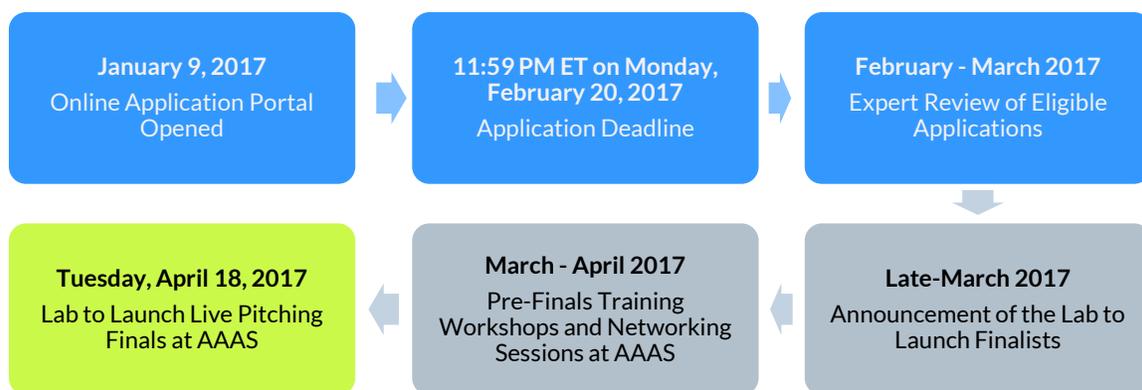




2017 Lab to Launch Announcement

Lab to Launch is a new entrepreneurship program that will support the District of Columbia's promising young science and tech innovators by providing seed capital prizes, training, and networking opportunities. The competition consists of an online application and pitch video, which will be reviewed by expert panelists to determine a maximum of ten finalists to receive training and pitch at AAAS Headquarters in the Lab to Launch Finals.

I. Competition Timeline



II. Prizes and Benefits

- All Eligible Applicants:
 - AAAS will support the marketing and outreach efforts of applicants by providing Lab to Launch social media graphics and guidance on approaching media outlets about their participation in Lab to Launch.
 - Invitation to applicant events that may be organized at AAAS in March and April 2017.
- Finalists:
 - Invitation to attend pre-finals training workshops and networking events to be held at AAAS in March and April 2017.
 - Opportunity to win seed capital prizes during the final public pitching contest at AAAS to be used for the purpose of advancing the proposed idea or startup.
- Winners
 - At minimum, \$5,000 will be awarded to 1st Place, \$3,000 to 2nd Place, and \$2,000 to 3rd Place, with such prizes to be used for the purpose of advancing the proposed idea or startup. Final prize amounts will be released closer to finals.

III. Eligibility

The AAAS Lab to Launch Competition is open to both individual innovators and team-based projects or startups. To enter Lab to Launch, team-based startups or projects must select one person to submit the application and to serve as the team's representative throughout the competition. An applicant cannot submit more than one application, and a project idea or startup cannot be represented in more than one application.



The individual innovator or team member submitting the application (henceforth “the applicant”) must meet ALL of the following eligibility requirements:

1. The applicant must be 18-30 years old on the application deadline.
2. The applicant must meet one or more of these D.C. residency requirements:
 - Be a resident of the District of Columbia;
 - Own or manage a startup headquartered in the District of Columbia;
 - Be enrolled as an on-campus student of a university that has its main campus in the District of Columbia (including, but not limited to, American University, Catholic University, Gallaudet University, George Washington University, Georgetown University, Howard University, Trinity University, and University of the District of Columbia).
3. The applicant must be available to pitch his or her team’s project in-person at the Lab to Launch Finals on Tuesday, April 18, 2017 at AAAS Headquarters (1200 New York Ave NW, Washington, DC, 20005). In the event of illness or other force majeure, the substitution of another team member to pitch at the Finals will be at the sole discretion and approval of AAAS.

Additionally, the idea or early-stage startup represented by the applicant must meet the following eligibility requirements:

1. It must be for-profit.
2. It must be based on a scientific or technical innovation.
3. If the application represents a startup:
 - The startup must be headquartered in the District of Columbia; and
 - The startup must be less than eighteen months old on the application deadline (i.e. established on or after August 15, 2015); and
 - It must not have received more than \$75,000 in funding from venture capital, private investors, or grants as of the application deadline.

Do you have questions about eligibility? Send us an email at RCPIInnovation@aaas.org.

IV. Funding Priorities

Among applications evaluated to be of similar merit based on the review criteria in this announcement, priority for advancement to finals may be given to applications with one or more of the following attributes.

1. Applications from women
2. Applications from applicants representing ideas or startups that are based on scientific or technical inventions that are proprietary to the applicant and/or the startup he or she represents.

V. How to Apply and Application Materials

- To apply, complete and submit a Lab to Launch application package at www.aaas.org/rcp/LabToLaunch before 11:59 PM ET on February 20, 2017.
- The Lab to Launch application package consists of:
 - Answers to brief eligibility questions.
 - A ≤ 50-word project summary, which may be used in Lab to Launch media releases and promotional materials.
 - Short responses to 5-10 questions that address the Judging Criteria listed in Section V below. Word limits for each response vary from 100 to 200 words.
 - A two-minute pitch video. This video pitch will be judged for content, not aesthetic. It should consist only of the applicant on camera presenting his or her innovation and



business strategy as he or she would to a potential investor. The video must not include animations, presentation slides, or other digital media. Accepted formats include .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, .FLV, .3GPP, and .WebM.

- All application materials must be submitted online by the deadline: 11:59 PM ET, February 20, 2017. Draft and submitted application materials can be edited any time before that deadline. Incomplete applications will not be reviewed.

VI. Review Criteria

Initial Expert Review Phase

Each eligible application will be reviewed by a three-person panel consisting of a mix of scientific and technological experts and innovation and entrepreneurship experts. All panelists will sign AAAS Conflict of Interest and Confidentiality agreements prior to viewing applications. If you would like a copy of these agreements, please email RCPIInnovation@aaas.org.

The expert panelists will score the applications based on the criteria and weighting below, and the reviewer’s identities will not be disclosed. The scores, in combination with the program’s funding priorities, will then be used to select a maximum of ten Lab to Launch finalists.

Criterion	Weight	Considerations
Significance	10%	To what extent is the problem to be addressed significant? What is the potential impact of the product or service on the intended users?
Innovation	15%	To what degree is the applicant’s scientific or technical approach novel? To what degree to is the proposed product or service competitive relative to current solutions?
Strength of Technology	20%	Does the product or service idea have a strong science and technology basis? Is the idea or prototype at an appropriate stage of development? Are there any significant remaining technology risks?
Business Strategy	25%	Does the applicant clearly articulate the market opportunity, potential customers, revenue model, and distribution plan for the project? Are the plans for using the Lab to Launch seed capital prize appropriate?
Project Team	15%	Is the team capable of conducting the proposed work? Is the leadership structure and management plan suitable? Are plans for future support/partnerships appropriate and achievable?
Pitch Video	15%	Is the pitch engaging and informative? Does it express a compelling concept? Does the content convey that the product or service has market potential?

Final Review Phase

Finalists will compete at Lab to Launch Finals through an on-stage pitch presentation, which will be the sole basis for selection of prize winners at the finals. The details of the judging criteria for the final round will be communicated to all finalists when they are invited to the Finals so that they will have adequate time to



prepare. The judging criteria used will be similar to those used in the application review. All Finals judges will sign AAAS Conflict of Interest and Confidentiality agreements.

VII. Rules

Before applying, thoroughly review these rules, as well as the Terms and Conditions in Section VIII. All applicants will be required to consent to the Terms and Conditions during the online application process.

- **Application Phase Rules:**
 - Applicants and their idea or startup must meet eligibility requirements in Section III.
 - Application materials cannot be edited after the application deadline.
 - There is no limit to the number of people on a project team. However, all teams must appoint one person to represent the team throughout the entire competition. This person is required to meet all of the applicant eligibility requirements and is the person under whose name your application should be submitted.
 - The application must be the original work of the applicant and his or her project team. Applications with writing or content that appears to be plagiarized will not be reviewed.
- **Review Phase Rules:**
 - Decisions made regarding finalists and prize winners are final and not subject to appeal.
 - Following the announcement of the finalists, applicants may contact AAAS to request to see reviewer's comments on their own proposal.
- **Selection of Finalists:**
 - A maximum of ten Lab to Launch finalists will be selected based on scores from the expert reviewers.
 - For proposals of similar merit, the funding priorities in Section IV will be considered.
- **Lab to Launch Finals:**
 - The final pitch presentation at the Lab to Launch Finals will be the sole basis for selection of prize winners at the finals.
 - Finalists will be given 5 minutes to pitch, followed by 3 minutes of Q&A from the judging panel.
 - Finalists can use PowerPoint presentations consisting of no more than 8 slides, but they are not permitted to use video or audio recordings in their pitches.
 - If you are working on a team, the representative who submitted your application will be the only person to pitch your project on stage at Lab to Launch Finals. In the event of illness or other force majeure, the substitution of another team member to pitch at the Finals will be at the sole discretion and approval of AAAS.
 - Finalists must agree to respond to periodic requests from AAAS for project updates following finals.

VIII. Terms and Conditions of Application and Participation in Lab to Launch

1. **Agreement of Terms and Conditions:** By submitting an application, the applicant agrees to all of the rights, permissions, and terms and conditions as contained in this document.
2. **Liability:** AAAS does not endorse any submission or any opinion, recommendation, or advice expressed therein, and expressly disclaims any and all liability in connection with submissions.
3. **Intellectual Property Rights:** AAAS does not permit infringement of any intellectual property rights and will disqualify any submission if properly notified that a submission's contents infringe on another's rights.



4. **Plagiarism:** By entering the Lab to Launch, the applicant certifies that materials submitted in the application are the original work of the applicant or his or her project team members. All applications will be screened electronically to check that writing is that of the applicant and not taken from other sources. No application in which the writing or content is apparently plagiarized will be funded under this competition.
5. **Third-party Material:** Applicants further agree that they will not submit material that is copyrighted by a third party, protected by trade secret, or otherwise subject to third-party proprietary rights, including privacy and publicity rights, unless the applicant is the owner of such rights or has permission from their rightful owner to submit the material.
6. **Publicity and Dissemination:** By entering Lab to Launch, applicants acknowledge that they may be featured in publicity without further consent. Such publicity may include without limitation the applicant's pitch video, their name and/or likeness, voice, photographs and/or video footage of the applicant, their basic biographical information, and/or any statement made by them concerning the competition. Applicants agree that any or all such elements may be used by AAAS in any and all media in perpetuity throughout the world. Nevertheless, AAAS shall have no obligation to include an entrant in any publicity.

AAAS also reserves the right to publicly disseminate general information about submissions, including descriptions of award-winning proposals, as well as AAAS stories about progress and outcomes. Finalists will be expected to provide AAAS with reasonable assistance in publicly communicating the impact of their work by answering surveys and requests for updates.
7. **Legality:** By entering the competition, applicants warrant and confirm that the applicant is in compliance with all laws applicable to the application and the work proposed.
8. **Offensive, Inappropriate, or Libelous Materials:** AAAS reserves the right, in its sole discretion, to disqualify and delete any application it deems to be offensive, inappropriate, derogatory and libelous, or not in keeping with the competition theme or that is otherwise not in compliance with the official Lab to Launch Terms and Conditions.
9. **Lost or Damaged Materials:** AAAS accepts no responsibility for applications lost, delayed, misdirected, damaged or undelivered. Incomplete, non-compliant and/or illegible entries will be disqualified. AAAS shall not be responsible for technical errors in telecommunications networks, or otherwise, preventing entry to the competition.
10. **Intellectual Property Rights to Work Produced Under Prizes:** AAAS makes no claim to intellectual property rights to any work created under any prize. However, AAAS shall have the right to publicize information provided by participants regarding outcomes and impacts of Lab to Launch participation.
11. **Prize Payment:** Monetary prizes will be disbursed in a single installment. All prizes will be paid to the applicant only. All prize recipients will be required to sign the prize acceptance form reiterating commitment to the "Terms and Conditions of Application and Participation in Lab to Launch" including intention to use the prize money only for lawful purposes and to use it towards the goals and activities proposed in the application submitted to Lab to Launch, and to provide an IRS Form W-9. Prizes may be subject to taxation and will be reported to the prize recipient on IRS Form 1099.
12. **Protection of Confidential Information:** Limited personal information (e.g., name, company name, and project summary), may be made publically available in promotional materials.



Applicants are responsible for identifying any business confidential information contained in their application materials. AAAS assumes that no business confidential information will be disclosed by an applicant including during the initial application and the in-person final pitch presentation.

Any materials containing business confidential materials should be clearly labeled “Business Confidential.” Independent U.S. and international business reviewers and judges retained by AAAS, as well as all personnel of AAAS and its partner organizations, are required to adhere to strict standards of confidentiality and conflict of interest in the handling of all business confidential information contained in any materials. Reviewers and judges will be required to sign a Conflict of Interest and Confidentiality agreement prior to reviewing applicant proposals. A copy of the template for this agreement is available on request by corresponding to: RCPInnovation@aaas.org.

Lab to Launch Finals will be open to the public. Finalists must use their own judgment to withhold business confidential information from their pitch while presenting basic concepts that demonstrate to the judges that their project’s technical feasibility and market potential.

Applicants may request that individuals or members of particular organizations, whose access to their proposals would compromise business confidential information, not be selected as reviewers. Such information must be disclosed to AAAS at the initial application submittal. This can be done by contacting the AAAS Lab to Launch Team at RCPInnovation@aaas.org.