PINK BLOB AWARD

by Kartin











GlikoBuddy by Kerem Çolakça • 2026 WINNER • Endorsement of the Body

GlikoBuddy is an innovative, reusable smart shell designed to seamlessly snap onto standard pediatric CGM sensors. It represents a radical shift in industrial design, transforming an intimidating clinical tracker into a touchable, emotionally resonant companion. The core concept is to replace alarming medical data with non-verbal, pixel-art facial expressions that intuitively visualize glucose levels. When a child's glucose is balanced, GlikoBuddy smiles cheerfully. When intervention is needed, it displays a gentle, vulnerable expression, asking for care rather than triggering panic with loud alarms. This flips the entire psychological dynamic: the child is no longer a monitored patient, but an empowered caretaker for their digital friend.

