

Monday, 30 September 2019 | JIM Utrecht

WeScale Health Challenge

Pitching scalable solutions

Are you an ambitious person or entrepreneur with global ambitions? Show us what you're worth and pitch your company or solution for one of our challenges.

Health Challenge or Pitching

Both in The Netherlands as in Taiwan, healthcare is under pressure caused by rising costs, growth in lifestyle related illness, unhealthy air and an aging society. This creates a surging demand to bring innovations into a market that is traditionally heavily regulated and careful in adopting innovative solutions and approaches. The organisers and sponsors of this Health Challenge call on all people to show their creativity in solving the following challenges:

1. We appreciate living till the end, please share how to deal with dementia in our society.
2. Dental self-care is worsening. Can a 'gamification' program help young people and primary school students to brush their teeth 2 times a day?
3. In Taiwan obesity is a growing problem. With 44,7% of people with a to high BMI, it is considered the 'heaviest' country in Asia. Devise a solution that can help take on this challenge in an economic way.
4. Air Pollution in cities a global problem, also in our countries. How can we stimulate the transition to Zero-Emission scooters?
5. It would be beneficial to have more young people use a bike, both in terms of health as for cleaner air. What can you design for kids to turn them into active bicycle users?

If you already have a company that you see has the potential to scale beyond your current market, especially Taiwan/Asia? You have the option to pitch before our jury (option B in the registration form).

Great Achievement, Big Rewards

We're looking for creativity and entrepreneurship, look at it as business challenge. We're inviting you to pitch your idea in 4 minutes on Monday morning. From these pitches 4 Dutch entrepreneurs and 4 Taiwanese entrepreneurs are selected for **rewards** aiming at introduction of the idea or product to partners and further guidance for implementation/expansion. Dutch entrepreneurs will have the opportunity to win the **Taiwan Explorer Award** including flight and a 1 (Silver) or 2 (Gold) week stay in Taiwan! Entrepreneurs from Taiwan can win support packages to success in Europe. Please respond **before September 23** – so we can pre-select 12 companies to pitch. [[registration form](#)]

Program 10:00-13:00

- 10:00** Welcome - Heerd Jan Hoogeveen (Startup Utrecht)
- 09:45** Pitching contest
- Johan Nijboer (Deloitte, corporate partner Dotslash)
 - Steef Klop (investor and start-up coach)
 - René Reijtenbagh (ESIL Netherlands)
 - Gilles Le Cocguen (BPI France)
 - Nadia Kang (AiQ Smart Clothings)
- 12:00** Closing remarks – Valerie Hsu (TGN)
- 12:15** Network lunch with participants Taiwan Business Day 2019.

ATTENTION: Rewards will be awarded later that day at 16:30 during **Taiwan Business Day**.

LOCATION: JIM The HUB - Tribune & Skybar, Jaarbeursplein 6, 3521 AL Utrecht



#STARTUPUTRECHT



WeScale Health Challenge

Advance registration is required, please click [FORM](#)

For more details please visit our web site: www.taiwanglobalization.net

