



Prevention Accelerator

Be a part of the change

More than 650 million people worldwide are living with obesity today.¹ To achieve a future in which fewer people are living with this serious chronic disease, we need to act now - and prevention is part of the solution.

We are inviting start-ups and scale-ups developing digital solutions to submit ideas for how we can enable individuals and/or societies to predict and/or prevent obesity. Our Prevention Accelerator will fund the two best ideas with up to 100,000 USD to pilot their solutions.

The deadline for applications is 31 August 2021.

Novo Nordisk is committed to driving change in obesity by tackling this urgent and multifaceted global health challenge through innovative medicines and approaches, including new digital solutions aimed at prevention.

What are we looking for?

- Can your team develop a digital solution that can help predict and/or prevent obesity? For example, we are looking for new ways to map communities and identify risk earlier, and we want to develop new predictive tools to support prevention.
- We want to make a global impact, so we are looking for scalable digital solutions that can be adapted to local realities, taking into account both income and technology penetration.

Submit your proposal

Reference: 1. World Health Organization. Obesity and Overweight. Factsheet No 311. In: World Health Organization; 2020



Why participate?

-  **100,000 USD start-up funding** (~81,000 EUR / ~600,000 DKK) to test your idea and implement a pilot together with Novo Nordisk
-  **Network connections** with other organisations and investors through our partner PlugnPlay Creasphere
-  **Mentoring and support** from our experts during the pilot implementation
-  **Office space at Health Tech Hub Copenhagen**, our partner and the hottest digital healthcare start-up location in the city (COVID-19 restrictions may apply)

About Novo Nordisk

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat diabetes and other serious chronic diseases such as obesity and rare blood and endocrine disorders. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent and ultimately cure disease. [novonordisk.com](https://www.novonordisk.com)

[Submit your proposal](https://www.novonordisk.com/sustainable-business/preventing-chronic-diseases/chronic-disease-prevention-accelerator.html)

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The journey

01

Prevention Accelerator launch

The challenge is open for start-ups and scale-ups to submit their pitches. The application deadline is 31 August 2021.

02

Short list selection

A panel of experts will review the applications and select the eight most promising solutions to be presented on pitch day.

03

Pitch day

The pitch day will take place in mid-September 2021. Two of the presented solutions will be selected to participate in the Prevention Accelerator.

04

Pilot and implementation

The two selected start-ups will be supported by Novo Nordisk experts, and each will receive 100,000 USD (~81,000 EUR / ~600,000 DKK) to pilot their solutions between October 2021 and February 2022.

05

Demo day

After months of hard work, the teams will participate in a demo day in February 2022 to showcase their solutions to wider Novo Nordisk organisation.