

Target the Future

Foreword

What would you do with an £85,000 (approximately \$100,000) grant to help make the future better for people living with multiple myeloma? That's a question that struck a chord and inspired action among my team at the HealthTree Foundation last year, when we saw the first GSK Target the Future Think Tank Challenge. And I'm proud to say that after being awarded that first grant, our vision – to improve access, support, and education for underserved communities – is becoming a reality.

I was diagnosed with multiple myeloma more than a dozen years ago, and I'm alive today because of the innovative treatments and incredible support I received. But this is a complex disease, and I experienced how hard it was to find the right treatments, access information and understand my options. It's even harder for underserved communities, which is why we must work to ensure equitable access for every patient – regardless of their race, region, background or socioeconomic status.

To achieve results, we need new approaches and solutions. I'm grateful for GSK's commitment to sourcing inspiration from outside its walls, and supporting novel thinking from and for this community. If you're ready to make a difference that will help improve the lives in the multiple myeloma community, I invite you to apply to the Target the Future Think Tank Challenge today!

Jenny Ahlstrom

Target the Future Think Tank Challenge grant recipient

Founder and CEO, HealthTree Foundation

Multiple myeloma patient

Are you passionate about creating a positive change in the multiple myeloma community that will improve the lives of patients? What could you do with £85,000 (approximately \$100,000) to make the future better for people living with multiple myeloma?

The Target the Future Think Tank is now accepting applications for the Think Tank Challenge from innovators, creators, technologists, educators, researchers, communicators and others – including individual visionaries and nonprofit organisations around the globe – to help target a better future for the multiple myeloma community.

If your Think Tank Challenge idea is selected, we'll award a grant to bring it to life!

Applications will be accepted from individuals and non-profit organisations. Healthcare professionals and individuals seeking to apply on behalf of for-profit organisations are not eligible.

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One idea can make a world of difference

This year, we're focusing on targeting disparities in multiple myeloma care. While outcomes have dramatically improved for multiple myeloma patients in the last decade, significant needs in education and access remain. These challenges disproportionately affect communities of colour and rural communities, as well as other underserved populations.

To help address challenges people with multiple myeloma face, GSK has assembled an interdisciplinary group, the Target the Future Think Tank Panel, to identify and accelerate an idea to help the community. We are seeking ideas focused around targeting disparities in multiple myeloma care. The award recipient of the Target the Future Think Tank Challenge will receive an £85,000 (approximately \$100,000) grant, as well as support from GSK and other experts who can advise on how to execute the selected idea.

You can help target a better future for people in the multiple myeloma community – apply to the Target the Future Think Tank Challenge today for a chance to bring your idea to life!

[Jump to Application](#)

Submission and selection process

- 1** Applicants will submit an idea via the online application form by **7 July 2023**.
- 2** The judging panel will review the Think Tank Challenge applications and select up to three finalists.
- 3** The three finalists will virtually present their ideas to the judging panel, who will convene, evaluate the submissions and presentations, and select a grantee.

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Selection criteria

The Target the Future Think Tank will evaluate ideas based on the following criteria:

- Adherence to submission criteria and eligibility
- Relevance to challenges highlighted
- Novelty of idea, including differentiation from existing resources
- Feasibility to execute idea based on concept
- Potential impact on the multiple myeloma community
- Considerations of accessibility across socioeconomic groups
- Specific to the three finalists: Overall thoughtfulness surrounding the presentation of the idea and how the potential grantee plans to bring it to life

Timeline:

Applications open:

15 March 2023

Submission deadline:

7 July 2023 (11:59 PM PST)

Finalists announced and grant awarded:

Fall 2023

Please review all of the programme [entry rules](#) before applying.

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Submission form

Please answer the following questions (fields 1-11 are required; 12 is optional):

1 Are you an employee of GSK (note that GSK employees are not allowed to participate)? Yes No
[Yes / No with a 25-word limit for an open field response]

2 Do you currently work for a pharmaceutical or biotechnology company? Yes No
[Yes / No with a 25-word limit for an open field response]

3 Is the idea being submitted on behalf of an individual or organisation? If you are submitting on behalf of an organisation, that organisation must be a non-profit. [50-word limit]

4 Do you have a personal connection to multiple myeloma? If so, please elaborate. [250-word limit]

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- 5** Tell us about your idea. What is it? Does it have a name? How could this idea positively impact the multiple myeloma community? [500-word limit]

- 6** Please share which challenge or challenges your idea could help to address. [250-word limit]

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How do you envision bringing this idea to life? [750-word limit]

Continue on the next page

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Why are you passionate about this idea? Tell us about the factors that inspired you. [500-word limit]

Continue on the next page

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9 Are you already partnering with a third party and/or have you already received funding from a third party to pursue this idea? If so, what is the current status? [500-word limit]

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10 How would you use the £85,000 (approximately \$100,000) grant to bring your idea to life? Do you anticipate the total cost to bring this idea to life to exceed £85,000 (approximately \$100,000)? If so, by how much? Please provide an overview of your estimated budget breakdown of associated costs. [500-word limit]

Please note: The maximum obligation of GSK for support of the project will not exceed the amount specified in the grant (£85,000 [approximately \$100,000]). GSK does not amend grants to provide additional funds for such purposes as reimbursement.

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- 11** What would be the biggest obstacles in executing your idea? How would you utilise the support and potential resources within GSK or Target the Future partners to help bring this idea to life? [500-word limit]

- 12** **Optional supporting materials or comments [250-word limit]:** If you would like to share optional supporting comments, please share them in the field below. If you would like to share optional supporting materials with your application (video file, image, planning document or presentation), please email the materials, along with your full name and/or organisation and contact information to WW.TargetTheFuture@gsk.com. Please limit supporting materials to five pages per document.

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Contact information:

Name: _____

Email: _____

Direct phone number: _____

Title: _____

Organisation: _____

DOB: _____

Country of
Residence: _____

Privacy Notice

SUBMIT YOUR COMPLETED APPLICATION: Once your application is complete, please save and upload the file [here](#).

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OFFICIAL RULES

1. **How to Enter:** Beginning on 15 March 2023 through 7 July 2023, visit the <http://targetthefuturemm.com> website and follow the Think Tank Challenge entry directions. All entries must be received no later than 7 July 2023. All materials submitted become the property of GSK ("Sponsor") and will not be returned. Applications should only be submitted by individuals or authorised representatives of organisations applying for the Think Tank Challenge. You may only enter once.
 2. **Finalists Selection:** Three (3) finalists will be selected and one (1) final Awardee will be chosen for the £85,000 (approximately \$100,000) grant in Fall 2023 among all eligible entries received. The selection will be determined by the Target the Future Think Tank judging panel. The judging panel, whose decisions are final and binding in all respects relating to this Challenge, will choose one (1) final Awardee.
 3. **Awardee's Grant:** At the end of the Challenge period, one (1) final Awardee will receive one £85,000 (approximately \$100,000) grant to help bring the selected concept to life.
Grant package does not include taxes, insurance, telephone charges, personal expenses, gratuities, incidental charges, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the grant Awardee. No transfer or substitution for any prizes will be permitted.
 4. **Challenge is open only to people who are 18 years or older, as an individual or on behalf of a non-profit organisation.**
Employees of GSK, their respective affiliates, subsidiaries, advertising or promotion agencies, and their immediate family members and/or those living in the same household of each are not eligible. Healthcare providers (HCPs) are not eligible. Individuals applying on behalf of for-profit organisations are not eligible. If an individual is selected as the final Awardee, the individual will need to file to become a non-profit organisation (apply for recognition by the IRS of exempt status under section 501(c)(3) of the Code, using a Form 1023-series application), at the expense of the Awardee. Void where prohibited or restricted by law. Limit one Grant per family/address/household. All federal, state and local taxes and any unspecified expenses relating to the acceptance and use of a Grant are the sole responsibility of the Awardee. All federal, state and local laws apply.
 5. **One (1) Grant Awardee:** By accepting grant, Awardee consents that Sponsor may use the Awardees' name, photographs, or other likenesses, the Awardees' hometown and biographical information, statements concerning the entry without further compensation for purposes of advertising, trade, promotion, and merchandising, except where prohibited by law. By participating, entrants agree to hold Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, and the directors, officers, employees, shareholders, representatives and assigns of any of the foregoing entities, harmless against any and all claims and liability arising out of participation in Challenge or acceptance, receipt, possession or use/misuse of any Grant. By participating in this Challenge, entrants agree to use Grant funding strictly for the purposes of bringing the idea to life. The Sponsor reserves the right to request receipts and other documentation to ensure the Grant is being utilised exclusively for the idea. The Sponsor reserves the right to disclose the details of the entry publicly. By participating in this Challenge, entrants agree to abide by and be bound by these Official Rules and understand that the Challenge results are final in all respects.
 6. **Incorrect Information Submitted:** Neither the Sponsor, nor service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures or any equipment, software, inability to access any website or online service, or any other error or malfunction, or late, lost, illegible, incomplete damaged, mutilated or misdirected entries or entries not properly forwarded to Sponsor. Entry materials that have been tampered with or altered are void. If Sponsor determines, in its sole discretion, that there is any suspected or actual tampering with the Challenge or if technical difficulties compromise the integrity of the Challenge, Sponsor reserves the right to void the entries at issue and award Grant using all eligible, non-suspect entries received as of the deadline. If the Challenge is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at targetthefuturemm.com. Any attempt to deliberately damage the content or operation of this Challenge is unlawful and subject to legal action (in addition to disqualification from Challenge of persons believed to be responsible for such damage).
- Note:** Internet entry must be made by the entrant, only at targetthefuturemm.com. Entries made by any other individual or entity and/or originating at any other Internet website or email address will be declared invalid and as such ruled ineligible for this Challenge.
7. **Privacy / Opt-In:** Any information entrants provide to the Sponsor, GSK, will be used to communicate with entrant in relation to the Challenge.
 8. **Sponsor:** This Challenge is sponsored by GSK, 980 Great West Road, Brentford, Middlesex, TW8 9GS, United Kingdom.