



# Brazil-Germany Tech Challenge 2023



# ABOUT

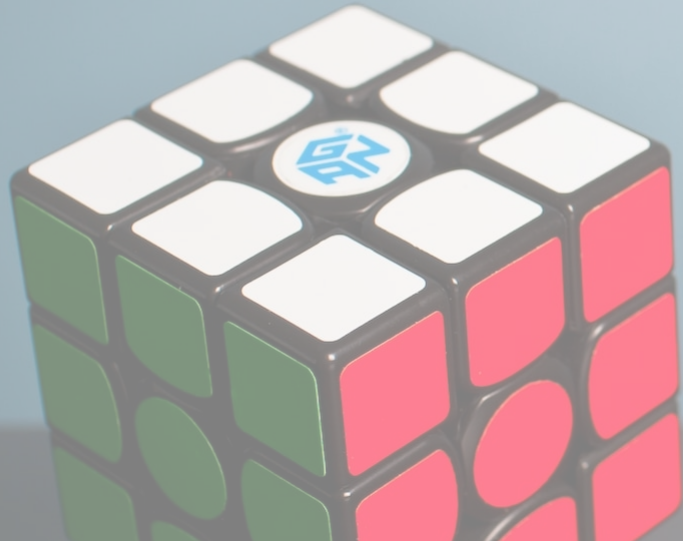
Beginning of 2023, a consortium consisting of both public and private sector players from Brazil and Germany came together to discuss how bridges between both countries in the area of innovation can be built.

The idea to run a Tech challenge, similar to the one de:hub had ran with Japanese corporates in 2022, was formed.

The goal: Connecting young Tech-talents from Germany working on innovative solutions with renowned corporates from Brazil - so that they can do „great stuff“ together.

# The Challenges

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# Challenge Libbs:



To find (Tech/Technologically supported) solutions to improve patient adherence to medication treatment for chronic diseases

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## Background:

Patients who need to maintain a regular medication schedule, such as those with diabetes, high blood pressure, or those taking contraceptives, often struggle to adhere to their treatment. They may forget to take their medication or sometimes cannot recall if they have taken it, leading to underdosing or overdosing. This situation impairs the effectiveness of the treatment, and patients may claim that the medication does not work or that they do not see improvement due to non-adherence.

## Desired outcome:

To find a sustainable, effective Tech solution that has the potential to be implemented throughout our business lines and that has a big positive impact on our patients' treatment and therefore health.

More info on Libbs: <https://www.libbs.com.br/>

# Challenge Oxiteno/Indorama



To identify a tech solution that can accelerate the digitalization process in: (1) Data extraction of non-structured files, (2) Create internal database management with partners, and (3) innovative communication solutions.



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## Background

As many years developing and implementing new products, we've generated loads of R&D data in several types of files. Therefore we are looking for solutions to convert these data into a standard format (excel, for example). We are also looking for a tool to centralize the partnership management with interactive dashboards and reports. Thirdly the tool should have innovative ways to communicate about innovation and strategic subjects to the whole company.

## Desired outcome:

A secure, all-encompassing tool that can be individualized to our needs, but is also stable and easy to be implemented in order to streamline processes, build bridges between departments and prevent silos through more efficient communications. If not all requirements can be met in one tool, the priority challenge is the first one (data).

More Info: <https://oxiteno.com/eu/en/>

# HOW IT WORKS



# Details – Tech Challenge

## **Eligibility**

Startups based in Germany, forming part of the de:hub Initiative, no less than 10 years old

## **What's in it for you?**

Secure a project with a renowned Brazilian corporate – your entry door to the international corporate world as well as a unique cultural and business experience

## **Deadline**

Applications are open until November 13th, 2023

## **How to apply**

Please send in your application via the [link here](#)

# Timeline

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## **Deadline**

Applications open until 13th of November 2023

## **End of November**

Finalists for each challenge will be contacted

## **December 13th, 2023:**

**Online Pitch event before Brazilian Corporates!**

For further questions, please contact  
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