

MISSION DAYBREAK

Informational Webinar
June 7, 2022

Are you a Veteran having thoughts of suicide or concerned about one?
Contact the Veterans Crisis Line for confidential 24/7 support:
Call 1-800-273-8255 and press 1, or text 838255.

Housekeeping

- This session is being recorded.
- Please use the Q&A feature for any questions you have throughout the session.
- A recording of this webinar, along with questions and answers from the session, will be published on missiondaybreak.net and distributed through the Mission Daybreak newsletter.

Help is available



**You do not need to be enrolled
with VA to call.**

If you or someone you know are in crisis or have thoughts of suicide, contact the **National Suicide Prevention Lifeline** for 24/7 support: Call 1-800-283-TALK or chat online at SuicidePreventionLifeline.org/chat.

Agenda

1. An audacious goal
2. Challenge overview
3. Phase 1 details
4. Phase 2 details
5. Q&A

Poll: How would you categorize the organization you represent?

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Dr. Matthew Miller

*Executive Director of
Suicide Prevention*

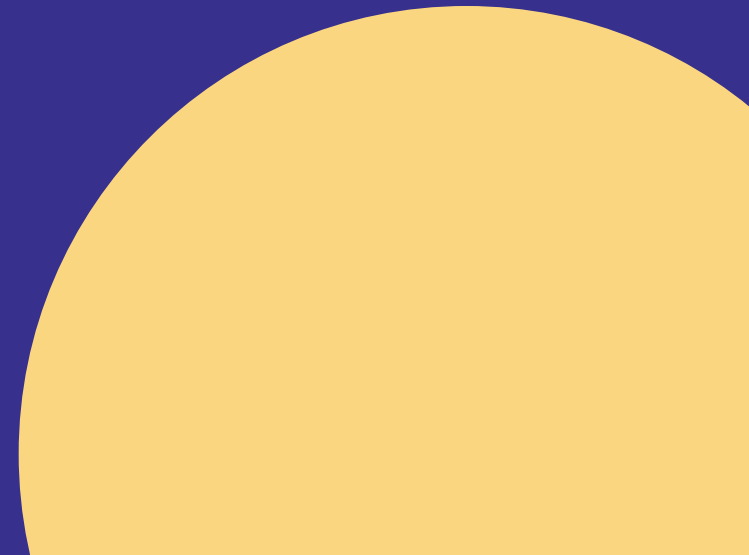
VA Office of Mental Health
and Suicide Prevention



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An audacious goal

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Suicide is a serious public health crisis

- In 2019, more than 45,000 American adults died from suicide — including 6,261 U.S. Veterans.
- While the Veteran suicide rate has decreased from 2019, the rate is still 52% higher than for non-Veteran U.S. adults.
- The unique nature of the Veteran experience can often make Veterans particularly vulnerable.
- Suicide is preventable, and we all have a part to play.

Suicide prevention at VA

- Preventing Veteran suicides is a top clinical priority for the U.S. Department of Veterans Affairs.
- This challenge builds on a long history of innovation at Veterans Health Administration and is part of our 10-year strategy to end Veteran suicide through a comprehensive, public health approach.
- Mission Daybreak serves as an important part of this strategy. The challenge is fostering solutions across a broad spectrum of focus areas and creating an entire ecosystem of support for innovators and their solutions.

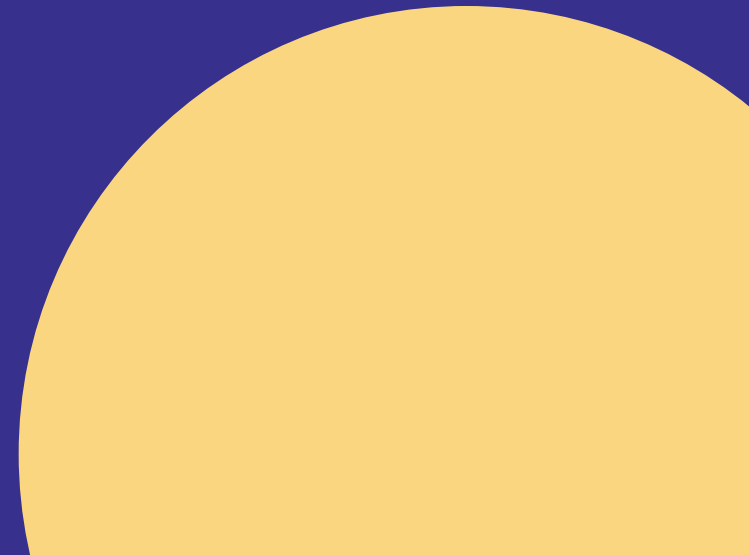
Why this challenge

- There is no single solution to suicide, and we are casting a wide net.
- A diversity of solutions will only be possible if a diversity of solvers — including Veterans, researchers, technologists, advocates, clinicians, health innovators, and service members — answer the call.
- By bringing fresh thinking, outside perspectives, and innovative concepts to suicide prevention, we can serve those who have served and provide meaningful support.

Challenge overview

MissionDaybreak.net

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Mission Daybreak is a grand challenge

Mission Daybreak is a grand challenge operating under the COMPETES Act.

- \$20 million of non-dilutive funding will be distributed throughout the challenge across 40 teams — and there are no restrictions on how prize money is used by winning teams.
- Flexible, no-strings-attached funding and non-monetary resources help advance concepts and solutions.
- There is also a separate grant open through the VA called SSG Fox — due this week — that is not related to Mission Daybreak.

A two-phase grand challenge

TOTAL PRIZE POOL

\$20 million

Phase 1: Open submissions

May 25 – July 8, 2022

Mission Daybreak invites all eligible solvers to submit detailed concepts.

\$8.5 million

30 finalists will each receive \$250,000 and advance to the Phase 2 accelerator.

An additional **10 teams** will each receive a Promise Award of \$100,000.

Phase 2: Accelerator

Sept. - Nov. 2022

30 finalist teams selected to participate in an eight-week virtual accelerator. Refined solutions will be presented at Demo Day.

\$11.5 million

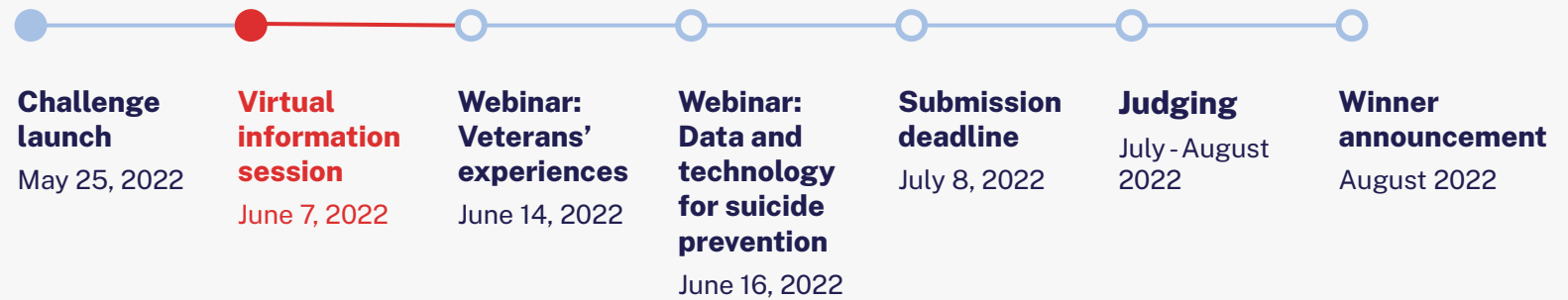
Two first-place winners will each receive \$3 million.

Three second-place winners will each receive \$1 million.

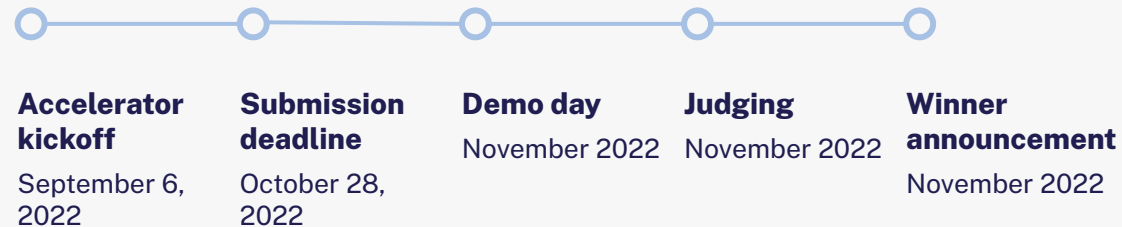
Five third-place winners will each receive \$500,000.

Detailed timeline

Phase 1: Open submissions

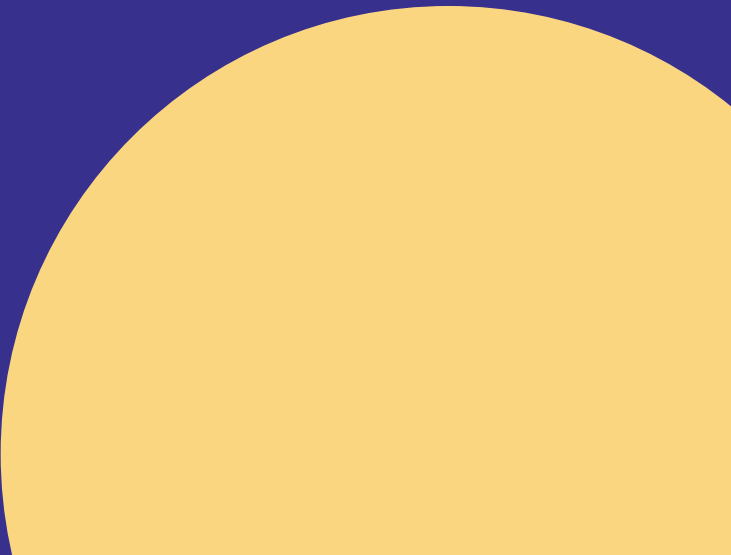


Phase 2: Accelerator



Phase 1 details

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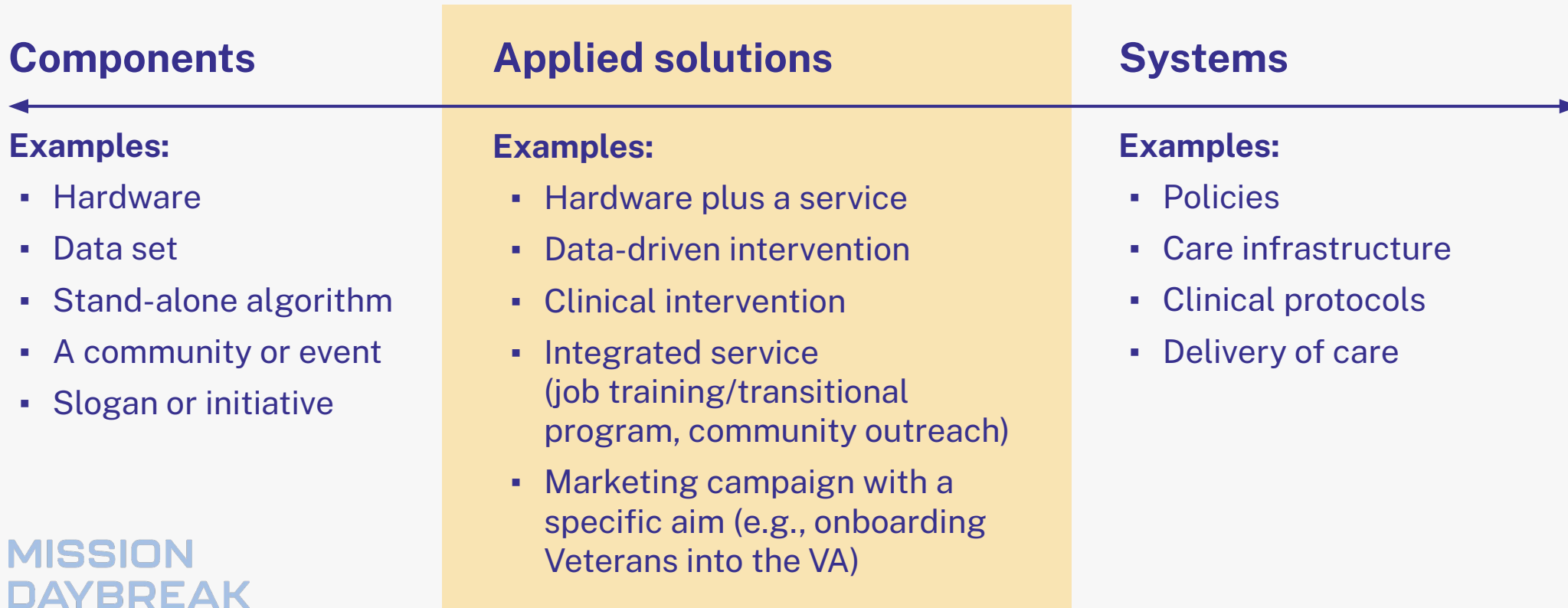
Solver eligibility

Mission Daybreak is open to individuals, teams, and entities based in the United States. Entry type and the size of your team do not affect evaluation.

- Individuals can apply on behalf of themselves, an individual can apply on behalf of a team, or a point of contact can apply on behalf of an entity such as a company or organization.
- The primary entrant must be a U.S. citizen or permanent resident, or in the case of entities, must be headquartered in the U.S. Other team members do not need to be in the U.S.
- VA employees are not eligible to submit a solution or be part of a team. All other federal employees should consult with their respective ethics offices.

VA is seeking applied solutions

Mission Daybreak calls on innovators to develop suicide prevention solutions that meet the diverse needs of Veterans.



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Focus areas

Suicide has no single cause, and no single strategy can end Veteran suicide.

That's why Mission Daybreak is fostering solutions across a broad spectrum of focus areas.

- Utilizing digital footprint data from active and passive sources.
- Creating improved access to and efficiency of Veterans Crisis Line (VCL) services through technological innovations.
- Preventing firearm suicides and enhancing lethal means safety.
- Reaching all Veterans in need with right-care, right-time, and right-place solutions.
- Improving community resilience and connection.
- Incorporating family and community into Veteran well-being.
- Supporting the transition from military service to civilian life.
- Addressing social determinants of health and wellbeing.
- Reducing barriers to asking for help.
- Other innovative solutions, focused on areas not specified above.

Phase 1 submission contents

The primary component of a submission will be a **concept paper (10 pages maximum)** that summarizes your solution, responding to the following six content areas:

Solution description

High-level description of the proposed solution, its intended impact, rationale for efficacy, and how it can be implemented.

Veteran impact

Detailed description of intended audience and how the solution works for these users.

Evidence framework

Demonstration of evidence-based decision-making and framework for defining success.

Implementation plan

Outline for implementation of the solution and how the solution plans to mitigate any potential risks and barriers.

Needs identification

Description of any additional resources the team would need to develop and scale its solution.

Team description

A description of the team, including each person's area(s) of expertise, as well as Veteran status, if applicable.

Phase 1 evaluation criteria

Veteran-centered design

Reflects the true lived experiences of Veterans for a specific population. Clearly articulates the population it is intended to serve.

Impact

Outlines where it will operate and demonstrates how it will sustainably reduce Veteran suicides.

Innovation

Demonstrates a level of advancement beyond established scientific methods, technology, and current practices. Represents a range of cross-disciplinary expertise.

Evidence-based

Grounded in evidence-based or evidence-informed research. Incorporates further evidence development in future plans.

Scalability

Complements, builds off, or integrates into VA systems. Can sustainably grow to make a significant impact on the Veteran population.

Ethical approach

Takes into account any ethical considerations applicable to its approach. Considerations include data collection practices, safe messaging practices, and privacy concerns.

Phase 1 evaluation process

Evaluation happens in two parts: A technical review board will score submissions based on the evaluation criteria, and the judge panel will recommend awards based on scores.

- Every submission will be reviewed by a suicide prevention coordinator, a Veteran or Veteran family member, and a technical expert.
- The review panel will reflect the diversity of the Veteran population across gender, race, and backgrounds.
- The judge panel will take the evaluation scores from the review panel and recommend finalists and promise award winners to VA's award-approving officials.

Entrants retain their intellectual property

Submission license policy summary:

- Entrants retain ownership of their concepts, including any software, designs, research, or other intellectual property (IP) that they develop.
- Entering the competition means granting VA irrevocable license to the use of name, likeness, image, biographical information, award and award information (if an award winner), company or institution name (if the entry is from a company or institution), and non-protected submission content.

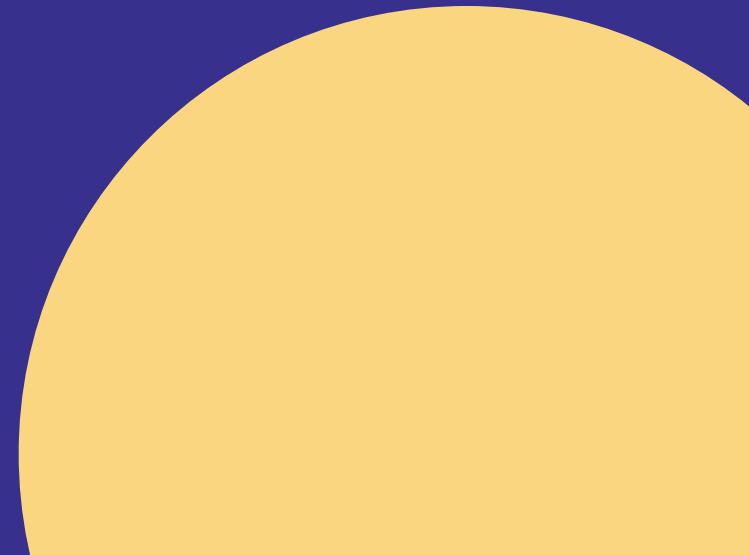
Solver community

Mission Daybreak strongly encourages prospective solvers and interested stakeholders to join the solver community and collaborate with fellow innovators on creating the best solutions possible. The solver community database will be updated and shared on a regular basis throughout the challenge.

- By signing up, you will receive contact details for others looking to collaborate.
- Your details will only be shared with others who have also signed up.
- Joining does NOT come with an obligation to join a team or submit a solution.

Phase 2 details

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Accelerator resources and support



Peer collaboration



**Mentorship and
networking opportunities**



Educational sessions



**Money and
in-kind incentives**



Technical guidance



**Demo day to showcase
refined solutions**

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Demo day

After final submissions, finalists will present their refined solutions at Demo Day, a live pitch event in November 2022.

- The event will include an opportunity for Mission Daybreak finalists to meet each other in person.
- Demo Day will also feature a closed-group question-and-answer session with judges; presentations to stakeholders, investors, and partners; and time for networking.
- Additional details on date and location will be confirmed soon.

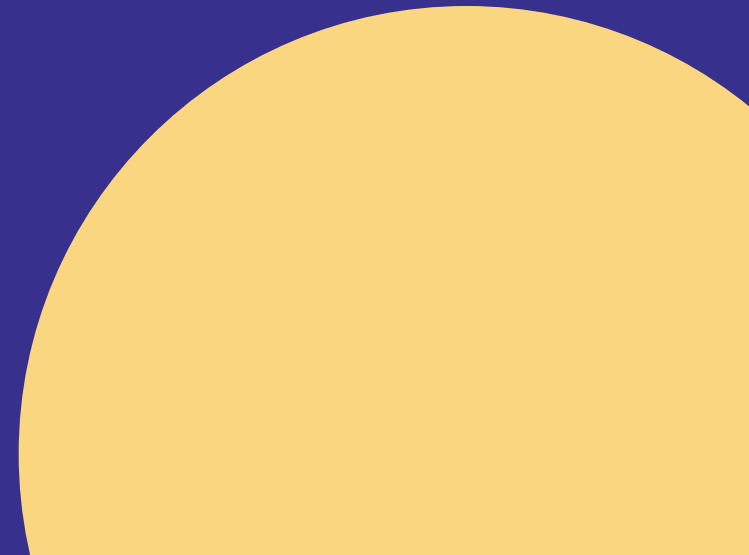
Poll: How do you intend to participate in the challenge?

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Q&A

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hello@missiondaybreak.net

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