



EIT Health Accelerator Accelerator Catalogue 2018

EIT Health hereby invites entrepreneurs, start-ups and SMEs to submit applications to participate in the EIT Health Accelerator programmes.

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Coordinators:

INCUBATE! Activity line coordinator: Puck van de Bovenkamp, P.A.vandeBovenkamp@tudelft.nl

VALIDATE! Activity line coordinator: Cecilia Vera, cvera@lst.tfo.upm.es

SCALE! Activity line coordinator: Jörg Trinkwalter, joerg.trinkwalter@medical-valley-emn.de



EIT Health is supported by the EIT,
a body of the European Union

eithealth.eu

For general questions regarding the application please refer to accelerator-calls@eithealth.eu or contact your regional Business Creation Manager.

Table of Contents

Table of Contents	2
The EIT Health Accelerator	3
1.1 ACTIVITY SUMMARY	4
1.2 EIT HEALTH ACCELERATOR CONTACTS, BUSINESS CREATION MANAGERS	10
1.3 EIT HEALTH EXPECTATIONS, ELLIGIBILITY AND REGIONAL DISTRIBUTION.....	11
2. How to join activities in the INCUBATE! activity line.....	13
2.1 EIT HEALTH BOOTCAMPS.....	13
2.2 EIT HEALTH VENTURELAB WEEKEND	24
2.3 EIT HEALTH VENTURE LAB	25
2.4 CAIXAIMPULSE	26
How to join activities in the VALIDATE! activity line.....	29
2.5 LIVING LABS AND TEST BEDS.....	29
2.6 MENTORING NETWORK	30
2.7 POINTLAB (POPULATION INTELLIGENCE LAB).....	30
2.8 EUROPEAN MARKET ACCESS FOR PARTNERS (EMAPS).....	31
2.9 PRODUCT/MARKET FIT	33
How to join activities in the SCALE! activity line	35
2.10 EUROPEAN HEALTH CATAPULT	35
2.11 HEADSTART PROJECTS	39
2.12 GOGLOBAL	41
Annex:.....	47
2.13 UNDERSTANDING TRL.....	47

The EIT Health Accelerator

The EIT Health Accelerator creates an ecosystem where innovation can thrive. It gathers the best and brightest health industry entrepreneurs, and provides them with the support, skills and services they need to get their ideas off the ground and onto the market.

The Accelerator is open to all business ideas coming from EIT Health Campus projects, EIT Health Innovation Projects, and other Accelerator pre-seed scouting activities. Please refer to the contacts section to get to know your regional Business Creation Manager for individual guidance in choosing the most suitable activities.

In the INCUBATE! activity line innovation training and support activities, like LaunchLab or other Bootcamp programmes, help entrepreneurs create a business plan out of an initial business idea in a two-month programme. Furthermore, local training activities are organised to augment existing programmes at EIT Health Co-Location Centres (CLCs), with a focus on key skills in the healthcare sector.

In the VALIDATE! activity line, a strong emphasis is placed on helping start-ups and entrepreneurs to use suitable Living Labs and Test Beds, as well as other market coaching expertise, within the community, and to gain an understanding of local/regional regulatory and reimbursement schemes.

In the SCALE! activity line, there is a major focus on developing tools and networks that can provide financing for projects and smaller SMEs, as well as facilitating access to potential investors, such as angel networks, corporate financiers and crowd funders. Furthermore, GoGlobal programmes support European start-ups and scale-ups in the domain of MedTech, Biotech and Digital Health, so that they can expand in Europe, the United States, Brazil, China, Japan, Israel and Canada.

This business creation supply chain will be key to ensuring both the acceleration of innovation projects and access to relevant facilities for start-ups and SMEs throughout the consortium.

The Accelerator is open to applications from all entrepreneurs, start-ups, scaleups, and SMEs in Europe. If you have no previous connection to any EIT Health partners or CLCs introduce yourself: a list of partners can be found at eithealth.eu/partners, or contact the Business Creation Managers at regional CLCs. See eithealth.eu/clc. Some applications may encourage reference letters from EIT Health partners or regional CLCs as supplements to support the application.



1.1 Activity Summary

The table below includes a short summary of the EIT Health Accelerator programmes:

INCUBATE! activity line offers support for not-yet entrepreneurs or scientists wanting to develop start-ups or receive innovation training and assistance. These include activities such as the EIT Health Bootcamp programmes that help entrepreneurs develop and validate their business idea.

EIT Health Bootcamps: 6 Programmes offered in 2018!

Who can apply: Post-docs, Master’s students, graduates, scientists, doctors and other professionals working on ideas in MedTech, Biotech, Digital Health, Healthtech,, scalable eHealth and diagnostics.

Applicants: All over Europe

Deadline: Application Wave 1: **18th January to 11th March** (all 6 camps available)
 Application Wave 2: **16th March to 15th April** (5 camps available)
 Application Wave 3: **20th April to 1st July** (2 camps available)

Register: Starting on 18th January, on EIT Health Optimy. Please note that not all bootcamps will be available during all application waves.

A Summary of the 6 Bootcamp Programmes:

BioEntrepreneur Bootcamp: Are you a biomedical founding team located in Europe? Do you want to design and validate your business concept for 8 weeks in Munich, Paris, London and Delft? Learn from industry experts at on-site sessions and networking events. Meet potential stakeholders and interview experts, opinion leaders and potential customers to accelerate your biomedical business.

Contact: Angelika Leppert (leppert@bio-m.org)

CRAASH Barcelona is a 12-week program that helps European research teams launch successful device, diagnostic and e-/m-/digital health innovations that improve health and patient care. Teams move research to market through mentoring with experts from CIMIT (based in Boston), the most experienced health accelerator in the world

Contact: Judit Pérez (jperez@biocat.cat)

LaunchLab is a unique two-month pressure cooker that allows aspiring entrepreneurs from all over Europe to discover the business potential of their health-tech ideas. The programme helps participants explore and validate their ideas and market potential and create a business model – and to launch in markets all over Europe.

Contact: Tjarda Voorneman (tjarda@yesdelft.nl)

MedTech Bootcamp is a two-month programme that aims to efficiently equip interdisciplinary teams of young and ambitious engineers and health practitioners with an individually tailored entrepreneurial toolbox, a convincing business plan, and a strong network of investors to catapult their promising healthcare ideas. Transforming ideas from sketch to market.

Contact: Heike Leutheuser (heike.leutheuser@fau.de)

Smart Ageing: Europe is a mature society, and all of the continent is ageing. We are living longer and are productive longer. Let's help Europe age in a smart way. This is a program for those who would like to introduce products or services into markets dedicated to elderly. Join us for 4 weeks of product re-development, and 4 weeks of additional training including: 11-stop-tour including clients, start-ups, investors and more than 500 meetings.

Contact: Joanna Baranowska (joanna.baranowska@umed.lodz.pl)

Trinity Validator is a two-month digital health incubator hosted in Trinity College Dublin, Europe's highest-ranked university for producing entrepreneurs (Pitchbook, 2017). Validator is an opportunity for Digital Health start-ups to explore and validate their idea in the heart of one of Europe's most innovative cities.

Contact: Alison Treacy (Alison.Treacy@tcd.ie)

Additional Incubate Programmes, focused on ideation:

Venture Lab is an acceleration programme for entrepreneurial-minded people to develop their personal and team business competencies and simultaneously explore and develop their ambitious health-related business ideas.

Who can apply: Master's students, graduates, scientists and young professionals

Region: All over Europe, programme offered in three different locations

Application: Subject to individual programmes, first applications due 15th January

Contact: Subject to individual programme, see below.

CaixaImpulse is an intensive acceleration programme for the creation of new products and companies in the health and life sciences sector. This programme is meant to start the translation of health research projects into a market-ready product.

Who can apply: Project Leaders must be legally responsible for project and have tertiary qualifications (university graduates, professor or doctor).

Region: Spanish and Portuguese institutions. Other countries open to apply through the EIT Health Business Creation Managers, see contact details.

Deadline: 16th March 2018

Contact: Belen Perat (bperat@fundaciolacaixa.org)

Register: www.convocatoriaslacaixa.org/Convocatorias/login.iface?idioma=3

VALIDATE! activity line places emphasis on validating products and services. Our network of Living Labs and Test Beds provides entrepreneurs the means to test products throughout the value chain. Other activities allow entrepreneurs to gain understanding in local/regional regulatory and reimbursement schemes and have access to market experts.

Living Labs and Test Beds offers entrepreneurs the services of a network of Living Labs and/or Test Beds, which can support the innovation process throughout the different phases of the value chain (ideation, co-creation, validation and scale-up), with the final goal of enhancing the conception of fully market-ready products with high added value and a high probability of success.

Who can apply: European start-ups and SMEs that want to test and improve their product.

Deadline: Ongoing. There is no formal application process for this programme.

Website: <http://connections.eithealth.eu/group/intranet/livinglabs>

Contact: Cecilia Vera (cvera@lst.tfo.upm.es)

Mentoring and Coaching Network fosters entrepreneurship and innovation projects from the EIT Health ecosystem by providing access to a network of market, business and innovation experts.

Who can apply: Experts willing to mentor and entrepreneurs seeking mentors

Deadline: Accepting pilot start-ups in January and February, thereafter new application deadlines will be established

Contact: EIT Health Business Creation Managers

Point Lab promotes the use of data captured in large citizen and patient population cohorts and biorepositories and will develop procedures, methods and techniques to make this

intelligence available to entrepreneurs to boost their innovations. In 2018, this service will be implemented and become accessible to EIT Health start-ups.

Who can apply: Start-ups interested in leveraging cohort and population data for their innovations

Deadline: Ongoing. There is no formal application process for this programme. Start-ups will be able to register their intent starting February.

Contact: Jan Sikkema (j.sikkema@umcg.nl)

EU Health MAPS will contribute to the adoption and diffusion of innovation into healthcare systems by providing expertise and a clear understanding of how, when and who to engage in the innovation process. The activity will also provide specific knowledge about finance and reimbursements schemes of 14 European countries.

Who can apply: Start-ups interested in gaining transparency on the innovation process.

Deadline: Ongoing. There is no formal application process for this programme.

Contact: Tracey Marriot (tracey.marriott@oxfordahsn.org)

Product and Market FIT provides European start-ups and scale-ups active in the health domain support and services either to find the right European market to launch or scale their product, or to test and validate their product on technical, clinical, economical level in a B2B, B2C context.

Who can apply: Digital health companies (eHealth, mHealth, Clinical decision support, Big Data and even MedTech, Lifetech and Biotech with a digital component)

Deadline: 31st March 2018

Contact: Johnny Waterschoot pmfit@imec.be

Register: Via the EIT Health Optimy platform starting February.

SCALE! activities focus on more mature start-ups and SMEs, to facilitate access to tools and networks for financing and market expansion. The [European Health Catapult programme](#) rewards companies with the best business plans and provides training in pitching and competitiveness. Our [GoGlobal Programmes](#) support European ventures so that they can expand beyond Europe's borders to the US, China, Brazil, Japan, Israel and Canada. The Investor's Network and the Crowdfunding Platform will be launched in Spring 2018.

European Health Catapult is a joint accelerator programme of EIT Health and the Health Axis Europe that acknowledges the best business plans in MedTech, Biotech and Digital Health.

Who can apply: Already incorporated micro and small enterprises (<50 employees), spin-offs and start-ups incorporated in Europe. Start-ups are required to attend local training events in the region they apply to, as well as semi-finals in locations across Europe if successful. Participants should also be willing to travel to the EIT Health Summit in Lodz, Poland in 2018 for the finals.

Deadline: 31st March 2018

Contact: EIT Health Partners: Bertrand Lejeune (bertrand.lejeune@capdigital.com)
For HAE Partners: Julia Schaft (js@biorn.org)

Register: On the EIT Health Optimy platform starting February.

Investors' Network has been designed to match start-ups with investors, particularly for a first financing round but also follow-up investments in EIT Health start-ups.

Who can apply: Start-ups seeking financing and follow-up investment.

Deadline: Ongoing. There is no formal application process for this programme. Registration of interest will begin in March.

Contact: Stephanie de Marco president@angelssante.fr

Headstart Funding supports emerging companies and SMEs to develop new products and services, and shorten time-to-market. The purpose of the funding is to accelerate market entry and create new economic activity. The maximum funding granted is €50,000.

Who can apply: Start-ups and SMEs from all over Europe, with regional selection.

Deadline: 27th April 2018. Some CLCs may have second calls

Contact: Your local Business Creation Manager, [please see contact](#).

Register: On the EIT Health Optimy platform starting February.

Go Global provides companies with the competence needed for growth and international expansion. It consists of four complementary programmes addressing different regions. MedTech, Biotech and Digital Health programs are available. Possible destinations include Japan, US, China (Shenzhen and Hong Kong), Brazil, Israel and Canada.

Who can apply: Mature start-ups or SMEs with the ambition to expand their international market reach.

Deadline: 1st March 2018

Contact: GoGlobal Israel Canada programme: Olivier Fontaine
Go Global MedTech Exchange Accelerator: Benjamin Stöcklein
GoGlobal Safety Belt to Go2China programme: Antal Kuthy
Contact Go Global Start.Smart.Japan programme: Stephanie Wehnelt
(ofontaine@medicen.org) (benjamin.stoecklein@medical-valley-emn.de) (wehnelt@bio-m.org) (antal.kuthy@egroup.hu)

Register: Using EIT Health Optimy registration platform, starting 1st February



1.2 EIT Health Accelerator Contacts, Business Creation Managers

To support you on your business creation journey, a strong international team is ready to assist you in finding the right programme.

Applications for Country/Region	Business Creation Manager	Emails
Germany and Switzerland	Eva-Maria. Markutzik	eva-maria.markutzik@eithealth.de
France	Anais Delicourt	anais.delicourt@eithealth.eu
Belgium and The Netherlands	Menno Kok	menno.kok@eithealth.eu
UK and Ireland	Rosemary Gallagher	rosemary.gallagher@eithealth.eu
Scandinavia	Christos Vaitsis	christos.vaitsis@eithealth.eu
Spain	Josep Luís Falcó	josep.falco@eithealth.eu
Innostars Regions: see Regional Section for details	Nuno Viegas	nuno.viegas@eithealth.eu

EIT Health HQ Office is also available to support you through your journey through the EIT Health Accelerator. Questions to the overall strategic, procedural, evaluation, technical and granting inquiries can be directed to the following individuals.

Role	Name	Email
Director of Business Creation, HQ	Kurt Höller	kurt.hoeller@eithealth.eu
Business Creation Manager, HQ	Joy Cürten	joy.cuerten@eithealth.eu
Business Creation Project Manager, HQ	Salvatore Demelas	salvatore.demelas@eithealth.eu

1.3 EIT Health Expectations, Eligibility and Regional Distribution

Expectations

The Accelerator is open to applications from all entrepreneurs, start-ups, scaleups, and SMEs in Europe. If you have no previous connection to any EIT Health partners or CLCs, introduce yourself: a list of partners can be found at eithealth.eu/partners, or contact the Business Creation Managers at regional CLCs. See eithealth.eu/clc. Some applications may encourage reference letters from EIT Health partners or regional CLCs as supplements to support the application.

We ask for all entrepreneurs and teams to commit to participating fully in any EIT Health programme.

Regional applications accepted from across Europe

Entrepreneurs are typically distributed across our seven (7) regional offices in the following manner:

- Germany / Switzerland (also recommended for Austrian companies)
- France
- Spain
- Belgium / The Netherlands (also recommended for Israeli companies)
- UK / Ireland
- Scandinavia (Sweden, Denmark, Estonia)
- EIT Health InnoStars (see below)

Innostars: countries include Croatia, Hungary, Italy, Poland, Portugal and Wales. They will also accept countries from the RIS-Region which currently include: Czech Republic Greece, Lithuania, Slovakia, Malta, Bulgaria, Cyprus and Romania. Each year more countries are added.

Applicants from Austria, are encouraged to contact the Germany/Switzerland node.

Applicants from Israel, are encouraged to contact the Belgium/Netherlands node.

Applicants from Norway, Finland are encouraged to contact the Scandinavian node.

Applicants from other EU Countries not listed, are encouraged to contact the Innostars node.

Funding:

EIT Health can award a maximum of €50,000 in grants per start-up. This maximum refers to grants awarded as part of: Headstart funding, prize money distributed within an EIT Health Accelerator programme, as well as reimbursements for travel & accommodation when invited

to participate at an EIT Health event. This maximum does not include the commercial value of an activity.

2. How to join activities in the INCUBATE! activity line

In the INCUBATE! activity line, innovation training and support activities, like LaunchLab or other Bootcamp programmes, help entrepreneurs create a business plan out of an initial business idea in a two-month programme. Furthermore, local training activities are organised to augment existing programmes at CLCs, with a focus on key skills in the healthcare sector.

2.1 EIT Health Bootcamps

In 2018, six Bootcamps will provide intensive incubation programmes over a period of 2-3 months. The programmes are suitable for European teams that have the ambition to become entrepreneurs and to explore the opportunities of their health business idea. The programmes help them to design and validate their business model and discover its market potential, competition, USP and target customers.

The Bootcamp programme targets teams of MSc, MDs, PhD students and/or Postdocs, and (young) professionals who have a business idea for their product, which is still in research and development. The programme only enlists teams with at least two members.

The commercial value of these programmes is an estimated €15,000 and no equity is asked for in return.

What we ask from teams:

- A team of at least two people
- Ambition, drive and commitment to **fulfil** a dream and build a leading company around an innovative idea with a potentially scalable business model
- Attendance at all sessions and workshops for the duration of the Bootcamp
- Willingness to interview at least 100 stakeholders about a business idea.

Important dates:

Applications will be accepted in three waves:

- **Wave 1:** 18 January to 11 March 2018
- **Wave 2:** 16 March to 15 April 2018
- **Wave 3:** 20 April to 1 July 2018

Selection procedure:



- Applications will open via the EIT Health application platform, hosted by Optimy. In order to apply you will need to create an EIT Health Optimy account: eithealth.optimytool.com
- After review, you may receive an invitation to pitch your business idea via Skype.
- A selection committee will choose the most promising start-ups to participate in the programmes. The committee will include diverse experts from each bootcamp.

What we offer:

If chosen for an EIT Health Bootcamp, you will receive training with a commercial value equivalent of approximately €15,000. Additionally, each programme includes financial grants that aim to support you with travel and associated costs incurred during the programme. Your programme will also support funding for a “fieldtrip”: an opportunity to pitch your idea across Europe. The funding is allocated by the specific bootcamp and is intended to support 2-3 team-members, however the funding is not intended to be all-inclusive.

A. EIT Health Bootcamp: BioEntrepreneur Bootcamp

- Submission Deadline: Second wave: 15th April 2018

Pitch

Are you a founding team in the biomedical industry and located in Europe? Do you want to develop and validate your business concept for 8 weeks in Munich, Paris, London and Delft? Learn from industry experts at on-site sessions and networking events. Meet potential stakeholders and interview experts, opinion leaders and potential customers to accelerate your biomedical business.

Is it for me?

Teams in the Biotech/Biomedicine (drug development, diagnostics and any business idea related to the biomedical value chain) may apply. The BioEntrepreneur Bootcamp is for teams in the (pre-) seed phase with convincing in vitro or in vivo data. They may also be spin-offs from universities, research institutes, hospitals, biotech or pharma.

Important dates:

- Application Deadline: Second Wave: 8th April 2018
- Start of Programme: 6th June 2018
- Final Week: 23 – 25th July 2018

The Journey

This 8-week interactive program, will include on-site and off-site sessions in Munich. Halfway through the programme, participants will visit other European Biotech hotspots to validate

their business concept while visiting nearby partner organisations in France (Medicen Paris Region), Netherlands (Yes!Delft), and London (Imperial Innovations).

Programme:

EIT Health BioEntrepreneur Bootcamp targets biomedical founding teams in the pre-seed or seed phase. It covers all aspects of designing and validating your biomedical business concept. You learn on-site from team coaching sessions, case studies, expert talks and mentoring. Organized networking events help you as entrepreneurs to get in contact with relevant stakeholders. The weekly, two-day, on-site sessions rotate with off-site time to work on business cases, to meet potential partners and to interview experts, opinion leaders, potential customers as well as other stakeholders to validate the business concept. With this approach, the team ensures that the business model is not only designed well, but also meets market needs.

Contact information:

Activity Leader: Angelika Leppert (leppert@bio-m.org)

Second contact point: Dr. Petra Burgstaller (burgstaller@bio-m.org)

In cooperation with:



B. EIT Health Bootcamp: CRAASH Barcelona

- Submission Deadline: First Wave: 11th March, 2018

Pitch

CRAASH Barcelona is a 12-week program that helps European research teams launch successful device, diagnostic and e-/digital health innovations that improve health and patient care. Teams move research to market through mentoring with experts from CIMIT (based in Boston), the most experienced health accelerator in the world.

Is it for me?

CRAASH accepts teams in the health-tech and medical technology sector, including diagnostics, devices, and e/digital health projects for the purpose of analysis or detection of disease, delivery of health and healthcare, or a digital health solution within mobile health (mHealth), Electronic Health Records (EHR) and health information technology (IT), wearable devices, telehealth and telemedicine, Big Data, Social Media, and personalized medicine. Research projects that will not be accepted include: drug development projects that specialize

in developing compounds that deliver or improve the delivery of medicines to targeted areas in the body.

CRAASH supports research projects as well as soon-to-be incorporated or already incorporated companies. However, if already incorporated they must: 1) be looking for an application in healthcare for their technology; and/or 2) be searching/validating their business model.

Important dates:

- Application Deadline: 11th March 2018
- Start of Programme: 16-17th April 2018
- Final Week: 12th October
- Boston Immersion programme^{**}: 15th October – 2nd November

^{**}Two out of eight teams selected, will be chosen to continue the journey with the the Boston Immersion programme in cooperation with the Richi Foundation

The Journey:

This 12-week training program, (over a period of 8 months): will include on-site and off-site sessions in both Barcelona and Boston. Eight teams will have a two-day kick off in Barcelona, after which they will be coached over a period of two months via 8 webinars every Tuesday from 16:00-18:00 CET. During the programme, they will visit other countries to validate their business concept in partner organisations in France (Medicen), The Netherlands (Yes!Delft), and finally in Boston (CIMIT). The top 2 teams will participate in the Boston Immersion Program by the Richi Foundation.

The Programme

CRAASH Barcelona is a 12-week programme that helps European healthtech research teams launch successful device, diagnostic and e-/digital health innovations that improve health and patient care. Project teams move research to market through mentoring with experts from CIMIT, the most experienced health business accelerator in the world, based in Boston.

CRAASH Barcelona is an EIT Health Bootcamp organized by Biocat in collaboration with CIMIT. The program is divided into 3 main phases:

Phase I: CRAASH Barcelona (Biocat and CIMIT – 8 teams)

With this phase, teams validate their problem-solution and solution-market fit, specifically for the healthtech market. The programme gets teams out of their comfort zone to conduct discovery interviews. Each team is assigned an executive from CIMIT's Accelerator; these executives are successful healthcare entrepreneurs, commercialization experts and investors that provide one-to-one facilitation throughout the programme. Teams interact each week

with this panel of Boston experts by presenting and defending findings, attending lectures, and completing readings. Teams receive feedback which helps balance decision risks.

Phase II: European Market Validation (Medicen Paris and Yes!Delft – 8 teams)

Teams join two different 3-day road trips to investigate the market potential in France (Medicen Paris) and Holland (Yes!Delft) to validate clinical need and verify appropriate regulatory pathways and reimbursement methods.

Phase III (Bonus): Boston Immersion Program (Richi Foundation – 2 teams)

Two of the 8 teams will be selected to extend their customer validation process by joining a 3-week bootcamp led by Richi Foundation in Boston. That is an opportunity for teams to meet different stakeholders that will help them validate or pivot the strategy defined during CRAASH Barcelona, while exploring collaborations and building a first network in Boston.

Additional Application Points

CRAASH Barcelona teams must consist of three members:

- Entrepreneurial Lead: focuses on the overall business objectives, customer definition, business plan, etc. and is responsible for coordinating the team's work. Does not need to have a business background.
- Clinical Lead: focuses on the medical and healthcare delivery issues.
- Technical Lead: focuses on the available technology options, requirements and architectural issues.

CRAASH Barcelona can help pair teams with the missing profile/s. Contact Biocat for more information.

Contact information:

Activity Leader: Judit Pérez (jperez@biocat.cat)

Second contact point: Raquel Riera (rriera@biocat.cat)

In cooperation with:



C. EIT Health Bootcamp: Launchlab



- Last possible Submission: 3rd Wave, 1st July 2018

Pitch

LaunchLab is a unique two-month pressure cooker that allows aspiring entrepreneurs from all over Europe to discover the business potential of their health-tech ideas. The programme helps participants explore and validate their ideas, market potential and business model – and to launch in markets all over Europe.

Is it for me?

MedTech or health-tech companies may apply, specifically early-stage ideas. LaunchLab is for teams (minimum size 2) who want to test the commercial feasibility of their idea. You develop the skills needed to launch your idea as a start-up.

Important dates:

- Application Deadline: 1st July 2018
- Start of Programme: 3rd September 2018
- LaunchDay and Final Presentations: 1st November 2018

The Journey

This 8-week program, (including 1 week break) will start in Delft at the end of August, at the Yes!Delft incubator in the Netherlands. Halfway through the programme, participants will start investigating market potential in other countries.

The Programme:

A proven accelerator programme consisting of workshops, peer2peer coaching, mentoring, expert talks, start-up stories, networking etc. The winner of the LaunchLab programme gets an invitation to apply for the YES!Delft incubation programme (ranked fourth in Europe).

The LaunchLab programme is based on the Lean LaunchPad method of Steve Blank (<http://www.steveblank.com/category/lean-launchpad>). Teams will learn how to use the business model canvas of Alexander Osterwalder (<http://alexosterwalder.com>) to develop the best business model for their tech idea. Each week they will test their assumptions about their business model by talking to as many experts, potential customers and other stakeholders as possible. With this method teams ensure that their business model not only looks good on paper but also responds to the needs of the market.

Contact Information:

Tjarda Voorneman (tjarda@yesdelft.nl).

Email your YES!Delft EIT Health LaunchLab programme manager, or come meet us during one of our EIT Health Discovery Days to get more information on the content and goals of the LaunchLab programme, to further develop your idea and/or find team members.

In cooperation with:



D. EIT Health Bootcamp: MedTech Bootcamp

- Last Possible Submission: Third Wave, 1st July 2018)

The Pitch

The EIT HEALTH BOOTCAMP: MedTech Bootcamp aims to efficiently equip interdisciplinary teams of young and ambitious engineers and health practitioners with an individually tailored entrepreneurial toolbox, a convincing business plan and a strong network of investors to catapult their promising healthcare transforming ideas from sketch to market.

Important dates:

- Application Deadline: 1st July 2018
- Start of Programme: 10th September 2018 in Dublin
- Final Week: To be Determined

Is it for me?

The MedTech Bootcamp is looking for MedTech ideas that address the following healthcare topics: Active Ageing, Healthy Living, Healthcare Improvement. Looking for early stage teams in the incubation or seed phase that have already spent some time validating their market. Engineers, health practitioners and all others welcome. Specifically, we are looking for healthcare ideas with big impact, as well as interdisciplinary and international teams.

The Journey:

In this 8-week program, the first month will focus on training: The first phase will take place at the start-up forge UnternehmerTUM based in Munich. In the second phase at the FAU and ZiMT in Erlangen the programme will focus on validation, which is the key of a successful start-

up and business idea. In the second month teams will participate in a roadshow, travelling to Barcelona (IESE), Galway (NUI Galway), and University of Semmelweis Egyetem.

Programme:

The MedTech Bootcamp is aimed at Master's students, PhD students, and health-practitioners as well as engineers with a healthcare related start-up idea. The first phase will take place at the start-up forge UnternehmerTUM based in Munich where the teams will be provided with a business design toolbox to develop and implement a sustainable future business plan, and create prototypes by applying proven methods out of design and management. In the second phase at the FAU and ZiMT in Erlangen the programme will focus on validation, which is the key to a successful start-up and business idea. At the JOESPHS Think Tank and the Medical Valley centre the teams will gain insight on variations in IP, licensing, reimbursement and medical device law across European regions, to improve their approach. The entrepreneurial landscape of the Medical Valley E.M.N. and ZiMT offers an ecosystem of healthcare providers, experts, and scientists to validate their approaches and get direct feedback from future users and customers. The teams will get access to testbeds and living labs and benefit from a broad clinical network. After one month of preparation the teams will participate in a roadshow; the third phase of the EIT MedTech Bootcamp. During the following 3-4 weeks, the teams will travel through Europe to pitch their ideas to potential investors at diverse roadshows. Every stop will include a 3 to 4-day program, with several pitching and networking events as well as meet-and-greets with experts.

Contact information:

Activity Leader: Heike Leutheuser (heike.leutheuser@fau.de)

In cooperation with:



E. EIT Health Bootcamp: Smart Ageing Camp

- Last Possible Submission: Second Wave, 15th April 2018

The Pitch

Europe is a mature society, and all of the continent is ageing. We live longer and are productive over a longer period. Let's help Europe age in a smart way. This is a programme for those who would like to introduce products or services into markets dedicated to the elderly. Join us for 4 weeks of product re-developing, an 11-stop tour (local clients, start-ups, investors) and more than 500 meetings.

Important dates:

- Application Deadline: 15th April 2018
- Start of Programme: September 2018 in Dublin
- Final Week October 2018 in Dublin

Is it for me?

Teams developing solutions for the ageing population may apply. The target customer should be aged 50+ and the teams should offer solutions to improve lives of seniors. This could be in MedTech (healthcare product for treatment), Biotech (technological solutions that use biological systems) or Digital Health (new technologies connected with health to enhance the efficiency of healthcare delivery or personalization). Solutions could involve self-management of health, lifestyle intervention, overcoming functional loss, treating and managing chronic diseases.

The Journey

The programme begins in Dublin in September and will include 4 weeks of workshops and 4 weeks of journey time. During the journey start-ups will learn and validate innovative products/services in a variety of real-life settings. They will take a road trip to 11 different stops including: Lodz, Warsaw, Gdansk, Poznan, Mannheim & Heidelberg, Budapest and the region, Dublin and Limerick. They will have a chance to obtain mentoring, attend business meetings, and test ideas/prototypes with real customers in seniors' houses, hospitals, senior centres etc.

The Programme:

The goal of the programme is to develop business skills and prepare it as an offer for customers. Start-ups can manage this process using the Reversed Business Model Canvas answering the questions: Who? (Customer Recognition), followed by How? (Business Development) and ending with What? (Value Proposition). Through training, workshops, mentoring, peer-to-peer sessions with the start-up community in each country, and supported by a diverse interdisciplinary consortium of medical and technical universities,

selected companies will identify and validate their customers, develop their ideas, and learn how to manage their business (prototyping, lean production, marketing and distribution).

Contact information:

Contact point: Joanna Baranowska joanna.baranowska@umed.lodz.pl

Smart Ageing Camp is in cooperation with:



F. EIT Health Bootcamp: Trinity Validator

- Last Possible Submission: Second Wave, 15th April 2018

The Pitch

Trinity Validator is a two-month Digital Health incubator hosted in Trinity College Dublin, Europe's highest-ranked university for producing entrepreneurs (Pitchbook, 2017). Validator is an opportunity for Digital Health start-ups to explore and validate their idea in the heart of one of Europe's most innovative cities.

Important project dates:

- Application Deadline: 15th April 2018
- Start of Programme: 18th June 2018 in Dublin
- Final Week: To be Determined

Is it for me?

Digital Health start-ups are encouraged to apply. Connected health, and health-tech ideas are also welcome. The programme welcomes early-stage projects. Incorporation is not a requirement, though incorporated companies are also welcome to apply.

The Journey

The programme will start in Dublin on 18th June and will run for 8 weeks. In the final two weeks of the programme, participants will engage in a customer validation road trip to allow them to investigate market potential including: Delft (Yes!Delft), Grenoble (School of Management),

London (Imperial College Health Partners) and Newcastle (University).

The Programme:

Validator is a two-month incubator hosted in Trinity College Dublin, Europe's top university for producing entrepreneurs (Pitchbook, 2017), and Ireland's highest ranked university (QS, 2017). The Validator bootcamp is an opportunity for early-stage Digital Health start-ups from all over Europe to explore and validate their Digital Health idea.

Digital Health covers the application of standard information technology to health-related disciplines, improving the effectiveness of health services and enabling people to lead healthier lives. For this programme, Trinity is adopting a broad definition of Digital Health and would welcome applications across many areas including (but not limited to) mobile health, telemedicine, self-care applications, cloud-based health and health information technology.

The Trinity Validator will use Business Model Canvas and The Lean Start-up methodology as core tenets. Each week the selected start-ups will speak to Digital Health experts, potential customers, end-users and other stakeholders in order to develop and test hypotheses about their business model. With this method, start-ups will ensure that they are not working in a vacuum and that their idea responds to market needs.

Why Dublin?

Dublin and Ireland have established a strong reputation in the field of Digital Health, providing a strong base of experience and expertise from which you can draw. It is a major capital city with Trinity at its heart, providing easy access to the wide range of stakeholders required to validate the different aspects of your idea. Dublin has experienced a multi-cultural transformation over the past fifteen years, making it an excellent location from which to explore ideas with potentially global application. Office space in the heart of Dublin, near one of Europe's innovation hubs with the EU HQs of Twitter, Airbnb, Facebook and Google just a ten-minute walk away. Trinity enjoys strong relationships across all levels of the Irish health ecosystem, particularly the Health Service Executive (HSE), which we will cooperate with on programme delivery. It includes strong relationships with multiple associated teaching hospitals within 30 minutes of the incubator location.

Contact information:

Alison Treacy (Alison.Treacy@tcd.ie)

In cooperation with:



2.2 EIT Health VentureLab Weekend

- Several application deadlines: stay informed on [our website](#).
The first VentureLab Weekend is in Groningen. Applications are now open: deadline is 15th January.

The Pitch

The EIT Health VentureLab weekend is an intensive programme. During the 3 days of the event you will work on turning your idea into a working business concept. You may join even if you have no idea right now! We help you find a team that shares your interest and passion.

Important Dates

- The first Health Venture Lab Weekend will be in Groningen
Application deadline: 15th January
Kick off Group: 26th January
For Groningen, the application link is: <http://venturelabinternational.com/north/apply-for-venturelab-north-programmememe/>
- The second Health Venture Lab weekend will be in Uppsala.
Application deadline: to be determined, February.
- Another Health Venture Lab Weekend will be in Budapest
Likely, April 27-29 [subject to change]

Is it for me?

Here, aspiring entrepreneurs in healthcare, healthy ageing and medical business can find out if their start-up ideas are viable. Join us only if you are ready to risk 52 hours to become a great entrepreneur now. Or, stay at home and let others learn to lead you!

The Programme

During the 3 days of the event you will work on turning your idea into a working business concept. This is an event all about building – building your competences and skills, your future dream-team, and, of course, your business. We support you with workshops and

an international group of coaches and experts. On Friday, Saturday and Sunday you will learn to pitch your ideas and get valuable feedback. On Sunday evening the teams will do a final pitch for a panel of expert entrepreneurs, venture capitalists and potential investors.

2.3 EIT Health Venture Lab

- There are 3 different locations offering the program, with several application deadlines.

The Pitch

EIT Health Venture Lab is an acceleration programme for entrepreneurial minded people to develop their personal and team business competencies and simultaneously explore and develop their ambitious health-related business ideas. In 4 months, you receive weekly training sessions, coaching, and access to a wide network of experts. The programme begins with an intensive weekend, in combination with the start-ups applying to the Health Venture Lab Weekend and continue for 4 months.

The programme will be offered in Groningen, Uppsala, and Budapest.

Important Dates:

- **Groningen Round 1**
Application deadline: 15th January
Kick off Group: 26th January
Demo Day: 24/25th May
- **Groningen Round 2**
Application deadline: TBD
Kick off Group: 1st June
Demo Day: 27/28th September
- **Budapest Round 1**
Soft Deadline: 22nd June
Hard Deadline: 11th July

Rolling application: From the soft deadline on application will be accepted, so spaces slowly fill up.

Is it for me?

The 4-month Health Venture Lab programs are open to Biotech, MedTech, e-health that are early stage life-science and health care teams. Ideally the projects are at the pre-incubation, incubation or early development stage.

For the Budapest programme: Groups from the InnoStars regions (Hungary, Poland, Croatia, Italy, Portugal) and the RIS region (Bulgaria, Croatia, Slovakia, Romania, Serbia, Greece, Cyprus, Malta, Lithuania, Latvia, Estonia) are accepted.

Programme:

Health VentureLab Groningen, Uppsala and Budapest offer a 16-week-long acceleration programme, and/or a weekend, to candidates with an entrepreneurial mind-set who want to develop their personal and team business competencies and explore and develop their ambitious health-related business ideas. HVL offers weekly training sessions, coaching and a Europe-wide network (EIT Health).

Health VentureLab Budapest helps you expand the potential of your business and get ready for funding. Budapest is at the heart of a rapidly growing start-up ecosystem in Central Europe. The project key executer is GE Healthcare, a leading force in the Healthcare sector.

Participants will acquire the knowledge and skills along with the attitude necessary to develop the strategic, organizational, networking and financial basis of a growth-oriented firm.

Contact information:

Groningen: Aniek Ouendag a.m.ouendag@rug.nl, info@venturelabnorth.com

Uppsala: Moa Fransson moa.fransson@uuinnovation.uu.se

Budapest: Dorka Gerencser gerencser.dorka@gmail.com, danielszemerey@gmail.com

In cooperation with:



2.4 CaixaImpulse

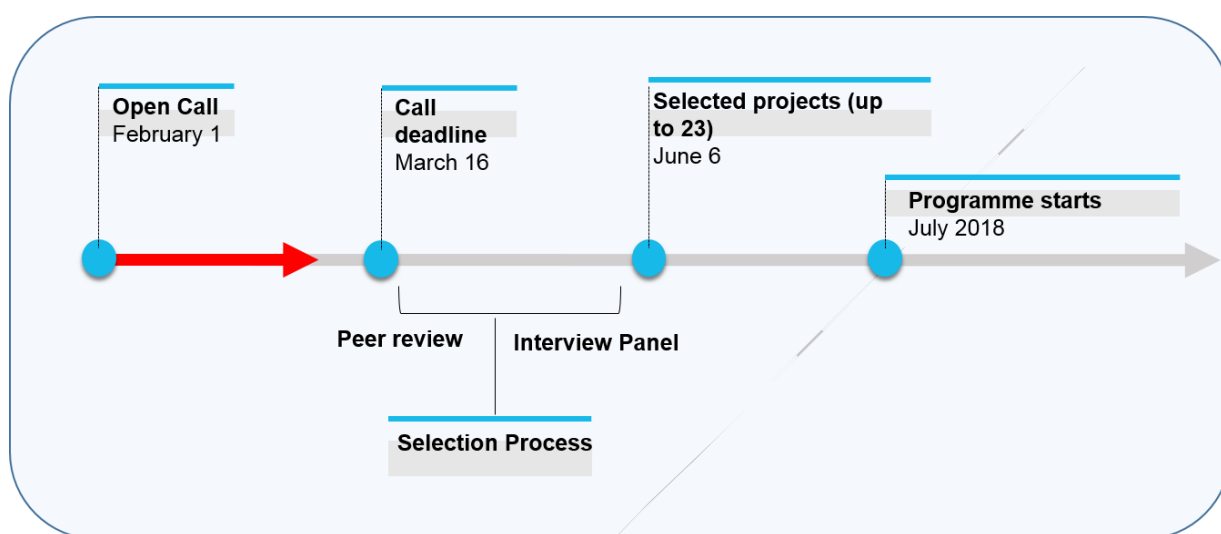
- 16th March 2018. Call opens 1st February 2018)



The Pitch

Caixaimpulse is an intensive acceleration programme for the creation of new products and companies in the Health and Life Sciences sector. This programme is meant to start the translation of health research projects into a market product.

Important dates:



Training: Immersion Week – July 2018

Training: Tech Transfer and Valorisation Week – September 2018

Training: Go to Market: Licensing and Start-up Week – October 2018

Training: Financing Week – November 2018

Is it for me?

Caixa is looking to support research projects from universities, research and transfer centres, technology centres, hospitals, foundations and non-profit institutions whose main activity is research from Spain and Portugal.

Other European countries are encouraged to apply via the [Business Creation Manager](#) at the corresponding regional office: ie CLC/Innostars. One project per EIT Health region.

Note: The selection process (Peer Review and Experts Panel) will be the same for all applicants. Established companies are explicitly excluded.

Programme:

Around 20 projects will be selected (maximum of 6 from outside Spain and Portugal). CaixaImpulse supports research and transfer teams to valorise their assets and facilitate their access to market. The programme is addressed to projects from research centres in the fields of Life and Medical Sciences interested in transferring research assets, either as spin-offs, services or license agreements, and with a need to validate their value proposition. CaixaImpulse offers a grant of at least € 70,000, support from leading mentors in the industry, contact with businesses, entrepreneurs and investors, and expert training and advice throughout an 8-month programme (from July 2018 to March 2019). The implementation of the approved Valorisation Plans can be carried out up to 15 months after the plans have been approved.

Contact information:

Ignasi López (ilopez@fundaciolacaixa.org)

Belén Perat (bperat@fundaciolacaixa.org)

Alexandre Esteban (aesteban@fundaciolacaixa.org)

In cooperation with:



How to join activities in the VALIDATE! activity line

In the VALIDATE! activity line a strong emphasis is placed on helping start-ups and entrepreneurs with a variety of programmes related to validation activities. Entrepreneurs can use suitable Living Labs and Test Beds to support them in validation-related aspects during different phases of the value chain. The Mentoring Network provides expertise within the community. The Point Lab and EU Health Maps programmes provide access to specific knowledge, such as data biorepositories and analysis techniques, or understanding of local/regional regulatory and reimbursement schemes. Finally, the Product-Market-Fit programme offers funding for your validation activities, providing access to a wide network of market experts with specific local knowledge.

2.5 Living Labs and Test Beds

- Several application dates apply: 28th February 2018 is the first one.

The Pitch

Do you want to validate, co-create or ideate your product with actual end-users in a real-life environment? Do you want to increase the chance of a successful market introduction for your medical-technological innovation? Then think about working with a Living Lab! Discover all the options and service offerings of our EIT Health Living Labs network.

Important Project Dates:

We have established several cut-off dates for application throughout the year:

- 28th February 2018
- 26th May 2018
- 15th September 2018

Is it for me?

Any European start-up, SME, entrepreneur and innovation project that wants to improve their product by validating, co-creating and ideating with the end user in a real environment.

The Programme:

Living Labs offer tailored services and expertise in specialised real-life environments, with access to end-users and relevant stakeholders. Living Labs can help you to ideate, co-create and validate your product, founded on methodologies and evidence-based results. In EIT Health, we have a strong network of Living Labs covering different specialisation areas across Europe ready to work with start-ups, SMEs, entrepreneurs and help you develop and improve your product.

Contact information:

Operational contact: Cecilia Vera cvera@lst.tfo.upm.es and livinglabs@lst.tfo.upm.es

In cooperation with:



2.6 Mentoring Network

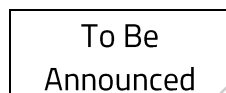
- Sign-ups for this programme will launch in March

The Pitch

The Mentoring Network fosters entrepreneurship and innovation projects from the EIT Health ecosystem by providing access to a network of market, business and innovation experts.

If you are interested in accessing the Mentoring and Coaching Network as one of the first start-ups to test the new platform, please speak to the [Business Creation Manager](#) at your CLC.

In cooperation with:



2.7 Pointlab (Population Intelligence Lab)

- Information on registration of interest for this programme, published in March

The Pitch

In 2018, Pointlab will focus on creating successful pilot projects, demonstrating the value of bringing Biobanks, SMEs and the Industry together.

Is it for me?



We are looking for innovators who want to develop a product or service for active and healthy ageing and are interested in utilising data from biobanks or concerning population health data.

Programme:

Pointlab's mission is to enable and promote the interaction between population cohorts and biobanks with the private sector, thereby supporting both start/scale-ups and SMEs but also industries.

A Biobank competition will enable and engage start-ups and SME's to create and cement a business plan focused on using data and samples from biobanks. Criteria will be further developed and published after Q1. Successful business plans will extract optimal intelligence from biobanks within the legal, ethical and societal constraints.

Contact information:

Operational contact: Roel van der Heijden r.a.van.der.heijden@umcg.nl

In cooperation with:



2.8 European Market Access for Partners (eMAPS)

- Start-ups can register their interest via the EIT Health Optimy platform, starting February.

The Pitch

eMAPS (European Market Access for Partners) will contribute to the adoption and diffusion of innovation into healthcare systems by providing expertise and a clear understanding of how, when and who to engage in the innovation process. The programme will also provide specific knowledge about finance and reimbursements schemes of 14 European countries. During 2018, this service will be implemented to be accessible for EIT Health start-ups.

Is it for me?

eMAPS supports healthcare Professionals and health entrepreneurs as well as SMEs.

The Programme:

Adoption and diffusion of innovation is key for improving healthcare across the EU. euMAPS will contribute to adoption and diffusion by providing insight into key factors that may affect SMEs and entrepreneurs when planning to successfully launch within a country's health market as there are specific differences of approach to consider.

It also supports an update to the 2007 "Healthcare in Europe" finance and reimbursement report, providing up-to-date information on 11 EU healthcare systems, to further support SMEs and innovators to navigate the health financing and reimbursement landscape.

Objectives:

- Spark opportunities for accelerating adoption of innovations that may solve health challenges in many European countries
- Provide opportunities for health systems to access innovations by supporting innovators/SMEs from across Europe with insight to best approach new markets
- Accelerate the pace of economic growth by more successful market penetration
- Help SMEs to leap forward with their businesses due to adoption of best business practice and of innovative techniques.

Learning Outcomes:

- Learning of key factors that affect successful penetration into markets
- Learning of methods that enable assessment of market readiness
- Transparency and understanding of health financing and reimbursement systems
- Understanding the principles of how innovation can be adapted to fit different systems

Contact information:

Official contact: Tracey Marriott, Director of Clinical Innovation Adoption, Oxford Academic Health Science Network; tracey.marriott@oxfordahsn.org

Operational contact: Ferdinand Manansala, Programme Coordinator, Oxford Academic Health Science Network; ferdinand.manansala@oxfordahsn.org

In cooperation with:



2.9 Product/Market FIT

- Application deadline: 31st March 2018 (16:00 CET).
Applications accepted starting 15th February 2018.

The Pitch

Is internationalisation the next step for your Digital Health or MedTech start-up? Are you planning to launch your product in Sweden, Estonia, Spain, France, UK, Germany, Benelux? Launch your product in a new country. Join the EIT Health Accelerator and work with our local partners to find your product/market fit in the countries listed above. Use our Go-to-Market and Market Validation services (only for Digital Health and MedTech companies).

Offer:

Entering a new market as a health start-up requires the right market insights, knowledge of regulation, adequate contacts and a possible re-fit of your product and/or business model to the necessities of that market. Going on your own as a start-up requires a lot of resources, time and money. EIT Health Accelerator is offering you a market scan of Sweden, Estonia, Spain, United Kingdom, Germany, Belgium, the Netherlands and France. Sixteen Digital Health and MedTech companies will be able to benefit from a fully funded product/market fit conducted by a local partner, worth €25,000. The information you acquire will give you actionable insights and be of tremendous value for your company as you seek to convince investors in the next funding round and further explore or discard possibilities on a given market.

Is it for me?

Companies need to be at the right maturity stage to profit most from the product/market fit service. We require your company to:

- Be a Digital Health or MedTech company.
- Be registered and established in Europe.
- Have a technologically innovative product.
- Have at least a Minimum Viable Product and a first paying customer or clinical trial / proof-of-concept in your home country.
- Have a financial maturity of advanced seed stage or be preparing Series A.
- Own the intellectual property rights or have a license to use them.

Application Information:

Proposals must be submitted electronically using the EIT Health submission platform, Optimy. In order to be eligible, proposals must contain all the required information and be completed by the deadline In English; before 31 March 2018, 16.00 (CET).

Contact information:

For further questions please get in touch with us via Johnny Waterschoot, pmfit@imec.be.

In cooperation with:



3. How to join activities in the SCALE! activity line

In the SCALE! activity line there will be a major focus on developing tools and networks that can provide visibility and financing for projects and small SMEs, as well as facilitating access to potential investors such as angel networks, corporate financiers and crowd funders. Furthermore, GoGlobal programmes will support European start-ups and scale-ups in the domain of MedTech, Biotech and Digital Health, so that they can expand in Europe, the United States, Brazil, China and other international markets.

3.1 European Health Catapult

- Application deadline 31st March, 2018 (16:00 CET). Applications accepted starting 15th February 2018.

The Pitch

EIT Health and Health Axis Europe (HAE), jointly invite already incorporated micro and small enterprises, spin-offs and start-ups operating in an EU Country to submit applications that will award support to the best business plans in MedTech, Biotech and Digital Health.

Is it for me?

Ideal participants include European micro and small enterprises (with fewer than 50 employees), spin-offs and start-ups that:

- Are active in the fields of MedTech, Biotech and Digital Health.
- Are already incorporated and operating in an EU Country
- Have innovative business concepts.
- Are looking for seed or Series A funding.

An important focus will be placed on the innovation's impact in terms of societal challenges as examples:

Societal Challenges	Business objectives
Promoting healthy living	Lifestyle interventions Self-management of health
Supporting active ageing	Workplace interventions Overcoming functional loss
Improving healthcare	Improving healthcare systems Treating and managing chronic diseases

Important Deadlines?

- Application Deadline: 31st March 2018
- Regional Stage: 1st April – 30th July 2018:
The best regional start-ups selected in each category: MedTech, Biotech and Digital Health.
- Semi-Finals: 1st – 15th October 2018
International centralised training and selection days
- Finals: At the EIT Health Summit in Lodz, Poland

The European Health Catapult follows a three-stage procedure:

Stage 1:

Interested companies apply to participate at their regional level.

The seven regional competitions will be organized based on the EIT Health regional structure. All EU citizens are eligible to apply for these programs, [please refer to Part 1.3](#) to learn more about the regional distribution.

Start-up companies may only apply to one region. Companies are suggested to apply to the regional office they are most likely to associate with. For instance, companies should self-identify with this region, have their company registered in this region, or have a second office in this region. Please be aware that attendance to local events in person may be required.

The pre-selection of the nominated start-ups will be made by each region, based on a common set of criteria. Each region is free to define their individual selection process but they are encouraged to run pitch sessions, workshops or other assessments to assure that the quality of start-ups representing their region is outstanding in an international context. The best regional start-ups in each category (MedTech, Biotech and Digital Health) must be identified by July 2018.

The selected companies (42 in total – 14 per category) will be presented by end of July 2018 by their regional representatives during an informal consensus meeting.

Stage 2:

Centralised training and selection days will be held for each of the three categories – Biotech, MedTech and Digital Health. The dates for these training camps (training and selection days) are not yet determined. All three will occur before 15th October 2018.

Each one of those days will have the following format:

- During a two-day training and selection event, participating start-ups will be teamed up with mentors (experienced entrepreneurs, investors, experts in the field) to strengthen the company's value proposition. Mentors will review and potentially optimise the business plan and provide intensive pitch training in order to improve the start-up's ability to perform a funding roadshow in front of top-level seed or Series A investors.
- During a one-day expo immediately following the training and selection days, all participants will pitch in front of a jury and audience of market experts and investors. The top seven companies per category will be selected and invited to pitch in Lodz at the EIT Health Summit 2018.

Stage 3:

At the EIT Health Summit in Lodz, prizes will be awarded by a panel of experts, industry stakeholders and investors (business angels, corporate VCs and crowd funders).

Why participate?

Entering the European Health Catapult gives participants the opportunity to join a unique forum for innovators with:

- Intensive two-step selection and 360° preparation involving dedicated training and selection days that allow participants to optimise their business plan and strengthen their ability to pitch in front of top-level investors and industry stakeholders.
- A real-world entrepreneurial experience and potential access to an international network of world-leading MedTech, Biotech, pharma and IT companies that are partners of EIT Health and Health Axis Europe. These include, but are not limited to: Siemens Healthcare, IBM, Philipps, GE Healthcare, SAP, Medtronic, Abbott, AbbVie, Roche, Sanofi, ThermoFischer Scientific, Astra Zeneca, Bayer Pharma, Merck, Air Liquide – and world class research organisations in health care.
- Early access to an international network of international investors (VCs, corporate VCs, business angels, crowd investors) in order to boost your business idea.
- Access to unique services in crucial areas such as clinical validation (Living Labs and Test Beds) and market preparation internationalisation (GoGlobal), etc.

Prize money and cost coverage:

Stage 1:

In total 42 teams (14 per category) will be nominated from seven CLCs. These nominees will be awarded with invitation to dedicated training and selection days in each category. Benefits include: review of the Business Plan, pitch training, exposure to experts and investors.

Stage 2:

Half of these semi-finalists – a total of 21 teams (7 per category) – will be chosen at the training and selection days, and awarded with an invitation to pitch at the finals during the EIT Health Summit. Travel costs will be covered.

Stage 3:

At the EIT Health Summit, the “best of the best” business plans in MedTech, Biotech and Digital Health will be selected by a panel of experts. The top three finalists in these categories will receive an award based on their placing. The maximum amount of all prizes awarded will be €135,000.

Application Information

Applications via the EIT Health Optimy platform from 15th February. Application deadline: 31st March 2018, 16.00 (CET).

Applications should be submitted in executive summary format with an extraction of key numbers from the Business Plan if any. A video pitch is highly welcome.

Late or incomplete submissions, or submissions via any other routes (e.g., email) will not be accepted.

How do we evaluate?

Eligibility criteria

- Follow the timelines and procedures.
- Submitted by a micro and small enterprise (with fewer than 50 employees).

Selection criteria

- Uniqueness and innovative nature of approach.
- Clear identified product or service.
- Market potential.
- Major market risks and technical risks identified and evaluated.
- Feasibility of the deployment plan.
- Qualified team with the capacity to bring the innovation to market.
- Impact on societal challenges addressed by EIT Health.

Review process

Each proposal in Stage 1 is reviewed by the respective region on the basis of the common selection criteria. The applicants will be informed about their score and ranking. Each region

nominates the best two proposals per category (MedTech, Biotech, Digital Health) for Stage 2 to attend the centralised international training and selection days in their respective category.

Contact information:

EIT Health and Health Axis Europe hereby invite European startups and SMEs to submit proposals for the European Health Catapult programme 2018.

Anna Badurska, European Project Manager, Cap Digital

anna.badurska@capdigital.com

Marco Wendell, Grants Consultant & Project Management, Medical Valley EMN

marco.wendel@medical-valley-emn.de

For further questions [please contact your regional Business Creation Manager.](#)



In cooperation with:



3.2 Headstart Projects

- Applications open foreseeably 9th February 2018 and remain open until 27th April 2018.

The Pitch: Purpose of Programme

As part of its "Accelerator" activities, EIT Health provides funding of up to 50,000€ Euro for early stage companies and SMEs to develop new products and services. These should match the overall EIT Health thematic scope, "Healthy Living, Active Ageing, Improved Health Care".

The purpose of the EIT Health Headstart funding is:

- To support the applicants in realizing next steps towards the market and shorten time-to-market for innovative products and services
- To verify the need/benefit of the product/service for users/customers/payers/partners
- To increase the possibility to attract further private investment

Timeline

Application opens: foreseeably February 9th 2017



Submission deadline: April 27th, 2018

**Applications can be submitted continuously throughout this period

Regional selections: regionally dependent, expected May-July 2018

Project grant agreement signatures: regionally dependent, expected July-September 2018

Grant attribution (total budget): regionally dependent, expected September/October 2018

Intermediate reports are required by December 31st 2018

Final report: end of the project – maximum is 12 months after signature of the agreement

Application Support

The applicant is suggested to receive support before submitting an application. We suggest applicants contact the EIT Health regional Business Creation Manager or their contact at an EIT Health partner organization for help. The project owner and the contact are suggested to work together to define the appropriate actions and allow the SME to submit an application that it fits the scope and goals of the EIT Health Headstart Funding.

Is it for me? Eligible applicants and projects

The EIT Health Headstart Funding Programme is suitable for micro and small enterprises* (according to [EU SME definition](#)), spin-offs and start-ups that have a well-developed prototype and are ready to launch a product.

The company must be incorporated/registered before the subgranting agreement initiation.

The Application

- Must be in English
- Submitted through EIT Health Optimy Registration platform. Incomplete submissions, late submissions, or submissions via any other routes (e.g., email) will not be accepted
- Additional information may be attached as requested by the region. Supplemented information may include graphs, or video links (up to 3 minutes). Please be aware that the reviewers may not consider these attachments as basis for their evaluation. Ensure you are compliant with your regional Business Creation Manager.
- Applicants can only apply to the region they are associated with and the application must be supported by a support letter provided by one of the EIT Health partners or provided by the Business Creation Manager contact of the applicant's region.

The Project

- The project must be hosted by micro or small enterprises that are already incorporated/registered before the granting is initiated
- The project has to be within the scope of the main challenges in EIT Health – Healthy Living, Active Ageing, and Improved Healthcare, see the FAQ in the Headstart guide

- The applicants or company have/has to own or have rights over the intellectual property that is the basis for the project (if applicable).
- The project has to be at least at TRL 4, see [Headstart Guide or TRL Guide](#) at bottom
- The project must follow the reporting and practical requirements set-forth by the **Headstart Guide**

The Regional Requirements

- Projects must be submitted to the region that the applicants reside in or to the region that the company is registered in or has a subsidiary in
- Project regions in 2018 RIS regions are included, [see regional description](#).
- Please see the Funding Terms and Conditions in the **Headstart Guide**

The Funding

- Projects must not request funding more than €50,000
- Projects must have significant co-investment (please contact country/region business creation manager for specific percentage of co-funding expected)
- The funding is non-dilutive must comply to Horizon 2020 guidelines. See **Headstart Guide** for compliant cost categories.
- Of the total amount awarded, each funded project must include an **ecosystem integration deliverable**
- Projects must agree to the funding terms and conditions outlined in **Chapter 7 of the Headstart Guide**.
- Start-ups awarded funding for their projects agree to use the logo '*Accelerated by EIT Health*'

For more information about Headstart Programme grant including: awarding details, required reports as well selection criteria, please refer to the [Headstart Guide](#) available on the [EIT Health Accelerator webpage in February](#)

3.3 GoGlobal

- Applications open 1st February and close on 1st March 2018.

Europe is home to many life science companies, the majority of which employ fewer than 50 people. New companies can find it difficult to grow, especially when the introduction of new treatments often undergoes a long and complicated process before getting marketing authorisation and reimbursement decisions. GoGlobal aims to provide your company with the

competence needed for growth and international expansion, remain competitive world-wide, and to build up business contacts in new regions.

To succeed internationally your company needs a comprehensive understanding of various markets and their specific requirements as relates to the healthcare system, regulatory and reimbursement system, and how your product influences the business case in the foreign life science market. The GoGlobal programme helps you understand the local ecosystem (trends, best practices, key stakeholders, competitors), the specificities of the markets, and how to succeed in making your business international, as well as offering strong networking opportunities and access to local support stakeholders for long term follow up.

Value:

The commercial value of these programmes is an estimated €10,000, and no equity is asked for in return. Travel costs can be partly reimbursed by EIT Health.

Our Offer:

Soft-landing with market-entry support and experience targeting the following countries:

Brazil: particularly receptive for MedTech.

One of the largest MedTech markets in South America. Difficult healthcare and business environment for foreign companies.

China: particularly receptive for new science and technology in both Hong Kong and Shenzhen. Developing into the second largest healthcare market, where the business environment is not easy to handle for foreigners. **Hong Kong** offers an ideal infrastructure for international companies that want to enter the Asian market. **Mainland China**, more specifically the highly innovative Shenzhen region, is a quickly growing market that is suitable to scaling innovations.

USA: largest healthcare market worldwide. Large start-up community and world leading research institutes.

Canada: particularly receptive to MedTech and Digital Health. Gain access to the complementary ecosystems of Toronto and Montreal. A thrilling alternative to the US to access the North American market. Unique agreement with Europe to fund innovative collaborations, and new trade agreement.

Israel: has one of the most condensed ecosystems in life sciences and Digital Health. First country in R&D spending and capital investment per capita. Great opportunities for EU SMEs to access KOLs, conduct clinical trials, and meet private funds.

Japan: particularly suitable for Biotech, with the world's 2nd largest pharmaceutical market and ranks amongst Europe's top 5 pharmaceutical trading partners.

Why participate?

Within the complementary programmes you will have the opportunity, on-site, to develop an internationalisation strategy for your business: What are the specific regulatory affairs; what hurdles are facing me in the specific market; which partners do I need and how can I find them in the region; Who can help with this? When you finish the programme, you will have the knowledge and local contacts you need to successfully enter your target country.

With the EIT Health GoGlobal programme, you will have the opportunity to learn directly from experienced companies and experts who have already answered these questions, benefit from preparatory workshops to get the highest added value possible, and get country-specific know how (cultural and business environment) in the target market you wish to enter.

Is it for me?

The target participant profile in the GoGlobal programmes are start-ups, scale-ups or SMEs. They must either 1) possess a product and have started to sell, or 2) have strong proof-of-concept, advanced in the regulatory/certification process, and have the ambition to expand to the international market within the next 12 months. No requirements are made on the sales-to-date, but proof should be provided that the product/technology/service works and that customers are willing to pay for it or that key opinion leaders and partners are supporting it.

The company should fit the overall EIT Health thematic scope: "Healthy living, Active Ageing, Improved Health care." Any suitable company in the areas covered by the EIT Health CLCs can apply.

What target country should I choose?

The GoGlobal Consortia would like to support you in choosing the best programme for your company to individualize your experience. When applying online you will be asked to indicate: 1) country you would like to target 2) the category you are active in (MedTech, Biotech, Digital Health) and 3) which programme you believe matches your interest best. You may be contacted and asked for additional application information if we believe your company is suitable for a different target-country or programme than you initially indicated. You will also be asked to indicate 4) additional target-countries that we currently do not offer for the purpose of expanding our portfolio.

Submission of Application

Applications open from 1st February 2018 via the EIT Health Optimy platform.



Deadline for submissions: 1st March 2018

Programme Timeline and Specifics

Israel and Canada: Medtech / DigiHealth

Selected companies will benefit from a one-week immersion program in the second half of 2018 in either Israel or Canada. The programme includes: 1) meeting the local ecosystem, 2) roadshows to key innovation hubs and on-site visits 3) understanding how to expand locally 4) networking events and tailor-made meetings and 5) access to contacts with private funds. Companies will receive coaching prior to their travel in the target country in high level sessions alongside the MEDFIT or FUTUREs events in Paris in June. Final debriefing and visibility is expected to take place at MEDICA fair in Nov 2018.

Timeline:

June: Training during the MEDFIT and FUTUREs events in Paris

Autumn: Journey to target country

November 12-15th MEDICA fair closing sessions

*Programme may be able to include access to MEDEXPERIENCE event in Paris March 15-16th.

MedTech Exchange Accelerator

Selected companies will benefit from an intensive training program for their respective target market: Brazil, United States or Hong-Kong.

The program will begin with a workshop in the Nuremberg area and conclude in autumn with a one-week immersion journey to the target-country. The overall programme will contain a workshop on country-specific elements such as: regulatory framework, healthcare market insights, reimbursement system, legal information and regional support structures. These workshops provide the companies first market insights in their target market. Thereafter, in the target-country, the programme will continue its training. Participants will also attend networking events and meet-ups with R&D organizations, healthcare providers and key opinion leaders.

Timeline

April 9th - 13th: Week-long workshops in Nuremberg area:

Autumn 2018: Journey to selected target country

November 12-15th MEDICA fair closing sessions

SafteyBelt: Go2China

The business environment is not easy to handle for foreigners. Safety Belt to Go2China also known as Go2China, is a market-access and acceleration programme for EU-based health scale-ups and SMEs that want to explore the heart of Mainland China, more specifically the highly innovative Shenzhen region. We do this by offering the participating companies a soft-landing programme, which focuses on doing business in a safe and efficient manner.

Due to the strict regulation on any outflow currencies, Chinese investors prefer to attract foreign start-ups and do business in China jointly. It is common that a foreign start-up with local presence receives a \$1-1.5 million no-obligation government grant and low-cost office, factory facilities, as well as cheap access to labs and research facilities.

The healthcare industry in China lags far behind the West in terms of innovation, and 92% of China's medical device technologies hail from foreign companies. Thus, there is a demand for locally produced quality medical devices.

Timeline

To be determined

Start.Smart.Japan

Start.Smart.Japan is an exclusive, high quality training course that provides a starter kit for executives of European life sciences SMEs, helping them to optimise their market entry in Japan. The training is sector-specific and targets the challenging Japanese business environment, including language and cultural complexities, different business conventions, regulatory and reimbursement environments for health products, and fierce global competition.

Japan has the world's second largest pharmaceutical health care market and ranks amongst Europe's top 5 pharmaceutical trading partners. Given Europe's leading position in life sciences and Japan's interest in novel technologies, services and products, this sector holds significant opportunities for innovative European SMEs.

After identifying their business interests and market entry needs specifically for Japan, managers of EU life science SMEs will be trained in Japanese business culture by market experts and selected entrepreneurs who already operate successfully in Japan in the relevant sectors. Supported by two globally active EU life science clusters, participants will work on

specific tasks to prepare their market entry. New skills will be put into practice during a kick-off visit to Japan, followed by two post-visit evaluations to optimize market entry strategies.

Cost are subsidized due to the GoGlobal programme. Companies can expect to contribute up to €2,100 to participate for the Munich on-site training and the Japan mission. E-learning, training and coaching units are free of charge

Timeline

To be determined

Selection criteria of all GoGlobal Programmes:

- Fit between the company and the programme:
 - Collaborations/sales in home market
 - Actively planning internationalisation within approximately 1 year
 - Commitment of company management
 - Ability to actively participate in the programme
 - Financial capacities
- Fit with EIT Health thematic scope and contribution to EIT Health objectives and KPIs.
- Fit into target country life science environment
- Business potential and market traction:
 - Current market position
 - Growth and diversification potential of the company
 - International market potential of the product, process or service / existing references in the targeted market(s)

Contact:

Olivier Fontaine, Project Leader EIT Health GoGlobal Israel Canada programme
(ofontaine@medicen.org)

Antal Kuthy, Project Leader EIT Health GoGlobal Safety Belt to Go2China programme
(antal.kuthy@egroup.hu)

Stephanie Wehnelt, Project Leader EIT Health GoGlobal Start.Smart.Japan programme
(wehnelt@bio-m.org)

Benjamin Stöcklein, Project Leader EIT Health GoGlobal MedTech Exchange Accelerator
(benjamin.stoecklein@medical-valley-emn.de)

Review process:

The selection committee will assess applications based on the criteria outlined above.-

In cooperation with:



Annex:

3.4 Understanding TRL

Special thanks to KTH Innovation for providing these images.

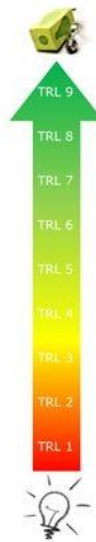
The purpose of the TRL

Communication tool



More objective assessment of the development level between stakeholders

Development roadmap




- Minimize risk in the development
- Develop products that are fit for purpose
- Encourage real-world testing and iteration
- Introduce “reality checks” in the development process

TRL according to EU



TRL 9	Actual system proven in operational environment
TRL 8	System complete and qualified
TRL 7	System prototype demonstration in operational environment
TRL 6	Technology demonstrated in relevant environment
TRL 5	Technology validated in relevant environment
TRL 4	Technology validated in lab
TRL 3	Experimental proof of concept
TRL 2	Technology concept formulated
TRL 1	Basic principles observed

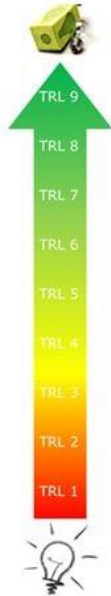
TRL 4

	Technology validated in lab
Description	Basic technological components are integrated to establish that they will work together. This is relatively “low fidelity” compared with the eventual system
Example	<u>Separate components</u> – Radio Frequency (RF) communication, sensors, microcontroller, connectors and related components – connected and output signals processed by fall algorithm in computer. <u>Simulated stimuli</u> generates the alarm to be transmitted via wireless communication. (fall alarm system)

“Low-fidelity”

A representative of the component or system that has limited ability to provide anything but initial information about the end product.

Software development



TRL 9	v1.x, v2.x, etc. – continuous development and improvement
TRL 8	v1.0 - Final stable release to the end-users
TRL 7	Open beta testing - open for anyone who signs up ("Black-box")
TRL 6	Beta testing for invited end-users ("Black-box")
TRL 5	"Black-box" alpha testing for selected external end-users or in-house users/testers not associated with the development
TRL 4	Alpha testing of the software by one or a few in-house developers or testers ("White-box")
TRL 1-3	Concept/pre-alpha: script is more of an abstract idea than an actual working program. Through this stage the coding starts and changes to functions are being made until a working draft is created

Alpha: working script, probably lots of bugs, might not have all features, but the core of the program is running and can be tested extensively

Beta: program near completion, all features working, may be some bugs that may not have shown up in alpha testing

White-box: tests internal structures or workings of a program, as opposed to the functionality exposed to the end-user

Black-box: examining functionality without any knowledge of internal implementation. The tester is only aware of what the software is supposed to do, not how it does it.

Medical device development

(Source: US Army Medical Department)



TRL 9	Post marketing studies and surveillance
TRL 8	FDA(CDRH) approves the Premarket Approval (PMA) for medical device or applicable 510(K) for devices
TRL 7	Final product design is validated and final prototypes are produced and tested.
TRL 6	Class III device safety is demonstrated. 510(K) data demonstrates substantial equivalency to predicate device.
TRL 5	MD-CDRH review of Investigational Device Exemption (IDE) results is sufficient to begin investigation
TRL 4	PoC and safety of candidate device or system is demonstrated in a defined laboratory or animal model
TRL 3	Hypothesis testing and initial proof of concept (PoC) is demonstrated in a limited number of <i>in vitro</i> & <i>in vivo</i> models
TRL 2	Research ideas and protocols are developed