

Candidate Kit

e-llas – An open innovation
initiative by GSK

#EsperanzaEnCáncer

e.llas



GSK



**Your solution could
be the change that
e-llas need.**

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1. Get to know us

At GSK, we share a unifying purpose: transforming cancer into HOPE together.

That's why e-llas was created.

The GSK logo is displayed in a bold, orange, sans-serif font.

We are a global biopharmaceutical company with the purpose of uniting science, technology, and talent to pre-empt disease.

Our goal is to have a positive impact on the health of 2.5 billion people by the end of 2030, and **we invite you to be part of this transformation.**

The e-llas logo features a stylized orange 'e' followed by the word 'llas' in a cursive script.

It is our dedicated innovation hub for gynaecological cancer, through which we aim to make the reality of patients a collective cause.

Collaborating with our partners, **we seek innovative solutions based on real needs**, striving to empower patients to do more, feel better, and live longer.

Partners



Collaborators



2. Context

Gynaecological cancer



Cancer is characterized by the uncontrolled growth of cells in the body. When it develops in a **woman's reproductive organs**, it is referred to as gynaecological cancer. ^[1]



Gynaecological cancers include **endometrial, cervical, ovarian, vulvar, vaginal, and fallopian tube** cancers.



In the year 2020, there were more than **150.000 women in Spain** with gynaecological cancers. ^[2]



It is estimated that in 2024, there will be diagnosed ^[2]:

- 7.305** cases of endometrial cancer
- 3.716** cases of ovarian cancer
- 2.259** cases of cervical cancer

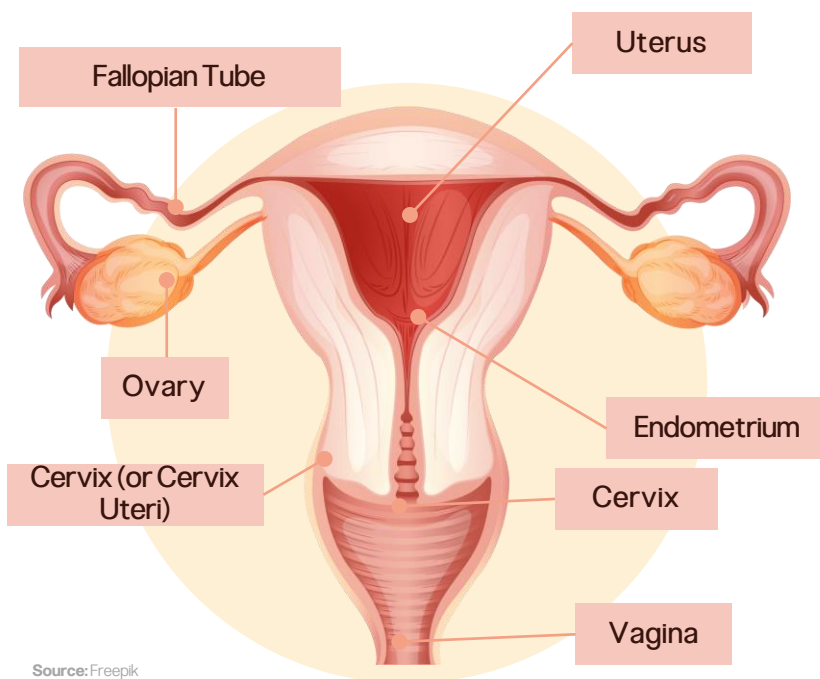
References:

[1] Dr. Javier Puente, Dr. Guillermo de Velasco. ¿Qué es el cáncer y cómo se desarrolla? [Internet]. Seom.org. 2019 [accessed in February 2024]. Available in : <https://seom.org/informacion-sobre-el-cancer/que-es-el-cancer-y-como-se-desarrolla>

[2] Sociedad Española de Oncología Médica. Las cifras del cáncer en España 2024. ? [Internet]. Seom.org. 2024 [accessed in February 2024]. Available in : https://www.seom.org/images/LAS_CIFRAS_2024.pdf

Why are we focused on gynaecological cancer?

Gynaecological cancer affects an increasingly larger population. However, it is still under-recognized, and in most cases, there is no straightforward and reliable way to detect it.



Source: Freepik

- **Endometrial cancer:** the 6^o most common cancer in women. The 5-year survival rate is 72% when there is regional spread and 20% when there is distant spread. [1]
- **Ovarian cancer:** 70-80% of cases are diagnosed at advanced stages, making it the fourth leading cause of cancer death in women. [2]
- **Cervical cancer:** the 4^o most common neoplasm in women worldwide. Although screening through the Papanicolaou technique has succeeded in reducing mortality from this disease, it has **low sensitivity** in identifying severe lesions, but it compensates with high specificity. [3]
- **Vulvar cancer:** accounts for only 1% of total tumours in women but causes about 500 deaths per year in Spain. [4]
- **Vaginal cancer:** very rare, representing 1%-2% of gynaecological cancers. [5]
- **Fallopian tube cancer:** the least common, accounting for 0.1-1.8% of gynaecological cancers. [6]

References:

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- [6] González-López AB, Roque Fernández MA, Losa Pajares EM, Villar García M, García De La Torre JP, González De Merlo G. Carcinoma de trompa de Falopio: revisión de casos en el Hospital General Universitario de Albacete. Prog Obstet Ginecol [Internet]. 2011 [accessed in February 2024]; 54(5):261-7. Available in: <https://www.elsevier.es/es-revista-progresos-obstetricia-ginecologia-151-articulo-carcinoma-tr ompa-falopio-revision-casos-S030450131100077X>

Open innovation initiative

The **e-llas** hub embraces open innovation with the **launch of two challenges**, seeking **new solutions** within the ecosystem to address **gynaecological cancer**.

Open innovation is presented as a **collaborative and multidisciplinary approach** that enables organizations to effectively **address challenges** that, **in isolation, could not be resolved**.



3. Challenges

Challenge 1

The challenge of early diagnosis

How might we achieve an earlier diagnosis of gynaecological cancer to enhance the approach and prognosis of the disease?

Challenge 2

The challenge of comprehensive care

How might we provide comprehensive support to patients diagnosed with gynaecological cancer to facilitate the disease process?

Challenge 1

How might we achieve an earlier diagnosis of gynaecological cancer to enhance the approach and prognosis of the disease?

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How might we achieve an earlier diagnosis of gynaecological cancer to enhance the approach and prognosis of the disease?

Late diagnosis in gynaecological cancer is quite common and leads to a **poorer prognosis** for the disease.

Enhancing current **diagnostic methods** and facilitating the detection of **nonspecific symptoms** are crucial to streamline the process and improve patient prognosis.

Stage: Diagnosis



Use cases

1

Diagnostic or screening methods that offer advantages over current techniques, such as faster, more accurate results, or less invasive techniques. They can be based **on in vitro diagnostic** techniques, **biomarker** analysis, or others.

2

Methods and/or tools that enable the **analysis of symptoms, triage, and/or prediagnosis, expediting referral to the appropriate specialist** in cases where there is suspicion of gynaecological cancer, promoting early diagnosis.

Target

Healthcare professionals

Conditions

Impact in one of the following areas:

- a. Be **less invasive, less painful, or reduce the risk of complications** compared to current techniques (biopsies and hysteroscopies).
- b. **Reduce the time** until results.
- c. **More precise** and **objective** diagnostics.
- d. Provide **data on tumour classification**, supporting healthcare professionals in therapeutic decision-making.

Healthcare professionals and/or the general population

Impact in one of the following areas:

- a. Analysis of symptoms providing **accurate prediagnoses and/or recommendations** of specialists to visit in each case.
- b. **Predictive analysis of risk factors**, allowing the detection of individuals with a higher probability of developing gynaecological cancer.

Challenge 2

How might we provide comprehensive support to patients diagnosed with gynaecological cancer to facilitate the disease process?

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How might we provide comprehensive support to patients diagnosed with gynaecological cancer to facilitate the disease process?

This challenge aims to provide patients and caregivers with access to **information and resources** throughout the entire care process, **addressing their concerns** and making them feel **supported beyond** the clinical process. This support extends to cross-cutting areas such as **nutrition, physical activity, sexuality, fertility, and emotional well-being**.

Stages: Diagnosis, treatment, and follow-up



Use cases

1

Support throughout the clinical process, aiming to **reduce stress, uncertainty, and/or doubts** for patients and **facilitate disease management** for both patients and healthcare professionals.

2

Emotional support throughout the oncological process and after completing treatment, enabling **greater accessibility to psychological support** than current resources available in healthcare centers.

3

Resources and guidelines for health habits during the oncological process that serve as a **reliable, validated, and aggregated** source of information, covering topics in which public centers have fewer resources.

Target

Healthcare professionals and/or patients

Patients and/or individuals in their environment

Patients

Conditions

Impact in one of the following areas:

- Provide **information** and address **doubts**, both about symptoms they may experience and the steps to follow, topics related to medical guidelines, among others.
- Advise on **fertility** alternatives and possibilities for each type of cancer and/or treatment.
- Facilitate the **tracking of symptoms** and medical visits.

- It should **personalize** recommendations, exercises, or guidelines according to the **needs and typology of the patient** (age, type of cancer, family environment, socioeconomic level, among others).
- It is or has the potential to be a **digital therapy**.

- Include **audiovisual support** to facilitate the understanding of information.
- The information provided through the solution must have **scientific backing** and must have, be in the process of obtaining, or have the potential to obtain **validation from a prestigious scientific society**.

4. Why participate?

Value proposition

By joining the challenges, you will not only **be part of the change for patients with gynaecological cancer** but also open the doors to a world of opportunities:



Learning

Receive guidance and support in aspects related to research, development, and strategy within the healthcare sector. Additionally, we will contribute our expertise in regulatory, legal, and operational matters.



Growth

Explore new opportunities with the possibility of establishing a collaboration agreement with GSK. Develop and implement your solution with the vision of making it accessible and scalable at a national and international level.



Connection

Facilitate access to healthcare professionals, patients, research institutions, and other organizations aligned with the purpose of your solution. Collaborate with relevant stakeholders in the sector to collectively address the challenge.

Acknowledgement



€ 3.000
for the winning solution.



Opportunity to enter into a
negotiation phase with GSK
to develop and commercialize the winning
solution.

5. Participation rules

Profiles and selection criteria

Eligible participants include...

- * Entrepreneurs with a developed solution
- * Startups, research centres, universities, spin-offs, and in general, any entity with a solution in a growth phase
- * Both nationals and foreigners

We are seeking solutions that...

- * Completely address one of the challenges and one or more use cases, or partially address them but have the ability to adapt to them.
- * Adapt or have the capacity to adapt to the Spanish regulatory framework.
- * Have at least a TRL 6 (Technology Readiness Level).
- * Are the exclusive property of the candidate and are protected or in the process of obtaining intellectual and/or industrial property rights.

Evaluation criteria

How will we assess the candidates?

Team

Ability to provide the necessary and qualified human resources for the development of the pilot project.

Partnerships and funding

Capability to form partnerships and collaborate with other institutions to grow their solution.

Collaboration with GSK

Type of collaboration they are willing to engage in with GSK and/or collaborators for the development of the solution.

Evaluation criteria

How will we assess the proposed solutions?

Alignment with challenges:

Ability to fully address one or more challenges and use cases or partially address them but have the capacity to adapt to them.

Impact:

Ability to positively impact the health and well-being of patients. Consideration will be given to potential benefits for other stakeholders depending on the applicable use case.

Maturity:

Level of development, considering the Technology Readiness Level (TRL).

Innovation:

Capability to differentiate from other solutions and provide value.

Usability:

Simple and intuitive use of the tool.

Customization:

Capability to adapt to the individual needs of each user.

Economic and financial viability:

Financial projections, monetization strategies, and business models.

Scalability:

Ability to scale to other therapeutic areas and expand internationally.

Social responsibility :

Considerations regarding sustainability during the solution development and implementation, as well as ethical considerations in research.

The Jury

The expert collaborators of the e-llas hub will evaluate your solution:

Evaluating partners



A representative from each partner.

Healthcare professional



A healthcare professional designated by the SEOM and GEICO societies.

Patient or survivor



A woman who has or has had gynaecological cancer and is a member of the patient associations AMOH and/or ASACO.

Registration process

1

Carefully read this **Candidate Kit** and the **Participation Rules**. If you have any questions, please write to helpdesk@hub-ellas.es.

2

Access the **Participate here** button through our website www.hub-ellas.es and review the complete registration form.

3

Collect all necessary information before starting to fill it out, as partial information cannot be saved. **It is mandatory to complete and submit the form in one go.**

4

When filling out the form, please note:

- If your solution **addresses one or more use cases** of the challenges, make a single registration explaining what your solution is and how it impacts each of the presented scenarios
- If there are **two or more solutions impacting different use cases**, **register each solution separately**, explaining how it impacts the indicated use case.

5

Verify all recorded information before submitting the form because once submitted, it cannot be edited.

Key dates

Submission of applications

February 28 – May 10

Registration form open for the submission of applications.

Evaluation

May 15 - 31

Assessment of solutions and selection of finalists.

Pitch day

June 17 - 21

Presentation of finalists to the jury and final evaluation.



Pre-screening

April 22 – May 15

Filtering of proposals that meet the selection criteria.

Finalists' selection

June 3 - 7

Selection of 5 finalists.

Announcement of the winning solution

June 24 - 28

GSK will communicate the winning solution of the initiative.



*All dates provided are tentative and subject to change.





Thank you

If you have a solution for any of the challenges,
we want to know about it!

Participate through our website
www.hub-ellas.es

If you have any questions, write to us at
helpdesk@hub-ellas.es