



Apply now!

The **abbvie** Innovation Challenge

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

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

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

TO COMPETE:

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

in partnership with

Northwestern | Kellogg

The Details

FEB

Wed **Challenge Kickoff and Challenge Reveal**
20 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 **Pitch Day + Award Ceremony (@AbbVie HQ)**
06 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 6th @AbbVie HQ

\$16,000 in Cash Prizes!!!

MAR

Wed
06

Pitch Day + Award Ceremony (@AbbVie HQ)

Final presentations (12 minute + Q&A)

9:00am

Final 5 presentations to panel judges

12:00

Lunch

1:30

Winner's announced

1:45

Networking Reception





The Prize and Fine Print...

Prize Award

1st place - \$8,000

2nd place - \$6,000

3rd 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

