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Morgenthaler Ventures and Health 2.0 Announce the 4th Annual “DC to VC” Startup Health IT Contest***Putting a Call Out to the Industry for the Most Innovative Health IT Startups Across America***

MENLO PARK, CA. May 31, 2012 - [Morgenthaler Ventures](#), a leading venture capital firm, and [Health 2.0](#), a media and consulting company, today announced a nationwide contest called "DC to VC" to find the best startup companies in digital health and health information technology (HIT). The competition is open to any U.S. startup seeking seed or venture funding and is applying cutting edge technologies to improve the quality and delivery of healthcare. Applications are being accepted from Monday, July 15, 2013 through Monday, August 26, 2013 at www.dc2vc.com. In its fourth year, the competition will be co-located with the [Health 2.0](#) fall annual conference in Santa Clara, CA on Monday September 30, 2013.

“This year the contest will employ a subtle twist. Rather than having Venture Capitalists judge the contest, we are asking each one to participate in the contest to offer their industry knowledge,” said Missy Krasner, Executive in Residence at Morgenthaler Ventures and co-organizer of the event. “So many VCs get to sit behind the table and listen to young entrepreneurs pitch for money, but startups never really get to benefit from their expertise or market sizing skills. This new model will pair VC Team Captains with finalists for a deeper opportunity to mentor startups.”

This year’s VC Team captains include:

1. Rebecca Lynn, Partner, Morgenthaler Ventures
2. Ted Maidenberg, General Partner, Social + Capital
3. Mohit Kaushal, M.D., M.B.A., Partner, Aberdare Ventures
4. Lisa Suennen, Founding & Managing Member, Psilos Group
5. Marty Felsenthal, Partner HLM Partners

This year’s competition judges include:

1. Aaron Stoertz, Program Manager for Health & Wellness, Google
2. Gopi Koteeswaran, CEO Personal Health, Philips Consumer Lifestyle, Philips Health, Philips Inc.
3. Richard Roth, VP of Strategic Innovation, Dignity Health
4. Shawn Lovering, Vice President, Sales & Development, Safeway Health
5. Yijing He Brentano, Vice President, Strategic Initiatives & Mobile Health, Sprint

"We're thrilled to be formally partnering again with Health 2.0 on this year's DC to VC event," said Rebecca Lynn, Partner at Morgenthaler Ventures. "Since so much innovation is happening at the provider, payor and employer level due to healthcare reform rolling out in 2014, we wanted to make

sure that this year's DC to VC judges were decision makers who can offer startups exposure to real piloting opportunities."

Special Policy Panel

During the contest, we will feature a panel of experts on healthcare reform and upcoming policy changes in D.C. for startup CEOs who need to track regulation as they build their business during this time of reform. The panel will be moderated by Nate Gross, Co-Founder of Doximity.

How the DC to VC Competition Works

We're encouraging all entrepreneurs from across the U.S. to apply, this includes seasoned health IT entrepreneurs, scientists and techies of all stripes. The general criteria to participate in the contest include:

- All seed stage or venture seeking companies who have received no more than \$3M in funding may apply.
- Contestants need to be legal residents of the U.S. or employees of privately-held companies based in the U.S.
- The challenge is for health IT and digital health entrepreneurs only and it is not open to life sciences, biotech or medical device startups.
- A contestant must have a minimally viable product (MVP) in the market or entering into a prototype stage.
- Contestants must have a solid business plan that includes a defined source of revenue, end-users and customers, as well as a defined monetization strategy.

In order to enter, startups must apply under one of the following categories:

- Enterprise category: Your product or idea is sold to hospitals, medical groups, doctors, large integrated delivery systems (IDNs) or insurance companies and/or self-insured employers. Your end users are from these organizations.
- Consumer category: Your product or idea is used by consumers (patients) and is paid for by various monetization strategies, including freemium with an upsell, monthly subscription, advertising, data aggregation and sales, or having payors or providers pay for the solution and push it out to their consumer members.

All applications will be reviewed by a team of preliminary judges from Venture Firms, Health 2.0 and other organizations. Applications will be evaluated based on the promise of the venture, addressable market size, founding teams, and use of innovative technology and business models.

The team of preliminary judges will select eight (8) finalists from the total application pool. Four (4) finalists will be focused exclusively on enterprise-based solutions for provider or payor based organizations in healthcare and four (4) finalists will be focused on consumer applications but may have a monetization model that requires providers or payors to pay for the solution.

How to Apply and Prizes

The eight (8) finalists will win a chance to present their ideas to an influential group of health IT professionals and VCs at the Health 2.0 annual conference. Finalists will also be exposed to press who are attending the event. All eight (8) finalists will also be assigned a VC Team Captain who will mentor them and help them present on stage to a panel of judges. Morgenthaler Ventures and other sponsors will be offering a \$10,000 + cash prize for the winner. Additional cash and in-kind prizes will be announced at a later date. To apply or learn more, visit www.dc2vc.com.

About Morgenthaler Ventures:

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 45 years. Morgenthaler has invested in approximately 300 companies in the information technology, health IT and life science sectors. Representative portfolio companies in the IT space include: Practice Fusion, Doximity, Mulesoft, Evernote, Lending Club, Socrata, Check (formerly Pageonce), NexTag, Siri, Nominum, JasperSoft, Peregrine Semiconductor, Cortina, Nuance Communications, Apple and NEXTEL. To see our entire portfolio please go to www.morgenthaler.com/ventures. The firm's IT Team is focused on early-stage investments and is headquartered in Menlo Park, CA.

About Health 2.0:

Health 2.0--The conference. The media network. The Innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care, including online communities, search and lightweight tools for consumers to manage their health and connect to providers online. The Health 2.0 Developer Challenge is a series of prize competitions promoting health technology innovation. Health 2.0 also has its own media channels, Health 2.0 News and Health 2.0 TV; its own market intelligence service, Health 2.0 Advisors; and also sponsors the Health 2.0 Accelerator industry consortium. Health 2.0 was founded by Indu Subaiya and Matthew Holt in 2007 and is now a community of hundreds of organizations and thousands of innovators. For more information, see www.health2con.com.