

LONGITUDE PRIZE ON DEMENTIA

Housing LIN - #HAPPIHour

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Funders



Alzheimer's Society is the UK's leading dementia charity. It is a vital source of support and a powerful force for change for everyone affected by dementia.



Innovate UK is the UK's innovation agency, helping UK businesses to grow through the development and commercialisation of new products, processes and services.

Delivery



At Challenge Works we design and create challenge prizes to help solve the world's biggest problems, from health to finance to climate change and more.

For more than a decade we have successfully set over 81 challenges with a total prize pot of £160M, working with innovators finding radical solutions across the world.

What is a challenge prize?

The Longitude Prize on Dementia is a **Challenge Prize**.

Challenge Prizes are competitions that offer a reward for the first or best solution to a problem.

They attract the **best innovators**, and incorporate elements from a range of innovation tools to provide them with the support they need to compete.

The criteria of a Challenge Prize defines what success looks like, without prejudging how it is achieved.

LONGITUDE PRIZE ON DEMENTIA

£4.34 million prize to develop technology to support people living with dementia

The Longitude Prize on Dementia is a challenge-prize to drive the creation of **personalised, technology-based tools** that are **co-created** with people living with the early stages of dementia, **helping them live independently for longer.**

£3.34 million will be awarded to the most promising solutions

£1 million prize money awarded to the winning solution in 2026

Our Partners



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INNOVATION FOR HEALTH



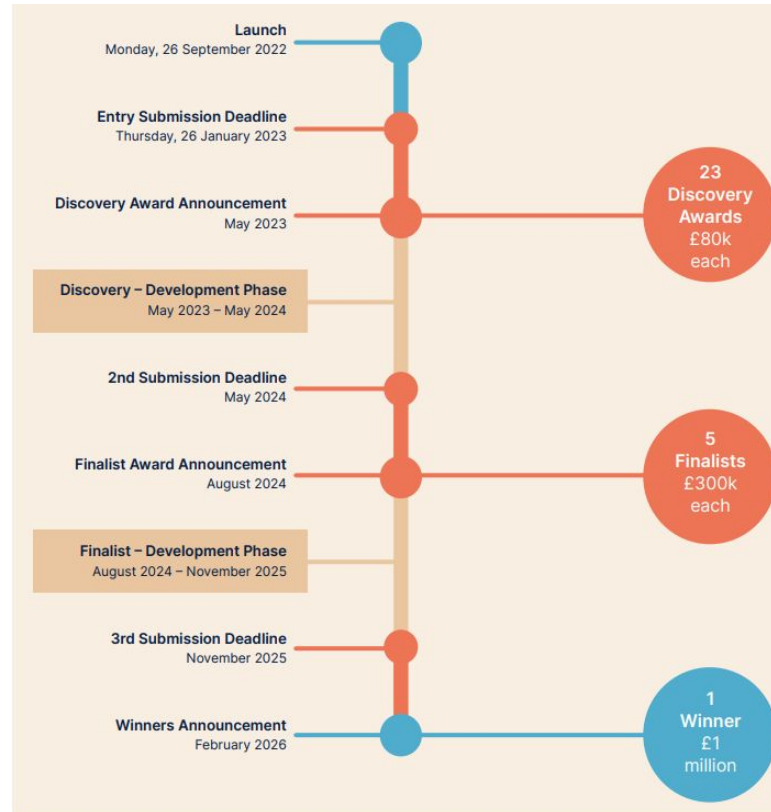
Who can apply?

The prize is open to **innovators worldwide**

- Individuals and academic groups, companies or non-profits, as well as partnerships between these.

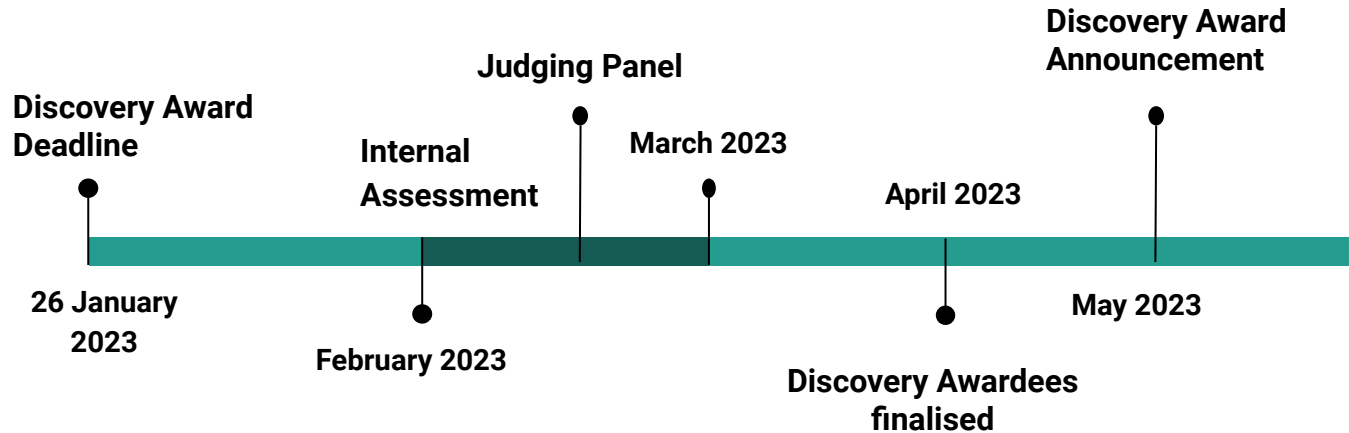


The most promising ideas will progress



Each stage will provide innovators with: financial support; expert capacity building support

Prize Process following Discovery Award Deadline



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Prize Criteria

1. Breakthrough innovation that helps people live independently for longer
 - 1.1 Innovation**
 - 1.2 Insight**
 - 1.3 Impact**
2. Adapting to user needs to deliver tailored support, contributing to wellbeing and quality of life
 - 2.1 Adaptability**
 - 2.2 Safety, security and data ethics**
 - 2.3 Usability and user experience**
3. High standards of technical excellence
 - 3.1 Technological feasibility**
 - 3.2 Interoperability**
4. Credible path to sustainability and scale
 - 4.1 Market potential and affordability**
 - 4.2 Team capabilities**



Upcoming and Next Steps

Longitude Prize on Dementia Judging Panel - To be announced soon!

Ask Us Anything sessions:

- Tuesday 13 December 14:30 - 15:30 (GMT)
- Tuesday 10 January 15:30 - 16:30 (GMT)

Deadline for applications to the Discovery Awards on **Thursday 26th of January 23:59 GMT**



LONGITUDE PRIZE
ON DEMENTIA
Innovator Handbook

All information applicants need to know can be found in the **Innovator Handbook** on **dementia.longitudeprize.org**