

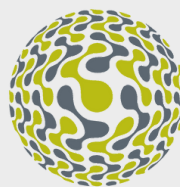


# REVERSE2RESOLVE

in collaboration with



hosted by



GENOLIER  
INNOVATION  
HUB

## SPONSORSHIP

Join us to co-create tomorrow's health care solutions.  
Let's position your company at the heart of an  
impactful innovation program.

## Starting March 2026

[genolierinnovation.com](https://genolierinnovation.com)

# ABOUT THE GENOLIER INNOVATION HUB



GENOLIER  
INNOVATION  
HUB

*Genolier Innovation Hub* (GIH) brings together health care stakeholders, enabling collaboration and real-world testing to transform care.

Located just 20 minutes from Geneva airport in the heart of the Swiss Health Valley, with a breathtaking view of Lake Geneva and Mont Blanc, GIH offers over 25,000 m<sup>2</sup> dedicated to medical innovation, where physicians, caregivers, researchers, scaleups, companies, specialized industries, hospitals, clinics and academic institutions meet and collaborate to accelerate progress and innovation in health care. Its mission, from laboratory to clinical application, is to ease the transition "from bench to bedside" by promoting translational research, the development of new solutions and educational opportunities, for the benefit of patients.

With a focus on medtech, pharmaceuticals, digital technologies and biosciences, the *Genolier Innovation Hub* (GIH) is a dynamic meeting place for international health care players. Its state-of-the-art 300-seat auditorium, featuring a 270-degree immersive screen, is a location for high-level conferences and keynote presentations.

[genolierinnovation.com](http://genolierinnovation.com)





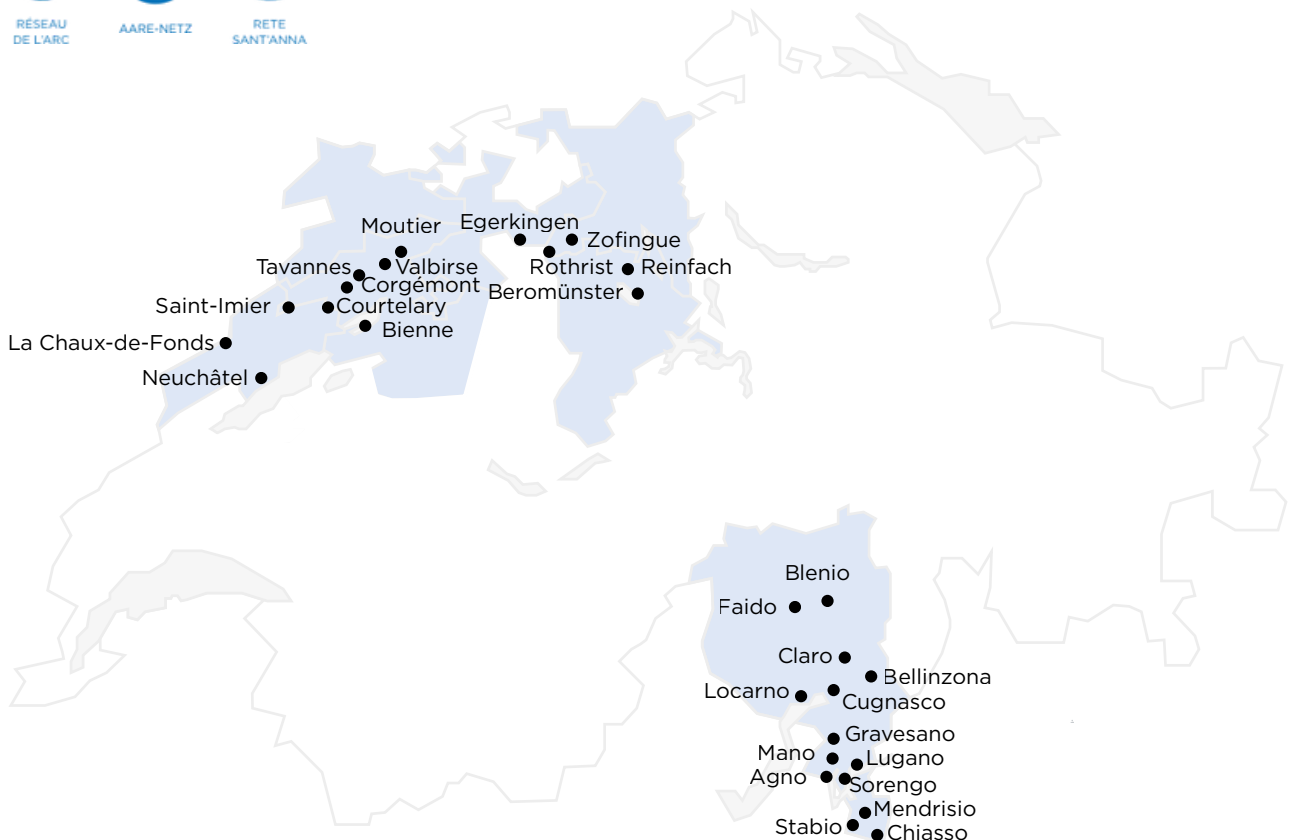
# ABOUT VIVA



VIVA is an integrated care network that brings together family doctors, hospitals, health centers, home care providers, and other health care professionals to coordinate care around the patient. It offers its own mandatory health insurance product. Every VIVA member benefits from personalized support by a health coordinator, proactive prevention, and seamless, compassionate care. The model promotes high-quality care, cost reduction, and member satisfaction, while keeping premiums stable.

[viva-health.ch](http://viva-health.ch)

## VIVA Integrated Care Networks



# ABOUT THE EVENT



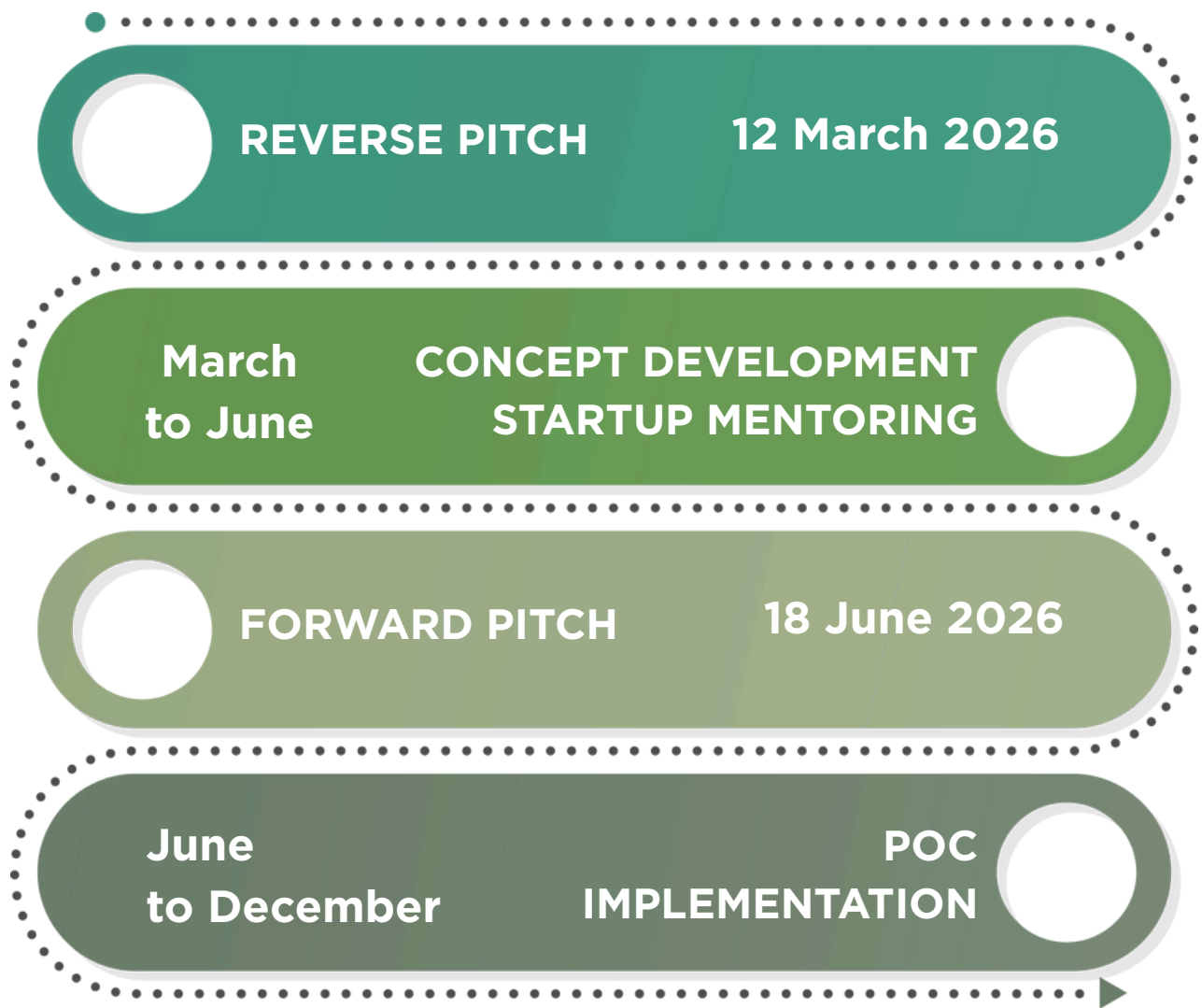
**Reverse2Resolve** is a unique, **collaborative health care innovation program** hosted by **Genolier Innovation Hub (GIH)** in partnership with **VIVA for its first edition in 2026**. Unlike a traditional pitch, this challenge flips the script: health care professionals pitch their biggest clinical and operational pain points towards a public of engineers, startups, and industry leaders. These stakeholders then work together to develop innovative, tailored solutions.

A **15-week program** including :

- A Reverse Pitch : *VIVA* presents its challenges to attract innovative solutions.
- A Forward Pitch : Participants pitch their ideas or solutions.
- A Proof of Concept (PoC) : Small-scale test of an idea or solution.

**Our ambition: Aligning the right medical solution with the right medical need.**

# EVENT TIMELINE



# EDITION 2026 : VIVA

**Reverse2Resolve 2026** features two challenges by **VIVA**.

At **VIVA**, the system adapts to doctors and patients — not the other way around.

These challenges aim to strengthen primary care by enabling proactive prevention, better coordination, and smarter use of data and digital tools. **VIVA** believes technology can empower care teams to intervene earlier, support lasting behavior change, and deliver more continuous, high-quality care across the entire patient journey.

## **Challenge 1 – GP-Specialist collaboration**

General Practitioners (GPs) often lack the time and resources to support lasting lifestyle changes, leaving a gap in preventive care. **VIVA** aims to build a validated digital health app store, enabling GPs to prescribe proven solutions through a standardized, curated, and integrated system.

## **Challenge 2 – Smoking Cessation Support**

Tobacco use remains one of the leading preventable causes of chronic disease. While many members wish to quit, cessation support is still mostly reactive, leading to missed prevention opportunities and inconsistent follow-up.

**VIVA** seeks solutions that deliver evidence-based smoking cessation support through digital tools, behavioral nudges, and/or hybrid care to enable lasting behavior change.



# SPONSORS BENEFITS



## IMPACT

Your support empowers entrepreneurs and changemakers to address real health care challenges through de-risked investment, driving measurable social impact and advancing sustainable outcomes for people and the environment.



## VISIBILITY

Position your company as a responsible and forward-thinking leader committed to health care innovation. Benefit from increased visibility and valuable connections within a purpose-driven community of investors, entrepreneurs, and industry experts.



## INNOVATE

Reserve2Resolve redefines the traditional pitching format by fostering a reverse approach, where health care stakeholders join forces to co-design sustainable solutions that address both current and emerging needs.

# SPONSORSHIP PACKAGES

## PREMIUM

Lead the way in shaping innovation by partnering at the highest level.

## GOLD

Join the movement – support innovation and gain visibility.

## SILVER

Be recognized as a key supporter of this first-of-its-kind event.

## BRONZE

Accelerate health care innovation by supporting new approaches.

Looking for a tailor-made sponsorship? Get in touch with us!

**PREMIUM**

CHF 50K

**GOLD**

CHF 30K

**SILVER**

CHF 20K

**BRONZE**

CHF 10K



# SPONSORSHIP PACKAGES

PACKAGES	1 PREMIUM	2 GOLD	3 SILVER	4 BRONZE
Logos & Visibility (website GIH & VIVA)	✓	✓	✓	✓
On-site promotional stand	3 meters	2 meters	1 meter	1 meter
Branding on-site (Roll up screens, stage)	✓	✓	✓	✓
Social media promotion (Linkedin, Instagram)	✓	✓	✓	✓
Press Release	✓	✓	✓	✓
Podcast in GIH professional studio	✓	✓		
Verbal mention on-stage	✓	✓		
Studio Radio/TV/Podcast rental	✓	✓		
Complimentary invitations	x15	x10	x5	x2
Special dinner invitation (opening & closing dinner)	x2	x2		
Free access to the Radio/TV/Podcast studio	✓ 1 day	✓ half-day		
Award in the sponsor's name during the closing ceremony	✓			
Private GIH Guided Tour	✓			
Check up <i>collaborateurs</i> by VIVA	✓			



# YOUR CONTACT

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