



APPLICATIONS NOW OPEN



SHAPE THE FUTURE OF HEALTHCARE

IDE Group Unveils The Building Better Futures for Health (BBFH) Challenge 2023

Win up to \$40,000 in IDE Group services

IDE Group is proud to announce the launch of the highly anticipated Building Better Futures for Health (BBFH) Challenge 2023. Applications are now open to any individual, institution or company seeking to develop, manufacture or commercialise a health-related product or service.

The BBFH Challenge offers an unparalleled opportunity to showcase ground-breaking ideas in healthcare and compete for a prize package valued at up to \$40,000 in design, development, and commercialisation services from IDE Group. This year's winners will also benefit from an exclusive IDE Building Blocks Session, where a tailored commercial strategy will be crafted to propel their ventures forward.

George Sidis, Managing Director of IDE Group highlighted the focus for this year's applications. He said "IDE Group's medical technology investment team is particularly interested in assessing opportunities in wearable and connected medical devices, drug delivery systems, respiratory devices, point of care and self-test diagnostics, and surgical technologies. The BBFH Challenge provides a unique platform to showcase advancements in these key areas of interest."

The winners of the BBFH Challenge, as determined by the esteemed BBFH judges, will be awarded \$30,000 in IDE Group services, with an additional \$10,000 in services reserved for the recipient of the "People's Choice Award."

Embarking on the journey of bringing health and medical innovations to market poses numerous challenges. Founders and startups must navigate and tackle the intricacies of the healthcare system and comprehend a highly regulated environment. This can often be a daunting task for even the most determined individuals.

Recognising these challenges, IDE Group and a select panel of judges will also offer finalists and winners invaluable guidance and mentorship. The cross-functional team of entrepreneurs, scientists, designers, engineers, and clinical professionals bring together a wealth of knowledge, experience, and industry connections in the medical technology field.

Previous winners of the BBFH Challenge have seen remarkable success. Misti, a pioneering startup, secured the major prize of \$25,000 along with the prestigious People's Choice Award of \$5,000 last year. The company is revolutionising healthcare with its first-in-class, low-cost, scientifically validated lung delivery system, designed to protect children from current and emerging infectious respiratory diseases.

Dr Anushi Rajapaksa, Founder of Misti, expressed gratitude for the opportunity. She stated, "Winning the BBFH Challenge 2022 has supported me at a pivotal point in my career to produce a market-ready product with a unique technology solution that is addressing an unmet global need."

Nuroflux, the winner of the BBFH Challenge 2021, has also experienced significant growth. The startup's wearable device for real-time monitoring of stroke patients has propelled the company's development

I D & E Pty Ltd
701-703 Parramatta Rd
Leichhardt NSW 2040
Australia
+61 2 9647 2660
contact@idegroup.com.au

I D E Group B.V.
Stationsplein 45,
3013 AK Rotterdam
NLD
+31 10 808 39 05
contact@idegroup.nl

I D E Group, Inc.
5066 West Chester Pike
Newtown Square PA 19073
USA
+1 717 312 4307
contact@idegroupinc.com





**BUILDING
BETTER
FUTURES_{for}
HEALTH**

APPLICATIONS NOW OPEN



and secured crucial funding for product advancement through IDE Group. Sam van Bohemen, Co-Founder of Nuroflux, praised the BBFH Challenge for providing a platform to develop custom hardware and attract future investments.

He said "The prize and mentorship we received helped us to accelerate the development of our technology to bring it to market. The competition provided us with the opportunity to showcase our technology to a panel of experts, and we received valuable feedback. We are grateful for the support and we would encourage other healthcare innovators to apply for the competition."

Mr Sidis emphasised the collaborative and transformative nature of the BBFH Challenge. He said "The BBFH Challenge is more than just a competition; it's a collaborative journey that fosters innovation and propels promising medtech products and services ideas towards commercial success. We are excited to witness the transformative impact that this year's participants will have on the healthcare industry and to have the opportunity build partnerships that will make that impact happen."

The BBFH Challenge 2023 is now open for submissions and the deadline for entries is 27 July 2023. To apply and learn more, please visit the BBFH Challenge website at www.idegroup.com.au/bbfh-challenge

The BBFH 2023 live event will be held at the Powerhouse Museum Sydney on 13 September 2023. Link to event page: www.eventbrite.com/e/548210862447

Join us in shaping the future of healthcare and seize the opportunity to win up to \$40,000 in IDE Group services to turn your visionary idea into a reality.

IMPORTANT DATES

- Entries open Tuesday 23 May 2023 at 10:00 am
- Entries close 27 July 2023 at 23:59 pm
- Semi-Finalists announced 7 August 2023
- Finalists announced 23 August 2023
- Live Event and winner(s) announced 13 September 2023

ELIGIBILITY REQUIREMENTS

This competition is open to any individual, institution or company seeking to develop, manufacture or commercialise a health-related product or service. Applicants must be available to pitch their idea on request. An independent panel of Judges will be appointed to select the winner of the BBFH Challenge. This independent panel will be the final arbiters of the winner and no correspondence will be entered.

Media Contacts

ALEXANDER STRUCK
Marketing Manager
IDE Group
Phone: +61 2 9647 2660
Email: bbfhchallenge@idegroup.com.au
Address: 701-703 Paramatta Rd,
Leichardt, NSW 2040 Australia
Website: www.idegroup.com.au

ROZALINA SARKEZIAN
Managing Director & Founder
Health Industry Hub™
Phone: +61 421 592 564
Email: editor@healthindustryhub.com.au
Website: www.healthindustryhub.com.au

I D & E Pty Ltd
701-703 Parramatta Rd
Leichhardt NSW 2040
Australia
+61 2 9647 2660
contact@idegroup.com.au

I D E Group B.V.
Stationsplein 45,
3013 AK Rotterdam
NLD
+31 10 808 39 05
contact@idegroup.nl

I D E Group, Inc.
5066 West Chester Pike
Newtown Square PA 19073
USA
+1 717 312 4307
contact@idegroupinc.com

