# Apply now!

Northwestern Kellogg



WHAT: a design and innovation challenge to solve a real, public health, patient engagement and business of HEALTHCARE problem.

HOW: <u>Kick-off Weds, Feb, 20 at 4:15 (@KGH rm1420);</u> Final Pitch Day - Weds, March 6 @Abbvie HQ.

WIN:**\$16k in cash prizes (1**<sup>st</sup>, **\$8k**; 2<sup>nd</sup>, **\$6k**; and 3<sup>rd</sup>, **\$2k**)

#### TO COMPETE:

- 1. form 3-4 people per team
- 2. <u>**REGISTER</u>** on CampusGroups</u>
- 3. Attend Kick-off session on Feb 20!

in partnership with

## The Details

FEBWed<br/>20Challenge Kickoff and Challenge Reveal<br/>AbbVie briefs participating teams (@KGH)

Wed Office Hours with AbbVie experts 27 (@KGH)

MAR

#### Sun Round 1 Submission

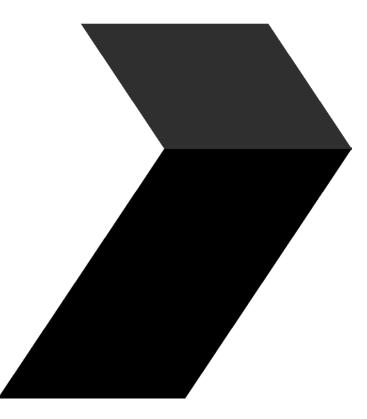
03 Teams submit their solution by 8PM CST 2 minute video + 8 PPT / 800 words

#### Mon Final 5 Selected

04 5 finalists invited to pitch to AbbVie execs

#### Wed 06 Pitch Day + Award Ceremony (@AbbVie HQ) Final presentations (12 minute presentation)





#### \$16,000 in Cash Prizes!!!

#### JUDGING CRITERIA...

Does the solution address the challenge in a way that **appeals to key stakeholders**? How differentiated is the solution compared to what exists today?

Does the proposed solution make sense from an **operational perspective**? What are the risks? Do we believe it will work?

How **achievable is the potential solution** ready to deliver impact in 2019? How will success be measured?

**OVERALL** Does the solution solve for the business challenge? What was the overall approach to land key insights and the learnings? Was the final pitch presented in a convincing manner?

Pitch Day – Weds, March 6<sup>th</sup> @AbbVie HQ

#### \$16,000 in Cash Prizes!!!

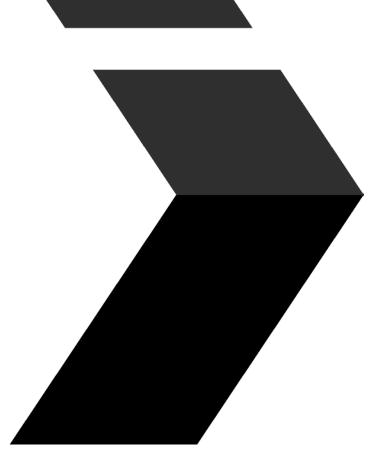
MAR Wed 06 Pitch Day + Award Ceremony (@AbbVie HQ) Final presentations (12 minute + Q&A)

<sup>9:00am</sup> Final 5 presentations to panel judges

12:00 Lunch

1:30 Winner's announced

<sup>1:45</sup> Networking Reception





### The Prize and Fine Print...

#### **Prize Award**

1<sup>st</sup> place - \$8,000 2<sup>nd</sup> place - \$6,000 3<sup>rd</sup> place - \$2,000

### NDA Required.

Workers Responsibility Confidentiality Agreement signed per student All ideas are owned by AbbVie AbbVie + Northwestern Partnership Agreement

Questions? Matt Zoerink, KIEI

E: matthew.Zoerink@Kellogg.northwestern.edu

**US Area Innovation**