

February 2021 Innovation Updates & Events Calendar

Foreword



HiiP helps. As this issue was being compiled, the words to “Help!” by the Beatles just kept playing as a backdrop theme tying the articles together. (You’re humming the tune to the song now, aren’t you?). In life, work and/or home, we all need help. Sometimes we’re good about asking for it, other times we just power through doing it on our own when the end result may have been better, cheaper, or more efficient had it been shared with someone else.

Nursing innovation is no different. Many innovators do just great as solopreneurs, while others’ ideas could benefit from a helping hand. HiiP is that hand. And while we don’t always have all the answers and resources you may need, we will—and frequently do I—ask for help through our network of collaborators, both on and off campus. And if that doesn’t work, we’ll go in search of what’s needed. And in our short time of being in existence, we have helped move our Nurse Innovators’ projects ahead in big and small ways. So we invite you to learn more about how we work, and how we can help The Innovative You, in this issue.

Got an idea? Something you’ve been kicking around in your head for a while? A project you are passionate about? Research you’d want to turn into something that will serve others?...Call or email us. We’re here to help. Because in the end, we all get by with a little help from our friends!

Featured in this month’s issue are:

- How we work with your peers: we’re busting myths about how you *think* HiiP works vs. how we *really* support you and your innovations;
- A Nurse Innovator in the spotlight for funding to support new programming/education;
- A call-out to think about trialing nursing innovation in a fun way over a weekend in May;
- An innovation opportunity for you to share with your students; and
- Funding sources for women-owned businesses and enterprises; a much-needed resource!

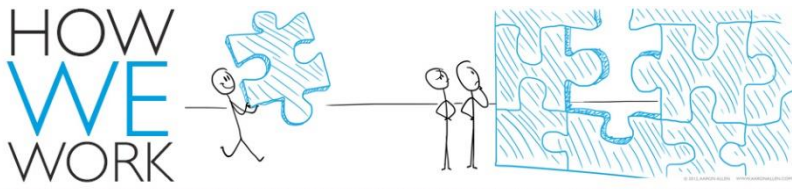
Until next month, stay warm, stay well, and stay inspired.

In support of *The Innovative You*,

Olga and Ann

How HiiP Works

Given questions and comments we get about how HiiP works, we thought it would be helpful to explain our process and give you some examples of how we have helped some of your Nurse



Innovator peers on their own innovation journeys. Maybe this will inspire you to reach out—we'd love to hear from you!

First and foremost, HiiP doesn't have a "standard" process for how we work with our Nurse Innovators. We engage with

each of you based on what kind of support you might need and how YOU want to work with us—as much or as little as you wish. And even for those Nurse Innovators who we've been working with us for a while, our level of involvement changes as the innovation project goes through its own development phases. No two journeys are ever the same so, like you, we roll with and adapt to what you, or your innovation, requires at each step of the way.

A typical first contact with us from a Nurse Innovator is usually a phone call or email. They've either talked to someone else who's worked with us, or maybe even read the newsletter, and decided it's worth finding out what might be here for them, and their project.



Then, we set up a time to talk so we can learn more about the project, where it's at, and what they might want or need from us. Oftentimes, even in this first meeting, we come up with ideas for Next Steps and a potential resource or contact that might help them with their thinking or moving the idea forward.

From here, the path can go many ways. Some examples:

- There's an intellectual property question or an issue around how to work out royalty distribution from licensing fees; this might have us setting up a meeting with the UM Office of Tech Transfer;
- The innovation is an educational module that could benefit from some instructional design help. Here, we might reach out to another college on campus who has experts in this able to do some of the actual design work;
- The innovation may require graphic design or a professional video which could have us creating Request for Quotes and then soliciting and fielding the bids with suppliers on behalf of the Innovator;
- The innovation is done but now the Nurse wants to get the word out that it's available through licensing, open source, etc. This could have us doing internet research to identify key persons or organizations in the target audience for the innovation and creating contact lists and promotional materials for an e-mail blast;



**CUSTOMIZED
SOLUTIONS**



- The project is still very early-stage and could use some input from potential customers to help shape the Innovator’s thinking and design of the “product” or service. Here we might suggest applying for student help/consulting from another college on campus offering the expertise needed for this work; or
- The idea is still just a thought in the Innovator’s mind and could benefit from some brainstorming and scoping it out further to help formulate the Innovator’s thinking, we can help with that too.

Hopefully this shows you that there is no one way to work with us and we will flex and adapt to what you need and wherever the project goes as you think about moving it forward. Realize too, that sometimes our Innovators aren’t even sure what they need or how we can help. That’s OK too. Just reach out. Whether we connect once for 5 minutes or stay involved with you/the project for five months, we’re happy to help in any way we can and are always just a phone call or email away.

Busting Myths about HiiP

As HiiP has grown, we also want to bust some myths we’ve heard you have questions on or assumptions about related to how we work.

Here are some of the common **MYTHS**:

- **We have a limited number of spaces.** While we call you Innovation Fellows, there’s no limit as to how many UMSN Innovators we can and will support.
- **My idea has to be commercializable.** Your idea does not need to be a medical app, device or technology, or any of the other pre-conceived notions you have of what you think innovation is. We are working with Nurse Innovators whose projects are interventions, educational/training programs, websites, educational modules, models, client/inpatient tools, software programs, training toolkits, apps, and more. All are welcome.
- **This is a standard “one size fits all” Innovation and Entrepreneurship program.** We do not stuff you in a classroom and teach you about innovation. Our program is a **“1:1 coaching model.”** It is customized, you learn-by-doing, and we help, encourage, and support you along your own pathway. HiiP is built around your wants/needs and oftentimes, we help you build your path with you as we go, based on what we learn along the way and new resources we can identify to help fill the resource gaps.
- **HiiP will take control of my idea and tell me what to do...** you get to drive where this goes, how fast (based on your other commitments), with whom, what you want as the end result, etc. While we may offer suggestions, we work hard to have you lead this with us at your side, or in the back seat, however you decide you want us to support you.
- **HiiP has an hour fee for coaching.** HiiP is currently funded by the School of Nursing as a support service, but we are continually on the lookout for Innovation grants to defray HiiP’s overhead as well as to underwrite our Nurse Innovator’s projects.



- **HiiP requires “deliverables” from Innovation Fellow, it takes too much time, there is a minimum one-semester commitment, etc.** Some of our Innovators may only have one or two interactions with us and in that short time, get what they need and they’re done. Others have invited us in as full partners in their projects, whereby we attend Team meetings, review content, etc., to help provide an “outside layperson” or “business” perspective as the innovation is developed which they often find helpful.
- **My idea may not be accepted.** We do not screen ideas for acceptance into the HiiP program. Unlike other innovation programs which may require a pre-screen to get into a support program like this, we do not apply any criteria to the ideas that come our way. We treat them all as opportunistic and beneficial to the end-users they were developed to serve, if/until we learn otherwise.
- **Once I start, I have to stay with the HiiP until my innovation is done.** Not all ideas have to move forward with us...or at all. There have been a few instances where Nurse Innovators have stopped working on their idea, but generally after we did some customer discovery and market intelligence with them that proved the idea was not going to be able to be operationalized moving forward. Even “It’s time to stop” is a good outcome, as it saves the Innovator from spending precious time/resources on something that is just not going to be workable.



CONGRATS TO MELISSA BATHISH: UMSN Faculty Awarded XR Innovation Funding



Congratulations to Melissa Bathish who also had an XR project awarded to her with funding from Academic Innovation’s XR (Extended Reality Innovation fund). She is a Co-PI with Deb Lee on the XR Experience titled *Transforming Nursing Education with VR Platforms*. (Deb was recognized in January’s HiiP newsletter.)

This is a three-year funded commitment led by the Center for Academic Innovation that was launched in 2019 to help strengthen the quality of a Michigan education and cultivate scholarly practice in this XR space.

Both Melissa and Deb are Co-Directors of the UMSN Clinical Learning Center, with Melissa the Faculty Lead for Undergraduate Students and Deb the Faculty Lead for the Graduate Students.

Our UMSN students will benefit immensely from this grant for the Clinical Learning Center, as steered by Melissa and Deb.

THINKING OF DEVELOPING AN APP?: Tech Transfer’s Digital Discovery Process Has Openings Now and It’s Free

If you’re thinking of developing an app, either as part of your research and/or maybe for in-market use, Tech Transfer has openings now for you to work with one of their digital software professionals and external experts with business, technical design, and compliance experience. This process will

help you move your idea from “unstructured brainstorm, fragments, and broad-based inspiration into developed concepts” (from their website).



The end result is a Workbook Summary, complete with a Value Proposition, Use Cases, Wire frames, and an interactive simulation of the user experience known as a clickable comp.

We have had two of our Nurse Innovators go through this program with remarkable results. The output from this is also then able to be shared with an App Developer in order to solicit a Proposal for actually building of the app.

While free to our Innovators on campus, it results in cost savings for the Innovators as some of the preliminary work has already been done for them in the Digital Discovery Process that the App Developer now doesn't have to do, or charge for.

They have openings now, so if you've got an app idea, reach out to Drew Bennett at andbenne@umich.edu.

For more information on this process, click [here](#).

SAVE THE DATE: J&J's NurseHack4Health Virtual Nurse Hackathon May 14-16, 2021

Please save this date for the next national Nurse Hackathon on 5/14-5/16/21. HiiP invites all Nurses and Nurse Researchers to join this incredible community of Nurse Innovators to help address today's greatest healthcare challenges. We had a few of our UMSN and MM Nurses join the most recent Hackathon in 11/20 but need many more of you to sign-up for the one in May. We need to show why Michigan is the leader and the best, so Go Blue!



Visit nursehack4health.org early in 2021 to register, and in the meantime, visit J&J's [Innovation 101 Hub](#) to enhance your innovation and design thinking skills.

Help Us Nurture a Culture of Innovation among Our UMSN Students— Opportunities for Them to Share Innovative Projects They May Have



The UM Center for Entrepreneurship is sponsoring an Entrepreneurial Student Venture Showcase. They are looking to recruit student ventures/projects from a diverse array of backgrounds, programs, and schools/colleges and are looking for students to participate?

Won't you please share the following details about this event with your students.

Are you ready to boast about your disruptive, super-promising project? Do you need a co-founder to partner on your new startup idea? Are you looking for a business student to consult on a project?

Whether you are part of a student-founded startup looking to grow your team or seeking help to launch your first project, this month's **Entrepreneurial Student Venture Showcase** is the perfect opportunity for you to share your work, plans, and needs with a large student audience. This will be a great opportunity for any students who plan to participate in optiMize, Dare to Dream, or the Michigan Business Challenge to gain some feedback and applause.

Up to 13 groups will have the opportunity to present on March 5 from 4 to 5:30 p.m. Each team will have 3 minutes to present their idea and open positions or any other needs and then 3 minutes of Q&A from the audience.

Sign-up today by [completing this form](#).

For more information, contact Emilee Studlee at 734-763-2906 | studleem@umich.edu

Interested in Networking with other Nurse Scientist Entrepreneurs & Innovators?



Looking to “find your nursing innovation tribe”? Consider joining Sonsiel’s (Society of Nurse Scientists Innovators Entrepreneurs & Leaders) monthly virtual “Meet-Ups”.

Held the 2nd Thursday of the month, these are virtual meet-ups on Zoom where Nurse Innovators and Entrepreneurs from around the country get together to learn from one another, share resources, and network. New this year will be some focused topical presentations during these Meet-ups.

Dates and times for these Meet-ups are below. Mark your calendars.

Time: 7:00 PM -8:30 PM – EDT

Feb 11, 2021

Mar 11, 2021

Apr 8, 2021

May 13, 2021

Jun 10, 2021

Register in advance for these meetings:

https://zoom.us/meeting/register/tJ0ldOGupjwpEteS-JVlkama3cVI6H1069_k



Innovation Funding



The U.S. National Academy of Medicine, with support from Johnson & Johnson Innovation, has opened Round 2 of its Catalyst Awards on January 25, 2021. These Awards “will reward bold, new, potentially transformative ideas to improve the physical, mental, or social well-being and health of people as they age, in a measurable and equitable way.” The Awards look for innovative approaches that aim to extend the human healthspan as this is

part of the Healthy Longevity Global Competition. Each Award includes a \$50,000 cash prize as well as travel costs to attend an annual Innovation Summit.

Deadline: Applications close March 8, 2021.

For more information, click [here](#).

Funding for FEMALE Start-Ups & Women Business Owners



Fact: Only 3% of all business investment goes to women AND globally, venture funding to female-founded companies fell significantly in 2020. None of this is acceptable.

And while you may not be thinking about starting your own company *today* to launch your innovation, you just might at some point in the future, and you may need seed money to get you up and running.

So despite the low investment rate for women, the good news is **there IS funding for female start-ups and businesses**, if you know where to look.

Check out some of the ones that we have found, or tuck this away for a day down the road when launching your own business might feel like the right next move for your innovation(s) and you.

We will continue to bring these to you as they come our way.

Amber Grants for Women Business Owners <https://ambergrantsforwomen.com/>

This is a monthly opportunity for a \$10k grant and winners are eligible for a year-end \$25k grant. Many of the awardees started lifestyle businesses or businesses dedicated to social causes.

American Association of University Women

<https://www.aauw.org/resources/programs/fellowships-grants/>

This is one of the largest sources of funding for graduate women, with funding ranging from \$2,000 to \$30,000 in different fellowships and grants. Fellowship and grant recipients conduct research across a wide range of disciplines and areas of interest to improve their schools and their communities.

Avestria vc (link [Avestria.vc](https://avestria.vc))

This venture company's tagline is "Seeding women's health and life science ventures". They seek out early-stage businesses that utilize technology and/or data to improve the quality of healthcare, improve access, lower costs or empower patients. The businesses must be evidenced-based, induce clinical or behavioral change, possess scalable commercialization plans which account for healthcare policy, reimbursement and the existing infrastructure, and possess a sustainable competitive advantage.

Belle Impact Fund (<https://www.bellefunds.com/>)

Their mission is to provide superior returns for their investors while serving the early-stage capital needs of women-led companies. Their fund focuses on women-owned or managed privately held seed and early-stage growth businesses in the digital, mobile, cloud technology, life sciences, medical device, and other spaces. They give preference to companies located in or impacting Michigan.

Cartier Women's Initiative Awards <https://www.cartierwomensinitiative.com/>

The Cartier Women's Initiative Awards is looking for committed female entrepreneurs leading initiatives with significant growth potential. Your project must be a for-profit early-stage business (1-3 years old). Grants can range up to 6 figures.

FedEx Small Business Grant Contest <https://www.fedex.com/en-us/small-business/grant-contest.html>

While not just for women, this grant contest opens February 16 and awards 12 small businesses prizes ranging from \$50,000 plus \$7,500 in FedEx office print services for first prize to ten 3rd place prizes of \$15,000 plus \$1,000 in FedEx Office print services..

Michigan Women Forward (<https://miwf.org/>)

They provide women's entrepreneurship programs, mentorship opportunities, and investments for female entrepreneurs in Michigan. They also offer microloans to help with start-up costs.

New Voices Fund <https://newvoicesfund.com/>

This is a \$100 million fund created to empower women of color entrepreneurs to reach their full potential. It supports start-ups, established businesses, and community-based enterprises to help deliver unprecedented impact to communities.

The Ms. Foundation for Women <https://forwomen.org/>

This foundation invests in grassroots, state and national organizations working to change policies and cultural beliefs across the U.S. Their grants help to advance grass roots solutions across race and class to build social movements within and across Economic Justice, Safety, and Women's Health.

We Take Questions

We want you AND your innovation-related questions. They help guide the content of this e-newsletter so that we write about what's most important to you.

If you have an innovation-related question, (general innovation, nursing innovation, funding for innovation or other topics related to innovation) that you'd like us to write about in a future issue, send it to us and look for a private response or a response in an upcoming e-newsletter:



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For more information about HiiP or nursing innovation, or to share an innovation announcement or news, contact the UMSN HiiP Team:
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Visit our website: <https://nursing.umich.edu/HiiP>