

INNOVATION CONTEST # IC\_2018\_0172  
**Transforming the Future of Self-Care Challenge**  
**Topic 1: Digital Health Technologies**

**THE OPPORTUNITY:**

The Transforming the Future of Self-Care Challenge is a competition consisting of three Topics seeking technologies to enable consumers to do more, feel better, and live longer. There is a maximum of US\$50,000 available for cash prizes. The Challenge will award up to five (5) US\$10,000 prizes to the winners across the three Topics. The Challenge sponsor may also explore funding or other support of an Entry for further development and/or commercialization.

Topic 1 seeks novel digital health technologies to enable consumer self-care.

**THE TIMELINE:**

Submission Deadline: Due by January 31, 2019 at 5:00 PM ET  
Announcement of Winners: March 2019

Visit the [Challenge Website](#) to see Official Rules and submit an Entry

**PROGRAM MANAGER:** Kevin Andrews, Ph.D.

**QUESTIONS:** Contact the Solution Provider Help Desk

Email: [phd@ninesigma.com](mailto:phd@ninesigma.com)

Phone: +1-216-283-3901



**CHALLENGE TOPIC DESCRIPTION**

NineSigma, on behalf of **GlaxoSmithKline (GSK) Consumer Healthcare**, invites **proposals for novel digital health technologies to enable consumer self-care using over-the-counter healthcare products.**

**BACKGROUND**

Consumers seek tools to empower them to take better care of themselves. These tools can help with taking medication on time, tracking health, tracking symptoms, or with selecting which over-the-counter (OTC) or consumer (non-prescription) products are suitable for a given situation.

GSK seeks solutions which complement its current portfolio of OTC and consumer products in pain relief and oral, respiratory, digestive, and skin health.

**KEY ATTRIBUTES FOR TOPIC 1**

The successful technology will:

- Enable consumers to practice self-care and utilize over-the-counter / consumer products
- Be compatible with GSK's current over-the-counter and consumer healthcare products

- Be able to be connected to devices with the ability to transmit data as per permissions granted by the user and following all relevant privacy regulations

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### POSSIBLE APPROACHES FOR TOPIC 1

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Possible approaches might include, but are not limited to:

- Wearables
- Mobile medical apps
- Novel sensors
- Connected medical devices
- Machine learning algorithms
- Predictive tools

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### APPROACHES NOT OF INTEREST

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The following types of approaches are not eligible:

- A medical device that is an implant
- Technologies that address acne or skin cancer
- Solutions focused primarily on health records, payor providers, or hospital systems

Please refer to the Challenge Website for details regarding minimum requirements, evaluation criteria and eligibility requirements.

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### HOW TO SUBMIT

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You must complete and submit the online response form by January 31, 2019 at 5:00 PM ET. You will be able to upload supplemental documents with your response.

In your concise, non-confidential response you should:

- Describe your technology innovation and:
  - its working principle
  - its alignment with the Topic Key Attributes and with Challenge Evaluation Criteria
  - its unique benefits compared to existing solutions already in the market
  - your business model and value proposition
- Discuss the results of any testing you have done (safety, consumer, efficacy, etc.)
- Describe the steps, activity, estimated budget, and timeline to reach commercial scale
- Discuss the status of the intellectual property related to your approach
  - Who owns the related IP
  - Your assessment of freedom to practice
  - Upload a copy of your patent and detailed illustrations and photos, if applicable
- Describe your (or your team's) background and related experience
- (Optional) Provide a private link to a short (2-5 minute) video presentation in which you pitch your approach and capabilities

If you require assistance to submit your response, please contact the Solution Provider Help Desk ([phd@ninesigma.com](mailto:phd@ninesigma.com)).

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### ABOUT THIS CONTEST

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By submitting a response, you agree to the [Official Rules](#), which includes the following requirements:

- You agree to the submission terms described in the response form.
- You agree that your submission does not contain any confidential information.
- You acknowledge that sponsor reserves the sole and absolute right and discretion to award prizes as stated in the challenge.