



HEALTH EQUITY IN CLINICAL TRIALS



MBA BUSINESS PLAN COMPETITION

Clinical trials are the source of every new therapy that may someday improve or save your life or the life of someone you love. Clinical trials represent a \$15.2 billion enterprise in the U.S. alone. Yet for all the promise they present – and investment they attract – substantial inequities in clinical trial enrollment limit the benefits to society at large, especially for people from historically marginalized groups that are underrepresented in clinical research.

The goal of BioNJ's Health Equity in Clinical Trials Business Case Competition is to promote the next generation of diverse clinical trial innovators and business models. By discovering new approaches to make trials more accessible and utilizing new technologies and business standards, we can work to create more agile, efficient and Patient-centered medical research.

By participating in the BioNJ Health Equity in Clinical Trials Business Case Competition, you and your team can contribute innovative, out of the box ideas to improve health equity and transform clinical trials. Teams will compete for over \$20,000 in prize money and network with industry executives from global life sciences companies that are working to develop and deliver better treatments for common and rare diseases.

Program Overview



MBA and graduate students will form diverse teams of 4-5 to design new solutions, technologies, and applications.

STEP
01



Industry leaders and competition participants will participate in a Bootcamp focused on clinical trials.

STEP
02



Teams will be encouraged to involve community members and to consider multiple dimensions of diversity.

STEP
03



Business plans will be judged by a panel of Industry leaders and will culminate with an in-person pitch event.

STEP
04



A BioNJ white paper will showcase the proposed solutions, learnings from the competition process, and sponsors, judges and teams.

STEP
05

Competition Timeline

Students and Universities form teams

SEPTEMBER

Project proposals written and submitted to judges

NOVEMBER

White paper released

1Q 2023

AUGUST

Universities invited to join the inaugural year

OCTOBER

Bootcamp event (October 29, 2022)

DECEMBER

Proposals and presentations judged at pitch event (December 3, 2022)

If your school does not have travel funds available, please contact us to discuss travel assistance. Contact Samantha Mayberry at Sam@kithcollective.com to learn how you and your Team can get started. Visit BioNJ.org/HECT/MBACompetition for more information.