



A call for action to patient entrepreneurs in the area of cancer to compete at the Lyfebulb-Helsinn Summit for the first ever Lyfebulb-Helsinn Innovation Award

The Award recognizes Patient Entrepreneurs' Innovative Efforts and Ideas for cancer and cancer supportive care using drugs, medical devices, consumer products, or healthcare information technologies

MONACO, PRINCIPALITY OF MONACO and NEW YORK, NY, NOVEMBER 15, 2017, Lyfebulb and Helsinn Investment Fund S.A., a fund focused on early-stage investments in areas of high unmet patient need, announce a joint challenge to patient entrepreneurs embracing the “lived experience” of cancer to compete for the first Lyfebulb-Helsinn Innovation Award. The Summit is founded upon Lyfebulb’s concept of Patient Entrepreneurship and Helsinn’s determination to provide the best supportive care for cancer patients and to improve the health and quality of life of every person affected by cancer.

The Award will recognize outstanding entrepreneurial potential to commercialize innovative efforts and ideas to better manage and improve the quality of life of cancer patients with respect, integrity, and quality, using drugs, medical devices, consumer products and healthcare information technologies. Established companies of all sizes founded by cancer patients, cancer survivors, or those having a close relative with cancer, who have created a product to address issues encountered by cancer patients, are invited to submit applications to attend the Summit.

Ten finalists will be selected by Karin Hehenberger, MD PhD, CEO and Founder of Lyfebulb, and Mr. Riccardo Braglia, Helsinn Group Vice Chairman and CEO, and invited to compete at an Innovation Summit on March 26-27 2018, hosted by Helsinn Investment Fund at the Monte-Carlo Bay Hotel and Resort, in Monaco, Principality of Monaco. The top finalists will be chosen by a panel of experts who also will be assessing all finalists prior to the event and during the Summit through a special “pitch session.” As a symbolic recognition of the best innovative efforts and ideas, monetary prizes will be given to assist these entrepreneurs to advance their business and contribute to the better management of cancer.

“This is the first time patient entrepreneurs in the area of cancer have an opportunity to receive exposure and financing toward their companies through a specific event and interaction with one of the leaders in cancer supportive care,” says Dr. Karin Hehenberger. “This is critical when they take the next steps to advance solutions for patients, and it will be inspiring and motivational, exactly in line with the Lyfebulb Mission.”

Riccardo Braglia adds, *“Collaborating with Lyfebulb on this unique initiative to encourage patient entrepreneurship in cancer is another tangible way for us to achieve our vision to help people with cancer get the most out of every day and to put the patient central to everything we do.”*

All candidates are invited to submit applications through the Lyfebulb-Helsinn Innovation Summit & Award [website](#), where you can also find more information regarding eligibility and key criteria. Submissions may be made between November 14, 2017 and January 22, 2018.

About Lyfebulb

Lyfebulb is a business focused on bridging patient communities with industry, and providing a strong voice to people living with chronic disease by empowering patient entrepreneurs.

See www.lyfebulb.com, [Facebook](#), [Twitter](#), [Instagram](#), [Karin Hehenberger LinkedIn](#), and [Lyfebulb LinkedIn](#).

About Helsinn Investment Fund

The Helsinn Investment Fund is focused on early-stage investments in areas of high unmet patient need. Backed by the Helsinn Group, and guided by Helsinn’s core values of quality, integrity and respect, Helsinn Investment Fund aims to help companies with innovative technologies to transform new ideas into commercial solutions with the potential to impact health-related quality of life of patients.

Drawing on Helsinn’s over 40 years of investment into research and development and commercial expertise, the investment fund selects companies with technologies in a range of areas including cancer therapeutics and diagnostics, cancer supportive care, metabolic and gastrointestinal disorders, and dermatology conditions.

For more information, visit www.helsinninvestmentfund.com

About the Helsinn Group

Helsinn is a privately owned pharmaceutical group with an extensive portfolio of marketed cancer care products and a robust drug development pipeline. Since 1976, Helsinn has been improving the everyday lives of patients, guided by core family values of respect, integrity and quality. The Group works across pharmaceuticals, biotechnology, medical devices and nutritional supplements and has expertise in research, development, manufacture and the commercialization of therapeutic and supportive care products for cancer, pain and inflammation and gastroenterology. In 2016, Helsinn created the Helsinn Investment Fund to support early-stage investment opportunities in areas of unmet patient need. Since 2012, Helsinn has been coordinating clinical and regulatory activities in China from Beijing and in 2017 established an office in Shanghai to pursue commercial activities. The company is headquartered in Lugano, Switzerland, with operating subsidiaries in Switzerland, Ireland, and the U.S., as well as a product presence in approximately 190 countries globally.

For more information:

Helsinn Group Media Contact

Paola Bonvicini

Group Head of Communication, Helsinn

Lugano, Switzerland

Tel: +41 (0) 91 985 21 21

Info-hhc@helsinn.com

- Please visit www.helsinn.com
- We are on Twitter. Follow us [@HelsinnGroup](https://twitter.com/HelsinnGroup)



Press Contact for Lyfebulb:

Karin Hehenberger, MD, PhD

CEO & Foudner, Lyfebulb,

Phone: + 00 1 917-575-0210

Email: karin@lyfebulb.com

- *Please visit www.lyfebulb.com*
- *We are on Twitter. Follow us [@Lyfebulb](https://twitter.com/Lyfebulb)*