



Deloitte Start-Up Innovation Challenge

Going beyond the pill - overcoming the dangers in your medicine cabinet

Applying exponential thinking to behavior change in prescribing, adherence, addiction, abuse and usage

Deloitte.

Win a **ticket** for Deloitte's Innovation Lab booth at Exponential Medicine 2017



EXPONENTIAL
Medicine

By Singularity University

Challenge Timeline

Finals / Pitch Day:
October 17th 2017



Applications Open:
August 30th

Applications Close:
October 3th

Top 5 Announced:
October 9th

Finals / Pitch Day:
October 17th 2017

PRIZES

Prizes include opportunities for continued recognition, as well as participation at the renowned Exponential Medicine Conference.

- The winning startup will receive all expenses paid trip to participate in Deloitte's [Innovation Lab Booth](#) on November 6-9th 2017 and the chance to compete in the [MEDy Awards](#) at the Exponential Medicine conference
- The winning startup will be offered the opportunity to pitch your company at the reunion day for the [VvAA participants](#) of the Exponential Medicine trip (planned for January 2018)
- One of the top 5 start-ups will receive a ['Golden Ticket'](#) for the top 50 application of Rockstart Digital Health accelerator program

Send a **2 page memo** to SUchallenge@Deloitte.nl by **24:00 CEST on October 3th 2017** addressing the below bullets. (Optional: Include a 2 minute video or 10-slide presentation to supplement the written application)

- Overview of how the problem and how your solution works, making use of [Disruptive Technology](#)
- Additional points will be considered for solutions that address the opioid crisis / epidemic.
- Explanation of how your solution impacts the dangers in the medicine cabinet following main categories as applicable: sensors, data and analytics, virtual reality to impact behavior change, consumer and clinician engagement, ecosystem coordination.
- Describe the scalability of your solution and global applicability
- Highlight the user experience the solution and bring it to life for the participants in the Innovation Lab at Exponential Medicine
- Additional information or argument to supplement the application and answer why the solution should win this challenge
- Description of start up funding and cash flow

Must be a start up looking to **shape** or **influence** the next generation patient experience and:

- ✓ At least one of the founding members should be based in Europe
- ✓ Startup currently employs less than 50 people
- ✓ Uses (exponential) technology in the solution

Finals / Pitch Day Details:

Tuesday, Oct. 17th 2017

18:00 – 21:00

Dinner & Pitch night

We will have a 3 course dinner and during every course the pitches will be performed by the finalists.

All pitches will be 5 minutes in English. Each pitch will be followed by 5 min Q&A Session

Pitches will be judged by a jury formed by Deloitte NL, Deloitte US, VvAA, Rockstart

Pitch Day Location:

Belvédère

Kelfkensbos 60
6511 TB NIJMEGEN
Health Valley
The Netherlands

If you have questions or would like more information, contact:
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HOW TO WIN

ELIGIBILITY

rockstart.

VvAA

**SINGULARITY
UNIVERSITY**



**Digital
Health
Compliance**

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