

CONTEST RULES FOR  
THE AGING STARTUP CHALLENGE



1. **Prize:** Entrants will have a chance to win \$25,000.
2. **Sponsor:** The Contest is sponsored by the Stella Innovation Group, 1635 Hennepin Avenue, Suite 200, Minneapolis, Minnesota, Blue Cross and Blue Shield of Minnesota, 3535 Blue Cross Road, Eagan, Minnesota, Treehouse Health, 1635 Hennepin Avenue, Suite 200, Minneapolis, Minnesota, and Aging 2.0, Minneapolis, Minnesota (collectively, the "Sponsors"). No purchase or payment is necessary to enter the contest.
3. **Eligibility:** Entrants must be a US-based startup company creating a product or service for the benefit of the senior market that improves quality of life for people as they age. Employees of Sponsors are not eligible to enter.
4. **How to enter:** Entrants may submit entries online at <https://agingstartupchallenge.typeform.com/to/cZedmC>. Entries must be received **no later than 11:59 pm CST, January 19, 2018**. Entrants will reply to questions and submit an executive summary of their project.
5. **Selection of Winner.** Once all entries are received, they will be evaluated using certain metrics as pre-defined by the Sponsors. These include: i) Opportunity: What problem are you solving? What makes your product innovative? How large is your target market? ii) Impact: How big of a difference will this make in the lives of elders? iii) Execution: How will you make money? How will you reach your market and create awareness? iv) Progress: What milestones have you achieved to validate your concept? The Winner will be announced by February 15, 2018. All decisions of the judges are final.
6. **Claiming Prizes.** The winner will be notified via email and the prize will be mailed to a designated representative of Winner. The Winner's identity will be published at [agingstartupchallenge.com](http://agingstartupchallenge.com).
7. The Contest and Prize is subject to all applicable federal, state and local laws and regulations. All federal, state and local taxes, if any, are the sole responsibility of the winners. Prizes may not be substituted and are not refundable, transferrable or redeemable for cash.
8. This offer is void where prohibited or restricted. Each entrant agrees to all the terms and conditions of these rules; agrees to be bound by these rules and the decisions of the Prize Drawing judges; and consents to the use of his/her name and other information for purposes of disclosing the names of winners without further compensation, except where prohibited by law.
9. Each entrant waives the right to assert, as a cost of winning any prize, any and all costs of verification and redemption or travel to redeem a prize and any liability that might arise from redeeming or seeking to redeem a prize. Each entrant releases all Sponsors, their officers, directors and employees from any and all liability with respect to or arising out of acceptance, use, misuse or possession of any prize and/or the loss or misdirection of any prize. Blue Cross reserves the right to cancel, amend and/or revoke this Prize Drawing in its sole discretion. Blue Cross does not accept correspondence or telephone inquiries regarding the status of entries.
10. Entrants represent and warrant that all submissions are original and have been legally obtained and created, and do not infringe on the intellectual property rights or any other legal rights of any third party. All entries and entry materials, and proposals, are and shall at all times remain the property of the entrant. Sponsors reserve the right to change the rules of the Contest or terminate the Contest in their sole discretion.