



**Longer lives** are a defining trend of the 21st Century. **The Stanford Center on Longevity** invites **university students** to design **solutions** for people of **all ages**. Last year the challenge received over **400 entries** from **32 countries**.

- Free to Enter
- \$17,000 USD in Cash Prizes
- Paid Travel for Finalists to Stanford

### Challenge 2020: “Reducing the Inequity Gap: Designing for Affordability”

Addressing rising levels of inequity is a key challenge for this century, as new products and services far too often only reach people at upper socioeconomic levels. We challenge students around the world to innovate to significantly reduce the cost of helping people at all ages do the things that increase their odds of long and healthy life outcomes.

#### What Kinds of Designs are Included?

Any design that significantly reduces the cost of a solution contributing to longer and healthier lives will be accepted. Designs could target:

- The health and well-being of young people
- Solutions that allow individuals to remain in their homes.
- Solutions that bring nutritious food to individuals.
- Monitoring health and managing chronic disease.
- Encouraging higher levels of activity and engagement at the community level.

#### The Process

- Create a design for a product, service, or program that addresses the challenge topic.
- Submit your design online any time between September 9 and December 8, 2019.
- 5-8 Finalist teams will be announced in January 2020.
- Finalists will be awarded \$1,000 USD to help with prototyping and finals preparation.
- Finalists will be reimbursed (limited amount) for travel to Stanford to present in April 2020.
- Prizes will be awarded (1st place: \$10,000 USD, 2nd place: \$5,000 USD, 3rd place: \$2,000 USD)

#### For Details:

- Visit the Challenge website at [designchallenge.stanford.edu](http://designchallenge.stanford.edu) and register for updates
- Follow the Challenge:
  - Facebook ([facebook.com/RedesignLongLife](https://facebook.com/RedesignLongLife))
  - Twitter (@StanfordLngLife)



Map of 2019 submissions

