Pfizer Logo

Help Pfizer Change The Future Of Healthy Aging

Thursday, June 16, 2016 - 05:00am

First-of-its-kind Partnership with Indiegogo Will Help Develop the Next Big Idea in Healthy Aging

Pfizer Inc. is challenging people across the United States (U.S.) to develop the next big idea in healthy aging through a unique partnership with crowdfunding platform Indiegogo. As the first pharmaceutical company to partner with Indiegogo, Pfizer will tap into the 400,000-strong Pfizer Get Old community and Indiegogo's vast pool of entrepreneurs to submit and vote on innovative products or services that support healthy living as we age. The best idea will receive U.S. $50,000 in funding and an opportunity to meet with a team of Pfizer experts to help bring it from concept to reality.

By 2030, one in five people will be over the age of 65. As a result, people of all ages are contemplating what life will look like in their later years, and looking for information and tools to help them lead healthier lives. At the same time, crowdfunding is projected to account for more funding than venture capital1 and has made it possible for entrepreneurs to bring life-changing innovations to fruition.

"Pfizer's long history of being a leader in scientific discovery coupled with Indiegogo's expertise in helping entrepreneurs gain access to valuable resources makes this partnership a natural fit," said Sally Susman, executive vice president, Corporate Affairs, Pfizer Inc. "By challenging this community of innovators to come up with breakthrough ideas to help us live better, we're hoping to not only discover cutting-edge projects that could potentially change the way we live, but also to raise more awareness about the importance of living healthy at every age."

Beginning today through June 28, U.S. residents are encouraged to submit their ideas through the Indiegogo platform at http://igg.me/getold. Submissions must be related to health and wellness, which can include mobile apps, wearables or other innovations. Pfizer and Indiegogo will review submissions based on a number of criteria including level of creativity, feasibility of the idea and its potential impact on healthy aging. Submissions will be narrowed down to the four most innovative and inspiring projects, which Pfizer's Get Old community will then vote on to help choose two finalists. Pfizer will select the overall winner.

"Every day, entrepreneurs of all ages are raising funds on Indiegogo for innovations that improve the way people live around the world," said Jerry Needel, head of Indiegogo's Enterprise Crowdfunding service, which helps large companies validate and launch product concepts. "Through this partnership with Pfizer, we are excited to bring our campaigners the resources they need to bring their products to market and truly make an impact on our future."

Throughout the competition, all submissions will remain open for crowdfunding through the Indiegogo platform. The project owners will also maintain full ownership of their projects. Do you have an idea that you think supports healthy aging? Visit the Project Get Old Indiegogo page to register and submit your idea now!

Not an entrepreneur, but have an eye for innovation? Visit the Get Old Facebook page throughout the summer to cast your votes. Together we can help shape the future of health!

This project is part of Pfizer's long-standing commitment to helping people live longer, healthier lives. The company develops innovative treatments that overcome the barriers that shorten and limit life, and partners with healthcare professionals, healthcare systems and insurers, academia and government to advance healthy aging.

Get Old

Pfizer's Get Old challenges misperceptions of aging and drives conversations that inspire people of all ages to take action on their own health, explore new opportunities, and look forward to what's to come as they get older. Get Old has brought together experts and leading partner organizations to share insights on a range of aging topics, including health and wellness, as well as fostered candid conversations about aging. Learn more and join the conversation at www.GetOld.com and on our social channels: Facebook, Twitter and Instagram.

Pfizer Inc.: Working together for a healthier world®

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of healthcare products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. For more information, please visit us at www.pfizer.com. In addition, to learn more, follow us on Twitter @Pfizer and @Pfizer_News, LinkedIn, YouTube and like us on Facebook at Facebook.com/Pfizer.

---

1 2015CF The Crowdfunding Industry Report. Massolution, 2015. Available at: http://www.crowdsourcing.org/editorial/global-crowdfunding-market-to-reach-344b-in-2015-predicts-massolutions-2015cf-industry-report/45376.

Allyanna Anglim, 212-733-4945 Allyanna.Anglim@pfizer.com