



FOSTERING INNOVATION TO IMPROVE LIFE WITH DIABETES

Send us your best idea for a creative new tool (device or web application) to help manage diabetes and you could win!

THREE WINNERS WILL EACH RECEIVE

\$7,000*

*PLUS VALUABLE ASSISTANCE TO GET YOUR DESIGN CONCEPT OFF THE GROUND:

- Complementary consulting session with Health and Wellness experts at the global design and innovation firm IDEO;
- Free access ticket to the "Innovation Incubator" Health 2.0 Conference planned for October 2010 in San Francisco, CA;
- Introduction to Silicon Valley investors and other relevant experts; and
- Additional hands-on assistance towards commercialization of your design idea, as appropriate.

TWO ADDITIONAL PRIZE CATEGORIES AWARDED AT **\$1,000 EACH**

"Most Creative Idea" and "Best Kids' Concept" (age 17 and under)

FOR MORE INFORMATION AND TO SUBMIT AN ENTRY, VISIT:

www.diabetesmine.com/designcontest

DEADLINE: April 30, 2010

WINNERS ANNOUNCED: June 11, 2010

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DiabetesMine™ seeks to improve life with diabetes and welcomes entries from any individuals or organizations passionate about diabetes and product design — patients, caregivers, students, entrepreneurs, developers, engineers, etc.