



**BUILDING
BETTER**

FUTURES *for*
HEALTH

This document is only a guide.

To enter the Building Better Futures for Health Challenge,
please apply using the Online application form.

1



ABOUT YOU

- First name
- Last name
- Phone number (daytime)
- Phone number (mobile)
- Email
- How did you hear about the BBFH challenge?



COMPANY INFORMATION

- Company name
- Company website
- Number of employees
- Date founded
- If you don't have a company yet,
please tell us what you would
like it to be called

3

DESIRABILITY

All about your stakeholders

- What is the problem or need your idea is trying to address?
- Who are your key stakeholders?
- Why would they desire your idea as a solution to their problem?
- How strong do you think that desire would be?
- Are there any reasons why these stakeholders might resist adopting your idea?
- Are there any competitive alternatives already on the market? Please describe what they are.
- Apart from using competitive alternatives, how else are your stakeholders improvising to address their problem?



4

FEASIBILITY

All about making it work

- Please explain in detail how your idea will work (pictures or diagrams can be attached in a supporting document to help describe any technical details)
- Do you foresee any technical risks?
- Are there any risks or technical issues that might be particularly difficult to resolve?
- What work have you done to reduce these risks? (e.g. design, prototyping, research, testing?)
- Does your idea provide a clinical or diagnostic outcome?
- Is there a standard of care for the problem your idea is trying to address?
- If your idea has a standard of care, does your idea compliment or challenge the standard?

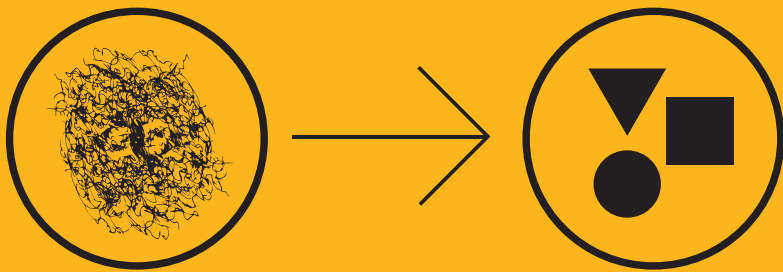


5

VIABILITY

All about your business model

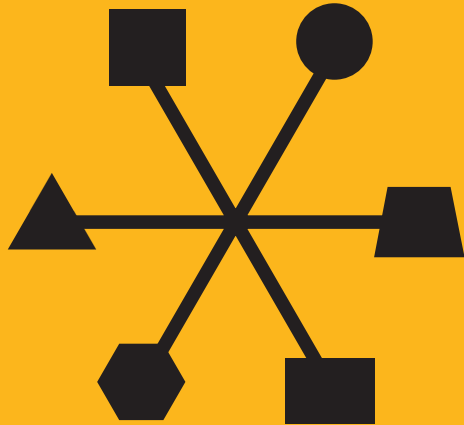
- Who will make your idea?
- Who will buy your idea?
- How will your idea be distributed?
- What exactly will customers buy, and for how much?
- What don't you know about your business model that you need to find out?





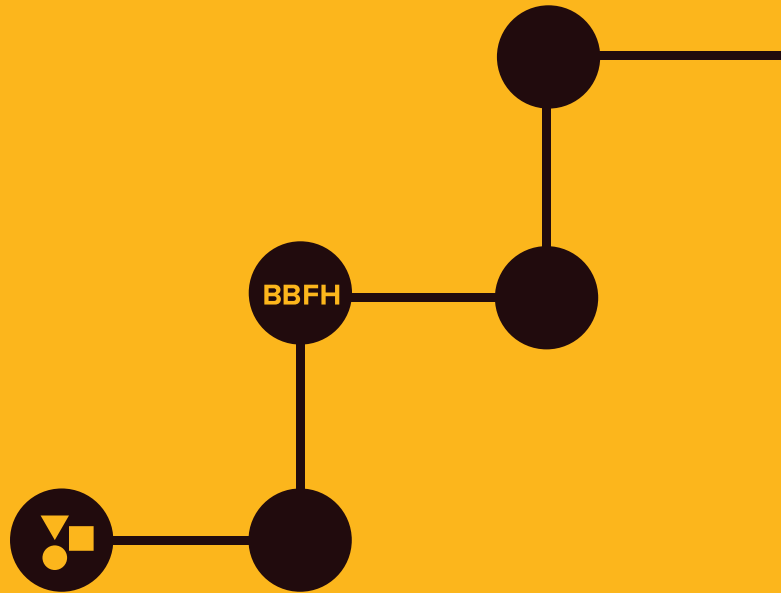
YOUR INTELLECTUAL PROPERTY (IP)

- What protectable or non-protectable IP is there upon which this business will be based?



YOUR TEAM

- Please tell us about you and your supporting team. List the names of each of your team members and share your team's background and experience relevant to the idea you would like to develop.



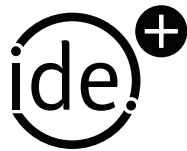
YOUR PLAN

- What are the key activities or steps you need to take to get your idea to market?
- Share with us what you would like to achieve in the next 12 months

CONTACT

Please send all supporting documents, images and renders to bbfhchallenge@idegroup.com.au

For questions about the challenge or the final event, please contact **IDE Group**



IDE Group

bbfhchallenge@idegroup.com.au

+61 2 9647 2660