2020
PARTNERSHIP PACKAGE
Hello and thank you for your interest in our program!

Neurological and mental health disorders can be debilitating conditions that severely limit one’s quality of life and that of their family. Understanding, diagnosing and treating these conditions are extremely complex challenges -- challenges that demand attention and collaboration across traditional disciplinary divides. And now, as we face the struggles of social distancing measures necessary to keep our communities safe, the need for robust mental health support systems has never been more clear.

Although postponed due to the pandemic, we are excited to deliver now this Fall a multidisciplinary hackathon for brain science and mental health, in a first-of-its-kind hybrid virtual format. The program will address brain and mental challenges head-on by working with clinicians, investigators, and community professionals to identify what’s needed to spark change. We will meanwhile recruit highly-collaborative and talented student participants eager to make a difference with their skills.

The virtual format will not compromise on the structure and support participants get. While project work, expert guidance and multidisciplinary collaboration will happen remotely, participants now get the opportunity to collaborate with peers and mentors across the province. These are steps towards a richer and more connected skillbase among Alberta’s young innovators.

By bringing together deep knowledge of the challenges with the right mix of technical skills, we open up the possibility to unlock energy and creativity in this space for years to come.

Sincerely grateful for your consideration of supporting our program,

MESSAGE FROM THE ORGANIZING TEAM

Kathryn Simone
Co-Executive Director

Faizan Malik
Co-Executive Director
Neuro Nexus is a hackathon program designed to spark collaboration across disciplines and tackle complex challenges in brain science and mental health. The program connects experts in frontline, clinical, and academic practice with motivated, talented students to develop technological solutions over a fast-paced 6 week competition. This year, Neuro Nexus will facilitate 40+ projects across the province in our largest competition yet.

WHY SUPPORT NEURO NEXUS?

DRIVING SOCIAL AND ECONOMIC CHANGE

Neuro Nexus has been working diligently within Calgary’s rapidly emerging, vibrant health ecosystem to catalyze healthcare innovation and inject early-stage technologies ready for participation in the city’s existing incubators, accelerators, and venture studios.

NETWORKING AND RECRUITMENT

Neuro Nexus hackathons are a chance for firms to meet and attract the top talent. Demo Day will showcase 200 highly motivated students that have a demonstrated ability for entrepreneurial thinking, are actively seeking internships and work in health technology and innovation. Firms can recruit students who catch their eye while they are busy demonstrating their technical and teamwork skills in a high-energy and fast-paced environment.

BRAND MARKETING

Build your company image. This isn’t just a chance to increase awareness of your company, but to plant an image of who you are and what you have to offer the next generation of software developers, engineers, scientists, doctors and entrepreneurs.

KNOWLEDGE TRANSLATION

Solutions developed during the program are showcased in a highly-interactive setting at Demo Day. This community-facing event draws upwards of 500 individuals eager to learn more about neuroscience and how research and applications are building a better future. Participants receive pitch coaching from experts in our network during the program to explain their solutions to individuals outside their fields.
BRAIN SCIENCE & MENTAL HEALTH

Towards a better understanding of the brain and how to recognize and treat neurological disorders and mental health conditions

Neuro Nexus 2020 is the 2nd annual multidisciplinary hackathon that will address challenges in diagnostics and care for neurological disorders and mental health conditions, accelerate research and translation to impact, and boost collaborations between disciplines, institutes, and industries. Last year, 20 brain & mental health solutions were developed by 150 innovators. This year, the competition is expanding from Calgary to Edmonton and Lethbridge to become the biggest program run to date. Neuro Nexus 2020 will collect challenges from health care practitioners, researchers, industry representatives, and patient advocates. Challenges will be collected from across (the province), and may follow one of three project tracks: Commercialization, Research and Industry.

As in 2019, the program will take place over 4 key events. Innovators will get to network and begin forming teams during the Innovator Icebreaker on October 16. Challenges will be proposed by neuroscientists, clinicians, mental health professionals, entrepreneurs and representatives from multinational firms at Pitch Day on October 17. Innovators, recruited from a multitude of backgrounds, will then come together in teams of 5-7 individuals to work on the projects proposed over a period of 6 weeks. The program will culminate in a 72-hour hackathon weekend (November 27-29) where access to prototyping resources are provided, and at Demo Day, teams will showcase their projects to the community at large and compete for awards (November 30).

TESTIMONIALS

“[Our team] brought software engineering skills that we do not have within our lab, to automate motion detection and volume removal in MRI scans... This tool will benefit not only our lab, but other researchers internationally.”

Dr. Catherine Lebel, PhD, Assistant Professor

“[This competition] is a risk-free incubator of innovation that facilitates the building of interdisciplinary teams to tackle complex problems in an expedited fashion.”

Dr. Chad Bousman, PhD, Assistant Professor

“[Neuro Nexus] provided access to top talent from the University, which we definitely wouldn’t have found without the program.”

Dr. Chris D’Esterre, PhD, Postdoctoral Fellow
# Partnership Benefits

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Platinium</th>
<th>Gold</th>
<th>Silver</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000+</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>1</td>
<td>5</td>
<td>10</td>
<td>20</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

## Promotion

<table>
<thead>
<tr>
<th>Item</th>
<th>Presenting</th>
<th>Platinium</th>
<th>Gold</th>
<th>Silver</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on website</td>
<td>Top and Largest</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
<td>Smallest</td>
</tr>
<tr>
<td>Organization description on website</td>
<td>125 words</td>
<td>100 words</td>
<td>75 words</td>
<td>50 words</td>
<td>25 words</td>
</tr>
<tr>
<td>Custom recruitment information session*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tech Spotlight sponsorship**</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in mailing campaigns</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Social Media Banners</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on event pages</td>
<td>Largest</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
<td>Smallest</td>
</tr>
<tr>
<td>Care Package Inserts***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad space in innovator survival guide</td>
<td>2 Full pages</td>
<td>Full page</td>
<td>Half page</td>
<td>Bottom banner</td>
<td></td>
</tr>
<tr>
<td>Logo on T-Shirts</td>
<td>Front and Largest</td>
<td>Front</td>
<td>Front</td>
<td>Back</td>
<td>Back (small)</td>
</tr>
</tbody>
</table>

## Virtual Demo Day Recognition

<table>
<thead>
<tr>
<th>Item</th>
<th>Presenting</th>
<th>Platinium</th>
<th>Gold</th>
<th>Silver</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on rotating banner</td>
<td>Under program logo</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
<td>Smallest</td>
</tr>
<tr>
<td>Slide Describing Your Organization</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual sponsor booth</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remarks during award presentation</td>
<td>10 minutes</td>
<td>10 minutes</td>
<td>5 minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Award presentation to winning teams AND recognition as sponsor of winning team ****</td>
<td>Commercialization &amp; Community Winner</td>
<td>Commercialization &amp; Community Runner-Up</td>
<td>Research &amp; Education</td>
<td>Industry</td>
<td></td>
</tr>
</tbody>
</table>

*We will work with you to deliver a custom information session to engage participants in your network.

** Please see notes on next page.

***Participants will be delivered a “care package” (assembled by Neuro Nexus organizers) in the 4th week of the program containing sponsor-provided branded materials.

****Winning teams will be profiled on our website after the competition, and their stories will be shared on social media in which your organization will be tagged.
Tech Spotlight ($2500, included in Presenting, Platinum and Gold):
Every month, we will profile an innovator or entrepreneur in our community or network who is leveraging specific technologies to disrupt brain science, neurological disorders, or mental health as part of our Tech Spotlight series. Once we partner with you, we will work with you to identify a suitable technology and innovator/entrepreneur to interview, and tag your organization in social media posts about the interview. These interviews tend to reach 1500+ individuals in scientific and technical networks.

Workshop ($500: 30min, $1000: 60min):
At the Health Hack Weekend (Nov. 27-29), you may give a presentation on a concept, emerging technology, or tool that your firm is developing to our network of innovators, which may include a demonstration of a product that your firm is developing or orientation to a product line. These workshops are optional to attend by the cohort, but most would like to take advantage of the industry networking opportunities. The workshop must be given as a remote webinar by a representative at your firm.

Logo in rotating banner at Demo Day ($1000, included in all sponsor levels):
Showcase your support at our massive, community-oriented closing virtual event and awards ceremony. In excess of 500 innovation-oriented and community change agents are anticipated to attend remotely. Your logo will be placed in the rotation of an on-screen banner for maximum advertisement of your support.

Sponsor an Advanced Project $1000):
The most advanced project ideas will be invited to take part in our sister Microgrants Program, which will pair each project with a funded team as they participate in a short-term, objectives-based program. Sponsors that contribute in that way will receive Community Benefits at Neuro Nexus as well as those set out for the Project Level in the Microgrants sponsorship package. Contact director@neuro-nexus.ca for more information.

In-Kind Services (Value TBD):
May be considered in place of or to complement financial contribution, and could include: Consulting, Desk space at your workspace, membership in your incubator/accelerator program, Enrolment in your specialized technical or business courses, Provision of products and/or support.

Collaboration is in our DNA. Not seeing what you need in the list above but still interested in getting involved? Contact us at director@neuro-nexus.ca. We’d love to find out how we can work together!

By supporting Neuro Nexus, you are supporting an Alberta-wide initiative to mobilize young innovators to make an impact in the treatment of neurological disorders and mental health conditions.
NEURO NEXUS IMPACT

29 CHALLENGES RECEIVED

187 INNOVATOR APPLICATIONS

Clinical Research (10)
Basic Research (5)
Clinic (9)
Community (5)

9 hardware
11 software

20 PROTOTYPES DEVELOPED

Team Prototyping Expenditures

29 challenges submitted
22 teams formed
20 prototypes developed

ROBUST POST-COMPETITION CONTINUITY

PROGRAM OPERATIONS $ 47.5k
POST-COMPETITION, THIRD-PARTY FUNDING $ 233k

POST-COMPETITION, THIRD-PARTY FUNDING

ROBUST POST-COMPETITION CONTINUITY

PROGRAM OPERATIONS $ 47.5k
POST-COMPETITION, THIRD-PARTY FUNDING $ 233k
ORGANIZING TEAM

Faizan Malik
Co-Executive Director

Hailey Cuddihey
Senior Co-Director
Engagement

Coleton Strand
Director
Finance

Preeti Kar
Co-Director
Challenges

Kathryn Simone
Co-Executive Director

Jeremy Braun
Senior Co-Director
Engagement

David Tanhelson
Director
Impact

Riley Gemynd
Director
Judging & Awards

Kristina Komarek
Senior Director
Brand Development

Brandon Pentz
Director
Talent Engagement

Eden Redman
Director
Edmonton Strategy

Svenja Espenhahn
Co-Director
Challenges

Pauline de Jesus
Senior Director
Programming

Bryce Geeraert
Director
Education

Jasmeen Saini
Director
Community Engagement

Yen Tsou
Director
Marketing

neuro-nexus.ca
director@neuro-nexus.ca
Faizan: +1 (403) 975-0695
Kathryn: +1 (587) 969-3300