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ROCHE HACKATHON CHALLENGE

Theme: »Shifting the Mindset & Empowering Change:
Health as a Personal and Societal Investment«
Industry Partner: Roche d.o.o.



CORE CHALLENGE

How do we make the long-term benefits of healthy living and preventive care more visible, measurable, and motivating – and inspire meaningful action across individuals, companies, and governments?

CONTEXT: WHY THIS MATTERS



Health is human capital — a healthy population drives productivity, innovation, and economic growth.



Investing in healthcare yields measurable returns, from reduced sick leave to higher workforce participation.



Prevention and early intervention are smarter economics — they reduce long-term treatment costs and improve outcomes.



Healthcare is a shared responsibility — individuals, systems, and industries must co-create value.



Data-driven systems enable smarter investments — from targeted public health to personalized care.



A strong healthcare system builds societal resilience — especially in the face of aging populations and global crises.



Health spending is not just an expense line — it's a strategic pillar of sustainable development and social equity.





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OUTCOME

- A concept or prototype (can be physical, digital, or theoretical)
 - Health data based solutions: Prevention, Early diagnostics and high efficacy therapy, (personal responsibility of an individual)
 - Social investment: early intervention is of great value for society.
 - How to measure and how to communicate - the persuasiveness of messages with different target audiences (individuals, politicians, business...)
 - IT solutions - Apps, Awareness campaigns
 - Stick & Carrot solutions, combining incentives and accountability
- 5–7 minute pitch, presenting clear rationale and future potential

WHAT WE'LL BRING TO THE TABLE

- Insights into Broader (Societal) value of innovation in healthcare and health as a driver of socio-economic development
- Insights on the value of prevention and early diagnostics, coupled with timely high efficacy intervention.

EVALUATION CRITERIA

1. Relevance to emerging societal and healthcare system needs/challenges
2. Creativity and originality
3. Feasibility and scalability
4. Potential for partnership with Juicy
5. Socio-economic impact

