DÉFI SOURCE 2026 – 2027

Ready to pitch?

One minute to bring your healthcare project to life

défi source 4e édition

An idea that stays in a notebook never helps anyone. Défi Source gives you 60 seconds to bring your idea to life in front of the people who can help it grow: coaches, experts, jury members and the healthcare innovation ecosystem in French-speaking Switzerland.

So take a breath. This minute is not an exam, it is an invitation: dare to talk about what drives you, what you have observed and experienced, and the problem you refuse to accept as inevitable. Your conviction matters more than perfection.

The framework

- **Your project:** an innovation addressing a real need within the healthcare system, whether in care delivery, organisation, patient experience, technology, education, or AI applied to healthcare.
- **The format:** a video of no more than one minute, recorded simply. Your smartphone is more than enough.
- **Who will watch it:** Défi Source coaches and jury members. 100% encouragement, 0% judgment.
- **The objective:** share your conviction and make us want to learn more. You do not need to explain everything.

Why take the leap?

The perfect pitch does not exist, and that is not what we are looking for. In one minute, you will never have time to say everything. What truly stands out is energy: a genuine, personal idea is always more compelling than a polished presentation without heart.

Every major healthcare innovation started with someone daring to speak up. This minute is yours.

The 6 ingredients of your pitch

- **1. The problem:** What healthcare need remains unsolved today? Why does it matter?
- **2. Your solution:** What is it, and what makes it different, innovative, or necessary?
- **3. The users:** Who are the patients, healthcare professionals, or end users concerned, and in what context?
- **4. How it works:** What business model, funding approach, or organisational framework do you envision?
- **5. What comes next:** What aspects still need to be explored or validated to move your project forward?
- **6. The Team** — Who are you? Do you already have a team? What skills and expertise would you like to bring together, and what kind of collaboration do you envision to move your project forward during the hackathon?

The storytelling thread

A simple structure to connect your ideas without sounding like you're reading a checklist:

Hook (the problem, in one striking sentence) → **Your reason** (why this issue matters to you) → **Your solution** (2-3 benefits, without jargon) → **Your vision** (the impact if your project becomes reality tomorrow) → **Your commitment** (the actions you will take to validate and develop your idea)

Quick template (adapt it, do not recite it):

"[Project name] has developed [a simple solution] for [your users] in order to solve [the problem] and create [the impact]."

The SUCCES checklist

Before recording, make sure your pitch is:

- **S**imple: one clear idea, not ten.
- **U**nexpected: surprise us, do not recite your CV.
- **C**redible: support your message with a fact, a number, or a field observation.
- **C**oncrete: show rather than declare. Avoid abstract language.
- **E**motional: connect your idea to real people and real experiences.
- **S**tory-driven: tell a story, do not list features.

Grab attention from the very first second

Choose just one of these approaches to start strong:

- Ask a thought-provoking question.
- Share a surprising figure or statement.
- Use "Imagine..." or "What if...".
- Tell a real-life story from the field.

Delivery matters as much as content

- **Pace:** speak calmly and use pauses. Silence can be powerful.
- **Presence:** stay natural. A smile works well on camera.
- **Tone:** vary your intonation and avoid sounding monotone.
- **Eye contact:** frame yourself properly and look into the camera as if you were speaking to a friend about something important.

Before submitting

- ☐ Time yourself: maximum 1 minute.
- ☐ Record in a quiet, well-lit environment.
- ☐ Check the audio quality and avoid background noise.
- ☐ Rehearse two or three times, but do not over-script it. Keep it authentic.
- ☐ Watch it once, make adjustments, then send it. Do not aim for perfection.

Your minute starts now. Dare to shape the healthcare of tomorrow.