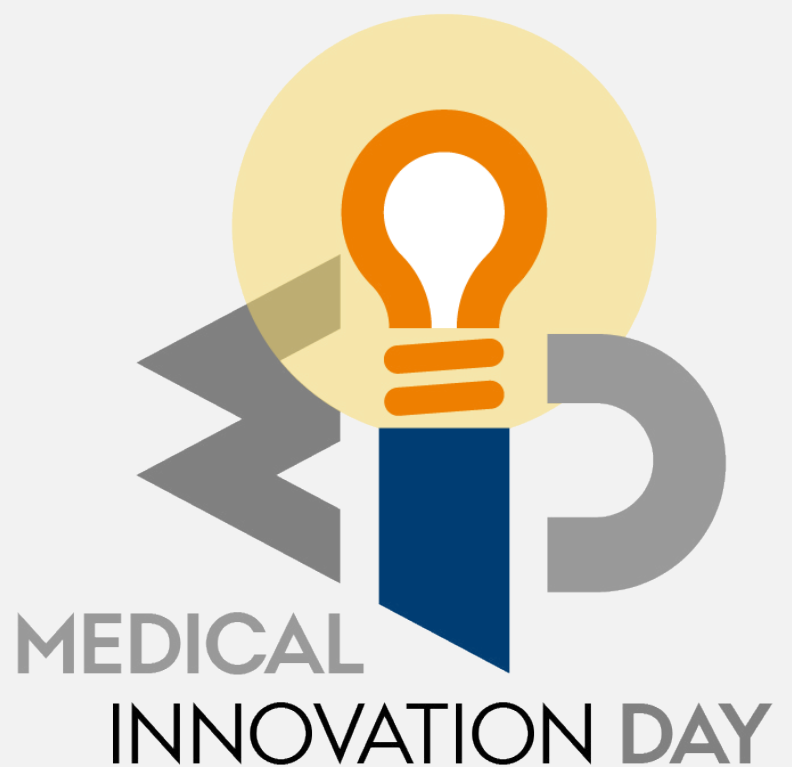


MEDICAL INNOVATION DAY

CHALLENGE TRACK



CHALLENGE TRACK

On the Challenge track, students work together in teams to develop conceptual solutions to real life challenges proposed by companies and patient organisations. The students are set in teams consisting of 3-5 persons, preferably with supplementary skills.

The Challenge runs over two days. At day one the challenge participants dive into the problem and co-create solutions. At day two the participants develop and present pitch presentations.

The Challenge track follows a three-step process:

1. Companies and patient organisations interested in contributing to the challenge track with a case, deliver a written case description of a real life medical or healthcare challenge relevant and interesting to the participating students.
2. All cases are presented at the Medical Innovation website and the participants are informed to read the cases beforehand. More teams can work on the same case depending on number of participants.
3. On the first day of the challenge the cases are introduced to the challenge participants, who are given a selection of innovation tools and the teams start the process of analysing the case. On the second day participants pitch their solutions to the companies and a winner is found.

What is needed from you as participating company?

- You must contribute with a written case and a short video presentation – the more thorough, the better the results from the students. See challenge specifications further down. The case must be available prior to the event.
- You must be able to participate and interact with the students during the event. On day one participants must be able to reach a company representative to ask questions and clarify assumptions on your case. This can happen by physical attendance or online communication. On day two one or more company representatives must attend the pitch session to hear solutions and decide on a winner.
- The more invested you are as a company, the better the solutions from the participants.

What is in it for your company?

- The challenge proposer will have the opportunity to present the company live through a brief 5-10 min. introduction on Medical Innovation Day (day two).
- First hand impression on professional competencies of the different participating educations
- Network amongst top researchers and future workforce - and possible recruitment
- An insight into research and trends within healthcare innovation
- Access to all parts of the Medical Innovation Day programme including international key note speakers
- Meals, coffee and snacks throughout the day

More information about the event, including a videos and examples of cases can be found here:

The website for the main Medical Innovation Day event: <https://phd.health.au.dk/aboutus/events/mid/>

Specific information on the challenge track: <https://phd.health.au.dk/aboutus/events/mid/challenges/>

Examples of former cases: <https://phd.health.au.dk/aboutus/events/mid/previousevents/>

CHALLENGE DESCRIPTION

A Medical Innovation Day Challenge need to be open enough to leave room for ideation of ambitious, innovative solutions, but specific enough to provide directional value creation back to the company who proposed the challenge.

There is 'freedom to operate' in terms of how the challenge is presented. It doesn't have to be alike from challenge to challenge. The format can be a PDF text presentation, a slide deck or a combination of text documents and video.

Whatever the format, the points listed below should be covered in the description and it has to be shareable. We will share the challenges on [the challenge track website](#) where the participants can access it.

The students participating will have a variety of different backgrounds (e.g. health sciences, engineering, business and social sciences, innovation, design, anthropology, health IT...). Therefore it is important that the language used is comprehensible for all students and that specific technical terms in your area of expertise are properly explained.

Challenge description – topics to be covered:

1. Presentation and background knowledge on your company
2. What is the background of the challenge and why is there a challenge?
3. Details about the challenge. This can be specific criteria a solution must fit. It can be details about the environment/the context/the user/economics, scientific or evidence-based constraints and opportunities. Keep it short and to the point in order not to kill innovative thoughts.
4. What values and effect goals can be imagined by solving the challenge.
5. Optional: Inspiring solutions or approaches which have been attempted or are under development. Could also be information about previously failed solutions.

Deadline for submitting a challenge/case: August (date TBA)

Language: English

Send to: (TBA)