

## Rules and Regulations of 100 Open Startups – Corporate Challenge Johnson & Johnson

### 1. ABOUT THE CHALLENGE: **Aging Population**

The J&J Challenge "Aging Population" has the objective to bring Johnson & Johnson closer to the startups ecosystem, aiming at forming a network and discussing ideas, projects and possibilities for future partnerships, based on solving needs related to the interests of the Johnson & Johnson group.

The "Aging of Population" challenge aims to operate as a network of entrepreneurship (community of startups) that enables entrepreneurs to collaborate with each other, with the corporate and investor network, and other relevant actors.

**The aging of the population brings numerous socioeconomic and cultural challenges and opportunities. Elder people have higher per capita incomes than younger people, but spend less on consumer goods because of a lack of products / solutions specific to their needs. On the other hand, health spending is much higher. This new global setting has sparked Johnson & Johnson's interest in investing in external partnerships, inviting startups to explore the needs and behaviors of older people, deepening relationships with this public, and engaging in the search for solutions related to: Healthy Aging, Aging in the Self-care Era, Aging in the Digital Era.**

The maintenance and hosting of the online platform is the responsibility of Wenovate (Open Innovation Center - Brazil), which has ceded the use of the virtual space to carry out the activities, which are based on three pillars: innovation oriented to challenges, innovation in network and a collaborative platform. The platform will function as a network that connects the community through the creation of a common context and processes of prospecting, combination and co-creation.

#### 1.1. About what the program offers:

1.1.1. Online collaboration environment for entrepreneurs to collaborate with each other and with market experts, especially **Johnson & Johnson** executives, to create ideas and proposals for new business within the themes proposed in the **"Aging of Population" challenge**;

1.1.2. Feedback, evaluation and mentoring of proposals submitted by **Johnson & Johnson** executives, as well as the volunteer network of the 100 Open Startups movement (if the project is also submitted in the Big Open 100 Startups Challenges) comprised of experts from various fields, venture investors Capital and executives of connected companies;

1.1.3. Face-to-face meetings to improve the startups business model, networking and entrepreneurship training;

1.1.4. Opportunity to present the business to the bench of evaluators composed of **Johnson & Johnson** executives and guests;

1.1.5 Access to the following **Johnson & Johnson** benefits:

**Mentoring Plan and / or Business Incubation at the Johnson & Johnson Brazil Campus, Regional and Global Exposure to all companies of the Johnson & Johnson Group (Consumer, Janssen, Medical, Industrial), and 6-month Technology Incubation at Johnson & Johnson Innovation - JLABS .**

1.1.6. Opportunity to access other partnering entrepreneurship and innovation communities of **Johnson & Johnson** and the 100 Open Startups movement.

## 1.2. About the program steps:

### 1.2.1. The main cycle of the program is structured in 3 stages.

1.2.2. Step 1 - ONLINE - Submission of Initial Proposal in ENGLISH. In this first stage the entrepreneur or interested person submits the basic information of his innovative idea. The participant may submit ideas for any of the proposed topics, and the submission should be done for each theme separately. Entrepreneurs who also participate in the 100 Open Startups Grand Challenge can be invited to participate with the existing registration, authorizing **Johnson & Johnson's** access to the Startup proposal and accepting the rules of the "Aging Population" challenge.

1.2.3. Step 2 - EVALUATION. In this stage, also online, they are evaluated by the **Johnson & Johnson** panel of evaluators, aiming to identify the most promising proposals in terms of potential for innovation partnerships and with greater adherence to the objectives of the challenge.

1.2.3. Step 3 - PRESENTIAL. The best-evaluated proposals are invited to a meeting at **Johnson & Johnson** and have the opportunity to interact with **Johnson & Johnson** executives and other invited experts. Participants should be prepared for presentation / meeting in ENGLISH.

## 2. PARTICIPATION

### 2.1. Prerequisites

2.1.1. All those who have proposals related to the themes of the "**Aging of the Population**" challenge are invited to participate in the program. **Johnson & Johnson** understands the concept of startup as an organization temporarily designed to pursue a reproducible and scalable business model capable of delivering new products or services in conditions of uncertainty.

2.1.2. The "**Aging of the Population**" challenge may include proposals for non-formally constituted projects or companies that have already been set up but which fit the definition of startups in the above program.

2.1.3. Participants must accept all rules and conditions of this regulation and the terms of use of the site.

2.1.4. Participants must be of legal age, following the Brazilian legislation.

### 2.2. Enrolling

2.2.1. To enroll in the challenge "**Aging Population**" participants must register on the online platform [www.openstartups.net](http://www.openstartups.net) and create a profile to join the network. After accessing the site, they must choose the "**Aging Population**" challenge and fill in the fields of the submission form in ENGLISH. The opening and closing date of entries is communicated on the main page of the program. <https://openstartups.induct.no/public/pages/Aging-Population>

2.2.2. Enrollment is free.

2.2.3. The launch date of the "**Aging of the Population**" challenge will be on **October 10, 2016** with the closing of the registrations on **January 27, 2017**.

### 2.3. Costs

2.3.1. The "**Aging of the Population**" challenge exempts from any costs of the team related to the participation or permanence of the same in the program, is the responsibility of each team and its members the inherent costs of participation in the competition that are not related to the proposed awards.

## 2.4. Collaboration for Media and Image Rights

2.4.1. The participants in the **"Aging Population"** challenge agree to be available for their relationship with the media and communication channels. Participants agree to cede interviews and reports that may be requested, and it is not possible to abstain from these forms of relationships with the communication channels involved with the program.

2.4.2. No participant will be obliged to cede any information that he believes is sensitive, confidential or not relevant to his proposal.

2.4.3. The challenge **"Aging of the Population"** reserves the rights of Image of all the participants. The images licensed in this contract may be linked to and disseminated in the following types of media: printed, televised, video, virtual and telephone, especially being able to use in their materials the images in: company name, logotype, name of the entrepreneurs, videos and photos as well as videos containing team images, company presentation, website address, social media (facebook and twitter), testimonials and any media material produced during the event, or provided by participants.

## 3. The challenge **"Aging Population"**

### 3.1. Documents

#### 3.1.1. General Guidelines

3.1.1.1 The documents submitted to the organization of the **"Aging Population"** challenge should be of an original, innovative and enterprising character, or else, configure market innovation, being expressly forbidden to plagiarism. According to the Brazilian Federal Constitution, plagiarism, is unconstitutional and is liable to eliminate from the competition. By entering the competition, participants attest that the material is original and does not infringe third party intellectual property.

3.1.1.2. Failure to meet the deadlines stipulated by the organization of the **"Aging Population"** challenge for the delivery of the documents required in each stage of the program is subject to summary elimination of the competition. In addition, failure to adapt the proposed formatting and restrictions for each type of document requested throughout the competition is also subject to summary elimination of the program.

#### 3.1.1.2 Intellectual Property and Confidentiality

3.1.1.3 Materials submitted by participants will be stored in the **"Aging Population"** and Wenovate challenge database, but will remain the property of their authors. The content registered as "Startups" will be disclosed only to evaluators, mentors, organizers and **Johnson & Johnson**. However, as is usual in this type of competition, despite the fact that those involved are experienced professionals (lawyers, businessmen, executives, investors, etc.) who understand the confidential nature of such material, no terms of confidentiality shall be required. In this way, the participant must assume that any information sent is not protected and must plan accordingly. The registrant must adapt their material to present the necessary information without compromising their Intellectual Property Protection strategy.

### 3.2 Final Provisions

3.2.1. All decisions made by the team of organizers and judges of the **"Aging Population"** challenge will be impassive.

3.2.2. The organization of the **"Aging Population"** challenge is committed to ensuring participants' equality and feedback as they move forward in the process.

3.2.3. All official communication with the participants will take place exclusively through the official online platform of the "**Aging Population**" challenge or during the face-to-face stages of the "**Aging Population**" challenge.

3.2.2. It is strictly forbidden to transmit, share, exchange or publish, through the website, any material that is obscene, defamatory or illegal, as well as texts or creations of third parties without the author's permission.

3.2.3. The platform may monitor the public areas of the site and may, mainly due to the denunciation of the content by other users of the site, remove any information and contents that are published in disagreement with the terms of use of the site.

3.2.4. All proposals / ideas submitted must adhere to the themes of the "Aging Population" challenge available in ATTACHMENT I of this regulation and the website.

## ATTACHMENT I – CHALLENGE THEMES

### **Aging Population**

Life expectancy has increased worldwide (in developed and under development countries), changing our perspective regarding mature age (post 60 y.o.). Healthier environments and habits make us age more gradually, while advances in medicine and technology allow us to face the aging experiences in a more positive and comfortable way. Aging population creates many social, economic and cultural challenges and opportunities. Seniors have higher per-capita income than younger people, but spend less on consumer goods due to a lack of products / solutions specific to their needs. In contrast, health-care expenditures are much higher. This new global scenario aroused Johnson&Johnson interest to invest in external partnerships, inviting startups to explore elderly needs and behaviors, to strengthen the relationship with them, and to engage in finding solutions for:

#### **- Healthy Aging**

Frequent infections, slow healing, daily medicine cocktail

Generalized body pains, reduced physical activities

Quality of sleep and senses (vision, hearing, smell, taste, touch)

Nutrition, eating, digestion, oral health

Memory, cognitive health

#### **- Aging in the Self-care Era**

Wrinkles / dry skin, Permanent make-up, Teeth whitening

Undesirable body hair, grey hair, hair thinning, baldness

Aging malodors, Urinary/bowel incontinence

Breaking the aging taboo, Self-perception

#### **- Aging in the Digital Era**

Wearable devices, individual monitoring devices

Home monitoring devices, home adaptation

Caregivers, medical home-care

Integration to the digital world