

Co-creation with Industry: International Online Student Competition
1. October - 19. December 2024

THE FUTURE OF HEALTHCARE CHALLENGE 2024



**For more information and to register,
send an email to: anne.seela@uol.de**



The International Future of Healthcare Challenge 2024 is an exciting partnership with Johnson & Johnson Sustainable Solutions (JJSS).

THE CHALLENGE:

Inventing and developing new and feasible Circular Business Models for pharmaceutical industry or for healthcare products.

THE PARTNER:

Johnson & Johnson is the world's largest and most diversified healthcare products company.

Johnson & Johnson Sustainable Solutions (JJSS) is a global life science network for innovation, expertise, industry connections, and entrepreneurial programs. JJSS values excellent ideas and is passionate about helping innovators maximize early scientific discoveries by minimizing obstacles. The people at JJSS have immense expertise in bringing early-stage innovations to commercialization to tackle tough healthcare challenges. Throughout the program, those people at JJSS will serve as the student teams' technology and marketing partners. They will provide technical and practical advice to the student teams from their professional viewpoints about the healthcare markets and relevant technologies.

YOUR BENEFIT:

Learn about creativity, innovation and acting like an entrepreneur!

In an online collaboration space, you will develop and test new product ideas to solve societal or environmental problems in an international and multidisciplinary team of entrepreneurial students from European, Asian and American universities.

You work with specialists at JLABS and will be coached by lecturers from participating universities to develop ideas, spot opportunities and test how your ideas could entry into the market.

You will get to know tools and methods for ideation and sustainable business model development and learn to apply them.

All participants will be serviced with a Challege4Impact Certificat.

THE WINNER:

The team with the best idea will be awarded the

J & J Future of Healthcare Innovation Award

MORE:

- [about Johnson & Johnson & sustainability](#)

Product pitches from former Future Challenges:

- Example: [“Micro Plastics Blood Filtering”](#)
- Example: [“Emission reduction while generating energy”](#)

INTERESTED?

Write me why you want to participate and make sure you get a place in the team!
anne.seela@uol.de