



Innovating for Health

CHALLENGE

MAKING A SUBMISSION

‘INNOVATING FOR HEALTH’
CHALLENGE

January 2012

BROUGHT TO YOU BY



GrowWellington

Working for business success

WHAT IS THE 'INNOVATING FOR HEALTH' CHALLENGE?

- » 'Innovating for Health' is a challenge for researchers, clinicians and others working in the biomedical sector (covering a wide spectrum of technologies, pharmaceuticals, devices, diagnostics, applications of information and digital technologies...)
- » \$50,000 of capital funding has been set aside for the most innovative idea that has the strongest commercial potential
- » Grow Wellington's aim is to connect innovations emerging from research and clinical practice across the biomedical sector to entrepreneurial capability and capital so that new businesses in the sector can grow
- » The challenge is open for submissions from 4 January 2012 through to 30 March 2012. The second and final stage of the Challenge will run from 2 April 2012 to 7 July 2012

MAKING YOUR SUBMISSION

- » Submissions can be at any stage (from ideas/research to business plans/revenue generating innovations)
- » Check our [Terms and Conditions](#) and read the [FAQs](#)
- » Draft your submission in no more than 100 words – **guidance in the following slides**
- » Go to our [Submit Your Idea](#) page
- » You will be asked to select whether you are submitting as an Individual or on behalf of your Organisation
- » Register your Organisation – if you, your staff or colleagues will be submitting on behalf of the Organisation rather than as an Individual
- » Complete the fields that appear, giving your name, contact details and your region
- » Give your submission a title
- » Grow Wellington will work with you to commercialise your idea



WHAT SHOULD YOUR 100 WORDS INCLUDE?

Depending on the stage your idea/innovation is at, you may only be able to answer some of the following questions. That is not a problem and will not affect our assessment of your submission.

The Science/Technology

- What is the idea or innovation?
- What is the science or technology behind it?
- What data/evidence do you have to support it?

Its Application

- What problem does it solve?
- Who would benefit from your idea?



WHAT SHOULD YOUR 100 WORDS INCLUDE? cont...

Its Development

- At what stage of development is the idea?
- Who else have you worked with to develop it?
- Have you evaluated it and, if so, how?

Its Market

- What is your target market? Who, for example, would be likely to buy or use your product?
- How big is the market? The answer to this may come, for example, from how you answer “What problem does it solve?”
- Is your idea, innovation or product unique? Does it fill a niche or are other similar ones already in the market?

Its Commercialisation

- How would you get your idea or innovation from the stage it's at now through to becoming a product for customers?
- How long do you estimate that would it take from now?



100 WORDS – HOW TO GET IT RIGHT

- » Go through the 'WHAT SHOULD YOUR 100 WORDS INCLUDE' slides
- » Write down key words and facts against each question
- » Make it into a narrative that deals with all of the questions in sequence
- » Take out or reword any jargon or overly technical terminology and remove unnecessary words... read ['How to pitch your idea in 100 words'](#)
- » Check it is 100 words or less
- » Get a critical friend to read it and then make any final amendments
- » You should now be at the point where you can...

[Submit your Idea](#)

AN EFFECTIVE AND REAL SUBMISSION ...

Our patented computer devices and customised games could improve the lives of thousands of people with upper limb, cognitive and body balance disorders.

Published results show benefits for stroke survivors, traumatic brain injury patients and musculo-skeletal disorders. Systems were evaluated by special needs children, stroke groups and at rest homes and rehabilitation centres.

The prototypes and games developed by IRL and Otago School of Medicine are fully licensed to us, with exclusive distribution rights from Taiwanese device manufacturers.

Over 100,000 units at US\$600 can be sold per annum because of a gap in the market.

MADE YOUR SUBMISSION WHAT'S NEXT?

- » We'll review and assess your entry
- » We will provide you with feedback
- » You may then revise and make a new submission if you wish

The earlier you make your submission the more opportunity you will have to re-submit before **entries close on 30 March 2012**. However, a well prepared submission presented with clarity should be your primary objective.



CONFIDENTIALITY & INTELLECTUAL PROPERTY

Throughout the 'Innovating for Health' process, Grow Wellington will do everything reasonable to maintain confidentiality in the way in which it handles your submission and will work with you through each stage of the Challenge.

The IP assets will remain yours and/or your organisation's and Grow Wellington will work with you to obtain professional/specialist advice that will allow you to make decisions about how best to protect your IP.

USEFUL LINKS

[Submission Page](#)

[Registration \(for organisations\)](#)

[Business Resources](#)

[Terms and Conditions](#)

[FAQs](#)

For further information and support contact:

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ENTER ONLINE AT:

innovatingforhealth.co.nz

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