Stimulating novel solutions for AMR by competition
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Why run a challenge prize?

**Grants**
- Can limit the pool of people addressing a particular problem
- Fail to mobilise and excite the broader community
- Focussed on pay for work rather pay for success
- Less well-equipped to focus on a very specific desired outcome, especially when the route to the solution is unknown

**Prizes**
- Encourages involvement from wider pool
- Captures the imagination, engages with public
- Focusses on pay for success
- Effective when the route to the solution is unknown
The History of the Longitude Prize

Original Longitude Prize set-up by British Government in 1714.

A three-tiered prize, with the top award of £20’000 to determine a ship’s longitude in 30 minutes.

Won by John Harrison, a self-educated carpenter and clock maker.
Choosing the new Longitude Prize

#1 FLIGHT
How can we fly without damaging our environment?

#2 FOOD
How can we ensure everyone has nutritious sustainable food?

#3 ANTIBIOTICS
How can we prevent the rise of resistance to antibiotics?

#4 PARALYSIS
How can we restore movement to those with paralysis?

#5 WATER
How can we ensure everyone has access to safe and clean water?

#6 DEMENTIA
How can we help people with dementia live independently for longer?
The Longitude Prize

A £10 million prize fund that will reward a transformative, rapid, accurate, and affordable point-of-care diagnostic test that can significantly reduce antibiotic misuse or overuse, anywhere in the world.

Why a diagnostic?

● It’s a defined challenge with a tangible output - ideal for a challenge prize.
● More targeted use of antibiotics means more effective stewardship of antibiotics.
● Better stewardship means that the antibiotics we have now, and any new drugs that are developed, will be effective for longer.
THE JOURNEY FROM IDEA TO AWARD

£8 million
WINNER DECLARED!

A DIAGNOSTIC TEST that helps solve the problem of global antibiotic resistance

£8 million awarded to winner to help bring product to market

PRIZE ADVISORY PANEL
Assess applications after every deadline

LONGITUDE COMMITTEE
Ratify decision

PRIZE ADVISORY PANEL
Recommend winner

LONGITUDE COMMITTEE
Make final decision

ASSESSMENT
Including clinical trials

UNSUCCESSFUL
Use our feedback to reapply

APPLY TO WIN PRIZE
Submit technical details, business plan and prototype design
Deadlines: 31st January, 31st May and 30th September
Ongoing until 2019

REGISTER YOUR INTEREST
Develop your idea

SUPPORT
The winning test could...

Discriminate between bacterial or viral pathogens

OR

Identify which species or strain is causing an infection

AND, OR

Detect antibiotic sensitivity of the infecting pathogen
WHAT KIND OF TEST COULD WIN THE LONGITUDE PRIZE?

THE WINNING TEST MUST BE...

- **NEEDED**: Improve the antibiotic treatment decision of a globally occurring problem.
- **ACCURATE**: Eliminate harmful treatment decisions and give confidence to the user.
- **AFFORDABLE**: Affordable for purchase and use everywhere that it is needed.
- **RAPID**: Sample collection to result in less than 30 minutes.
- **EASY TO USE**: Can be used and interpreted anywhere in the world with minimal training.
- **CONNECTED**: Tests with built-in data-recording and transmission will be favoured.
- **SAFE**: The benefits for outweigh any risks.
- **SCALABLE**: A plan for full-scale manufacture and distribution.
LONGITUDE PRIZE

ROUTES TO ANTIBIOTICS

SELF OR COMMUNITY PROVISION
- Given by friends/family
- Given fake prescriptions by ‘quack’ doctors
- Hoarded from past prescriptions
- Provided by community health workers

CLINICAL PROVISION
- Inpatient care at hospitals from surgeons and physicians (public and private)
- Outpatient care from clinics, surgeries or health professionals’ offices (public and private)
- Product samples from pharmaceutical companies by healthcare professionals

PURCHASE
- Over the counter in pharmacies
- Pharmacy counter at supermarkets
- Online pharmacies
- Non-retail outlets
- Market stalls

PRESCRIPTION
- From GPs
- From nurses
- From specialists via private clinics
- From hospital outpatient clinics
Update December 2017

- 250 teams registered, from 41 countries
- 12 full entries to win
- 25 teams have won Discovery Awards (up to £25’000)
- Latest Discovery Awards took place in November in Delhi
Behaviour change
Future Considerations

Three years into the five year prize;

How do we validate a potential winner?

How do we support current teams?
  • Workshops
  • Networking/collaborating
  • Grants
Contact

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