

Frequently Asked Questions



What is SMILE Health?

CareQuest Innovation Partners and MATTER are joining to create the first-ever oral health open Incubator. This global call to action will recruit ideas and solutions focused on improving oral health outcomes. Solution teams will be surrounded with CareQuest Innovation Partners and MATTER resources for a 12-week, semi-virtual Incubator to validate their solution and refine their value proposition.

What types of ideas is this challenge seeking?

CareQuest Innovation Partners and MATTER are seeking ideas and early-stage startups that provide accessible, equitable, and integrated oral health care to improve health outcomes.

When does the challenge begin and when will participants be announced?

SMILE Health launches on March 9, and applications will be accepted and reviewed until April 22 at 11:59 p.m. ET. The MATTER team and select CareQuest Innovation Partners will select up to 10 teams to determine their fit for participation via meetings during the weeks of April 25 and May 2. CareQuest Innovation Partners stakeholders will select at least five teams to move on to the program that will begin on May 16.

What kinds of innovations are you seeking?

We are seeking health care solutions, services, digital technologies, devices, tools, and novel interventions.

Does my innovation need to be ready for market?

Submissions can range from research-based to pre-revenue concepts.

Who chooses the SMILE Health participants?

The MATTER team and select CareQuest Innovation Partners leaders will vet all submissions. Executives from CareQuest Innovation Partners will select the Incubator participants.

Who is eligible to apply?

1. All applicants must be 18 years of age or older.
2. The program is open to both MATTER member startup companies, as well as non-MATTER member companies, university faculty, students, corporate entities, and individuals.

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What is required of applicants?

1. Applicants must be able to demonstrate a validated hypothesis or preliminary proof-of-concept around how their solution addresses key problems.
2. Applicants must complete a short application outlining the key problem being addressed, including a description of the solution and its value proposition.
3. Semifinalists must participate in one-on-one meetings with CareQuest Innovation Partners executives the weeks of April 25 and May 2.
4. Selected finalists must be available to participate in a 12-week virtual program consisting of weekly calls with innovation mentors, workshops taught by industry leaders, and potential validation studies with third-party partners. Time commitment from startups will be roughly 10–15 hours per week, comprising mentor meetings, focused sessions, and collaborative working sessions around validation. These valuable meetings are facilitated via conference calls or web conferencing platforms to permit global participation. The program runs from May 16-August 12.
5. Finalists must participate in the Demo Day event during the week of September 12 (exact date TBD).

How do I apply for the challenge?

Visit the <https://carequestinnovation.com/smile> to apply.

How many times can I apply?

Each applicant (i.e., a company, entity, or individual) can submit one submission to SMILE Health. Have multiple ideas? Select the best one for submission.

How many winners will be selected?

Applicants will go through a rigorous selection process to arrive at the top 10 semifinalist teams. CareQuest Innovation Partner will further refine the shortlist to select the finalists for the SMILE Health 2022 Cohort launching on May 16. The program will culminate in a final Demo Day, where groups will present in front of CareQuest Innovation Partners leadership, Scale Partners, and the MATTER community.

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What will SMILE Health participants receive?

SMILE Health participants will:

- Become part of a community of forward-looking solutions and companies
- Learn from carefully selected peers, partners and mentors
- Collaborate with renowned experts and industry shaping organizations
- Access best in class training, tools, insights and resources to validate your solution
- Pitch to potential investors, partners, and clients at the final Demo Day
- Receive a 6-month MATTER membership (\$2,000 in value)
- Receive a non-dilutive \$10,000 cash stipend

What judging criteria will be used to evaluate solutions?

Candidates will be evaluated on the following:

- Ability to clearly articulate the problem addressed in the challenge statement
- Quality, feasibility, and business viability of proposed solution or technology
- Differentiation of solution within the competitive landscape
- Capability of participant/team to develop and execute solution
- Extent to which CareQuest Innovation Partners can help advance solution
- Ability of the solution to provide more equitable outcomes for underserved communities

What is minimally invasive care?

CareQuest Innovation Partners supports minimally invasive care, which aims to advance **prevention** and noninvasive **treatment** provided or prescribed by licensed **professionals** to **equitably** reduce **suffering**.

Prevention: Intervening to decrease future signs or symptoms of disease, by reducing exposure to causative substances (e.g., sugar) and improving resistance to disease (e.g., immunization, supportive nutrition, strengthening the disease substrate).

Treatment: Management of disease, signs, and symptoms, without removal of any bodily structures (e.g., FV, GIC, SDF, CRFP, SMART, Hall crowns).

Professionals: “Clinician in the loop” criteria, (e.g., RDHs, DAs, DTs, NPs, PAs, MDs, SWs, BTs, nutritionists, dieticians).

Equitably: Progressing against disparities, especially for race, socioeconomic status, and geography.

Suffering: The emotional, physical, and financial experience of pain, distress, or hardship as measurable at a state/national level, for example experienced as dental extractions, root canals, periodontal surgery, ED use, or sedation-GA use.

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I am not located in the United States. Am I eligible to apply?

Yes. CareQuest Innovation Partners is seeking global solutions, so all applicants with interest in entering the US market are encouraged to apply. The Incubator activities will mainly involve virtual engagements with potential for an in-person Demo Day.

I do not have any experience in oral health. Can I still apply?

This Incubator is industry agnostic and open to all ideas that can address the challenge statement. No previous experience in oral health is necessary.

What if I still have questions about the Incubator?

Please contact carequest@matter.health.