



# THE ROCHE DIABETES CARE INNOVATION CONTEST 2019- 2020

## FREQUENTLY ASKED QUESTIONS

### What is the Roche Diabetes Care Innovation Contest?

Roche Diabetes Care has partnered with MATTER to explore, source and pilot digital and device-enabled solutions or services that address one or a combination of the priority areas listed below:

- How might we help people with diabetes more **precisely identify the right combinations** of therapies, diet, exercise and other behaviors that will improve their blood glucose control?
- How might we help people living with diabetes **optimize these interventions** through improved monitoring and tracking that enhance control over their diabetes management?
- How might we equip people with diabetes and their healthcare providers with **actionable insights and intelligence** that help them implement a targeted and personalized roadmap of care?

### When is the application period?

Applications are accepted from 2:00pm CST on November 20, 2019 through 11:59pm CST January 10, 2020.

### How do I apply for the challenge?

You can apply at our [challenge site](#) or go to the [application](#).

### How many times can I apply?

One application is allowed per team.

## **What types of ideas and solutions is this program seeking?**

Roche Diabetes Care is seeking digital and device-enabled solutions or services that assist with the capture, synthesis, and delivery of insights that demonstrate more intelligent monitoring and therapy decision-making among people with diabetes and their healthcare providers.

## **What are you looking for in applications?**

This challenge is open to startups that have an established business model, ideally have some evidence about product-market fit and are seeking opportunities to pilot their solutions within health systems. If actively fundraising, Roche Diabetes Care will accept submissions from companies pursuing a seed, Series A or Series B round. The Review Panel will rank the entries based on:

### **Ability to clearly articulate the problem statement addressed in the Challenge description**

The description of the unmet market need of the stakeholders involved, and the deficiencies of current solutions.

### **Quality, feasibility, and scale of proposed solution or technology**

The description of the unique technical features of the product or service, the proposed benefits to stakeholders, any evidence or proof-of-concept supporting the impact of the solution, and the ability to scale to a broad market.

### **Differentiation of solution within the competitive landscape**

The description of how the proposed solution addresses the unmet need, why it would be sustainable, and how it is differentiated within the competitive landscape.

### **Capability of Participant to develop and execute solution**

A description of the composition of the Participant Team and relevant background and experience of Participant or each Participant Team member that uniquely positions Participant to execute on this solution.

### **Extent to which Roche Diabetes Care partnership can advance solution**

A description of why Roche Diabetes Care would be an optimal partner for Participant, the types of expertise and resources that Participant would seek to leverage from Roche Diabetes Care, and how Participant envisions working together to co-develop the solution.

## **How many winners will be selected? Will the winner be publicly disclosed?**

10-15 semi-finalists will be selected. They will be contacted by January 17, 2020. These semi-finalists will pitch on February 26, 2020 to a group of Roche and MATTER judges. 2-5 finalists will receive the opportunity to move to the accelerator phase. The finalists will be publicly disclosed once selected. All finalists will participate in a 12-week accelerator culminating in a presentation May 7, 2020.

## **Who chooses the semi-finalists and finalists?**

Applicants will be screened and evaluated by MATTER and Roche Diabetes Care. Final determination and selection of applicants will be made by Roche Diabetes Care.

## **What will finalists receive?**

Semi-finalists will receive:

- A \$5,000 cash award to further develop their solutions

The winning finalist will receive:

- A monetary prize of \$20,000 from Roche, to be used for the further development of the Finalist's Entry and associated solution(s)
- Further mentoring and education in the field of diabetes and diabetic patients from selected and trained Roche Diabetes Care, MATTER staff and stakeholders from across the healthcare community
- A free 1-year membership with MATTER.
- For a full list of terms and conditions, [click here](#).

## **How can the prize money be used?**

The non-dilutive prize money can be used for any aspect of product or company operations that helps advance the development of the solution.