

WHAT IS THE NOVO NORDISK PARTNERING PROGRAM?

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. For this inaugural program, Novo Nordisk invites professional and collegiate innovators to participate in the Partnering Program, seeking digital health solutions to help people living with diabetes achieve better health.

WHAT TYPES OF IDEAS AND SOLUTIONS IS THIS PROGRAM SEEKING?

Novo Nordisk is seeking digital tools, health IT/software technologies, healthcare service solutions, diagnostic technologies, and devices. We invite solutions that could potentially be integrated with our device systems (device, app/cloud platform).

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 September 25, 2018. Applications will be accepted until 11:59pm on October 26, 2018. Selected semi-finalists will be notified no later than November 6th, 2018. Semi-finalists will be invited to participate in the incubation phase November 2 through December 5, 2018. This includes a 3-day, onsite bootcamp November 13-15, 2018 at [MATTER](#) in Chicago, Illinois. Semi-finalists will present final pitches on Demo Day December 5th, 2018 in Boston, Massachusetts. 3-5 teams will be selected as finalists and will move on to an Accelerator phase from January 1.

Novo Nordisk will cover costs for economy class (or equivalent) travel and standard room (or equivalent) accommodation as well as documented travel and meal expenses for each Participant (or up to two Participant from the same Participant Team provided that at least one of these has power to act and sign on behalf of Participant Team) if selected as Semi-Finalist, participate in the Boot Camp and Demo Day. If selected as a Finalist travel expenses will be covered as indicated during the Accelerator program, when Participant's physical presence at [MATTER](#) or another location is required.

WHO IS ELIGIBLE AND NOT ELIGIBLE TO APPLY?

The Novo Nordisk Partnering Program is open to both [MATTER](#) start-up companies, as well as non-[MATTER](#) start-up companies; university faculty, students, corporate entities, or individuals. For a full set of eligibility criteria, please see the Terms & Conditions eligibility criteria.

HOW DO I APPLY FOR THE CHALLENGE?

First login and then register from the homepage: NovoNordisk.innovationchallenge.com

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 to present to a community of Novo Nordisk executives and community healthcare innovators on December 5, 2018 in Boston. 3-5 finalists will receive a \$25,000 cash prize, a 1-year opportunity to continue co-developing their solution with Novo Nordisk, as well as a 1-year membership to [MATTER](#). 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 healthcare community. The dates for this are between January 1-March 30, 2019.

WHAT WILL BE THE STRUCTURE OF THE FINAL PITCH?

The Demo Day semi-finalist pitches on December 5, 2018 in Boston will be structured as 15 minute PowerPoint 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, and how the alumni program would be leveraged. Participants will also have an opportunity to demo their solution for the Novo Nordisk team and the healthcare participants.

WHAT WILL FINALISTS RECEIVE?

- \$25,000 cash award for further developing your solution
- Mentoring by subject matter experts from Novo Nordisk and MATTER
- Opportunity to co-develop with Novo Nordisk

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.

WHAT IS THE MATTER MEMBERSHIP?

The finalist selected will be offered a complementary membership to [MATTER](https://matter.health/), a health-tech incubator offering mentorship, workshops, and industry engagement opportunities to build your company. <https://matter.health/>

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 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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