

WHAT IS THE NOVO NORDISK INNOVATION CHALLENGE?

Novo Nordisk is continuing to embark on a journey to partner with entrepreneurs with the goal of co-developing innovative solutions for patients living with chronic diseases. Novo Nordisk invites innovators to participate in the Innovation Challenge, seeking solutions that advance our business of healthcare while embracing circular design principles.

WHAT TYPES OF IDEAS AND SOLUTIONS IS THIS PROGRAM SEEKING?

Products, processes, technologies and packaging solutions that will improve our products circularity, reusability or recyclability.

WHEN DOES THE PROGRAM BEGIN, WHAT IS INVOLVED, AND WHEN WILL WINNERS BE ANNOUNCED?

Applications will be reviewed and accepted on a rolling basis beginning on October 14, 2019. Applications will be accepted until 11:59pm on December 13 2019. Semi-finalists will be notified by December 20 2019 of their selection.

Semi-finalists will be invited to participate in a virtual selection event on January 14 2020. The format for this event is a short pitch of their solution followed by a Q&A. From this, 3-5 finalists will be selected.

Finalists will participate in a 3-month Accelerator Jan 27 – Apr 23, 2020. The accelerator will kick off with a 4-day event in Copenhagen, Denmark that all finalists must participate in. During this period each team is assigned mentors and a team of subject matter experts to help them advance their proposal for a collaboration with Novo Nordisk. The goal is to have actionable pilots coming out of the Demo Day, which is set for April 23, 2020-

WHO IS ELIGIBLE AND NOT ELIGIBLE TO APPLY?

The Novo Nordisk Partnering Program is open to both MATTER and Green Innovation Group start-up companies, as well as non affiliated start-up companies; university faculty, students, corporate entities. For a full set of eligibility criteria, please see the Terms & Conditions eligibility criteria.

HOW DO I APPLY FOR THE CHALLENGE?

You can register from our challenge site www.NovoNordiskInnovationChallenge.com or go to the [application](#)

HOW MANY TIMES CAN I APPLY?

One application is allotted per team.

HOW MANY WINNERS WILL BE SELECTED? WILL THE WINNER BE PUBLICLY DISCLOSED?

10-15 semi-finalists will be selected. They will be contacted by December 20 2019. These teams will present virtually (via a web conferencing system) to a community of Novo Nordisk executives on January 14 2020.

3-5 finalists will receive the opportunity to continue co-developing their solution with Novo Nordisk. The finalists will be publicly disclosed once selected. All finalists will participate in a 12-week semi-virtual accelerator where they will build and test their innovation concept with Novo Nordisk mentors, and with a broad set of stakeholders from across the sustainability and healthcare communities. The dates for this are between Jan 27 – Apr 23, 2020.

WHAT WILL BE THE STRUCTURE OF THE FINAL PITCH?

The Demo Day finalist pitches on April 23 2020 in Copenhagen, Denmark, will be structured stand up presentations highlighting the key challenge being addressed, the features and benefits of the solution, a business case supporting the piloting and scaling of the solution, and a 6-12 month development plan that describes the use of funds. Participants will also have an opportunity to demo their solution for the Novo Nordisk team and industry participants.

WHAT WILL FINALISTS RECEIVE?

- Opportunity to co-develop with Novo Nordisk and potentially pilot an initiative
- Mentoring by subject matter experts from Novo Nordisk and MATTER
- The winning finalist will receive a EUR 25,000 cash award to further develop their solution

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.

WHO CHOOSES THE SEMI-FINALISTS AND FINALISTS?

Applicants will be screened and evaluated by a select cohort of individuals from the Novo Nordisk team as well as by MATTER and Green Innovation Group leadership. Final determination and selection of applicants will be made by Novo Nordisk.

HOW WILL THE FINALISTS AND PRIZE WINNERS BE DETERMINED?

Applicants will be evaluated based on the following criteria:

- Ability to clearly articulate the problem statement addressed in the Challenge description
- Quality, feasibility, and scale of proposed solution or technology
- Differentiation of solution within the competitive landscape
- Capability of team to develop and execute solution
- Extent to which Novo Nordisk partnership can advance solution

IF I HAVE ADDITIONAL QUESTIONS NOT ADDRESSED HERE, WHERE CAN I OBTAIN MORE INFORMATION?

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