of medicine. With 200+ hackathons across 30+ countries in 10+ years, our hackathons serve as a nexus for innovators, entrepreneurs, healthcare professionals, and industry leaders to pioneer transformative healthcare solutions.

GLOBAL PRESENCE

30+ countries

250+ hackathons

100+ companies formed

12+ years

$2.5B in funding

28 countries

450+ applications

42 teams

8%
7%
7%
13%
28%
16%
15%
6%

- Business
- Data Science
- Designer
- Engineer
- Provider
- Life Sciences
- Software
- Other

MIT HACKING MEDICINE
GRANDHⳐCK
BOSTON • APRIL 20-23 2023

What is **GRANDHACK?**

The Boston GrandHack is our flagship hackathon event held on MIT campus, where we bring engineers, healthcare professionals, clinicians, entrepreneurs, innovators and designers together to collaborate, ideate, and develop some of the most innovative solutions in healthcare today. During this intensive three-day event, we lead participant teams through the design thinking process and innovative strategies and methodologies, fostering them to create new groundbreaking solutions. Mentors, judges and sponsors are called in from the same diverse pool to rally around the track problems selected. More information at grandhack.mit.edu.
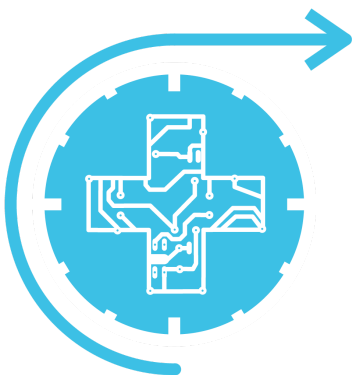
BEYONDHⳐCK

For over a decade, we have empowered and recognized a global community of 30+ countries and 25,685 hackers in healthcare innovation. Starting last year, we began hosting a Beyond Hack Track, where we invite a select number of past participant teams to return to GrandHack and take their ventures to the next level with the specialized guidance of judges, mentors, and workshops. Some challenges that teams will tackle: Does the technology work safely to solve the problem, and will clinicians/patients utilize it? How can we further refine business models, secure funding, and make strategic go-to-market strategies?

GRANDHACK 2024 TRACKS

Aging/Elderly Populations

The global population is increasing in the elderly demographic with the anticipated growth in the population over 65, going from 58 million (2022) to 82 million (2050). This attests to the great advancements in healthcare services, treatments and cures, and it also highlights the urgent need for innovative healthcare solutions tailored to the elderly's specific needs, including managing chronic conditions, degenerative diseases, mobility issues, and cognitive impairments. Advancements in healthcare and technology are essential for supporting this demographic shift, optimizing the healthcare system, and improving care for the aging population.

Aging is also the main risk factor for most neurodegenerative diseases, including Alzheimer disease (AD) and Parkinson disease (PD). Tissues composed primarily of postmitotic cells, such as the brain, are especially sensitive to the effects of aging. Prevalence of AD, which doubles every 5 years after age 65, also is expected to increase from the current statistic of 33% of seniors dying from AD. By 2050, it is anticipated that this number will have quadrupled due to the high aging population that will create a significant load on healthcare systems.

How might we address the growing care and support needs of an aging population, and design services, devices, and solutions centered around the needs of the elderly and improve their quality of life?

Healthy Living with Everyday Objects

Redesigning the things we use everyday can add important monitoring, prevention and treatment features to things we — or our grandmothers — use everyday. Precisely because we use these things everyday, they already fit into our lives and habits. Adding biometric sensors, connectivity, and clever designs can unlock continuous monitoring/baselining to catch and prevent health problems sooner.

Sensors can be added to devices we use everyday — TV remotes, toothbrushes, wearables, helmets, toys, utensils, doorknobs, toilet seats, etc. Japan has used internet connected tea kettles to gently monitor the activity level of elderly, given how central tea plays in culture. Shoes have been outfitted with sensors to monitor and treat Parkinson gait/pace problems. Canes with added LED lights can prevent falls. Everyday objects can become smart and improve our health where we live rather than in clinics and hospitals.

Everyday objects for healthcare can prevent, monitor and treat healthcare problems worth billions of dollars: activities of daily living, Parkinsonian Tremor, diabetic foot ulcers, sleep problems, incontinence, physical rehabilitation, cardiac health, memory exercises, mental health, medication management, rural populations and many more.
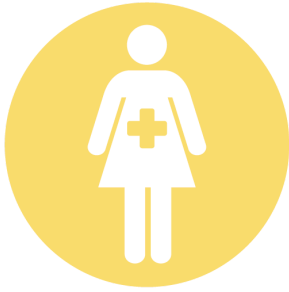
Women's Health

Over the past decade, we've witnessed a notable uptick in public awareness and funding dollars directed towards women's health startups. Despite the progress made, significant hurdles remain. Disparities in access to care, underdiagnosis of certain conditions, and limited treatment options continue to hinder women's health outcomes worldwide.

While reproductive rights, maternal health, and screening for female-specific cancers remain critical focal points, there are numerous other health conditions that demand attention. For example, health conditions that are not exclusive to women may affect them disproportionately, have different clinical manifestations, or be underdiagnosed. Additionally, the intersectionality of women's health cannot be overlooked. Factors such as race, ethnicity, socioeconomic status, sexual orientation, and disability intersect to shape health outcomes in complex ways.

Gender-sensitive health care is essential to address the unique needs and challenges faced by women globally and to minimize disparities in health outcomes. How might we work towards a future where all women have access to high-quality, culturally sensitive care that meets their diverse needs?

Why **SPONSOR** GRANDHACK?

By becoming a sponsor, your organization will not only have the opportunity to showcase its vision and commitment to innovation and healthcare advancement but also to directly engage with a diverse and talented community of participants from around the globe. Your support will play a crucial role in empowering these innovators to turn their ideas into actionable solutions that have the potential to improve healthcare delivery and outcomes worldwide. Among some of the key benefits that our sponsors gain are:

- Generate excitement for your brand and offerings and be showcased in all promotional media and marketing
- Witness a novel model and fast-paced approach the innovation process
- Connect with some of the best minds, talent and a diverse group of thinkers and innovators
- Excellent recruiting and networking opportunity. You get to see the best participants in action
- A first glimpse at novel ideas and projects that effectively address a variety of healthcare problems
- Future partnerships and operational support from HackMed to run their own Hackathons anywhere in the world

Below is a breakdown of our sponsorship options. Please visit us at grandhack.mit.edu/sponsor and reach out to us at hackmed-sponsorships@mit.edu. We're always available to discuss the diverse sponsorship opportunities available.

GRANDHACK24 Sponsorship Opportunities

SPONSOR AT ONE OF THESE TIERS	BRONZE $5K	SILVER $10K	GOLD $30K	PLATINUM $50K
GENERAL				
Keynote Speaker	✓	✓	✓	✓
Saturday Presentation / Workshop			✓	✓
Invitation to Thursday Private Reception				✓
Influence hackathon themes (by Feb 1, 2024)				✓
BRANDING				
Logo on Website & Signage	Small	Small	Medium	Large
Social Media Blast featuring Logo			✓	✓
Booth Space at the Hackathon		✓	✓	✓
Video Spotlight			✓	✓
MENTORS + JUDGES				
Mentor spots		1	8	12
Judge spots			3	5
VIP spots	1	2	3	5
PARTICIPANTS				
Access to participant and mentor talent pool	✓	✓	✓	✓
Participant contact info		✓	✓	✓
Participant resumes				✓
Distribute Materials and Interact with Hackers		✓	✓	✓

SPONSOR ONE OR MORE SPECIAL ADD-ONS	MONETARY	IN-KIND	MINIMUM TIER REQUIRED
Travel scholarship for a diverse candidate with financial needs	$1K per		
Additional Special Prizes [Managed and distributed by Sponsor], Discussed with HM	✓	✓	SILVER
BeyondHack Prize	✓	✓	SILVER
Hosting April 18th Thurs Reception	✓	✓	
Golden Tickets during our Partner Hacks for Outstanding Candidates to join the next GrandHack	$6K		
Sponsor one or more meals during GH	$6K	✓	
Sponsor the coffee cart vendor	$2K		
Space for Final Awards and Beyondhack Presentation Venue	✓	✓	
After-party on Sunday April 21st	✓	✓	
Other organization specific service offering	✓	✓	

Some Past Sponsors of MIT HackMed

AAPM — American Academy of Pain Medicine

Netherlands Innovation Network

NHS

InterSystems®

Roche

GE

MGH 1811

SAMSUNG

Qatar Foundation — Unlocking human potential.

Mbarara University of Science and Technology — SUCCEED WE MUST

Vellore Institute of Technology (VIT)

CLINTON FOUNDATION

aaPM&R — American Academy of Physical Medicine and Rehabilitation

American College of Emergency Physicians® — ADVANCING EMERGENCY CARE

WebMD®

Presidential Innovation Fellows

athenahealth

intel®

Boston Children's Hospital — Until every child is well™

Johnson & Johnson

Microsoft

Tufts University

MERCK

Health 2.0

NOVARTIS

VA — U.S. Department of Veterans Affairs

BWH

CAMTech — Consortium for Affordable Medical Technologies

Hi — Harvard innovation lab

Madrid–MIT m+visión CONSORTIUM — Innovation, Leadership, Impact

Curaspan™