



***Roche HealthBuilders***

***Challenge***

## Introduction

**Roche Italy** is an Italian company, part of a multinational group, which has operated in the pharmaceutical sector for more than 120 years. Through medical and clinical research, it brings concrete solutions to serious diseases and responds to the growing demands for healthcare. Guided by values shared by all its global Affiliates, Roche Italy has confirmed with integrity, courage, and passion its commitment to understand the needs of patients, their problems, hopes and daily challenges.

### 1. Aims of the Challenge

Roche S.p.A, with registered office in Monza, viale G.B. Stucchi 110, share capital € 34,056,000.00. i.v., C.F., P. IVA and registration number in the Register of Companies at the Chamber of Commerce of Monza Brianza 00747170157 (hereinafter "**Roche**"), in line with its mission, with this Challenge is looking for innovative proposals from individuals or companies that deliver solutions to improve customer experience management (hereinafter the "**Challenge**").

The initiative falls within the exclusion cases referred to in Article 6, paragraph 1, letter a), of Presidential Decree no. 430/2001, according to which competitions and prize operations are not considered to be those organized for the production of artistic works or the presentation of projects in a commercial or industrial context, and in which the awarding of the prize is either in consideration for the performance of work, or represents recognition of personal merit or encouragement in the interest of the community.

### 2. Recipients of the Challenge

With this Challenge Roche intends to recognize projects that reflect the characteristics listed in point 4 below, presented by public or private organizations and individuals resident in Italy or within the European Union. As projects are acknowledged solutions that do have Proof of Concepts (PoC) and do have proven results.

In the case of participation by public or private organizations, their application must be made by the legal representative of the organization or by another authorized person.

Entities and other legal entities that are employees of Roche S.p.A. or other companies of the Roche group, their relatives, and relatives up to the second degree, are excluded.

Members of the Evaluation Committee and their families are not allowed to participate in this Challenge, either directly or in a controlled participation of companies that present potential solutions.

The assignment of a prize by Roche is independent of any commercial evaluation and is not made in order to induce or facilitate the prescription, use, or purchase of Roche products.

Participation in this Challenge is free of charge.

### 3. Type of solutions

Roche is committed to support patients, caregivers and HCPs with concrete solutions to ease therapeutic paths and grant sustainability of the Healthcare system.

According to its effort to become "Healthcare Partner", Roche is looking for innovative solutions for therapeutic areas of **Oncology, Neuroscience and Rare Disease and Diabetes mellitus**. Specifically, Roche searching for digital solutions and services to support physicians, patients and caregivers to improve Customer experiences (as per example):

1. Improvements in communications between patients and Healthcare specialists
2. Support sharing and networking between different specialists along the therapeutic path
3. Support caregivers during therapeutic journeys
4. Tools to support innovative stakeholder education

### 4. Evaluation and selection process of Projects

In light of the growing need for innovative solutions to support the National Health System, in particular to support patients, the best Project will be awarded.

"Projects" means all projects (especially those managed by startups) that have already tested the validity of their solution through a Proof of Concept (PoC) and are able to present the results.

The evaluation and selection process of the proposals submitted, as set out below, is entrusted to a Commission composed of Roche and Industry Experts (hereinafter the "**Evaluation Committee**").

The Evaluation Committee will use the following criteria to evaluate project proposals:

- Originality and relevance of the proposal to the areas indicated in the Challenge;
- Possibility of realization and potential for development of the Project;
- Methodology used and parameters for evaluating results;
- Simplicity of use/application;
- Management of ethical-legal aspects;
- Replicability of the Project and possibility of it being easily expanded;
- Illustration of the obtained and expected results.

### 5. Deadlines and application procedures

To participate in this Challenge, applicants must send their application, complete with all the information required, in Italian or English, uploading required material on Roche HealthBuilders platform.

In accordance with the eligibility criteria, set out in point four, applications must include the following attachments:

- Register of organization/subject;
- If the applicant is a private entity, the Articles of Association or, alternatively, the Memorandum and

Articles of Association;

- Pitch deck (.ppt format) (max. 10 slides);
- Presentation (.pdf format) containing 4 slides on how to solve the need exposed in point 3.

In addition to the above, participants may add any supporting information, material, and documentation to provide a more complete picture of their Project.

Participants assume responsibility for the content of their proposals and all other profiles that the relevant rules set out. Consequently, Roche is not liable for any violation of the rights of others.

Requests received after the deadline and/or in a manner different from that indicated and/or not accompanied by all the required documentation will not be considered. Roche does not assume responsibility for delays or non-receipt due to technological problems, or other causes not attributable to it.

## **6. Special conditions and restrictions**

- Participation is open to all EU citizens and residents over 18;
- To be awarded the startups, individuals or teams must be operational in Italy, or have plans/interests in establishing themselves in Italy;
- Participation implies full acceptance of the regulations contained in this notice;
- Each subject or company may submit a maximum of 3 Project proposals;
- The Evaluation Committee reserves the right not to award the Prize if none of the proposals received is considered worthy of consideration;
- Members of the jury and their families are not allowed to participate in the competition, either directly or in a controlled participation of companies that present potential solutions.

## **7. Communications**

Any request for clarification and information must be sent exclusively by e-mail to [info@healthbuilders.it](mailto:info@healthbuilders.it)

## **8. Privacy**

All personal data will be treated according local GDPR norms. All participants, through submission, agree to privacy terms specified at <https://www.healthbuilders.roche.it/en/privacy-policy> and to be further contacted by Roche.