

## Application Form and Essential Information

**Innovation call: Improving the psoriasis patient holistic management and long-term wellbeing**

**Commissioning Organisation: Almirall**

**Deadline: 31/01/2025, 23:59 CET**

Welcome to the registration process for the open innovation initiative **PsOlive**, organised by Almirall S.A.

Through this form, you will have the opportunity to submit an innovative proposal that addresses the challenge of **improving the psoriasis patient holistic management and long-term wellbeing**.

You must complete and attach this form to your application **by January 31st, 2025**. Remember that more detailed answers will give the jury a deeper understanding of your proposal.

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### Important notes on submitting this application form:

- You should complete the fields marked with a yellow background
- Your submission should contain only non-confidential information, and no data pertaining individuals, particularly patients.
- You confirm that there are no conflicts of interest and all applicable laws of your country and policies of your university/company have been adhered to
- If applicable, your technology transfer office or equivalent has been notified

### Once completed, please submit this form online:

1. Visit <https://almirallshare.com>
2. Select the corresponding Innovation call and upload this application document
3. Once uploaded you will be able to view the status of your submission and be notified with the date of an expected decision

If you have any questions regarding the completion or submission of your application, or any other aspect of the Innovation call, please do not hesitate to reach out to [helpdesk\\_psolve@almirallshare.com](mailto:helpdesk_psolve@almirallshare.com).

Thank you for participating in this innovation call! Much success and we look forward to hearing about your innovative proposal!

## 1. Essential Information and Legal Basis

### • Information about Almirall.

Almirall S.A., with registered address at Ronda General Mitre, 151, 08022, Barcelona (Spain) and holding Tax Identification Number (NIF) A58869389, is a leading skin-health focused global pharmaceutical company based in Barcelona that partners with healthcare professionals, applying Science to provide medical solutions to patients and future generations. Our efforts focus on fighting skin health diseases and helping people feel their best. We support healthcare professionals in continuous improvement, bringing our innovative solutions to where they are needed most.

### • Our aim

As a pharmaceutical company dedicated to medical dermatology, **Almirall is committed to improving the lives of people who live with skin diseases.** We understand that psoriasis is not only a physical condition, but also a source of emotional distress and social stigma for many patients. That is why we strive to provide innovative solutions that can offer holistic care and support for psoriasis patients throughout their journey. We believe that by empowering patients to take control of their disease and integrating all the aspects of their wellbeing, we can make a positive difference in their quality of life.

We are looking for **innovative solutions** to address the main challenges related to the **Psoriasis Patient Journey.**

In previous research, we found that **patients need ongoing support and resources** to help them cope with everyday life and to **improve their quality of life** in the long term. In this innovation call, we focus on addressing the needs related to the **lack of patient empowerment** in managing their disease and the **lack of integration** of physical, social, mental, and other aspects related to the psoriasis patient journey.

Below we describe the challenges and use cases we seek to solve:

<ul style="list-style-type: none"><li>• <b>Challenge:</b></li><li>• <b>How can we approach psoriasis holistically to improve patients' long-term wellbeing?</b></li></ul>
<ul style="list-style-type: none"><li>• <b>Use cases:</b></li></ul>
<ul style="list-style-type: none"><li>• <b>Use case 1: Improving patient management and follow-up outside and outside healthcare centers.</b></li><li>• We look for solutions for patients and HCPs that meet one or more of the following aspects:<ul style="list-style-type: none"><li>• Integrate quality-of-life indicators in the evaluation and follow-up of patients.</li><li>• Provide HCPs with a more detailed insight into patients' day-to-day lives and their progress, facilitating effective disease management.</li><li>• Enable the detection of changes in patient needs or symptoms to offer more effective treatment options and improve adherence.</li><li>• Improve patient autonomy, allowing them to anticipate and manage flare-ups, side effects and comorbidities, and provide guidance to assess the severity and the need for an HCP visit.</li></ul></li></ul>

- **Use case 2: Psychological support.**
  - We look for solutions for patients that meet one or more of the following aspects:
    - Provide emotional support, allowing greater accessibility to psychological assistance.
    - Help patients with low self-esteem, anxiety over outbreaks, and even psychological comorbidities such as anxiety and depression.
    - Facilitate the creation of patients' networks, to reduce social isolation.
    - Personalize the recommendations, exercises or guidelines according to the needs and typology of the patient (age, socio-economic level, etc.).
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- **Use case 3: Information and resources for patients' daily life.**
  - We look for solutions for patients that meet one or more of the following aspects:
    - Provide resources and guidelines on daily habits for patients with psoriasis, that are a reliable, validated, and aggregated source of information.
    - Contain audiovisual support to facilitate the understanding of the information and have a simple and intuitive user interface.
    - Cover as many areas as possible (knowledge of the disease, treatment options, changes in nutrition, cosmetics, and physical comfort).
    - Have the possibility to personalize the recommendations, exercises or guidelines according to the needs and typology of the patient (age, socio-economic level, etc.).
    - Opt for or have medical validation for the information it provides.

• **The innovative projects and solutions requirements**

The solutions must have at least a **Technology Readiness Level (TRL) 2**, corresponding to having a technology concept and/or application formulated and must be at a development level below **TRL 5**, which implies a proven technology in a relevant environment.

During this innovation program, **coaching will be provided to the finalist candidates** from among those submitted, and therefore the maturity level is limited to ensure that all solutions can benefit from these sessions and that their development is assessed under similar terms.

**TECHNOLOGY READINESS LEVEL (TRL)**

<b>DEPLOYMENT</b>	<b>9</b>	ACTUAL SYSTEM PROVEN IN OPERATIONAL ENVIRONMENT
	<b>8</b>	SYSTEM COMPLETE AND QUALIFIED
	<b>7</b>	SYSTEM PROTOTYPE DEMONSTRATION IN OPERATIONAL ENVIRONMENT
<b>DEVELOPMENT</b>	<b>6</b>	TECHNOLOGY DEMONSTRATED IN RELEVANT ENVIRONMENT
	<b>5</b>	TECHNOLOGY VALIDATED IN RELEVANT ENRIRONMENT
	<b>4</b>	TECHNOLOGY VALIDATED IN LAB
<b>RESEARCH</b>	<b>3</b>	EXPERIMENTAL PROOF OF CONCEPT
	<b>2</b>	TECHNOLOGY CONCEPT FORMULATED
	<b>1</b>	BASIC PRINCIPLES OBSERVED

The definition criteria for each of the maturity levels are as follows:

- TRL 2: Initial practical applications are identified. The potential of material or process to solve a problem, satisfy a need, or find an application is confirmed. Applications are speculative, and there may be no proof or detailed analysis to support the assumptions. Examples are still limited to analytic studies. Supporting information includes publications or other references that outline the application being considered and that provide analysis to support the concept. The step up from TRL 1 to TRL 2 moves the ideas from basic to applied research.
- TRL 3: Applied research advances and early-stage development begins. Studies and laboratory measurements validate analytical predictions of separate elements of the technology. Components of the technology are validated, but there is no strong attempt to integrate the components into a complete system. Modeling and simulation may be used to complement physical experiments.
- TRL 4: Design, development and lab testing of components/processes. The basic technological components are integrated to establish that the pieces will work together. This is relatively "low fidelity" compared with the eventual system. Supporting information includes the results of the integrated experiments and estimates of how the experimental components and experimental test results differ from the expected system performance goals.
- TRL 5: System Component and/or process validation is achieved in a relevant environment. The basic technological components are integrated so that the system configuration is similar to (matches) the final application in almost all respects. Supporting information includes results from the laboratory scale testing, analysis of the differences between the laboratory and eventual operating system/environment, and analysis of what the experimental results mean for the eventual operating system/environment. The major difference between TRL 4 and 5 is the increase in the fidelity of the system and environment to the actual application. The system tested is almost prototypical.

## • **Eligibility**

This call is open to healthcare organizations (HCOs), including universities, healthcare centers, research centers, biotechnology start-ups, or biotechnology companies. This call encompasses medical disciplines related to psoriasis, emphasizing a holistic approach beyond Dermatology.

Participants must be working in one of the regions where this Initiative is being launched (**Spain, Italy, Germany & France**). Proposals may be excluded from participation if the team, their partners, or the legal entity they belong, are involved in a conflict of interest with Almirall. A conflict of interest is defined as, but not limited to, the following situations:

- Kinship Relationships: The individual or related parties have kinship relationships up to the third degree with any employee, director, or representative of Almirall.
- Financial Interests: The individual or related parties hold, directly or indirectly, a significant contribution in any company within Almirall, such as stocks or shares.

• **The Initiative will be subject to Spanish Law as set below. Participants in the initiative acknowledge that they are not acting as consumers and therefore waive any right to apply any other law.**

- **Timing**

The submission period is from **September 23rd, 2024**, to **January 31st, 2025**, inclusive.

All the initial information provided under the proposal should be non-confidential.

Almirall reserves the right to suspend, extend and/or modify the deadline for submission of applications, as long as there is a justified cause and it does not harm the rights of the Participants up to that point, in which case it will be communicated in due time.

- **Submission process**

- The first step is for you to create an account in AlmirallShare Innovation platform, (<https://almirallshare.com>) which is a secure site to store and manage your proposals.
- Please include an outline of your proposal and a detailed description of your proposal by completing and uploading the Technical Report attached in the registration form.
- Submissions will be handled following all applicable local compliance rules.

- **Evaluation Criteria and Proposal Examination**

- Once the submission period ends, your proposal will be evaluated by an independent Jury composed of:
  - 1 health innovation expert;
  - 2 healthcare professionals;
  - 1 representative from Psoriasis Patient Association Group;
- The Jury will review your proposal in line to the following **evaluation criteria**:
  - **Resolution of the challenge:** Priority will be given to the solutions with the greatest capacity to fully address the Challenges and meet the needs set out by Almirall in the different Use Cases.
  - **Impact:** Ability to positively impact the health and well-being of patients with psoriasis and the related stakeholders.
  - **Team:** Capacity to provide multidisciplinary and qualified human resources, as well as dedicating the necessary time for coaching and solution development and implementation.
  - **Innovation:** Ability to differentiate from other solutions and add value through the application of technologies that solve the Challenge.
  - **Implementation feasibility:** Capacity to bring the solution to a real environment, considering feasibility, complexity and efficiency and the development process. Personal, material, technological and economic resources will be assessed.
  - **Usability:** Capacity to be easily integrated into the daily routines of the solution's users, being an accessible, simple and intuitive tool to use.
  - **Personalization:** Capacity to adapt to the individual needs of each user, resulting in the creation of personalized experiences and information.
  - **Pathology scope:** Capacity to demonstrate potential applicability beyond psoriasis to other dermatological pathologies.

- **Scalability:** Capacity to integrate into healthcare systems and processes, with the potential for implementation at both European and international levels, while ensuring compliance with required regulatory frameworks.
- **Testing plan:** Capacity to be tested in a pilot project, with clear testing goals and coverage of critical aspects, ensuring thorough and effective evaluation of solution performance.
- After the evaluation, and within 6 to 8 weeks from submission deadline, the Jury will select a maximum of **5 finalists** (hereinafter, the Finalists). Whether your application is selected among the 5 Finalists or not, you will receive a written decision from Almirall.
- If your proposal has been selected, a member of the Almirall Team will contact you to initiate the **coaching programme**, which will encompass 2 online sessions with each team and require the participation of at least 4 persons from the solution team.
- At the end of the coaching phase, all the Finalists will participate in a **Pitch Day**. On the Pitch Day, each of the Finalists will have a time slot in which to describe to the jury their solution and their pilot proposal for further development. The jury will vote on which of the Finalists will be the selected (hereinafter, the Selected Proposal).
- If your proposal is the Selected Proposal of the program, we will reach out to you to initiate a collaboration agreement to further develop your solution with the funding amount. An Almirall's team expert will be assigned to collaborate with you on project definition as well as project follow-up.
  
- **Collaboration framework**
  - The Selected Proposal will receive brand recognition, dissemination, and communication of their proposal to the entire innovation ecosystem. In addition, it will receive a commitment from Almirall to evaluate a potential ad hoc partnership for the funding of up to **30.000 €** gross for the development of the Testing Plan presented at this innovation call.
    - The partnership and founding for the Testing Plan between Almirall and the selected candidate will be agreed on separate terms to this Legal Basis, where key activities and project funding conditions will be defined between the two parties. For the avoidance of doubt, the funds will be used in full to finance the project.
  - Almirall will provide **coaching** to the finalist candidates by innovation experts to advance the initial proposal and to further develop the solutions, in the areas of:
    - Target and stakeholders' definition
    - Value proposition and business model development
    - KPIs and metrics definition
    - Agile development of functionalities/prototype
    - Testing plan definition
    - Commercial funnel
    - Marketing & Communication plan
  - Almirall reserves the right to establish **partnerships** with any of the **5 finalist** solutions within 6 months after the end of the program. In accordance with the above, the 5 Finalists expressly agree not to disclose or transmit their projects to third parties, including companies that may be competitors of Almirall, nor commercially exploit them with entities other than Almirall during this period. Notwithstanding the above, Finalists may be entitled to disclose and/or transfer their projects to third parties subject to written authorization granted by Almirall.

- **Intellectual property rights** remain with the applicant.
  - You will retain ownership of any intellectual property you may bring or develop. In consideration of the support provided by Almirall to the Selected Proposal, the Selected will grant Almirall the option to license or purchase (the “Option”) any right, title, or interest in the Selectee’s Foreground IP related to the project.

You can submit your questions to [helpdesk@psolve-almirallshare.com](mailto:helpdesk@psolve-almirallshare.com) where an Almirall designated contact person will help you.

- **Data Protection**

The personal data provided in this context shall be processed by Almirall in accordance with the Privacy Policy available at <https://almirallshare.com/>

**Third Parties’ Personal Data.**

Participants undertake not to share in any case with Almirall any documentation that contains third parties’ Personal Data, particularly in relation to any information linked to patients that may identify or make them identifiable.

**Governing law and disputes resolution.**

This Initiative shall be governed and construed in accordance with the laws of of Spain. Any dispute or difference arising out of or in connection with this Agreement shall be settled by the Courts and Tribunals of the city of Barcelona with express renouncing and waiving of any rights to any other jurisdiction that may correspond to any of the Parties.

Join us in our journey.

Almirall, Science, and you.

**AlmirallShare Team**

## 2. Application form to be completed by candidates:

### 2.1. General information

Your Name	
Your Surname	
Your email	
Name of your organization	
Country	
Type of your organization	
How did you hear about Almirall's initiative	
Website / social media of the initiative (if applicable)	

Has the candidate proposal received any awards or recognition? If so, what type of recognition was it, when was it received, and who awarded it? If so, please explain briefly the type of programme, when it took place, and the entities involved (maximum 1200 characters).

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Has the candidate proposal received any funding from inception? If so, please specify the type and amount (maximum 1200 characters).

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## 2.2. About the team

Team description. Describe briefly the number of team members, the roles of the main team members, and their involvement in the proposal (maximum 1800 characters).

Does any member of the candidate team have a family relationship with Almirall employees or financial interests (stocks or shares) with Almirall? If so, please explain the details (maximum 600 characters).

## 2.3. About the candidate proposal

To which of the use cases that the challenge poses does your proposal provide an answer?

Briefly describe the candidate proposal, how it addresses the challenge posed, and the technology, functionalities, and/or methodology used and/or developed. (maximum 1800 characters).

Can the solution be applicable to other pathologies beyond psoriasis? If so, which ones? (maximum 1000 characters).

## 2.4. Value proposition

What is the value proposition of the candidate proposal? What needs does it address, and what benefits does it provide to patients, carers, and healthcare professionals? (maximum 2400 characters).

How does the candidate proposal differ from other solutions already on the market? (maximum 1200 characters).

How will patients and/or other targeted stakeholders use the proposed solution? Describe how it integrates into their daily lives, its degree of accessibility and whether any training is required to use it (maximum 1200 characters).

Does the proposed solution have, or is it planned to have, the ability to customize its content according to the user who uses it? If so, in what way? (maximum 1200 characters)?

## 2.5. Implementation and scalability

What stage of development is the proposed solution in? Which best describes the technology? [Only one option is ticked].

- 1. Basic principles observed and reported.
- 2. Practical applications of the observed principles formulated.
- 3. An analytical and experimental proof of concept has been carried out.
- 4. Laboratory validated technology or components.
- 5. Technology validated at component level in a relevant environment (clinical simulations, pre-clinical trials or controlled environments)
- 6. Proven technology in a relevant environment
- 7. Demonstration of prototypes in operational environments (clinical trials or hospital implementation)
- 8. Complete and qualified system to be used in real conditions.
- 9. It has been successfully tested under real conditions and is in use.

Based on the indicated maturity level, briefly explain the development stage of your proposal. Indicate, as a minimum, if it has clinical validation, if it has been tested with any health institution (which one, type of test and main results) and if it has users/customers (how many) (maximum 1800 characters).

Does the proposal have intellectual property, or is it in the process of obtaining it? (maximum 300 characters).

How will the development and implementation of the candidate proposal be planned? Describe at a high level the resources (technical and personal), time, and activities required (maximum 1200 characters).

Have you considered how to integrate the solution into the healthcare system and how to make it scalable? Describe the regulatory, technical, logistical, IT, etc. considerations for integrating the solution into a facility, and whether it needs to be adapted for use in multiple facilities at the same time (maximum 1200 characters).

What are the next stages of development or testing for the solution in the short to medium term? If this call for innovation is successful, how will the obtained funding be used? (maximum 1800 characters).