

2018 T1D Exchange Diabetes Innovation Challenge

Executive Summary

T1D Exchange is a recognized leader in the global medical and research community

In diabetes, despite many treatment advances, management remains a burden – outcomes and quality of life are sub-optimal. There is a need for new solutions to support better care and day-to-day management of the disease, and identifying the brightest and best minds, innovative solutions, entrepreneurs and capital to advance tomorrow's therapies takes too long and costs too much. *Tremendous opportunity exists for an approach that allows us to work more efficiently to find and engage new innovators and companies that need expertise and resources.*

T1D Exchange was born out of the need to understand health outcomes, address health disparities, improve care, and accelerate research and development. It is a non-profit founded on the belief that people affected by T1D need better solutions – treatments and care – faster. The organization places the T1D community at the center of its work, connecting researchers and to patients for studies and providing critical clinical, biological and patient-reported data. This model fosters collaboration among all T1D stakeholders and has proven it can drive innovation designed to improve outcomes for people with T1D. T1D Exchange has completed several intervention studies and has helped successfully accelerate a new formulation of glucagon into a potentially game-changing approach to the treatment of severe hypoglycemia.

The Challenge

Remove obstacles to therapeutic and technological innovation

Transformative innovation remains elusive in diabetes. Despite breathtaking advances in basic science, the rate at which new clinical therapies are introduced has declined. And while there have been advances in devices and technologies, tremendous opportunity remains for disruptive approaches that improve diabetes management and ease the burden of care. T1D Exchange seeks to address the opportunities, gaps, and failures that have arisen as technology, economic, and regulatory environments have changed.

The Opportunity

Advance discoveries into development across the diabetes landscape

Launched in Boston in 2016, the [T1D Exchange Diabetes Innovation Challenge](#) is an open, global competition to identify and accelerate transformational advancements in diagnostics, therapeutics, devices or solutions that aim to improve patient outcomes for those living with type 1 and type 2 diabetes. It is a key initiative of the non-profit [T1D Exchange](#) and works to collaboratively engage multiple stakeholders for greatest impact and efficacy.

In spring of 2018, **T1D Exchange** will host another **Diabetes Innovation Challenge**; a premier event bringing together a community of innovators, entrepreneurs, and investors all working to identify, support, and incubate transformational innovations in diabetes.

The Challenge will be open to both type 1 and type 2 diabetes opportunities. While the priority and focus of T1D Exchange is type 1 diabetes (T1D), we recognize that many products developed for one disease will have cross-utility for the other, exemplified by treatments such as insulin pumps, continuous glucose monitors and SGLT inhibitors, which are used across both diseases. Incentivizing discovery and innovation in all forms of diabetes is a win-win: it can help address unmet needs more quickly while maximizing business opportunities.

The **T1D Exchange Diabetes Innovation Challenge** is designed to provide innovators with a comprehensive model to advance discoveries into development that can create novel therapies and innovative solutions for all aspects of diabetes research, clinical care, and patient quality of life.

Request for Applications

Call for Applicants will begin in November 2017

We seek inventors, entrepreneurs, small businesses, industry, and investors to present new and novel approaches in diabetes.

Applicant Eligibility: The Diabetes Innovation Challenge is open to all academic and for-profit inventors, innovators, and companies developing or seeking to develop medical devices, diagnostics, therapeutics, digital health technologies, and clinical care innovations in diabetes. Applicants from across the nation and around the world are invited to participate.

Targeted areas and priorities include:

Automated Insulin Devices (Artificial Pancreas) and related components:

ex: Novel glucose sensing, insulin delivery systems, cellular therapy delivery technologies

Diagnostics

ex: Novel low-cost tests for research and screening; early diagnosis and prevention; autoantibodies, C-peptide, or other markers such as beta cell death and risk of diabetic complications

Therapeutics

ex: Smart insulins, glucagons, immune-modulating therapies, beta cell regeneration, and treatments for diabetic complications

Technology Design/Disease Management

ex: New and disruptive approaches to use of information and communication technologies to support diabetes management. Broad range of hardware and software applications—patient or clinician, decision support, algorithms, mobile applications

The Opportunity

We invite industry, advocacy, and other organizations interested in new and disruptive approaches to become a **Challenge Sponsor**. Through sponsorship, your brand will align with the goals of advancing diabetes treatment and management to improve outcomes for people with type 1 diabetes. Sponsors making financial contributions help us reach a global market of innovators and provide awards that will advance the most promising solutions.

Sponsorship Opportunities

Join in partnership with **T1D Exchange** as sponsor of this event. Sponsorship associates your organization's brand with its desire to advance diabetes treatment and management to improve outcomes for the diabetes community. Choose your sponsorship level to maximize your organization's exposure and involvement.

Opportunities are as follows:

2018 T1D Exchange Diabetes Innovation Challenge Track Partner \$250,000

Tracks Available:

- **Automated Insulin Device (AID, or Artificial Pancreas)**
- **Therapeutics**
- **Diagnostics**
- **Technology Design/Disease Management**

Joining us as **Track Partner** provides your company with insider and exclusive access to all applicants from beginning to end. Your investment at this level will help answer questions such as: What are the innovations coming up in my space, and who are the hotshot entrepreneurs working to fast-track their ideas into solutions for the disease? How can my organization influence their ideas as they move toward the competitive market? How can I align myself with a unique and influential 501c3 that has access to resources and data to help influence the process? Become a sponsor and guarantee that industry leaders recognize your company in this space.

Consider the following benefits for **Track Partner Sponsorship**:

- **Access and influence**
 - First access to all applicants
 - Opportunity to judge semi-finalists
 - Ability to work with selected applicants as mentor
 - Guaranteed spot as one of five judges for Finals
- **Branding and alignment**
 - Your company as premier representative of specific track
 - Customize a track and showcase your brand as a leader in innovation.
 - Marquee space and branding in all marketing materials including:
 - Event Logo

- Website (Event, T1D Exchange.org, and other partners')
 - Press Releases
 - Advertising
 - Application platform
 - Table/booth at Finals Location
 - Multiple Press Opportunities
- *At-podium recognition during Finals*
 - *Place at host table during VIP dinner the night before the Finals*

2018 T1D Exchange Diabetes Innovation Challenge Platinum Sponsorship \$125,000

Joining us as **Platinum** Sponsor provides your organization with a prominent level of support that includes early access to and judgement of applicants not available to lower sponsors. Your Platinum participation also provides you with the ability to showcase your brand as a key partner in presenting a unique and far-reaching event, and closely aligns you with an impactful and fast-moving non-profit. Consider your benefits for Platinum level Sponsorship:

- ***Access and influence***
 - Second access to all applicants
 - Ability to work with selected semi-finalist applicants as mentor
 - Opportunity to serve as judge during finalist selection
- ***Branding and Alignment***
 - Platinum level space and branding in all marketing materials including:
 - Website (Event, T1D Exchange.org, and other partners')
 - Press Releases
 - Advertising
 - Application platform
 - Event Location
 - Multiple Press Opportunities
 - Table/booth at Finals Event location
- *At-podium recognition during Finals*
- *Four tickets to VIP dinner the night before the Finals*

2018 T1D Exchange Diabetes Innovation Challenge Gold Level Sponsorship \$50,000

We are pleased to offer the Gold level of sponsorship to organizations who want to be represented as a key partner in the presentation of a unique and far-reaching event, and to align their brand with an impactful and fast-moving non-profit.

- ***Access and influence***



- Ability to work with selected semi-finalist applicants as mentor
- Access to all applicants – post final event.
- **Branding and Alignment**
 - Gold level space and branding in all marketing materials including:
 - Website (Event, T1D Exchange.org, and other partners’)
 - Press Releases
 - Advertising
 - Application platform
 - Event Location
 - Multiple Press Opportunities
- *Looped logo on screen on stage recognition during Finals*
- *Two tickets to the VIP dinner the night before the Finals*

2018 T1D Exchange Diabetes Innovation Challenge Silver Level Sponsorship \$25,000

The silver level sponsorship provides companies with brand recognition and alignment with a unique and far-reaching event presented by a high-impact non-profit.

- **Access and influence**
 - Access to all applicants – post final event
- **Branding and Alignment**
 - Silver level space and branding in all marketing materials including:
 - Website (Event, T1D Exchange.org, and other partners’)
 - Press Releases
 - Advertising
 - Application platform
 - Event Location
 - Multiple Press Opportunities
- *Looped logo on screen on stage recognition during Finals*

Timeline of Key Activities

Level 3 summary name	2017												2018					
	Q2			Q3			Q4			Q1			Q2					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			
Awards Platform	◆ Nominate Platform (6/9/17)						◆ Open Application Process (11/15/17)											
							◆ Call for Applicants (12/15/17)											
							◆ Call for Reviewers (12/1/17)											
							◆ Application Review (1/12/18)											
							◆ Nominate Semi Finalists (1/26/18)											
							◆ Notify Semi Finalists (1/26/18)											
							◆ Notify Mentors (1/26/18)											
							Semi Finalists Development (2/28/18)											
							Non-Finalists 1st Look (2/21/18)											
							Non-Finalists 2nd Look (3/14/18)											
							Notify Judges (2/23/18) ◆											
							Semi Finalists Judging (3/28/18)											
							Announce Finalists (3/30/18) ◆											
							Finalists 1st Look (4/19/18)											
							Finalists 2nd Look (5/10/18)											
							Finalists Judges Material (4/6/18) ◆											
							Generate Posters (4/18/18)											
Event Communication							◆ Event Media Outreach (2/7/18)											
Event Day - Challenge							◆ Event Day - Challenge (5/21/18) ◆											

Join us and improve the lives of people touched by type 1 diabetes

T1D Exchange is disrupting the ecosystem of diabetes in the most disruptive way imaginable, we're bringing everyone together. Because when we work together, we leverage our strength, we extend our knowledge, and we knock down the barriers that impede success. In short, we can transform life with diabetes. We hope you will join us as a sponsor for the Diabetes Innovation Challenge and be an integral part of this very important mission.