

Submission Guide

We would like to emphasize that this is a design-driven challenge. The jury will look for ideas that focus on the users and solutions that put humans in the centre of the development - technology is the means and not the goal. We encourage you to focus on the value creation and highlight how you work with the users in your project. Finally, any visual presentation and concrete demonstration of your solution will be appreciated.

For inspiration, feel free to study the Danish Design Centre's [toolbox](#).

The Life Data Challenge is an international challenge, and all submitted content should be in English.

When you upload your idea, it should include the following elements:

1. Title

The title should be indicative of the project. The title must be eye-catching, make the reader curious and tell something about your idea. A quick mnemonic rule: Never put a period or exclamation point after your heading. It should direct the reader to the text and not slow down the reading rhythm.

2. Picture

The picture is going to be the visual identity of the project on challenges.dk.

The supported file formats: .png, .jpg or .jpeg.

Max. file size: 2 MB.

Recommended image size: 1230 x 520 px.

3. Summary

Write a short description of your idea that briefly identifies the problem and what value the solution will bring to the user (max 250 characters).

The summary will appear in the idea overview at challenges.dk.

4. Description

Unfold the description of your idea. The total description must not exceed 5000 characters. The description should meet the jury's assessment criteria below.

Additional descriptions, visual material and illustrations can be uploaded as an attachment. The attachment must not exceed 10 pages.

The jury will assess and judge your idea based on the following criteria:

- **Innovation and novelty of the idea**
- **Use of Danish health data, and supporting data sources**
- **Value for users**
- **Scalability and business potential of the idea**
- **Feasibility and initial roadmap of the idea**

In order to meet the following success criteria, feel free to draw inspiration from the questions below.

- **Innovation**
 - What makes this solution new or even radical?
 - How does the solution differ from other solutions on the market?

- **Data**
 - What metadata from the [data overview](#) will you apply in your solution and why?
 - What other data source will be used? Open/closed data? Existing/New data?

- **Value**
 - Who are the primary users and/or customers?
 - What value do you create for the user?

- **Scalability**
 - What is the business model of the solution?
 - What impact will the solution have on future health - socially, economically?

- **Feasibility and initial roadmap of the solution**
 - What is your plan for development, testing and implementation?
 - Which barriers or risks could potentially impact idea viability, value or benefit?