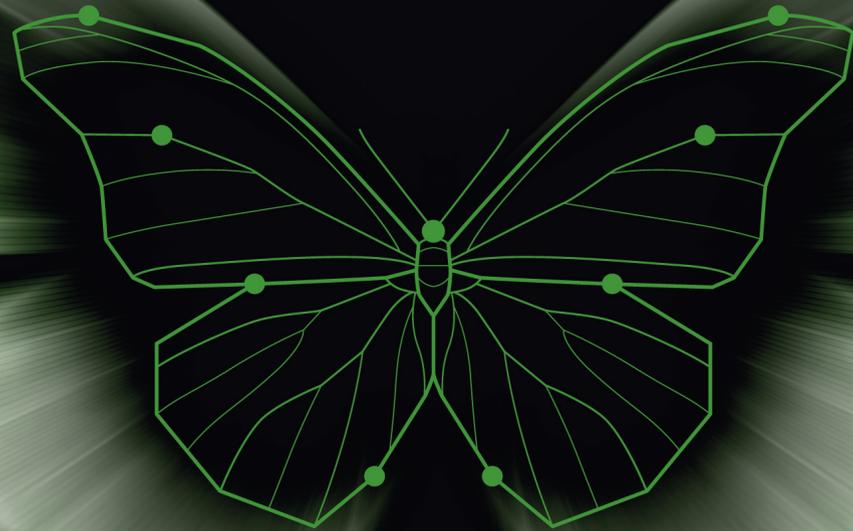


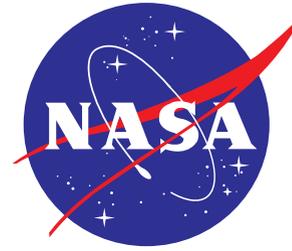
LAUNCH



# LAUNCH: HEALTH

OCTOBER 30 - NOVEMBER 1, 2010  
KENNEDY SPACE CENTER

## FOUNDING PARTNERS



**USAID**  
FROM THE AMERICAN PEOPLE



## FORUM PARTNERS



## RESOURCE PARTNERS

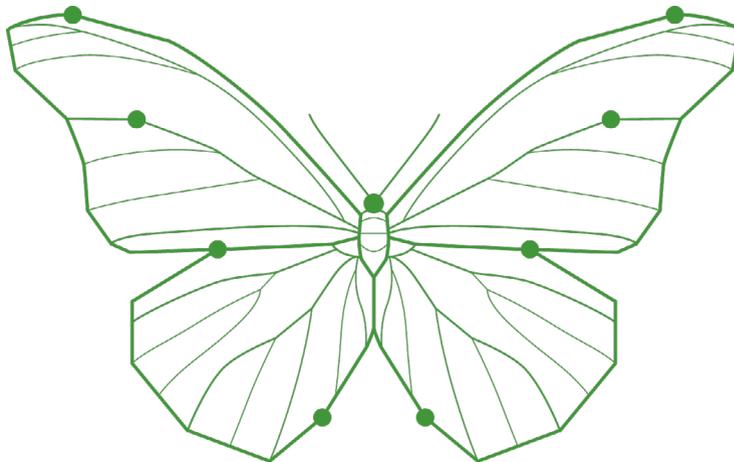


Dairy for life



## OVERVIEW

NASA, USAID, The US Department of State, and NIKE joined together to host LAUNCH in an effort to identify, showcase and support innovative approaches to sustainability challenges through a series of forums. LAUNCH searches for visionaries, whose world-class ideas, technologies or programs show great promise for making tangible impacts on society. Through the next LAUNCH series, ten innovators and 40 thought leaders will come together to address an issue that affects every human: health.



## LAUNCH: HEALTH CHALLENGE

The first twenty years of human development are critical to ensuring a more healthy, equitable and productive human population on the planet. In both developed and developing countries adverse conditions during the first twenty years continue to threaten current and future generations with unacceptable rates of acute and chronic disease due to infections and poor nutrition and inadequate daily physical activity.

For too many in the first twenty years of life, conditions have conspired to bring suboptimal physical and cognitive development as well as early, but preventable, deaths. Poor health choices or a lack of adequate options have increased the risk of diabetes, cardiovascular disease, attention deficit disorder, and cancer in adult life. For some, poor health will become a generational inheritance passed on to future generations.

Profound opportunities and benefits could accrue to individuals and society that are living a healthier first twenty years including: increased overall life expectancy, improved quality of life, greater productivity and economic prosperity, improved cognitive ability for learning and creativity, and reduced strain on global health care systems.

Sustaining quality of life on Earth and in space requires transformative advances in science and technology, along with new models, policies and behaviors that will guide human development. Targeting preventative health measures within the first twenty years of life offers a unique opportunity to change the human condition for this and future generations.

## **LAUNCH: Health Challenge Statement**

NASA, USAID, Department of State, and NIKE joined together to host LAUNCH in an effort to identify, showcase and support innovative approaches to sustainability challenges through a series of forums. LAUNCH searches for visionaries, whose world-class ideas, technologies or programs show great promise for making tangible impacts on society. Through the next Launch series, ten innovators and 40 thought leaders will come together to address an issue that affects every human: health.

Sustaining quality of life on Earth and in space requires transformative advances in science and technology, along with new models, policies and behaviors that will guide human development. The search for innovative technology solutions to ensure healthy astronauts orbiting the planet mirrors healthcare challenges faced by providers throughout the world. The same requirements for simple, rugged, ultra portable, low power devices to provide remote diagnostic capability serves dual needs for humans living within the extreme environments on and off the planet. Targeting preventative health measures within the first twenty years of life offers a unique opportunity to change the human condition for this and future generations.

LAUNCH seeks innovations that are *preventive* with a focus on nutrition, exercise, and health care. Specifically, LAUNCH is seeking innovations in providing and improving:

- Optimal nutrition (access, choice, and quality of nutritious food and required nutrients)
- Regular participation in physical activity and healthy lifestyle choices.
- Participation in primary preventive health care including supporting infrastructure, such as diagnostic and monitoring technology

### **Summary:**

Sustaining quality of life on Earth requires transformative advances in science and technology, along with new models, policies and behaviors that will guide human development. The search for innovative technology solutions to ensure healthy astronauts orbiting the planet mirrors healthcare challenges faced by providers in developing worlds. The same requirements for simple, rugged, ultra portable, low power devices to provide remote diagnostic capability serves dual needs for humans living within the extreme environments on and off the planet. Targeting preventative health measures within the first twenty years of life offers a unique opportunity to change the human condition for this and future generations.

The first twenty years of human development are critical to ensuring a more healthy, equitable and productive human population on the planet. In both developed and developing countries adverse conditions during the first twenty years continue to threaten the next generation with unacceptable rates of acute and chronic disease due to infections, poor nutrition and inadequate daily physical activity.

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- Optimal nutrition (access, choice, and quality of nutritious food and required nutrients)
- Regular participation in physical activity and healthy lifestyle choices

- Participation in primary preventive health care including supporting infrastructure, such as diagnostic and monitoring technology

**NOTE:** This is not a search for ideas, but innovative solutions. The ability to implement your innovations will be a key element in selection. Proposals from Innovators who cannot implement their ideas will not be considered.

### **Detailed Description and Technical Requirements**

NASA, USAID, Department of State, and NIKE joined together to host LAUNCH in an effort to identify, showcase and support innovative approaches to sustainability challenges through a series of forums. LAUNCH searches for visionaries, whose world-class ideas, technologies or programs show great promise for making tangible impacts on society. Through LAUNCH: Health, ten innovators and 40 thought leaders will come together to address an issue that affects every human. **LAUNCH: Water**, the first in the LAUNCH series, held in March 2010, featured 10 innovations with potential to improve access to, and the quality of, the world's water supply.

#### **LAUNCH: Health**

Human health is the next global challenge LAUNCH will address. Sustaining quality of life on Earth and in space requires transformative advances in science and technology, along with new models, policies and behaviors that will guide human development. The search for innovative technology solutions to ensure healthy astronauts orbiting the planet mirrors healthcare challenges faced by providers throughout the world. The same requirements for simple, rugged, ultra portable, low power devices to provide remote diagnostic capability serves dual needs for humans living within the extreme environments on and off the planet. Targeting preventative health measures within the first twenty years of life offers an opportunity to change the human condition for current and future generations.

#### **The Challenge**

The first twenty years of human development are critical to ensuring a more healthy, equitable and productive human population on the planet. In both developed and developing countries adverse conditions during the first twenty years continue to threaten current and future generations with unacceptable rates of acute and chronic disease due to infections and poor nutrition and inadequate daily physical activity.

For too many in the first twenty years of life, conditions have conspired to bring suboptimal physical and cognitive development as well as early, but preventable, deaths. Lack of adequate or poor health choices have increased the risk of diabetes, cardiovascular disease, attention deficit disorder, and cancer in adult life. For some, poor health will become a generational inheritance passed on to future generations.

Profound opportunities and benefits could accrue to individuals and society that are living a healthier first twenty years including: increased overall life expectancy, improved quality of life, greater productivity and economic prosperity, improved cognitive ability for learning and creativity, and reduced strain on global health care systems.

## Overview

LAUNCH seeks innovations that are *preventive* with a focus on nutrition, exercise, and health care. Specifically, LAUNCH is seeking innovations in providing and improving:

- Optimal nutrition (access, choice, and quality of nutritious food and required nutrients)
- Regular participation in healthy lifestyles and physical activity
- Participation in primary preventive health care including supporting infrastructure, such as diagnostic and monitoring technology.\*

*\* Including delivery systems, educational programs, and other technologies that would increase the effectiveness of existing vaccines or medicines. Vaccines and other medical interventions are excluded.*

LAUNCH seeks the following outcomes:

- Improving maternal health, reproductive health, and newborn and child health
- Combating hunger, impaired growth and development, and obesity
- Preventing infectious disease, cancers, diabetes and cardiovascular disease

The innovations should be disruptive and transformative in nature including, but not limited to:

- Technology
- Products or services
- New business/policy models
- Adoption focused educational/behavioral programs.

## Specific Areas of Interest

1. Disease prevention and health promotion
2. Innovations to inspire physical movement, recreational activity and sport
3. Diagnostics, point-of-care, and remote health monitoring
4. Innovative ways to scale up fortified products for diet diversity (multiple micronutrient powders, lipid nutrient supplements and biofortification)
5. Improved maternal and child nutrition during the first 1000 days of a child's life
6. Community level food production
7. User generated health care systems and personalized health care systems for wellness
8. Telemedicine and mobile technology solutions

**NOTE:** This is not a search for ideas, but innovative solutions. The ability to implement your innovations will be a key element in selection. Proposals from Innovators who cannot implement their ideas will not be considered.

## The Award

The best proposals (up to 10) will be chosen by a panel of experts. No cash prize will be awarded.

The Innovators chosen will be invited to a five-day event hosted by NASA at the Kennedy Space Center (KSC) in Florida, in conjunction with a Space Shuttle launch, should the current launch

schedule hold. The Launch: Health event is scheduled for October 28 – November 1 and will not be rescheduled to coincide with the Space Shuttle launch should the launch date change. Innovators will present to 40 thought leaders in business, government, science, technology and communications and hear their ideas on ways to accelerate progress on your innovation. Travel and meals will be provided.

Each innovator will receive access to and visibility among health experts, business CEOs and investors. In addition, each innovator will walk away from the LAUNCH: Health with marketing collateral for future use with investors. The LAUNCH team will work with each innovator to create a concise, high-impact 10-minute presentation, which will be streamed live during the forum. The LAUNCH team will film and edit a professional video of your innovation story, which will be featured on Launch.org.

To support this activity, Innovators agree to provide the LAUNCH partners the unrestricted right and permission to use, re-use, publish and republish photographic portraits or pictures of you and the images, video, voice recordings, and printed material for any Innovators and technology submitted in your proposal for the purposes of creating promotional materials to be used by the Innovators and the LAUNCH partners, independently, at their discretion.

Following the forum, the LAUNCH Accelerator team will provide limited individual support to each innovator to help integrate LAUNCH forum recommendations, and move each innovation closer to successful implementation.

Selection of a Innovator by the LAUNCH Partners to receive an award does not imply that the LAUNCH Partners authorize, support, endorse or sponsor any Innovator product, service, or activity.

LAUNCH will assess innovations using the following **Technical Requirements**:

1. **Impact:** Your proposal should affect the maximum population for the least resources, with the scale-up goal in millions, although we are willing to accept innovations with exciting potential not measured in numbers.
2. **Timeframe:** We are most interested in proposals with impact that can be realized in 1 – 5 years (not included are the years to receive appropriate government-required approval).
3. **Affordability:** Is cost effective – low cost, especially for developing markets.
4. **Appropriate Technology:** Requires minimal resources to implement and maintain. Resources required must be obtainable in the region of interest.
5. **Strong Model:** Economically viable and replicable.
6. **Millennium Development Goals:** Addresses at least one core challenge defined by the Millennium Development Goals listed below.
  1. Eradicate Extreme Poverty and Hunger
  2. Achieve Universal Primary Education
  3. Promote Gender Equality and Empower Women

4. Reduce Child Mortality
  5. Improve Maternal Health
  6. Combat HIV/AIDS, Malaria and Other Diseases
  7. Ensure Environmental Sustainability
  8. Develop a Global Partnership for Development
7. **Urgency and Scale:** Most importantly, these innovations should demonstrate clear potential to positively impact health in the first twenty years either through large scale utilization and/or a major change in the reduction of risk of a specific disease (e.g. a 50% reduction in population definition of malnutrition)

### **Eligibility Requirements:**

1. We are looking for private companies, private organizations and individuals to include entrepreneurs, small businesses, startups, non-profits, think-tanks, etc. that are poised to go to market or scale their innovation.
2. The groups should have original ideas as part of their plan. We are looking for projects that will have an impact sooner as a result of participating in LAUNCH.
3. The Innovator or a high level representative (CEO, CTO, Chief Scientist, Founder, etc.) must be available to attend the 3-day forum at the Kennedy Space Center, if chosen.

### **Submission Details:**

Your submission should include two parts and no longer than five pages.

1. Proposal, including:
  - a. A description of your expertise and experience in the area of interest and outline any work and results to date relevant to this proposal.
  - b. A detailed description of your ideas and plans. You should articulate how your proposal will meet the above technical requirements, ideally, point by point.
  - c. An Action Plan for how your ideas would be implemented and the approximate timing. Please point out any development work that would need to be done before implementation and include that in your timeline.
  - d. A description of your capabilities and show what your group can accomplish and differentiate that from what support you would need to scale up and implement your ideas. (For example, you may have a prototype device and be able to train unskilled personnel on its use, but you need help identifying and procuring materials from local vendors to ramp up production.)
  - e. Some type of proof that your ideas are workable and feasible solutions. If possible, include previous data and results from initial studies. You may also provide information where the ideas worked in similar cases as evidence. You

should convince the LAUNCH team that your project is where they should spend time and effort.

2. General information of the Innovator (Innovator could be individuals, small businesses, non-profits, startups, think-tanks, etc.), including:
  - a. Innovator name and address (including website, if available) and principal individuals of your organization.
  - b. The key contact person for this Challenge (including phone number and email address).

Information provided by interested Innovators may be shared with the Launch team and their contractors as part of the evaluation process for selecting the Innovators. (Or include other relevant information about how their information will be used...May want to site to the InnoCentive privacy policy too). All proposers will be notified as to the outcome of their submissions.

#### LAUNCH Founding Partners:

Through LAUNCH, NASA is poised to host a conversation with experts about potential solutions to the world's most perplexing sustainability problems. NASA brings to the table a problem-solving culture, deep technical expertise on sustainable systems such as the International Space Station, and a unique capacity to capture and analyze data about our home planet.

USAID sees LAUNCH as an opportunity to support innovators and entrepreneurs in the fields most critical to sustainable international development. USAID brings technical expertise and access to networks of technical experts and development professionals. LAUNCH is breaking new ground in how best to support both entrepreneurs and the technical solutions they bring to international development problems. USAID seeks to move ideas to first implementation and impact at scale as quickly as possible.

NIKE is committed to driving new sustainable technologies, programs, and business models through open innovation and global collaboration. Harnessing its core competencies of design and innovation, NIKE partners with leading entrepreneurs and thinkers to work towards a new sustainable economy. NIKE's passion for innovation and driving positive global change is complimented and activated through the Company's proven ability to rapidly commercialize technologies and business models across a global value chain.

LAUNCH provides the Department of State with an opportunity to support our nation's most important diplomatic and development objectives. The Department of State will facilitate international expertise and understanding on the different topics, highlighting the U.S. Government's commitment to a better world. The Department of State will provide technical and thought leadership, fostering collaborative dialogue, and catalyzing the most innovative solutions. The Department of State's approach to world issues and the Secretary's focus on partnerships will facilitate better engagement with communities and people around this planet.

END OF CHALLENGE