



# together

connecting for life



Searching for Israeli startups that can become solution providers for GSK Pharma Brazil.

## ABOUT THE PROGRAM

TOGETHER is a supplier search program. It will give the opportunity for Israeli startups to sell their products and services and **have GSK Pharma Brazil as a client**. We are looking for solutions that GSK BR can use for their business expansion and also for internal efficiency increase. Selected startups will run a pilot program and have the chance to become an official partner and supplier at the end of the program.

## STARTUPS PROFILE

Startups within the following criteria are eligible to apply:  
MVP developed and validated or product / service already available in the market.  
Ability to solve at least one of the problems and challenges described.

## PROBLEMS TO SOLVE

We search for B2B and B2B2C technological solutions related to AI, Machine Learning, Blockchain, IoT, among others, for our key challenges.

<p><b>Blockchain for patient data management</b></p> <p>Secure management and integration solution of data from different databases to be used by the patient when needed</p>	<p><b>Patient treatment services</b></p> <p>"Beyond the pill" scalable services for patient treatment management.</p>	<p><b>Patient vaccine adherence increase</b></p> <p>Increase consciousness about diseases prevention and adherence to proper vaccine calendar recommendation.</p>	<p><b>AI for commercial business intelligence</b></p> <p>Improve sales team assertiveness and efficacy of medical visitations using relevant BI insights in a simplified way.</p>	<p><b>Business management support for doctors</b></p> <p>Offer services and tools to support doctors business management to help them freeing time for patient focus</p>
<p><b>AI for risk management decision making</b></p> <p>Risk management through analysis of different business parameters (Legal, Finance, Marketing).</p>	<p><b>Route planning for sales team</b></p> <p>Route optimization for medical visitation, considering time, cost and relevant doctor profile information.</p>	<p><b>Virtual assistant for back office processes</b></p> <p>Support and simplify back office activities from different areas (HR, Legal, Finance, etc).</p>	<p><b>Commercial campaigns customization</b></p> <p>Customize commercial offers (price, portfolio) for independent drugstores according to their purchase behavior.</p>	<p><b>Training management for sales force</b></p> <p>Optimized and interactive training solutions for different topics (products, regulatory, culture)</p>

## KEY STEPS AND DATES:



- **Pitch Meeting:** will be a dedicated 30min online meeting with GSK BR stakeholders.
- **Immersion Meetings:** In depth business meetings with challenge sponsors and startups. Can be either online or presential depending on needs. (If needed, selected startups will have their travel expenses sponsored by the program).
- **Pilots:** will be payed according to financial agreement between startup and GSK Pharma Brazil.

\* Immersion dates can be adjusted according to schedule needs

## BENEFITS FOR ISRAELI STARTUPS TO WORK WITH GSK BRAZIL

- 1 Test your solutions with a leading pharmaceutical company.
- 2 Opportunity to **sell your solutions for GSK Brazil, becoming a signed provider / supplier**
- 3 Networking, visibility and credibility in a leading company and huge market
- 4 Access to GSK Pharma Brazil assets that can be integrated or support the solutions.

APPLY HERE

Applications open until 20/06/2019  
<http://www.innoscience.com.br/together/>

For additional information, contact our representative in Israel: [stephanie@innoscience.com.br](mailto:stephanie@innoscience.com.br)

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