



**International Health Battle: an instrument for Health innovation!
Wednesday 20th of November 2013 @Hanze University Groningen**

On Wednesday 20 november 2013 Hanze University organizes, in cooperation with TTA World, the International Health Battle. A League where enterprising students and professionals, from 6 different countries visit Hanze University. During one day they work in multidisciplinary teams on issues related to Healthy Ageing. Companies and organisations active in the field of healthy ageing provide challenging cases. During a 3-minute pitch the students present, at the end of the day, the results to an international expert jury. Only the 5 best teams may advance to the rousing final held during the Health Valley Event in March 2014.

Your company has a interesting issue that you want talented students to work on? Please contact Rob Hogenelst of TTA World (rob.hogenelst@tta-world.com/m: + 31 (0) 6 437 86 532).

Are you an enterprising and talented student who dares to take part in the International Health Battle? Please send an email to

The Health Battle is an initiative from the Interreg IVB project iAge(www.iageproject.eu) and an activity of the anniversary 215 years Hanze and the Global Entrepreneurship Week. Check www.healthbattle.nl for an impression!

More info

The International Health Battle is an event for talented students!

Students work together with renowned companies and organisations from the health sector. The companies provide cases varying from healthy lifestyles, life sciences and e-health to medical technology. The Health Battle is organized two times a year in the Netherlands. Students work a complete day in international multidisciplinary teams of five on a case together with a case instructor from the company. During the day there are experts (for example on finance, business development or ICT) that can be consulted and asked for feedback. The teams present their solution in a 3-minute pitch presentation to an expert jury of directors, entrepreneurs and professors. The jury panel, judges the pitches based on three criteria: Novelty, Utility and Non-obvious of Character. At the end of the day, the jury will select five teams who got the chance to compete in the finals held during the Health Valley event in March 2014. In the meantime, the teams continue working on the cases with the feedback they got from the jury. Each team pitches their improved idea once more to the jury and they nominate the winner of the Health Battle 2013.

Last year the finalists were visited by Prime Minister Mark Rutte, he handed out the Health Innovation Award to the winning team of the International Health Battle. Health Valley is the media partner of the International Health Battle and Health Care insurer CZ is the main sponsor of the Health Battle.

The International Health Battle is a splendid opportunity to innovate and discover potential talent. For the students, this event is an interesting occasion to get hands-on experience and present themselves towards companies and extend their network. The Health Battle is more than a competition it is the life changing experience you were waiting for! Where only the brightest Global Talents meet, compete and innovate on challenging cases.

Procedure

- Universities select their talented students and recruit the students they want to participate;
- After signing up for the Health Battle, students will be asked to complete his or her profile. Doing so enables companies to the profile and select students for their team. In addition, students are able to see what talents they have, based on the personality test and it is verification for us that students are serious about joining. This profile includes for example; a profile picture, resume, (short) motivation for joining the Health Battle and a personality test.
- Hanze University Groningen covers the organizational costs and costs for catering, equipment, facilities etc
- Travel and accommodation costs are covered by the University who recruits the students or by the students themselves. Participation of the International Health Battle is free of charge, including drinks and food.
- The iAge partners got the chance to bring in five cases in total and select five international multidisciplinary teams to work on these cases.
- There will be a live stream connection, so companies/students /teachers/ the family/friends etc. @home can follow the activities of the International Health Battle @Hanze University by the internet.

Accommodation

Accommodation is possible in the Simplon Youth hotel www.simplonjongerenhotel.nl

- Hanze University has an option on 33rd beds for 2 nights. (1 room for 1 person, 5 rooms for 2 people, 4 rooms for 3 people, 1 room for 4 people, 1 room for 6 people). Costs are around €30 per person per night, including breakfast and tax.

Timetable

- iAge partners can bring in cases until 14th of October;
- Students can sign up for the Health Battle until 27th of October 2013.
- Every company/organization has access to an online global talent pool where they are able to find top talent for the battle. All the talents that signed up for the Health Battle can be found in this talent pool.
- Four weeks prior to the Health Battle, the iAge partners will start with the selection of the teams.
- After selection of the students we will contact them between October 28th -31st 2013
- On November 1st all teams will be finalized and locked



- Possible company contact/visit & case preparation: 6th -19th November

University partners

1. University of Agder, Norway
2. University of Abertay Dundee, Schotland
3. Universiteit van Belgorod, Rusland
4. KAHO, Ghent, Belgium
5. University College of Lillebaelt, Denmark
6. Wirtschaftsakademie Schleswig-Holstein, Germany