

NEXT 10.10.10 PROGRAM READY TO TACKLE 10 “WICKED PROBLEMS” IN HEALTH

-Beginning May 7, 10 serial entrepreneurs and a community of volunteers will spend 10 days exploring market-based solutions to 10 complex health challenges facing the world’s cities-

DENVER, CO (April 11, 2018) –[10.10.10](#), a nonprofit organization that tackles the world’s wicked problems through public education and engagement that inspires entrepreneurs to action, will host its 10.10.10 Cities (Health) 2018 program May 7- 17, presenting 10 wicked problems in health to 10 serial entrepreneurs. The goal of the program is to launch a 12-month effort to inspire the creation of new ventures aimed at solving one or more of the wicked problems.

10.10.10 Cities (Health) 2018 kicks off on May 7 with the Big Reveal at Industry RiNo Station, 3858 Walnut Street, where the 10 serial entrepreneurs and 10 wicked problems will be announced. Now in its fourth year, the program specifically recruits entrepreneurs who have already founded a successful company and are seeking a new challenge. A team of volunteers including “validators,” – thought leaders, corporations, nonprofits and government agencies – will assist the entrepreneurs, using their knowledge and insight about the health industry. Professionals known as “ninjas,” with diverse skills and backgrounds will also provide support in every phase of the program.

Since 10.10.10 launched its first Health program in June 2015, 40 prospective CEOs have participated in the program, which has inspired the launch of eight new startups, (including a PRIME Digital Health Challenge winner), and raised millions in funding. Prospective CEOs are entrepreneurs chosen for their prior experience, perspective and knowledge as founders or co-founders, and their avowed intention (and anticipated capacity) to create a new venture within the next 12 months.

“We know serial entrepreneurs need better ways to identify and explore new opportunities. When they create a new venture, they are investing more than just money. They invest the next five or 10 years of their lives. We provide a mechanism to help these extraordinary entrepreneurs turn the world’s wicked problems into opportunities, harness their passion to make a difference, and apply their skill, focus and experience to issues that impact a wide range of stakeholders,” said 10.10.10 Founder and CEO Tom Higley.

10.10.10’s unique model has garnered support from the state’s leading health care organizations, including The Colorado Health Foundation, Rose Community Foundation, Colorado Health Access Fund at the Denver Foundation, Delta Dental and MGMA, which serve as this year’s sponsors.

“10.10.10’s Health program shines an important light on some of the most pressing health problems that keep health and health equity out of reach for far too many Coloradans. The

program also recruits the brightest minds to tackle these issues by developing ventures that deliver practical solutions and reflect the needs of the people who need them the most,” said Amy Latham, vice president of Philanthropy, the Colorado Health Foundation.

This year, 10.10.10 will host two Denver-based programs, one health-focused and another dedicated to water issues. Microlyze, a venture that was inspired by the October 2017 water program, has developed a user-friendly testing device to detect contaminants in tap water. The firm recently won the Rockies Venture Club – Angel Capital Summit Pitch Competition and Pitch Distilled, a multi-city live pitch competition sponsored by Jack Daniels and the WIRED Brand Lab.

10.10.10 plans to expand its programming to another city this year and expects to have 10 cities in its network by 2025, hosting two program a year in each city. That means 200 successful serial entrepreneurs will participate in 10.10.10 programs annually with the goal that half of them will launch market-based ventures that address wicked problems. With that level of growth, 10.10.10 expects to inspire the creation of 100 new ventures each year that address wicked problems in health, water, food, energy, learning, infrastructure, waste, security and climate change.

For more information and the schedule of the May 2018 event please visit: <https://101010.net>.

About 10.10.10:

[10.10.10](https://101010.net) is a 501(c)3 organization whose mission is to tackle the world’s wicked problems through public education and engagement that inspires entrepreneurs to action. 10.10.10 is: ● 10 Wicked Problems ● 10 Prospective CEOs (from all over the United States) ● 10 days spent together exploring market-based solutions. During the 10 days, prospective CEOs connect with each other, with 20+ Validators (primarily large organizations and institutions that understand the wicked problem area and the market need) and with 20-30 Ninjas, persons with the skills to support the creation of new ventures. In 2017, more than 50 members of Validator organizations participated in the 10.10.10 Health program.

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