How do we **overcome the status quo**

to proactively alleviate some of the world's biggest challenges and reach our goal of positively affecting the lives of three billion people a year by 2025?

Through our commitment to Open Innovation and partnership with startup incubator 1776, we're harnessing the entrepreneurial and collaborative spirit of the startup economy to answer that very question.

Joint promotion with **THE CHALLENGE FESTIVAL**
Presented by 1776 and Philips

PHILIPS

How can we cut down on energy usage in increasingly dense urban areas?

Startup solution:

Energy conservation

Cut down on waste and reduce costs by 70 percent by creating energy-saving roadmaps on community consumption that better informs planners, owners and residents.

Source: http://www.1776.vc/insights/winner-spotlight-wattblock-targets-residential-buildings-common-areas-for-drastic-energy-reductions/

How can we improve medical tests and patient care in developing countries?

Startup solution:

Efficient diagnostics

Develop a process that can be implemented outside a lab, even without electricity, using **one piece of paper and a mobile app** to enable real-time analysis and diagnosis.

Source: http://www.1776.vc/insights/winner-spotlight-unima-diagnoses-disease-in-real-time-using-a-sheet-of-paper/

How do we build power from low-cost, lightweight materials?

Startup solution:

Flexible solar cells

Develop cells 20 times lighter than the average rooftop material by **creating printable solar paint** and turning ordinary materials into affordable micro-power grids.
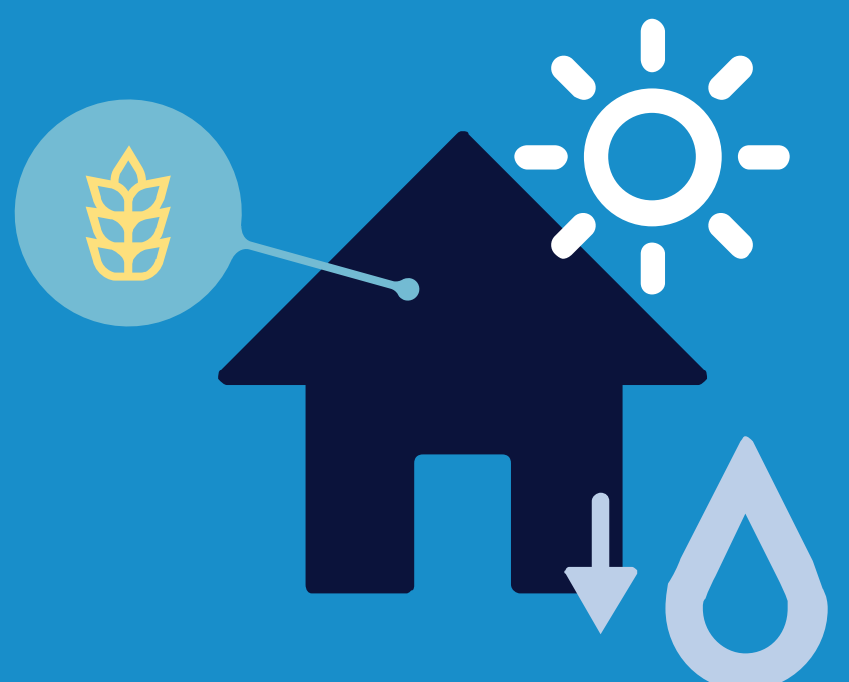
Source: http://www.1776.vc/insights/winner-spotlight-how-lucelo-is-making-solar-power-available-to-all/

How will we increase access to affordable, healthy and locally-grown produce?

Startup solution:

Urban farming

Indoor, multi-storied, vertical farms use **80 percent less water than traditional farming** and offer year-round crop production in any climate or geography.

Source: http://www.1776.vc/insights/urban-farming-startup-uses-hydroponics-to-grow-produce-locally-anywhere/