

Pfizer Challenges for the Burda Hackday

Digital stay-smoke-free support

Everyone probably knows a person who has quit smoking 3, 4 or more times without lasting success. How can we support people to combat their nicotine addiction? How can we support people to stay smoke-free after successfully taking the difficult first step of quitting? (Monitoring/Incentivation/Motivation/Community/Network/Sharing aspects?)

Measuring Growth in Infants & Children and securing their health

How can we make sure that parents and caregivers take care of their children's health – how can we make sure parents measure their children over a long period of time? Which solutions provide accurate measurements, documentation of the growth process and storage/sharing of information?

Health-Analyzer: More accurate and earlier diagnostics

How can we provide quicker diagnosis of a person's state of health and potential disease(s)? How can we prevent misdiagnosis? How can big data, data mining or algorithms be utilized to improve the diagnostics process? Which solutions can provide diagnostic information during the diagnostic process (i.e. voice detection software, biosensors, photo recognition software)?