

## Innovation Accelerator

### The Start-Up Challenge at Reuters Events: Pharma 2025

*Innovation Accelerator* is Reuters Events Pharma's response to industry needs. It is aimed to facilitate conversations and progress in Digital Health, connecting changemakers and forward-thinkers across pharma to steer the industry confidently towards success in the world of economic pressures, shifting customer expectations and technologic changes.

**What have we prepared for you?**

## Digital Health Stage

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Envision a future of advanced digital healthcare solutions focused on personalised needs and improved outcomes. Stay ahead by forging value-based partnerships, leveraging AI-powered strategies, and articulating compelling value narratives for innovative digital health solutions.

### Three key challenges we're addressing at 2025 stage

- 1 • **Unleash the power of partnerships:** Embrace an evolving landscape with equipped toolbox and trusted partnerships, Digital Health leaders can truly develop all-round capabilities by collaborating with proven expertise.
- 2 • **Go to market with AI-powered strategy:** It's time to see what AI can help us to drive core components for commercial excellence. Accelerate access, streamline time-to-market and reduce operating costs with your key stakeholders.
- 3 • **Enhance your value narratives to apply future-oriented solutions:** Articulate a co-created value story to prove your product potentials and sustain impactful adaptation and implementations.

A mix of industry-leading case studies and panel discussions carefully curated to inform, inspire and ignite discussions. Check the latest agenda updates and speaker line-up [here](#).



## Digital Health Start-Up Challenge

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We are inviting start-ups\* to enter our Digital Health Start-Up Challenge. **Three finalists** shortlisted by our Reuters Events Pharma research team with support from a board of pharma leaders and entrepreneurship experts will be given an opportunity to present their elevator pitches on stage during the opening keynote session at **Reuters Events: Pharma 2025 (April 9-11, Barcelona)**. The winner (chosen by the live audience) will have a chance to present their solution in detail during the closing keynote at the event – for 20 minutes.

Are you representing a start-up\* team bringing an innovative solution that addresses unmet needs, creates new growth areas for pharma companies and supports patients and practitioners?

### Logistics & Details

- Applications close on **Monday, 3 March**
- Winners will be contacted at the latest on **Monday, 10 March**
- To qualify for the challenge, the company must meet criteria (1a or b) AND (2) of our start-up definition\*
- Shortlisted finalists will receive 3 full passes to attend the event to maximise networking and learning opportunities
- All qualified applicants will unlock discounts for Pharma 2025 passes and sponsorship opportunities
- Companies are judged based on their answers in the application form and additional research (if necessary) against the key criteria: **innovation, identification of an unmet need, growth/scalability potential**
- Pitching coaching and guidance will be provided to the finalists

**\*Our start-up definition:** a company in first stages of operations (1a) with a headcount < 50 which has been in existence for no more than 7 years OR (1b) with a headcount <120 which has been in existence for no more than 3 years AND (2) is not being part of / majority owned by a large established pharma entity.

[Enter our Digital Health Start-Up Challenge here.](#)



## Digital Health Hackathon

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Fancy a bit of healthy competition, an opportunity to meet peers from different functions and learn while having fun?

With our brand-new strategic hackathons, there's never been a better opportunity to solve cross-functional challenges than Pharma 2025. Join a cross-functional team, hack the problem and pitch your solution to win a feature in the post-event write-up!

In the digital health hackathon, you will have the chance to create scalable and engaging digital solutions for global impact. We will focus on designing sustainable user engagement, comparing different commercial models and strategically planning for global applicability.

Hackathons are going to be moderated and guided by charismatic experts in the field! Valuable insights and good time guaranteed. Registrations will be taken via the event app launching on 2 April.

Learn more about our hackathon from the event brochure [here](#).

## Innovation Meeting Hub

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Break the ice from day 1 and engage with fellow innovators in the dedicated Innovation Meeting Hub on the main floor of the event. Network with creative entrepreneurs, investors, venture capitalists, pharma experts and innovation accelerator leaders.

Book meetings in advance via the Pharma 2025 app or head directly to the hub to discuss, exchange ideas and build foundations for long-term partnerships!

Register for Reuters Events: Pharma 2025 [here](#).

### Questions? Feedback? Group inquiry?

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