Saluting Innovation @ Merck

by Jamie Lahiere and Cortney Behrends

Saluting Innovation at Merck for creating a program that combines the next generations’ ideas with the expertise of experienced industry professionals. The Merck Serono Innovation Cup is a summer camp that brings together the brightest students from all over the world to develop new ideas to address unmet medical needs to help patients live a better life. The Innovation Cup, held in Germany, attracts advanced students in the life sciences and business administration to learn about the pharmaceutical industry and get coaching from Merck professionals in a meeting of the generations. Participants are asked to develop a great idea into a full business plan to gain knowledge, new perspective, and win 10,000 Euros. Since 2011, Merck’s Serono Innovation Cup has been producing technologies that increase the effectiveness of cancer vaccines and design superior biobinders, as well as creating a new therapy for Lupus. We salute Merck for supporting the professional development of students and fostering innovation from a promising new generation of talent.

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