

GENERAL GUIDELINES

MIT HACKING MEDICINE BRAZIL 2025

Einstein Hospital Israelita – São Paulo/SP September 5–7, 2025

1. ABOUT THE EVENT

1.1. MIT Hacking Medicine Brazil is an unprecedented initiative in Brazil, organized by Einstein Hospital Israelita in partnership with the MIT Hacking Medicine, with support from institutional sponsors (Novo Nordisk and InterSystems) and international experts.

1.2. The event consists of an immersive and collaborative hackathon aimed at fostering innovation in healthcare through the development of solutions addressing real-world challenges in the sector.

1.3. These Rules define the general conditions for participating in the event and are fully accepted by all participants at the time of registration.

2. OBJECTIVE

2.1. MIT Hacking Medicine Brazil aims to bring together professionals and students from the fields of healthcare, technology, business, and design to co-create scalable and accessible solutions based on two thematic tracks:

Track 1 – MASH (Metabolic dysfunction-associated steatohepatitis)

Track 2 – Inflammation and Cardiovascular Diseases

2.2. Proposed solutions must align with the goals of prevention, diagnosis, screening, or clinical monitoring, considering implementation feasibility and potential impact on the healthcare system.

3. DATES AND VENUE

3.1. The event will take place in person from September 5 to 7, 2025, at the Albert Einstein Teaching and Research Center – Cecília Abram Szajman Campus, located at Rua Comendador Elias Jafet, 755 – Morumbi, São Paulo – SP.

3.2. The full schedule will be announced in due course on the official event website.

4. REGISTRATION

4.1. Registration is free, individual, and must be completed through the electronic form available on the official website.

4.2. Individuals aged 18 or older with academic or professional backgrounds in healthcare, technology, business, or design may apply.

4.3. Each participant must choose one of the thematic tracks at the time of registration.

4.4. Completing the form does not guarantee participation in the event. Applicants will undergo a selection process as outlined in section 5.

5. PARTICIPANT AND MENTOR SELECTION

5.1. The Organizing Committee, composed of representatives from Einstein, MIT, and the sponsors, will evaluate applicants based on the following criteria:

- Diversity of experience and fields of expertise;
- Potential for multidisciplinary contribution;
- Alignment with the event's objectives.

5.2. Selected participants and mentors will be notified by email.

5.3. The Organizing Committee's decisions are final and non-negotiable.

6. PARTICIPATION

6.1. Participation in MIT Hacking Medicine Brazil is voluntary, nominative, personal, and non-transferable.

6.2. Attendance is mandatory on all three main event days (September 5, 6, and 7, 2025).

6.3. Teams will be formed at the beginning of the hackathon based on track choice and participant profiles, to ensure diversity and complementarity.

6.4. Solutions must be original and collaboratively developed. Previously awarded or existing projects are not allowed.

7. METHODOLOGY

7.1. The hackathon will follow the MIT Hacking Medicine methodology, combining design thinking principles, rapid prototyping, and expert mentoring.

7.2. The stages are:

- Stage 1: Deep understanding of challenges
- Stage 2: Formation of multidisciplinary teams
- Stage 3: Ideation and solution development
- Stage 4: Mentorship sessions with experts from MIT, Einstein, and sponsors
- Stage 5: Final pitch presentation to the evaluation panel
- Stage 6: Awards for the best solutions

8. EVALUATION AND AWARDS

8.1. Solutions will be evaluated by a panel composed of experts from the participating institutions, based on the following criteria:

Impact: Clarity in defining the problem; broad and significant impact potential; alignment with the identified challenge.

Innovation: Compelling rationale for the solution's effectiveness; ability to address specific stakeholder needs; attention to user experience, interface, and service design.

Business Model: Presentation of a viable go-to-market plan; sustainability of the proposed model.

Presentation: Effectiveness in communicating the idea (pitch); team composition and diversity (technical expertise, complementary experiences, etc.).

8.2. The top three teams in each track, as well as the winners of specific sponsor challenges, will receive awards, including mentorship sessions.

9. INTELLECTUAL PROPERTY

9.1. Ideas developed during the event remain the property of the participating teams, except in cases of future formal partnerships with Einstein or sponsors, to be mutually agreed upon.

9.2. The organizers are not responsible for any intellectual property registration by the participants.

10. FINAL PROVISIONS

10.1. The organizers reserve the right to amend these rules at any time, with prior notice through official event channels.

10.2. Any situations not covered in this document will be resolved by the Organizing Committee, whose decisions are final.

10.3. Submitting the registration implies full and unconditional acceptance of these rules.