



do more  
feel better  
live longer

## INNOVATION CONTEST # IC\_2018\_0172

### Transforming the Future of Self-Care Challenge

#### Topic 2: At-Home Diagnostics

#### 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 2 seeks at-home diagnostic 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

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#### CHALLENGE TOPIC DESCRIPTION

NineSigma, on behalf of **GlaxoSmithKline (GSK) Consumer Healthcare**, invites **proposals for effective diagnostic technologies to enable consumer self-care.**

#### BACKGROUND

Consumers select OTC health care products to address common and intermittent health concerns relating to pain, oral, respiratory, digestive, and/or skin health. This challenge topic seeks technology to enable consumers to self-diagnose and manage their health using OTC products.

#### KEY ATTRIBUTES FOR TOPIC 2

The successful technology will:

- Enable consumers to practice self-care to diagnose a problem and better utilize GSK over-the-counter and consumer [non-prescription] healthcare products
- Be non-invasive
- Be compatible with a digital or connected component
- Preferably be low-cost

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## POSSIBLE APPROACHES FOR TOPIC 2

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Possible approaches might include, but are not limited to:

- Mobile medical apps that incorporate smart phone components
- Connected medical devices
- Machine learning algorithms and systems
- Predictive tools
- Biometric 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, skin cancer or tests for diabetes or pregnancy

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.