

1:00 PM

Welcome and Introduction

Stan Kachnowski, Chair, *HITLAB*

1:05 PM

Keynote Address

Benjamin Serbiak, Director, New Ventures-
Versalie, Kenvue

1:25 PM

Women's Health Research Presentation

Kat Marriott, Senior Research Scientist, *HITLAB*

1:40 PM

Judge's Introductions

Benjamin Serbiak, Director, New Ventures-
Versalie, Kenvue

Kristin Chung, Versalie Product Lead, Kenvue

Russ Gould, R&D Digital Health, Kenvue

Bryan Cunningham, Versalie Technology Lead, Kenvue

Sean Wolf, Versalie Ecomm Lead, Kenvue

Kelly Vohden, Versalie Growth Lead, Kenvue

Dr. Jill Liss, OBGYN and Versalie Advisor Kenvue

1:55 PM

Pitches from Finalists

PROOV

Dr. Amy Beckley, Owner & CEO, *Proov*

TAG

Cat De Roure, Co-Founder & CTO, *TAG*

Alicia Mergenthaler, Co-Founder & COO, *TAG*

Renee Wurth, Co-Founder & CEO, *TAG*

THE PAUSE TECHNOLOGIES

Susan Sly, CEO & Founder, *The Pause
Technology*

Mia Chorney, CEO & Founder, *The Pause
Technology*

2:30 PM

Fireside Chat: Innovating the Continuum of Reproductive Health: Bridging Fertility, Menopause, and Beyond

Joe Cody, Associate Director, Health IT and Digital Health Policy, *American College of Cardiology*

Amy West, Principal Director, Advisory Services & Chair for the Women's Health Tech Initiative, *HITLAB*

2:45 PM

Award Ceremony

- **Audience Choice Award (Winner will receive a complimentary one-year Breakthrough Alliance Executive membership)**
- **3rd place (\$10,000 Cash Prize)**
- **2nd place (\$15,000 Cash Prize)**
- **1st place (\$25,000 Cash Prize)**

3:00 PM

Closing Remarks & Thank You's

Stan Kachnowski, Chair, *HITLAB*