



# Supporting Young Innovators in Health

## — Case Study

After five years of running ‘Making More Health’, a program that supports teams of young entrepreneurs transforming the health sector, Boehringer Ingelheim and Ashoka Spain were looking for a tool that could help them manage their program and stay at the forefront of innovations.

 Health & Medical

 Spain

 2 Editions (2017 & 2018)

 Type: Innovate

# Supporting Young Innovators in Health

## Challenge

### A power partnership seeks to enhance their entrepreneurship program

Boehringer Ingelheim and Ashoka Spain wanted to build upon their initiative that promotes entrepreneurial thinking and propels social entrepreneurs innovating in health. Since the program, Making More Health, had already been running for a few years, they were looking for ways to improve. They wanted a results-oriented platform that would make managing the projects easier for them, but they also wanted to find ways to keep the participants, both mentors and entrepreneurs, more motivated and engaged.

Whether it's working on a project to reduce the response time of emergency crews to accidents, or promoting active aging for the elderly, these young entrepreneurs brought fresh ideas to the sector through the Making More Health competition. One of the highlights of the program is the chance for the finalists to be mentored by Boehringer Ingelheim employees as they develop their entrepreneurial ideas, but coordinating this aspect was always a challenge.

## Solution

### Bridge for Billions boosts the Making More Health program

In the end, the 'Making More Health' partnership chose Bridge for Billions to help them bring their program to the next level with our digital platform and proven entrepreneurship methodology. Our online platform allowed 12 mentors from Boehringer Ingelheim to seamlessly connect to entrepreneurial projects in the pharmaceutical and health sectors and use their expertise to support the entrepreneurs' work.

Making More Health used our built-in Admin Panel and personalized the platform sign-up page to tailor it according to their branding guidelines and needs. The Admin Panel also allowed program managers to conduct a smooth matching process between the mentors and entrepreneurs and monitor the progress of each mentor-entrepreneur pair, set custom deadlines, and enter in to provide feedback when needed. This personalized, hands-on approach enabled by our online incubation platform was particularly impactful for working with digital natives who were able to receive support to keep them motivated and focused as they worked through the different stages of developing their business ideas.



Holger J. Gellermann

Director Gerente de Medicina,  
I+D de Boehringer Ingelheim España

*"Today I saw project presentations from young entrepreneurs... and the question is always 'Why hasn't anyone had this idea before?' They're great ideas, with a ton of energy behind them, because these entrepreneurs are 100% dedicated to the idea and they bring a freshness and positive energy to it."*



Eider Etxebarria

Co-Founder, Bizipoz  
Fobres 30 under 30, Spain 2018

*"Apart from the seed capital, it's really important for us to know that we have mentors - professionals from the sector - that can support our projects ... and to get to know other young people that are becoming entrepreneurs and trying to break into this world too."*

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## Result

In 2017 and 2018, Making More Health selected 5-6 finalist projects that received seed capital of 500 Euros and were guided for 3 months on the Bridge for Billions incubation platform where they learned how to maximize the potential of their fresh idea for the health sector. These entrepreneurs have become part of an international movement of young change-makers who are working to improve their world. The selected projects have joined the community of 46 health-based social entrepreneurship initiatives backed by Ashoka and Boehringer Ingelheim since 2013. Meanwhile, the mentors involved found that the platform provided the structure and guidance they needed to become better mentors and allowed them to connect with their team remotely, which greatly improved the communication and logistics of working together.



**11**  
**Projects**



**12**  
**Mentors**



**65%**  
**Female Founders**



**81%**  
**Rated the program as  
Critical to their Success**



## About the Clients

‘Making More Health’ is a global initiative created by Ashoka and Boehringer Ingelheim to support innovation projects that aim to improve the health of people and communities. The alliance propels the work of young entrepreneurs that have projects with the potential to contribute to the betterment of society.

While Ashoka offers up its experience in social innovation, its ability to scale systemic change initiatives, and its global network of social entrepreneurs to this collaboration, Boehringer Ingelheim contributes its resources, employees, and experience in health and project management. Boehringer Ingelheim offers commitments in different competencies and helps with the dissemination of the social and entrepreneurial spirit in all countries in which it has a presence.



**Do you want to build a bridge with us?**

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