



EIT Health Accelerator Catalogue 2020

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



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

eithealth.eu

Table of Contents

The EIT Health Accelerator	2
1 Activity summary	4
2 Accelerator Contacts, Business Creation Managers	10
3 Expectations, Eligibility and Regional Distribution	11
How to join Activities in the INCUBATE! Activity Line	13
4 Accelerator Bootcamps	13
4.1 CRAASH Barcelona Bootcamp	14
4.2 BioEntrepreneur Bootcamp	16
4.3 Patient Innovation Bootcamp: Boosting Patient Entrepreneurship	18
4.4 OpenAPI Bootcamp	20
4.5 MedTech Bootcamp	22
4.6 ValidationLab Bootcamp	25
5 CaixaImpulse	26
6 EIT Jumpstarter	28
7 InnoStars Awards	31
How to join activities in the VALIDATE! Activity Line	33
8 Living Labs and Test Beds	33
9 Start-ups Meet Pharma	35
10 Mentoring and Coaching Network (MCN)	36
11 Headstart	37
12 Digital Sandbox	41
How to join activities of the Scale! Activity Line	43
13 European Health Catapult	43
14 Bridgehead Programme	47
14.1 European Bridgehead Programme	47
14.2 Bridgehead Global Programme (BRH)	48
15 Investor Network	50
16 Gold Track	51
17 Crowdfunding Platform	53
Other Opportunities	54
Wild Card Programme	54
eMaps, Global Knowledge hub for Industry and Clinical Innovators	58
Events and Alumni Network	59
Annex	60

The EIT Health Accelerator

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

The Accelerator is open to all business ideas from entrepreneurs connected to the EIT Health community. It supports entrepreneurs connected to our partners, learners emerging from EIT Health Campus projects and innovators from the EIT Health Innovation Projects. For individual support, please refer to the contacts section to contact your regional Business Creation Manager for guidance in choosing the most suitable activities for you.

In the **INCUBATE!** activity line entrepreneurial training and support activities, we help entrepreneurs create a business plan out of an initial idea. These programmes vary in length from two to twelve months and offer entrepreneurs an international perspective and the opportunity to build their network with leading health organisations. 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.

The **VALIDATE!** activity line helps start-ups and entrepreneurs to continuously improve their ventures with access to suitable living labs and test beds, mentoring and coaching expertise within the community, and to gain an understanding of local/regional regulatory and reimbursement schemes.

The **SCALE!** activity line focuses on developing tools and networks that can provide financing for projects and smaller SMEs, as well as facilitating access to potential investors including angel networks, corporate financiers and crowd funders. Furthermore, internationalisation programmes support European start-ups and scale-ups to expand not just within but beyond Europe.

This business creation supply chain supports 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 CLC representatives, introduce yourself – you can contact the Business Creation Managers at regional CLCs can be found at eithealth.eu/clc, or a list of partners is available at eithealth.eu/partners. Some applications may encourage reference letters from EIT Health partners or regional CLCs as supplements to support the application.

Please be aware, that a maximum EIT Health contribution of **€50 000** can be requested for each calendar year.

Applicants are only intended to participate in one of the following programmes in one calendar year: Headstart, Bridgehead Europe/Global, Digital Sandbox or European Health Catapult or participate as External Project Partners of EIT Health Projects within the Innovation, Campus or Accelerator Pillar.

For more support in submitting an application, please visit our [Help for Applicants page](#).

1 Activity summary

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

The **INCUBATE!** activity line supports future entrepreneurs or scientists looking to develop a start-up 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: Six Programmes offered in 2020!

Who can apply:	Post-docs, Master's students, graduates, scientists, doctors, patients, informal caregivers and collaborators as well as other professionals working on ideas in MedTech, Biotech, Digital Health, Healthtech, scalable eHealth and diagnostics.
Applicants:	All over Europe
Application:	1 st wave: 16 December 2019 – 16/30 March 2020 at 23:50 CET 2 nd wave: 17 March 2020 - 15 June 2020 at 23:50 CET
Register:	Through the EIT Health Optimy platform . Please note that not all Bootcamps will be available during both application rounds.

A Summary of the six Bootcamp Programmes:

CRAASH @Barcelona is a 12-week programme that helps European research teams (of up to three participants) to launch successful device, diagnostic and Digital Health innovations that improve health and patient care. Teams move research to market through onsite and online mentoring with experts from CIMIT (Boston) – the most experienced health accelerator in the world.

Contact: Pilar Puig (ppuig@biocat.cat)

Application: 16 December 2019 – 16 March 2020 at 23:50 CET

EIT Health BioEntrepreneur Bootcamp 2020 @Munich gives biomedical founder teams the opportunity to design and validate their business concepts in Munich and Oxford. The programme runs over four months: 16 on-site days at the University of Oxford and at Bio^M in Munich, two days of on-line sessions and a visit to BioEurope 2020. Teams are expected to work at least another 16 days off-site on business validation, road maps and pitch presentations.

Contact: Angelika Leppert (Leppert@Bio-M.org)

Application: 16 December 2019 - 30 March 2020 at 23:50 CET

Patient Innovation Bootcamp: Boosting Patient Entrepreneurship @Copenhagen is aimed at supporting patients and informal caregivers to implement and scale up the innovative solutions they develop and help them cope with a need imposed by their health condition. The

programme will be delivered over eight months, with three weeks on-site in three cities across Europe, to help teams launch their device, diagnostic and digital health innovations.

Contact: Pedro Oliveira (po.si@cbs.dk)

Application: 16 December 2019 – 30 March 2020 at 23:50 CET

OpenAPI Bootcamp @Oxford is a cross market integration programme designed for entrepreneurial teams developing a digital health innovation. It will be delivered over six weeks, with three weeks on-site in Oxford and Lund, to provide direct exposure to the British and Swedish healthcare ecosystems and insight into the Irish system. Technical advice and real-world case studies from system providers within the industry will help teams develop their innovations to be compatible with existing systems across three different countries.

Contact: Megan Morys-Carter (Megan.morys-carter@ouh.nhs.uk)

Application: 17 March 2020 – 15 June 2020 at 23:50 CET

EIT MedTech Bootcamp @Erlangen is open to European early-phase start-up teams with ideas in medical technology. The interdisciplinary focus of the Central Institute of Medical Engineering (ZiMT/FAU) and its broad network of health industry experts, healthcare practitioners, and digitisation research groups will allow the MedTech Bootcamp to provide focused support and matchmaking, alongside the EIT Health Mentoring and Coaching Network (MCN).

Contact: Heike Leutheuser (zimt-eit-health-bootcamp@fau.de)

Application: 17 March 2020 – 15 June 2020 at 23:50 CET

The EIT Health Validation Lab is a unique eight-week pressure cooker that allows aspiring entrepreneurs from all over Europe to discover the business potential of their MedTech ideas. The program helps participants to explore and validate their ideas, market potential and business model – and to launch in markets all over Europe.

Contact: Claire Visser (claire@yesdelft.nl)

Application: 17 March 2020 – 15 June 2020 at 23:50 CET

Bootcamp Tour:

A crucial component of all Bootcamp programmes is the EIT Health Bootcamp Tour. It offers the unique opportunity to all bootcamp participants to be exposed to a broad European network, learn more and deepen skills to further develop the business and get valuable feedback from peers and experts (5-6 November, location TBD). Additionally, participants will be invited to visit further relevant locations within Europe and benefit from a tailored programme offer (24-25 November).

Additional INCUBATE! Programme, focused on ideation:

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

Who can apply: Project Leaders must be legally responsible for the project and have tertiary qualifications (e.g. university graduates, professors or doctors)

Application: 4 February 2020 – 16 March 2020 at 23:50 CET

Contact: Belen Perat (bperat@fundaciolacaixa.org)

Register: www.caixaimpulse.com

EIT Jumpstarter is a pre-accelerator programme for innovators in the healthcare, agri-food, raw materials, energy, urban mobility and manufacturing industries. The programme contributes to boosting innovation and entrepreneurship within Central-Eastern and Southern-European regions by validating innovative solutions and connecting them with the articulated demands from the industry.

Who can apply: Scientific project teams, innovators, scientists, PhD students or master students coming from Central-Eastern and Southern-European Countries (Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Romania, Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Serbia, Turkey and Ukraine).

Application: 15 March 2020

Contact: Dóra Marosvölgyi (dora.marosvolgyi@eithealth.eu)

Register: <https://www.lyyti.fi/reg/Jumpstarter-2020>

InnoStars Awards is a programme suitable for micro and small enterprises (according to EU SME definition), spin-offs and start-ups that already have a prototype or a MVP, but product/service is not in the market yet (no income). InnoStars Awards offers a 2-stage programme structure where both stages offer challenges, opportunities and valuable prizes for the best performing applicants

Who can apply: The company must be incorporated/registered before the sub-granting agreement initiation. Legal entities from the following countries: Croatia, Czech Republic, Slovenia, Greece, Hungary, Italy, Poland, Portugal, Romania, Slovakia, Lithuania, Latvia and Estonia.

Application: 27 March 2020

Contact: Tamás Békási (tamas.bekasi@eithealth.eu)

Register: Through the [EIT Health Optimy platform](#)

The **VALIDATE!** activity line offers 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 and Coaching Network provides expertise within the European community and beyond. The Bridgehead programme offers start-ups access to an infrastructure of catalysers, accelerators and incubators all over Europe to assess the local market. VALIDATE! programmes provide access to a wide network of market and local experts to support your development and/or internationalisation.

The Living Labs and Test Beds programme offers entrepreneurs access to 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). The final goal is to enhance the concept of fully market-ready products with high added value and a high probability of success.

Who can apply: Open to any European start-up, SME, entrepreneur or innovation project that aims to improve their product by validating, co-creating and ideating with the end-user

Application: 1st wave: 16 December 2019 – 16 March 2020 at 23:50 CET
2nd wave: 17 March 2019 – 30 May 2020 at 23:50 CET

Contact: Mohammed Ilyass Rahmouni (mohammed.rahmouni@eithealth.eu)

Start-ups meet pharma is a challenge-based acceleration programme connecting start-ups developing innovative solutions for chronic care, with key pharma partners in Europe. The programme is for start-ups developing solutions that impact both pharma industry and patients.

Who can apply: Start-ups with functioning products or prototypes that are market-ready.

Application: 10 February 2020 – 29 March 2020 at 23:50 CET

Contact: Barbara Costa (Barbara.costa@eithealth.eu)

Mentoring and Coaching Network gathers subject matter experts and top-of-the-line mentors from all over Europe to help address the specific needs of start-ups in MedTech, Biotech and Digital Health.

Who can apply: All business maturity levels, ranging from early stage start-ups developing their product, to more mature scale-ups with a developed product and in the phase of expanding to new markets.

Application: Ongoing

Contact: Mohammed Ilyass Rahmouni (mohammed.rahmouni@eithealth.eu)

Headstart offers funding and support to emerging companies and SMEs aiming to develop new products and services and thereby shorten time to market. The purpose of the programme 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.
Application: 16 December 2019 – 16 March 2020 at 23:50 CET
Contact: Your local Business Creation Manager, please see [EIT Health Accelerator Contacts, Business Creation Managers](#).

Digital Sandbox supports SMEs in developing relevant products and services by working with biobanks, sample holders and quality registers in Europe.

Who can apply: Applicants from Biotech, MedTech or Digital Health in an incorporated company are welcome to apply. DS Programme is suitable for micro and small enterprises and projects must be within the scope of the main challenges in EIT Health: Healthy Living, Active Ageing and Improved Healthcare at TRL 3.
Application: 4 February 2020 – 30 May 2020 at 23:50 CET
Contact: Christos Vaitsis (christos.vaitsis@eithealth.eu)

SCALE! activities focus on more mature start-ups and SMEs, to facilitate access to tools and networks for financing and market expansion. It offers programmes that prepare promising ventures for investment by offering individualised mentoring and refreshing pitching skills. Furthermore, this activity line supports European ventures to expand within and beyond Europe's borders.

European Health Catapult is an individualised training programme that boosts the development and publicity of high-potential European health start-ups. The programme exposes Biotech, MedTech and Digital Health start-ups to high-quality experts, health industry leaders and international investors through intensive and multi-channel involvement of the whole EIT Health community. The programme is organised as a competition, with the finalists pitching at our annual Summit.

Who can apply: Already incorporated micro- and small enterprises (<50 employees), spin-offs from all over the EIT Health community that are active in the fields of MedTech, Biotech and Digital Health, operating in an EU country. Participants should also be available to travel to the EIT Health Summit in December 2020 for the semi-finals and finals.
Application: 16 December 2019 – 16 March 2020 at 23:50 CET
Contact: Anna Badurska (anna.badurska@capdigital.com)

Bridgehead Programme is an infrastructure programme which provides European start-ups and scale-ups active in the health domain support in soft-landings and facilitates cross-border mobility and market entry beyond home markets. It offers services, resources and vacant physical space to start-ups that need it. There are two different programmes in 2020:

Bridgehead Europe allows European start-ups and scale-ups individualised internationalisation support. It follows an individual and needs-based approach by matching suitable start-ups suitable SMEs to clusters, accelerators and incubators (CATs) all over Europe.

Who can apply: Digital Health companies (eHealth, mHealth, Clinical decision support, Big Data, MedTech, Lifetech and Biotech with a digital component)
Application: 1st wave: 11 January 2020 – 27 February 2020 at 23:50 CET
2nd wave: 28 February 2020 – 10 May 2020 at 23:50 CET
Contact: Laia Pascual (laia.pascual@eithealth.eu)

Bridgehead Global facilitates efficient scale-out of European start-ups outside Europe and prepares the steps for international expansion outside Europe. This programme is more tailored-made and flexible to provide better fit with start-up needs.

Who can apply: Digital Health companies (eHealth, mHealth, Clinical decision support, Big Data and even MedTech, Lifetech and Biotech with a digital component)
Application: 11 January 2020 – 16 March 2020 at 23:50 CET
Contact: Anna Werner (anna.werner@medical-valley-emn.de)

Investor Network addresses the issue of early-to-late-development stage fundraising across Europe to conquer health markets faster and more effectively. This is a European network which connects health-oriented investors and promising start-ups through cross-border financing and co-investments, making it the first pan-European, EU-driven network solely focused on financing health innovation.

Who can apply: Start-ups seeking funding from €500k to more than €10M
Application: Ongoing, with quarterly cut-off dates for evaluation.
Contact: Caroline Sai (operations@angelssante.fr)

Gold Track is an acceleration programme for high-potential health start-ups and SMEs to become global players. It aims to pair these ventures with high-profile influencers that set strategic goals following an individualised approach. Account managers then offer support by monitoring your progress and opening networks.

Who can apply: Mature start-ups or SMEs with the ambition to expand their international market reach.
Application: 11 January 2020 – 27 February 2020 at 23:50 CET,
2nd wave will be announced early 2020
Contact: Joy Cürten (joy.cuerten@eithealth.eu)

Crowdfunding is the first European cross-border crowdfunding platform specifically aimed for more mature healthcare start-ups and SMEs. Applying start-ups undergo a comprehensive selection process.

Who can apply: Mature start-ups or SMEs searching for equity of at least €500k
Application: Ongoing
Contact: Jörg Diehl (joerg.diehl@aescuvest.eu)
Register: <http://beta.aescuvest.eu/>

2 Accelerator Contacts, Business Creation Managers

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

Applications for Country/Region	Business Creation Manager	Emails
DACH countries	Matteo Consonni	matteo.consonni@eithealth.eu
France	Anaïs Delicourt	anaïs.delicourt@eithealth.eu
Belgium, The Netherlands, Luxembourg, Israel	Bart Haex	bart.haex@eithealth.eu
UK, Ireland	Rosemary Gallagher	rosemary.gallagher@eithealth.eu
Scandinavia	Christos Vaitsis	christos.vaitsis@eithealth.eu
Spain	Irene Sánchez	irene.sanchez@eithealth.eu
InnoStars Regions: see Regional applications accepted from across Europe	Nuno Viegas	nuno.viegas@eithealth.eu

The EIT Health HQ Office is also available to support you in your journey through the EIT Health Accelerator. Questions about 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 Manager, HQ	Laura Suhlrie	laura.suhlrie@eithealth.eu
Business Creation Project Manager, HQ	Salvatore Demelas	salvatore.demelas@eithealth.eu



Accelerator Team

3 Expectations, Eligibility and Regional Distribution

Expectations

The Accelerator is open to applications from all entrepreneurs, start-ups, scale-ups, and SMEs in Europe. If you have no previous connection to any EIT Health partners or CLCs, introduce yourself: contact the Business Creation Managers at regional CLCs, see eithealth.eu/clc, or a list of partners can be found at eithealth.eu/partners. 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. If full participation and commitment cannot be guaranteed an agreement must be made in advance with the activity lead.

Regional applications accepted from across Europe

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

- Germany / Switzerland / Austria
- France
- Spain
- Belgium / The Netherlands / Luxembourg / Israel
- UK / Ireland
- Sweden / Denmark / Estonia / (For Norway / Finland please contact the Scandinavian Business Creation Manager)

- EIT Health InnoStars (see below)

InnoStars countries include Hungary, Italy, Poland and Portugal. They will also accept countries from the RIS-Region which currently include: Estonia, Latvia, Lithuania, Czech Republic, Slovakia, Romania, Slovenia, Croatia, Greece. Each year more countries are added.

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 per year**. This maximum refers to grants awarded as part of Headstart, including amongst others prize money distributed within an EIT Health Accelerator programme, and reimbursements for travel and accommodation when invited to participate at an EIT Health event. This maximum does not include the commercial value of an activity.

Promotion and Branding

Start-ups supported by EIT Health agree to the EIT Health branding. Start-ups participating in Accelerator activities agree to use the [“Accelerated by EIT Health” logo](#) and display it in their partnership page. Start-ups agree to mention EIT Health in its press releases as a partner whenever appropriate.

EIT Health supports start-ups participating in EIT Health programmes by helping to promote their “Success Stories” on the EIT Health webpage. To mark special achievements, EIT Health is willing to support by sharing the start-ups social media posts, publishing interviews, or writing other related articles on a case-by-case basis.

How to join Activities in the INCUBATE! Activity Line

4 Accelerator Bootcamps

In 2020, six Bootcamps will provide intensive incubation programmes over a period of two-three months. The programmes target European teams of MSc, MDs and PhD students and/or Postdocs, patients, informal caregivers and collaborators as well as professionals who have a business idea for a product still in the research and development stage. The teams will receive support to design and validate their business model and discover its market potential, competition, USPs and target customers. Part of the programme will be the EIT Health Bootcamp Tour where all Bootcamp participants will meet at one location in Europe and benefit from different offers relevant to further develop the business such as intensive pitch training, peer to peer exchange, marketing workshops etc. This will take place on 5-6 November (location TBD). Participants will also be invited to visit further relevant locations within Europe and benefit from a tailored programme offer, on November 24-25. The EIT Health Bootcamp Tour will take place in November. Outstanding teams of each bootcamp programme will be selected to attend the EIT Health Summit in the beginning of December.

What we ask from teams

- A team of at least two people (see Bootcamp specific requirements)
- Ambition, drive and commitment to 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
- Ideal combination of skills, such as business-lead and product-development-lead
- Selection of teams is based on the quality of the business idea, their fit for the programme and the team's motivation and level of commitment

Important dates

		Application Period	
		Start Date	End Date
Round 1	CRAASH @Barcelona	16 December 2019	16 March 2020
	EIT Health BioEntrepreneur Bootcamp 2020 @Munich	16 December 2019	30 March 2020
	Patient Innovation Bootcamp @Copenhagen	16 December 2019	30 March 2020
Round 2	MedTech Bootcamp @Erlangen	17 March 2020	15 June 2020
	OpenAPI Bootcamp @Oxford	17 March 2020	15 June 2020
	EIT Health Validation Lab @Delft	17 March 2020	15 June 2020

Selection procedure

- Applications will open via the EIT Health application platform, hosted by Optimy. 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
- Applicants may only choose one Bootcamp to attend
- Applicants must commit to the program attendance expectations

What we offer

If chosen for an EIT Health Bootcamp, you will receive training with a commercial value equivalent to approximately €15,000, no equity is asked in return. Additionally, each programme includes financial support to help you in travel and accommodation costs incurred during the programme. The funding is allocated by the specific Bootcamp and is intended to support two-three team members; however, the funding is not intended to be all-inclusive. Generally, a Bootcamp accepts 10 to 12 teams within one programme.

4.1 CRAASH Barcelona Bootcamp

The Pitch

CRAASH Barcelona is a 12-week programme over a period of six months designed to help European HealthTech research teams launch successful device, diagnostic and Digital Health innovations that improve health and patient care. Project teams move from research to market through mentoring with experts from Europe, and from CIMIT in Boston, USA – the most experienced health business accelerator in the world.

Is it for me?

CRAASH Barcelona accepts teams in the healthtech and medical technology sector (including diagnostics, wearable devices, telehealth, telemedicine, big data, electronic health records, health information technology, personalised medicine etc.).

CRAASH Barcelona supports research projects and soon-to-be incorporated or already incorporated start-ups at a minimum development stage of TRL 3 or TRL 4, and with a proof of concept or proof of feasibility. If already incorporated they must:

- 1) be looking for an application in healthcare for their technology and/or
- 2) be researching/validating their business model

Research projects that will not be accepted include drug development projects that specialise in developing compounds that deliver or improve the delivery of medicines to targeted areas in the body.

Important dates

- Application period: 16 December 2019 – 16 March 2020, through the [EIT Health Optimy platform](#)
- Start of programme: April 2020
- Final week: Selected teams will be able to join an add-on programme in Boston in September. The programme will be followed by the EIT Health Bootcamp tour in November (location and dates to be confirmed)

The Journey

12-week training programme (over a period of six months) that will include on-site and off-site sessions in Barcelona, Galway & Boston. 10 teams from European HealthTech research backgrounds will have a kick-off week in Galway, after which they will be coached over a two-month period via webinars held weekly for two hours. After the webinar training, teams will have the opportunity to visit Barcelona for a week, where they will validate the business model, train their pitch, interact with the industry and get immersed in the Spanish ecosystem.

Project teams move from research to market, through mentoring with both European and US experts from CIMIT in Boston - the most experienced health business accelerator in the world. CRAASH Barcelona is an EIT Health Bootcamp organised by Biocat in collaboration with EIT Health and CIMIT.

Phase I: Kick-off in Galway, Ireland (NUI Galway, Biocat and CIMIT)

Teams validate their problem-solution and solution-market fit, specifically for HealthTech market. Teams explore the skill set of discovery interviews. Each team has an assigned experienced executive: a successful healthcare entrepreneur, commercialization expert and investor that provides one-to-one facilitation throughout the programme.

Phase II: Webinars: business model validation (remote)

After the kick-off, teams interact with the panel of EU and Boston-based experts weekly, receiving feedback to their projects and the results of the weekly interviews they need to do. These feedback sessions help teams manage their risk decisions.

Phase III: European Market Validation in Barcelona, Spain

Selected teams will join a five-day road trip to investigate the market potential in Spain (Biocat) to validate clinical need and verify appropriate regulatory pathways and reimbursement methods.

Phase IV: Boston Close Out

Finalist teams will travel to Boston to pitch their deck in front of the CIMIT ecosystem and will also extend their trip to validate the market.

Additional Application Points:

CRAASH Barcelona teams must consist of three members:

- Entrepreneurial Lead: focusing on overall business objectives, customer definition, business plan, etc., and responsible for coordinating the team's work. Business background not required.
- Clinical Lead: focusing on medical and healthcare delivery issues.
- Technical Lead: focusing on available technology options, requirements and architectural issues.

Note: If your current team is missing any of these three profiles please contact the activity leader

Contact Information

Activity Leader: Pilar Puig (ppuig@biocat.cat)

Partners



Salut/Institut
Català de la Salut



4.2 BioEntrepreneur Bootcamp

The Pitch

BioEntrepreneur Bootcamp gives biomedical founder teams the opportunity to design and validate their business concepts in Munich and Oxford. The programme runs over a time span of four months: 16 on-site days at the University of Oxford and at Bio^M in Munich, two days of on-line sessions and a visit to BioEurope 2020. Teams are expected to work at least another 16 days off-site on business validation, road maps and pitch presentations. Each team receives a subgrant of €10,000 to cover travel costs for at least two participants.

Is it for me?

Do you have a novel biomedical product idea in the field of drug development or drug discovery (e.g. immunotherapy, vaccines, gene and cell therapies, anti-infections, therapeutics to treat age related diseases and increase healthy life-span), personalised medicine, prognostics and prevention, digital therapeutics, data analytics & AI, digital health in the context of biotechnology, microbiome-based products & technologies?

Are you a (pre-)seed team? Have you started to secure your IP? Would you like to find out if your business idea is valid long term and develop your roadmap to success? Need feedback from stakeholders and mentors? Do you want to learn about funding, exit strategies, pharma deals, reimbursement? Do you need team development? Want to expand your network?

If so, the programme definitively would be helpful for you!

Important Project Dates

- Application period: 16 December 2019 - 30 March 2020, through the [EIT Health Optimy platform](#)
- Start of programme: 6 July 2020
- Final day: 28 October 2020 in Munich (followed by EIT Health Bootcamp tour in November)
- Programme on-site days: 6- 10 July (Oxford), 15 - 20 July (Munich), 2 – 7 September (Oxford), 17 and 25 September (on-line sessions), 1 – 5 October (Munich), 23 – 28 October (Munich) including a visit to BioEurope 2020

The Journey

BioEntrepreneur Bootcamp is a four month acceleration programme taking place at

- *Bio^M Biotech Cluster Development Organisation in Munich*
- *Entrepreneurship Center of Said Business School, University of Oxford*
- *Oxford University Innovation*, tech-transfer organisation of the University of Oxford

Which are breeding grounds for novel Biotech innovation and Biotech company foundation.

The main goal of the training is to empower participants to turn their invention into a start-up venture and ultimately into an innovation that is successful in the market and improves the lives of patients.

At on-site days, the programme holds workshops on business model design and validation, IP, market research, financing, negotiation, pitching, market regulation, product development, business development and more. There will be coaching sessions where participants report and receive feedback from coaches, mentors and peers on their business idea, as well as advice on how to proceed. Off-site, participants have a workload of at least another 16 days to fulfil validation experiments, design a validated roadmap and prepare their pitch presentations. Each team will be connected to a personal industry mentor for the entire duration of the programme who will challenge and coach the team off-site.

Additional Application Points

- At least two members of the team must participate at all on-site days of the programme, including the EIT Health Bootcamp tour in November. Save the dates!
- Have a clear idea of how you will secure IP or have already started to do so
- Teams with product ideas in the following areas can apply: drug development or drug discovery (e.g. immunotherapy, vaccines, gene and cell therapies, anti-infectives, therapeutics to treat age related diseases and increase healthy life-span), personalised medicine, prognostics and prevention, digital therapeutics, data analytics & AI, digital health in the context of biotechnology, microbiome-based products & technologies

Contact Information

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

Second contact point: Sandra Ainsua Martinez (sandra.ainsuamartinez@innovation.ox.ac.uk)
Miranda Townsend (miranda.townsend@sbs.ox.ac.uk)

Partners



4.3 Patient Innovation Bootcamp: Boosting Patient Entrepreneurship

The Pitch

The Patient Innovation (PI) Bootcamp is an accelerating programme aimed at supporting patients and informal caregivers to implement and scale up the innovative solutions they develop to help them cope with a need imposed by their health condition. The PI Bootcamp will be delivered in a blended way, with three-weeks on-site (Lisbon, Barcelona and Copenhagen) over an eight month period and supported by e-learning materials designed to help teams of patients and informal caregivers to further develop and launch their device, diagnostic and digital health innovations. Project teams move from solutions and prototypes to market through mentoring with experts in the three cities involved.

The Patient Innovation Bootcamp is an EIT Health Bootcamp delivered by Copenhagen Business School, in collaboration with the University of Copenhagen, IESE Business School, Biocat, Smile (Incubator from Lund University), Walk with Path, Patient Innovation and Glintt.

Is it for me?

The PI Bootcamp accepts teams constituted by at least one patient/citizen and/or informal caregiver who have developed an innovative solution to deal with a personal health condition (including diagnostics, wearable devices, telehealth, telemedicine, big data, apps, electronic health records, health information technology, personalised medicine etc.)

Drug development projects are out of the scope of the PI Bootcamp. The PI Bootcamp supports innovations at a minimum development stage with a proof of concept or proof of feasibility. If already incorporated in start-ups, they must:

- 1) Be looking for an application in healthcare for their technology and/or
- 2) Be researching/validating their business model

Important Project Dates

- Application period: 16 December 2019 – 30 March 2020, through the [EIT Health Optimy platform](#)
- Start of programme: 1 April 2020
- Week in Lisbon: 22 - 26 June 2020
- Week in Barcelona: 14 – 18 September 2020
- Final week in Copenhagen: 26 - 30 October 2020 in Copenhagen (followed by EIT Health Bootcamp tour in November)

The Journey

Eight-month b-learning training programme, with three-week on-site sessions in Lisbon, Barcelona and Copenhagen. 10 teams with at least one patient or caregiver innovator, plus two collaborators, will have a kick-off virtual day meeting in April, after which they will be coached over an eight-month period via webinars and e-learning materials. Three weeks on site will help to learn about and develop medical, regulatory and technological aspects (Lisbon, Portugal), business models (Barcelona, Spain) and pitches/transition to market (Copenhagen, Denmark). In the end, the teams will be able to validate their clinical, technological and business concept. The teams will benefit from specialised mentoring.

The programme is divided into four phases:

Phase I: Virtual Kick-Off Meeting

One day virtual meeting, to introduce participants, programme launch, presentation of every three-week webinars and learning objectives.

Phase II: Medical and Technological Validation (Lisbon)

Teams validate their problem-solution and solution-market fit, specifically for healthtech market. In Lisbon, they will learn about medical, regulatory and technological aspects with the support of Patient Innovation, NOVA Medical School, NOVA School of Business and Economics, Glintt and the Gulbenkian Foundation. Coaches will support teams during this week.

Phase III: Business Model Validation (Barcelona)

In Barcelona, with the support of IESE and Biocat, teams will develop their business model and investigate the market potential of their product.

Phase IV: Market Validation and Copenhagen Close Out

In Copenhagen, with the support of Copenhagen Business School, University of Copenhagen, Smile Incubator (Lund) and Walk to Path experts, the teams will pitch their innovation in an entrepreneurial ecosystem.

Additional Application Points

PI Bootcamp teams must consist of three members:

- Entrepreneurial Lead: A patient or informal caregiver focusing on overall business objectives, customer definition, business plan, etc. and responsible for coordinating the teams work. Business background not required.
- Clinical Lead: focusing on medical and healthcare delivery issues.
- Technical Lead: focusing on available technology options, requirements and architectural issues. Note: If your current team is missing any of these three profiles, please contact the activity leader.

Contact Information

Activity Leader: Pedro Oliveira (po.si@cbs.dk)

Second contact point: Helena Canhao (helena.canhao@nms.unl.pt)

Partners



4.4 OpenAPI Bootcamp

The Pitch

OpenAPI: Cross Market Integration for Digital Health is a six-week programme designed to address three of the key challenges facing entrepreneurs and start-ups offering digital solutions in the healthcare sector - firstly customer acceptance, secondly integration with existing technology and systems and thirdly international expansion. Project teams will benefit from direct exposure to the British and Swedish healthcare ecosystems, insights from the Irish system and sessions geared to user-centred design and openAPI design for generalisation, internationalisation and portability. Technical advice and real-world case studies from system providers within the industry will help teams develop their innovations to be compatible with existing systems across three different countries. OpenAPI: Cross Market Integration for Digital Health is an EIT Health Bootcamp organised by The Hill as part of the Oxford University Hospitals NHS Trust in collaboration with Region Skane, Sweden and Trinity College Dublin.

Is it for me?

OpenAPI: Cross Market Integration for Digital Health is designed for entrepreneurial teams developing a digital health innovation, ideally with a prototype or stand-alone beta product. Ideal candidates will have mature ideas, a sense of how their product would interface with national healthcare systems or other innovative products, and a team working full time on the venture. You will benefit most if you have a digital product which will need to share data with other products, for example in order to interface with the existing systems clinicians use.

Important Project Dates

- Application period: 17 March 2020 - 15 June 2020, through the [EIT Health Optimy platform](#)
- Start of programme: September 2020
- End of programme in Oxford: October 2020 (followed by EIT Health Bootcamp tour in November)

The Journey

COVID-19 updates: The Organisers are putting together an alternative plan for online delivery of the content between 14 September and 23 October.

Applications will remain open for the current period as expected and we continue to seek strong new innovations from entrepreneurs interested in exploring interoperability with existing systems.

Visit [TheHill's website](#) for latest updates on the online programme.

The six-week training programme includes intensive face-to-face training and remote mentoring from experienced industry professionals. 10 teams work through their product-market and product-solution fit, focusing particularly on fit with user practices, technical integration with Cerner and other electronic patient record providers, and generalisation across multiple healthcare systems.

Week 1: Oxford, England

Teams focus on developing a value proposition and user-centred design. They explore their concepts with patients and healthcare staff to understand market potential and requirements, as well as map the competitive landscape. They also gain a deeper understanding of the UK healthcare system through immersive site visits and sessions on the Irish healthcare system, health economics, key influencers and routes to market.

Week 2 & 3: Remote support

Each team is assigned an experienced mentor who will provide remote support as they further develop their concept and conduct initial market research.

Week 4: Lund, Sweden

Teams continue their entrepreneurial understanding with sessions on business modelling, financial planning, market and product development, IP management and the lean canvas. They also experience a deep dive into the Swedish healthcare system including organisational structures, payment routes and an introduction to the principles of system integration using industry standard open APIs as a model.

Week 5: Remote support

Each team refines their business model with guidance and support from their experienced mentor.

Week 6: Oxford, England

Teams use their learnings to pull together a pitch deck and receive training on how to pitch effectively to investors. This includes equity split contracting and term sheets, as well polishing presentation skills. The teams will also receive further guidance on next steps for technical integration, and will reflect upon their experiences with the Swedish, British and Irish systems, including how to create a product which has international applicability. The programme culminates with a final pitch in front of an expert panel.

Additional Application Points

OpenAPI: Cross Market Integration for Digital Health teams must consist of at least two members:

- Technical Specialist
- User focused Specialist

Note: Please contact the activity leader if your current team is missing any of these roles.

Contact Information

Activity Leader: Megan Morys-Carter (Megan.morys-carter@ouh.nhs.uk)

Second contact point: Nesrine Ramadan (nesrine.ramadan@ouh.nhs.uk)

Bengt Stavenow (bengt.stavenow@innovationskane.com)

Breandan Goss (gossb@tcd.ie)

Partners



4.5 MedTech Bootcamp

The Pitch

The MedTech Bootcamp is a five-week training programme for European start-up teams to build skills during the early stages of launching their start-ups. Experts from the Friedrich-Alexander University Erlangen- Nürnberg (FAU) (currently ranked the most innovative university in Germany and 2nd in Europe by Reuters), Siemens Healthcare GmbH, the University Hospital of Erlangen, Medical Valley EMN, IESE Business School, UnternehmerTUM, Instituto Pedro Nunes will actively engage with the teams to accelerate their business ventures. By the end of the MedTech Bootcamp, the start-up teams will show a clear and valid proof of concept, to support their launch onto the European market.

Is it for me?

Early entrepreneurs, graduate students and professionals with a start-up idea in medical technology will receive training in business model design and validation, including tailored mentoring from medical doctors, industry representatives and regulatory professionals.

Topics in:

- The new European Medical Device Regulation (MDR)
- Healthcare Systems
- Management and Finance
- Entrepreneurship and Innovation

These will be taught by experts in their fields. Start-up teams will put what they have learned directly into practice and will be critically challenged by their peers and coaches during pitching sessions.

Important Project Dates

- Application period: 17 March 2020 – 15 June 2020, through the [EIT Health Optimy platform](#)
- Start of programme: 31 August 2020
- Final day: 8 October 2020 in Erlangen (followed by EIT Health Bootcamp tour in November)

The Journey

The immersive five-week programme aimed at equipping European start-up teams with foundational entrepreneurship tools is based on research of FAU (Prof. Dr. Kathrin Moeslein) in innovation strategies, value creation and leadership systems. The MedTech Bootcamp has chosen a programme design that involves “problem finding” to build on insights acquired through customer discovery work, rapidly generate multiple solution candidates, develop prototypes and get feedback on them through user-testing. Solutions will be refined following the lean start-up approach and design thinking. Supplementary training in business model design, validation, storytelling and assembly of an effective pitch deck will maximise the learning curve.

Three weeks at the FAU and one week at UnternehmerTUM will provide teams with an overview of the challenges they will encounter from the beginning in the healthcare market. Tailored coaching with dedicated mentors will guide entrepreneurs in finding concrete options to save

money and time when they launch and compete on the European MedTech market. **IESE, with its Center for Research in Healthcare Innovation Management (CRHIM)** will conduct one week of the MedTech Bootcamp in Barcelona, implementing evidence-based methods in marketing, sales, seed finance, acquiring investors and founders' agreements. Continuous pitch training, followed by international pitching events, during which the teams challenge their value proposition in real-world settings in front of seasoned entrepreneurs and investors, will round out the programme.

Additional Application Points

- Teams should take part with two members
- Technology Readiness Level (TRL) should be from 2 (technology concept formulated) to 4 (technology validated in the lab)

Contact Information

Activity Leader: Heike Leutheuser (zimt-eit-health-bootcamp@fau.de)

Second contact point: Melanie Viebahn (melanie.viebahn@fau.de)

Partners



Universitätsklinikum
Erlangen



4.6 ValidationLab Bootcamp

The Pitch

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

Is it for me?

This programme is open to Master students, graduates, scientists and professionals with a MedTech idea (hardware or with complex technology) and the ambition to start (or having just started) a company and become entrepreneurs. We target early stage MedTech start-up teams (minimum two persons, including one founder fully committed) that want to test the commercial feasibility of their idea. TRL 1-5 /6.

Important Dates

- Application period: 17 March 2020 – 15 June 2020, through the [EIT Health Optimy platform](#)
- Start of Programme: 1 September 2020
- Final on-site week: 27 October 2020 in Delft (followed by EIT Health Bootcamp tour in November)

The Journey

EIT Health Validation Lab will take place in Delft, The Netherlands. The core activities of this program will be at the YES!Delft incubator. Being part of this ecosystem means you are working/playing amongst top notch MedTech mentors, corporate partners and over 180 start-ups.

With over 14 years of experience in how to build tomorrow's leading firms, YES!Delft provides you with a proven programme. For a period of eight weeks, two days per week are filled with workshops, Peer2Peer coaching, mentoring, expert talks, field trips to hospitals in the Netherlands, and networking opportunities. We provide you with the right tools to validate the commercial feasibility of your idea. Each week you will test assumptions about your business model by talking to as many experts, potential customers, and other stakeholders as possible. In the rest of the time, we open our networks, challenge you to get out of the building and talk to as many possible stakeholders as possible.

At the end of the program we conclude with our final event Pitch Day, where we connect you to investors, launching customers etc. The final result for our program teams: a solid foundation for their product market fit and a validated business plan.

You Learn:

How to become an entrepreneur, build tomorrow's leading MedTech company and make the right use of the ecosystem/infrastructure surrounding them. Find your product market fit and problem solution fit by validating your business idea.

Contact Information

Activity Leader: Claire Visser (claire@yesdelft.nl)

Partners



5 CaixaImpulse

The Pitch

EIT Health CaixaImpulse Validate is an intensive acceleration programme, which fosters highly innovative projects and ventures in the health and life sciences sector to transfer assets resulting from research by means of a spin-off or a transfer agreement. CaixaImpulse is meant to jump-start the translation of health research projects into market-ready products.

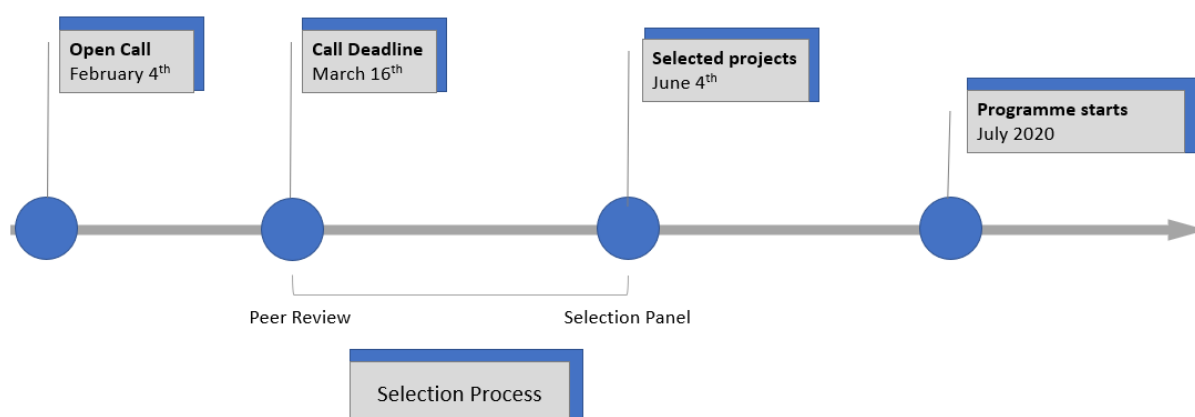
Is it for me?

CaixaImpulse is aimed at research centres working on projects that generate value for society, mainly universities and hospitals centres, but also non-profit organisations focusing on research.

The requirements to apply to the CaixaImpulse Validate programme:

- Projects must be aimed at the development of the protected or protectable assets resulting from research
- Projects must be related to the area of Health Sciences
- Incorporated companies are not eligible
- The beneficiaries of the grant must be non-profit legal entities, owners or co-owners of the assets resulting from the research and subject of the development plan.
- Project leaders must be legally responsible for the project and must have tertiary qualifications (university graduate, professor or doctor)

Important Dates



- **Application period:** 4 February 2020 – 16 March 2020 through [this link](#)

The Journey

The main goal of the programme is to design and implement a valorisation plan. With this objective CaixaImpulse Validate offers:

Financial Support - (up to €100,000) to carry out development actions devoted to bringing the assets/products closer to market

Training Programme - Resource intensive training classes, workshops and other activities specifically planned to develop management and business skills, and to provide the necessary tools to attract financing. Distributed in four different weeks, each week is defined under a specific topic: Immersion Week, Tech Transfer & Valorisation, Financing and Go-To-Market

Mentoring Programme - A mentor is assigned to the project for eight months to assist the project team in defining the best possible valorisation actions.

Expert Advice - Around 200 experts, with different fields of knowledge and from public and private organisations, are available to the participant to assist them with specific questions that could emerge when developing and executing their valorisation plans.

Additional Application Points

The programme will support a maximum of 25 projects in 2020. EIT Health's endorsement maximises CaixaImpulse impact on healthy living, active ageing and healthcare improvement. This collaboration, together with a broader scope of the programme to other European countries, will effectively increase the internationalisation of CaixaImpulse activities as well as their dissemination, while enhancing CaixaImpulse capacity to transform innovative ideas into real solutions for the health sector.

Contact Information

Activity Leader: Belén Perat Rodríguez (bperat@fundaciolacaixa.org)

Second contact point: Alexandre Esteban (aesteban@fundaciolacaixa.org)

Francisco Miguel Torres (fmtorres@fundaciolacaixa.org)

Partners



6 EIT Jumpstarter

The Pitch

EIT Jumpstarter is a pre-accelerator programme for innovators in the healthcare, agri-food, raw materials, energy, urban mobility and manufacturing industries. The programme contributes to boosting innovation and entrepreneurship within Central-Eastern and Southern-European regions by validating innovative solutions and connecting them with the articulated demands from the industry.

With the contribution of best-in-class experts, creative community, unique know-how our aim is to support idea-holders to turn their ideas into business. We help them build a viable business model around their innovative product or service idea, validate it and if their business idea is proven to be sustainable, we encourage them to register their company.

Is it for me?

The programme targets scientific project teams, innovators, scientists, PhD students or master students in healthcare, agri-food sector, raw materials, sustainable energy, urban mobility, manufacturing. Eligible applicants must come from Central-Eastern and Southern-European Countries (Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Romania, Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Serbia, Turkey and Ukraine).

Important Dates

- Application period: 16 December to 15 March 2020, through the [Jumpstarter registration page](#)
- Bootcamps: April to May 2020
- Local Joint Trainings: September to October 2020
- Joint Final Pitching: November 2020

The Journey

Phase 1: Submission of ideas

The application deadline for the programme is 15 March 2020 17:00 CET. The applicants should put an emphasis on: the innovative concept, competitive advantage, customers and potential market. Applications can be submitted once to only one organization and under the most appropriate thematic field.

Phase 2: Bootcamps and coaching

The aim of the two-day long training is to deliver the fundamental qualitative and quantitative skills of developing a business case for an entrepreneurial idea; as well as pitching a business case to get investor funding. Focus areas include pitch deck development and identification of areas for further development. Bootcamps will be organized in various places from April to May 2020. All bootcamps run along the same curriculum with mixed thematic participation. Therefore, during the application phase, applicants need to select only one bootcamp they would like to attend. Once the team has joined one bootcamp, they are not eligible to participate in another. The maximum number of teams is 15 per bootcamp, therefore if this number is exceeded, selected applicants accept that they may be contacted and redirected to attend another bootcamp. At the end of day two of the bootcamps, teams will pitch their business ideas. The pitch will be recorded and forwarded to EIT Health's evaluation committee. The videos will be handled under confidentiality.

Phase 3: Local Joint Trainings

After each Bootcamp, the participants will be asked to submit their pitch decks within two weeks. This intends to serve the purpose of providing equal opportunities to all participants, based on the submitted pitch decks and the pitch videos recorded at the bootcamps, EIT Health will select the best 15 teams and invite them to attend local joint trainings organized in various places from September to October 2020. Focus of the trainings is: business model canvas, competitive landscape, go-to-market strategy and creation of a roadmap. At the end of the education phase, the best six teams will be invited to deliver a pitch at the EIT Joint Grand Final event

Phase 4: Joint Final Pitching and Awards Ceremony

This is the final pitching competition of the EIT Jumpstarter programme organized together by all six EIT's in November 2020. The teams will be grouped into thematic sessions, where six teams will pitch and compete. The teams will pitch their idea in front of the Jury, composed of EIT Health's staff and partners. In order to be eligible for the prizes, finalists need to register their company and provide EIT Health with a proof document. The top three winners will be selected by the Jury and awarded: – 1st prize: € 10,000 – 2nd prize: € 7,000 – 3rd prize: € 5,000 – Two special prizes: € 5,000 each

Contact Information

Activity Leader: Dóra Marosvölgyi (dora.marosvolgyi@eithealth.eu)

Second Contact Point: Anna Peli (anna.peli@eithealth.eu)

Partners



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

7 InnoStars Awards

The Pitch

The purpose of InnoStars competitions 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 private investment.

Is it for me?

InnoStars Awards programme is suitable for micro and small enterprises (according to EU SME definition), spin-offs and start-ups that already have a prototype or an MVP, but product/service is not on the market yet (no income). The company must be incorporated/registered before the sub-granting agreement initiation.

Additional eligibility criteria are:

- All documents must be delivered, and oral pitch should be presented in advanced level English
- Applicants must be available to spend at least 15 days for educational and mentoring purposes.
- Participation in bootcamps and mentoring sessions are obligatory with stable team (same team members should be involved on the bootcamps and mentoring sessions).
- Start-ups should be willing and capable to travel to other European locations during the training and mentoring.
- Applications should be submitted through EIT Health InnoStars registration platform, Optimy. Incomplete submissions, late submissions, or submissions via any other routes (e.g., email) will not be accepted.
- Applicants can apply only with legal entities from the following countries: Croatia, Czech Republic, Slovenia, Greece, Hungary, Italy, Poland, Portugal, Romania, Slovakia, Lithuania, Latvia and Estonia.
- Companies who received grant for the same project/service/product in 2016, 2017, 2018 or 2019 from InnoStars Awards, European Health Catapult or EIT Health Headstart funding are not eligible to apply for InnoStars Awards in 2020.
- Applicants cannot apply parallel for European Health Catapult or EIT Health Headstart funding in 2020.

Important Dates

- Application period: 31 January to 27 March, through [EIT Health Optimy platform](#)

The Journey

InnoStars Awards offers a two-stage programme structure where both stages offer challenges, opportunities and valuable prizes for the best performing applicants.

Stage 1 – Mentoring and Training

Submit a high-quality application for InnoStars Awards competition to:

- Win €25,000 smart money
- Receive mentoring (individual mentoring for four months)
- Trainings (two physical bootcamps throughout Europe)
- Three validation interviews with potential customers, investors and/or partners
- Receive an invitation to InnoStars Final pitch event

Get the opportunity during the later stages to

- have access to EIT Health's Investor network
- have access EIT Health's Living Labs and Test Beds network
- After the completion of "Mentoring and Training" part, submit your business plan by 30th September and qualify for the final pitch of InnoStars Awards.

Stage 2 – InnoStars pitch

Pitch your business plan to an international jury consisting of healthcare professionals, representatives of EIT Health core industrial partners and market experts. Win up to 25 000 €^[3] to launch your product or service, to find first customers and to get in connection with EIT Health Partners from all over Europe. Present your success story in the local and European media.

Contact Information

Activity Leader: Tamás Békási (tamas.bekasi@eithealth.eu)

Partners

In cooperation with the entire EIT Health Ecosystem



How to join activities in the VALIDATE! Activity Line

8 Living Labs and Test Beds

The Pitch

The Living Labs and Test Beds (LL&TB) programme provides the benefits of living labs and test beds to entrepreneurs, so they can develop market-ready products with high added value and a high probability of success. Living labs and test beds are open innovation ecosystems where stakeholders, including healthcare professionals and patients, cooperate on solutions to healthcare challenges. Living labs support the innovation process throughout the different phases of the value chain, including ideation, co-creation, validation and scale-up.

Is it for me?

The programme is open to any European start-up, SME, entrepreneur or innovation project that aims to improve their product by validating, co-creating and ideating with the end-user in a real environment. All organisations seeking to try or improve their products are invited to work with the EIT Health Living Lab and Test Bed Network. It has a wide geographic coverage throughout Europe and wide coverage of thematic areas such as MedTech, Digital Health and Biotech, allowing a diverse group of organisations to benefit from the network across Europe.

Important Dates

- 1st wave: 16 December 2019 – 16 March 2020, through the [EIT Health Optimy platform](#)
- 2nd wave: 17 March 2020 – 30 May 2020, through the [EIT Health Optimy platform](#)

The Journey

1. Application via Optimy: European start-ups, SMEs and entrepreneurs interested in utilising the services of EIT Health Living Lab and Test Bed Network can apply via the EIT Health application platform, hosted by Optimy.
2. Analysis of applications and needs: The applications will be analysed by the group of experts from the project consortium who will assess the needs of start-ups and will invite the applicants to EIT Health accelerator platform (Chronus). At this platform, applicants can identify three potential living labs or test beds matching their needs and interests and inform the project coordinators about the selection.
3. Matchmaking and contact: In this phase, the project management team will do the matchmaking and establish a connection between the start-up and the most suitable living lab where they can agree upon, define and organise the specific services needed by the start-up and the budget required for it.
4. Follow up: Both the living lab or test bed and the start-up will be monitored by the consortium's experts, who will accompany the process. They will also gather information to evaluate the proper functioning of the programme and make necessary improvements.

Additional Application Points

Applications are open all year long, and applicant start-ups are distinguished in two categories:

- Those start-ups that indicate having their own funds or other EIT Health grants (such as Headstart or Bridgehead) to access Living Labs and Test Beds services go in the programme pipeline immediately. Apply [here](#)
- Start-ups that do not have their own funds and require financial support to accelerate their innovations are able to participate in the Living Labs and Testbeds programme for 13 vouchers that are worth €7,500 each (+ €2,500 co-funding) and are awarded in two waves per year via the [Optimy platform](#). The following criteria apply for all applying start-ups and SMEs:
 - Application to be submitted in English
 - Only complete applications will be considered in the selection process. This includes the upload of the registration certificate
 - No previously selected Living Labs and Test Beds candidate
 - The company is registered, ideally before December 2019
 - The company is operating in the EU
 - Co-Funding: In order to see commitment from our applicants, we require projects to provide co-funding of 33.33% (€2 500) of the grant amount requested from EIT Health. Co-funding includes applicants' own financial resources to cover part of the planned total project costs. These costs are directly linked to the LL&TB activities and are an integral part of the planned project budget, and should be at least €10 000.

Contact Information

Activity Leader: Giuseppe Fico (livinglabsnetwork@lst.tfo.upm.es)

Second contact point: Mohammed Ilyass Rahmouni (mohammed.rahmouni@eithealth.eu)

Hervé Michel, (herve.michel@madopa.fr)

Partner



9 Start-ups Meet Pharma

The Pitch

The EIT Health Start-Ups Meet Pharma is a challenge-based acceleration programme connecting start-ups developing innovative solutions for chronic care with key pharma partners in Europe. The programme invites start-ups developing solutions which impact both the pharma industry and patients, to tackle set challenges in collaboration with top pharma partners.

In 2020, five challenges have been released in collaboration with four EIT Health Partners: Amgen, Bayer, Beiersdorf and Boehringer Ingelheim:

- Encourage continuity in treatment strategy and treatment optimization for post-myocardial infarction patients
- Choose the right treatment for Multiple Myeloma patients
- Disruptive Gene therapies, cell therapies and delivery technologies for different therapeutic areas
- Improve the condition of diabetic skin
- Portable Interstitial Lung Disease (ILD) Diagnostic Tool

You can access more information about the programme [here](#).

Is it for me?

The programme targets start-ups with already functioning product/prototype that already entered the market/are about to enter the market. Selection of companies is based on the quality of the business idea, their fit for the selected challenge and the team's motivation and level of commitment.

Requirements:

- Already functioning product/prototype.
- Product already launched/soon to be launched in the market.
- Attendance of at least two team members at all sessions and workshops for the duration of the programme.

Important Dates

- Application period: 10 February - 29 March, through the [EIT Health Optimy platform](#)
- Start of programme: 15 June 2020

- Final week of programme: November 2020

The Journey

The programme consists of four different modules with the objective to train and prepare start-ups discuss collaboration opportunities with pharma companies.

Module 1 (15 -19 June in Heidelberg): 5 days “Innovation & Entrepreneurship training”. Start-ups will receive tailored workshops by pharma experts on the different tools and methods to successfully build their business.

Module 2 (29 June - 3 July in Heidelberg): 5 days workshops by pharma partners involved in the programme on how to collaborate with big players in the market.

Module 3 (September 2020): Start-ups will visit selected pharma companies involved in the programme to discuss collaboration opportunities.

Module 4 (November 2020 – date TBD, Heidelberg): Demo Day. Start-ups will pitch their achievements in front of Investors and EIT Health stakeholders.

Contact Information

Activity Leader: Barbara Costa (Barbara.costa@eithealth.eu)

Second contact point: Matteo Consonni (matteo.consonni@eithealth.eu)

Partner



Beiersdorf



10 Mentoring and Coaching Network (MCN)

The Pitch

Start-ups require a hands-on and well guided mentoring program by EIT Health, as a trusted European institution. The MCN program leverages the EIT Health network’s variety and depth of competence, creating dynamic processes for mentoring and support of innovative EIT Health

projects. The MCN aims to provide support to all the EIT health projects by accelerating innovation and European collaboration and generating new opportunities for EIT Health and MCN.

Is It for me?

The programme is aimed at all business maturity levels, ranging from early stage start-ups developing their product, to more mature scale-ups with a developed product and in the phase of expanding to new markets.

The focus of this program is to create an enabling environment for a health care transformation for Start-ups, Executives and Professionals, Educators, Entrepreneurs and Innovators.

Important Dates

- Entrepreneurs already supported by EIT Health may register on an **ongoing basis** [here](#) and begin the matching process to find an expert.

The Journey

To create an experienced range of MCN experts, EIT Health has integrated its individual experts, partners, institutions and corporations into one robust, curated platform of quality mentors, coaches and subject-matter experts with specific know-how and relevant track records from around the EU. Start-ups can apply via the [Optimy application platform](#) those that are evaluated positively may be selected to receive a small stipend to cover a portion of the fees of your chosen expert. If you are interested in accessing the Mentoring and Coaching Network as one of these start-ups, please speak to the Business Creation Manager at your CLC and the programme manager listed below.

Contact Information

EIT Health Programme Manager: Mohammed Ilyass Rahmouni
(mohammed.rahmouni@eithealth.eu)

Partners

In cooperation with the entire EIT Health Ecosystem



11 Headstart

The Pitch

The EIT Health Headstart Programme provides start-ups support in accelerating their product launch timeline. The EIT Health Headstart Programme provides eligible companies (registered entities) that are selected up to €50,000 to support the development of these innovative

products and services. Selected companies will create a project plan with the support of the EIT Health Business Creation Managers to help start-ups harness the local and international network to accelerate their product launch.

Is it for me?

The EIT Health Headstart Programme is most suitable for micro and small enterprises (according to the EC SME definition) spin-offs, and start-ups that have a well-developed prototype and are aiming to launch a product. Not-yet-incorporated companies may apply; however, they must be incorporated upon selection (dependent on CLC). Ideal applicants have an estimated company valuation of less than €1 Million. Applicants above this valuation are usually more suitable for SCALE! Programmes such as European Health Catapult or Bridgehead.

Companies should be seeking to develop projects that fit the overall EIT Health objective: “Strengthening healthcare systems in Europe; Promoting better health of citizens; Contributing to a sustainable health economy in Europe”.

The funding is non-dilutive. It must be spent according to Horizon 2020 guidelines. The funding may be used for any activity necessary and relevant to reach the project’s objectives. Priority consideration will be given to laboratory-validated or otherwise validated (test beds, living labs) projects at TRL 4 or higher. However, early-stage innovation projects and ventures will also be considered if they are able to incorporate upon selection.

The purpose of the EIT Health Headstart Programme is to:

- Support the applicants in realising next steps towards market and shorten time-to-market for innovative products and services
- Verify the need/benefit of the product/service for users/customers/payers/partners
- Increase the possibility of attracting further private investment

In addition, the 2020 Headstart Programme offers an added opportunity for ventures with a focus on physical, mental, and social well-being for people as they age. Through its Headstart Programme, EIT Health will join the [NAM’s Healthy Longevity Global Grand Challenge](#). This initiative seeks bold, new ideas and innovations from any discipline to improve the physical, mental, and social well-being for people as they age. The Challenge includes a three-tiered structure of awards and prizes, beginning with a first phase of Catalyst Awards (to explore new, innovative ideas) leading to Accelerator Awards (to advance a pilot or prototype with the potential for commercialisation) and finally to a limited number of Grand Prizes (to reward the achievement of a bold and transformative innovation). Headstart projects focused on longevity will enter this Grand Challenge. Awarded Headstart longevity projects will receive an additional Catalyst Award certificate and will be eligible to compete in later phases of the competition.

Important Dates:

- Application period: 16 December 2019 – 16 March 2020, through the [EIT Health Optimy platform](#)

- Some regions may have a second submission deadline depending on CLCs
- Official Awarding of NAM's Healthy Longevity Global Grand Challenge winners: July (at a Grand Challenge event)
- Upon selection:
 - Project grant agreement signatures: Dependent on selection, expected May-September 2020
 - Grant attribution (total budget): Dependent on selection, expected June-October 2020
 - Midterm report: required before 20 December
 - Final report: Required at the end of the project

Additional Application Points:

Regional selection specifics:

- **Belgian/Netherlands CLC Applicants:** In addition to the submission first cut-off date (16 March) the BeNe CLC will offer a second submission cut-off date on 14 September 2020. Start-ups that applied for the first cut-off date cannot apply for the second submission cut-off date
- **German/Swiss/Austria CLC Applicants:**
 - In addition to the submission first cut-off date (16 March) the German / Swiss / Austria CLC will offer a second submission cut-off date on 14 September 2020.
 - Start-ups that applied for the first cut-off date cannot apply for the second submission cut-off date.
 - In the application process of both cut-off dates, start-ups must submit a Recommendation Letter signed by an EIT Health business partner. Start-ups that do not submit the Recommendation Letter will not be considered eligible for evaluation. For more information, please contact the [BCM](#).
- **Scandinavian CLC Applicants:** No additional directions for applicants in this node.
- **Spanish CLC Applicants:** Grant up to €40,000 for the selected start-ups. Winners of the grant will be invited to pitch their project plan to a jury panel and compete for an additional €10,000 grant at the end of the year.
- **French CLC Applicants:** Grant up to €40,000 for the selected start-ups. Winners of the grant will be invited to pitch their project plan to a jury panel and compete for an additional €10,000 grant at the end of the year.
- **UK/Ireland CLC Applicants:** Following the results of online evaluations, highest ranked teams will be invited to a private jury panel. These selected start-ups will receive grants of €40,000 and will then be invited to a public pitch to compete for an additional €10,000 grant at the end of the year.
- **Innostars CLC Applicants:** No additional directions for applicants in this node.

Eligibility criteria:

- Applicants are strongly encouraged to seek advice and contact their regional EIT Health [EIT Health Accelerator](#) Contacts, Business Creation Managers [\(BCM\)](#) for guidance before submitting an application. They may be able to offer support to the project owner in producing an application which fits the scope and goals of the EIT Health Headstart Programme. All Headstart applications will require a confirmation letter to establish that the company has an existing relationship with the EIT Health network. The letter serves to confirm a relationship to the EIT Health network and does not constitute endorsement or serve as a certification of validity/eligibility.
- The application must be in English and submitted through the EIT Health Optimy Registration platform. Incomplete submissions, late submissions, or submissions via any other routes (e.g. email) will not be accepted. All documents requested in the submission platform must be uploaded to the platform before final submission.
- Additional information may be attached to the application. This may include graphs or video links (maximum three minutes' duration in English language or with English subtitles). Documents emailed rather than submitted to the platform may be accepted at will. Please be aware that the reviewers may not consider these attachments as a basis for their evaluation.
- The applicant(s) or company must own or have rights to the intellectual property that is the basis for the project or product (if applicable).
- The most relevant project or product will be at least at TRL 4; however, early-stage innovation projects and ventures will also be considered. TRL descriptions can be found in the [Annex](#).
- Applications should only be submitted to one EIT Health region. EIT Health regional distribution information can be found in [EIT Health Accelerator Contacts, Business Creation Managers](#).
- Applicants are only intended to participate in one of the following programmes in one calendar year: Headstart, Bridgehead Europe/Global, Digital Sandbox or European Health Catapult or participate as External Project Partners of EIT Health Projects within the Innovation, Campus or Accelerator Pillar. If selected by more than one programme BCM staff will support the start-up in the participation of one.
- A company must be incorporated/registered to apply. Not-yet-incorporated companies may apply; however, they must be incorporated upon selection (dependent on CLC)
- Fitting into the following focus areas identified by EIT Health will positively contribute to the selection:
 - Towards holistic care pathways
 - Creating the enabling environment for healthcare transformation
 - Harnessing the power of real-world data (RWD)
 - Bringing care home

- From the workplace to the health place: employer leadership in improving health
- Fostering healthy lives by introducing behavioral change

Contact Information

Regional Business creation managers as listed in [EIT Health Accelerator Contacts, Business Creation Managers](#)

Partners



12 Digital Sandbox

The Pitch

The EIT Health Digital Sandbox Programme supports SMEs in developing relevant products and services by working with biobanks, sample holders and quality registers in Europe. EIT Health sees unused potential for closer collaborations between SMEs and public sector biobanks, sample holders and registers, which store vast amounts of health data. Access to qualitative sample and data collections can give unparalleled insights, paving the way for new medicines, treatments and medical products. The data can be used to create digital solutions that reduce healthcare costs and lead to more efficient working procedures for prevention, prediction, diagnosis, treatment and follow-up.

The Digital Sandbox is designed to help realise this potential, with Accelerator activities that work in concert with the EIT Health Strategic Initiative Registries and Biobanks in Transition.

The Digital Sandbox programme gives SMEs as much as €35, 000 in funding to help them leverage the possibilities of the “Health Data Business” by developing new products and services that take advantage of biobanks, sample holders and quality registers in Europe.

The Digital Sandbox will continue to its 2nd edition in 2020 after a first pilot phase in 2019.

Is it for me?

The applicant companies must be active in either Biotech, MedTech or Digital Health and must be incorporated/registered by the time of the application deadline. The EIT Health DS Programme is suitable for micro and small enterprises (according to the [EC SME definition](#)). The applicants must submit their application through the regional office (CLC) that corresponds to the country that the company is registered. The project/product must be at least at TRL 3 and fit into the scope of the main challenges in EIT Health: Healthy Living, Active Ageing and Improved Healthcare.

The activities supported by EIT Health DS should clearly leverage the “Health Data Business” area and strongly involve the entities in order to take the next steps to verify and show proof of concepts, validate hypotheses and transfer into product development and development of

collaborations between applicant SMEs and mentioned entities, as well as expertise access from these entities. These include:

- Data access and data exploitation
- Completion/acquisition of necessary ethical approval(s)
- Development of necessary guidelines (applicable according to the needs and context of collaborations)
- Understanding and complying with requirements pertaining to adherence to biobanks/registers guidelines
- Proof of concept, validation and development
- Preparation work for subsequent participation to EIT Health programmes such as Headstart (commercialisation), European Health Catapult (previously named Business Plan Competition) and Innovation projects

Important Project Dates

- Applications period: 4 February - 30 May 2020, through the [EIT Health Optimy platform](#)
- Applications evaluation: 1 – 30 June 2020
- Selection: July 2020
- Initiation of projects: September 2020

The Journey

The [Digital Sandbox](#) will support SMEs in 2020 in collaborating with biobanks and registers in Europe. Building on learnings and results from the pilot phase, the DS will further engage and bring together actors and stakeholders from the public sector and European SMEs in order to create an arena where such collaborations with strong engagement of public sector can thrive.

The programme will have the following phases:

1. *Application submission*
2. *Evaluation*
3. *Selection*
4. *Initiation and implementation of selected projects with 1-year duration*

During all 4 phases, the applicants and selected companies afterwards will be supported in getting in contact and for establishing a collaboration with biobanks and registers. Additionally, they will be invited to participate in dedicated events with stakeholders from the public sector.

Contact Information

Activity Leader: Christos Vaitsis (christos.vaitsis@eithealth.eu)

Partners



How to join activities of the Scale! Activity Line

13 European Health Catapult

The Pitch

The European Health Catapult is a training and competition programme that boosts the development of top-notch European health start-ups. The programme exposes Biotech, MedTech and Digital Health start-ups to leading experts and international investors through intensive and multichannel involvement of the whole EIT Health community.

Is it for me?

The European Health Catapult is open to micro and small enterprises (<50 employees), spin-offs and start-ups (already incorporated that are looking for a Seed or Series A funding of a minimum of €500k and self-valuation over 1M euro):

- Active in the fields of MedTech, Biotech and Digital Health
- Operating in an EU Country
- Have innovative business concepts
- Must have collected at least 500k euro funding (private or public) OR had last year at least 500k euro of revenue

Important Project Dates

- Application period: 16 December 2019 - 16 March 2020 at 11pm, through the [EIT Health Optimy platform](#)

- Regional Stage: April-May 2020 – The best regional start-ups selected in each category: MedTech, Biotech and Digital Health.
- Semi-Finals: September-October, three events at different locations: Biotech in Pamplona, Digital Health in Paris and Medtech in Erlangen.
- Finals: 1 - 2 December 2020 at the EIT Health Summit in Stockholm

The Journey

The European Health Catapult follows a three-stage procedure:

Stage 1: Interested companies apply to participate at the regional level. The seven regional competitions will be organized based on the EIT Health regional structure. Start-up companies may only apply to one region. Companies are advised 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 for 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. Regions define individual selection process to ensure that the selected start-ups are outstanding in an international context. The best regional start-ups in each category (MedTech, Biotech and Digital Health) will be identified by June 2020. The selected companies (42 in total, 14 per category) will be presented by their regional representatives during a consensus meeting.

Stage 2: Training and selection days (semi-finals) will be held for each of the three categories: Biotech, MedTech and Digital Health. Those events will occur before 15 October 2020. Each one of those events will have the following format:

- During a two-day semi-final, participating start-ups will be matched with mentors (experienced entrepreneurs, investors, experts in the field) to strengthen and optimize their business plan and gain intensive pitch training to prepare their ability to perform for top-level investors.
- During a one-day expo immediately following the training and selection days, all participants will pitch to a jury and audience of subject-matter experts and investors. The top seven companies per category will be selected and invited to pitch at the EIT Health Summit 2020. Matchmaking session during which start-ups, investors and industry experts can meet in one on one sessions are combined with this event.

Stage 3: At the EIT Health Summit, winners will be selected, and prizes 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 an intensive two-step selection and 360° preparation. This involves dedicated training and selection days that allow participants to optimize their business plan and strengthen

their ability to pitch in front of top-level investors and industry stakeholders. Participants gain 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 Healthineers | • Abbott | • Astra Zeneca |
| • Philipps | • AbbVie | • Bayer Pharma |
| • GE Healthcare | • Roche | • Merck |
| • SAP | • Sanofi | • Air Liquide |
| • Medtronic | • ThermoFischer Scientific | etc. |

These include world-class research organisations in healthcare, and key players.

Participants will also have early access to an international network of investors VCs, corporate VCs, business angels, crowd investors to boost their business ideas. In addition, participating start-ups receive guidance to access unique services offered by EIT Health networks in crucial areas such as clinical validation (living labs and test beds) and the mentor and expert platform.

Prize Money and Cost Coverage

Stage 1: In total, 42 teams (14 per category) will be nominated from seven CLCs. These nominees will be invited to a compacted training programme designed to prepare the teams and a selection day with a competition in each category. Benefits include reviewing the business plan, pitch training, and exposure to experts and investors. All Semi-finalists (42 start-ups) receive additional prizes to cover the costs of travels.

Stage 2: Half of these semi-finalists – a total of 21 teams (seven per category) - will be chosen at the training and selection days and will be invited to pitch at the finals during the EIT Health Summit. All Finalists (21 start-ups) receive additional prizes to cover the costs of travels and production of a professional presentation video.

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 amount of all prizes awarded will be €210,000.

Additional Application Points

- Applications should be submitted, through the [EIT Health Optimy platform](#).

- Late or incomplete submissions, or submissions via any other routes (e.g. email) will not be accepted.
- Important Note: The EIT Health funding limit of €50.000 per calendar year, per startup, applies across all EIT Health programmes. The potential prize money (for travel and accommodation to attend semifinals/final, mentoring and the winning prizes) in European Health Catapult contributes also to the annual amount of EIT Health funding. Please plan your applications within the EIT Health programmes having this in mind. Start-ups that were awarded by the EHC jury as 1st, 2nd or 3rd in biotech, medtech or digital health category in the last editions of European Health Catapult may not apply again. Start-ups that participated in previous editions but were not awarded by the EHC jury are welcome to re-apply.

Selection Criteria:

- Innovativeness of Idea.
- Market Opportunity & Traction.
- Management Capability.
- Development Strategy and Business Model.
- Investment Potential.
- Impact on societal challenges addressed by EIT Health.
- Overall impression.

Review Process:

Each proposal in Stage 1 is reviewed by the respective region based on the common selection criteria. Upon request, the applicants will receive detailed feedback on the application. Each region nominates the best two applications for proposals per category (MedTech, Biotech and Digital Health) for Stage 2 to attend the centralised international training and selection days in the respective category (semi-finals).

Contact Information

Activity Leader: Anna Badurska (Anna.badurska@capdigital.com)

Second Contact Point: Jonas Friedrich (jonas.friedrich@medical-valley-emn.de)

Partners





14 Bridgehead Programme

14.1 European Bridgehead Programme

The Pitch

The European Bridgehead programme allows European start-ups and scale-ups individualised internationalisation support. It follows an individual and needs-based approach by matching suitable start-ups and suitable SMEs to clusters, accelerators and incubators (so-called “CATs”) all over Europe. Participating start-ups have the unique opportunity to benefit from mentoring, physical spaces and services offered by the CATs. The goal of the Bridgehead programme is to support participating start-ups in creating a soft-landing to enter new markets beyond their home markets.

Is it for me?

The Bridgehead Europe programme targets mature start-ups aiming to enter new markets. It is suitable for micro- and small enterprises (less than 50 employees) that are active in the fields of MedTech, Biotech and Digital Health, are incorporated in an H2020-eligible country, and are operating in an EU country. Applicants should have a defined product strategy, proven traction in their home market and a clear internationalisation plan within Europe.

Important Project Dates

- Application period:
 - 1st wave: 11 January – 27 February, through the [EIT Health Optimy platform](#)
 - 2nd wave: 28 February – 10 May, through the [EIT Health Optimy platform](#)

The Journey

It is an internationalisation programme for start-ups interested in being hosted by one or several top-notch accelerators, incubators and clusters from the EIT Health European network. Start-ups travel to accelerators of their choice to speed up access to markets, tap into local networks of partners and clients, access infrastructure and get a first-hand feel for the local regulatory and business context. They are guided by a trusted and seasoned local support team who open the

right doors to establish and grow cross-border business. Participating teams receive vouchers of up to €30k to spend in the programme.

Contact Information

Activity Leader: Laia Pascual (laia.pascual@eithealth.eu)

Partners



14.2 Bridgehead Global Programme (BRH)

The Pitch

The Bridgehead Global Programme facilitates the efficient scale-out of European start-ups beyond Europe. This programme is tailored-made and flexible to provide a better fit with start-up needs. Besides supporting start-ups to globally internationalise, the Bridgehead Global programme also creates an engaged network beyond European partners. Thus, after the successful completion of the programme, the start-up will obtain tangible results such as:

- Outline of future go-to-market strategy including understanding of the local market and its characteristics
- List of identified contacts to operationally start soft-landing
- Identified portfolio of local landscape and key institutional stakeholders

Is it for me?

This programme targets both start-ups and Global Catalysers (so-called “Global CATs”). On one hand this programme is meant for start-ups that are active in the fields of MedTech, Biotech and Digital Health and have innovative and highly promising business concepts. Start-ups focused on MedTech, Biotech and Digital Health, incorporated and operating in an EU country and willing to implement and grow their business beyond European countries are welcome to apply. The application will be judged on the following selection criteria:

- Impact of the programme and clarity of direction.
- Market opportunity and traction

- Business model and development strategy
- Management capability
- Need to internationalise and expand beyond Europe
- Promising and credible start-up (Overall impression)

On the other hand, Global CATs can be EIT health partners or other partners with a highly committed business and technological expertise and a proven track record in facilitating innovation and commercialisation of start-ups. They are required to dispose of a proven experience in soft landing scale-ups outside Europe and an established and trust-based network of global partners. Global CATs are willing to commit to participate in adhering to its values and operational principles.

Important Project Dates

- Application period: 11 January – 16 March, through the [EIT Health Optimy platform](#)

The Journey

EIT Health provides funding up to €40K for SMEs to work with a Global CAT who will guide the start-up and facilitate their preparation and readiness to travel to the location of their choice within EIT Health's network of collaborators beyond-European, including the US, Canada, Israel, China and Japan, among others. The participants are individually supported in entering new markets with knowledge about specific countries' healthcare systems, regulatory environments, key stakeholders and competitors. Global CATs offer Bridgehead Global start-ups structured access to vibrant eco-systems, with connections to industries, corporations, venture capital, entrepreneurs, experts, specialists and mentors.

The Global Catalysers' role is to coordinate and design the specific BRH Global Programme for the start-up by:

- Select the right and high-quality portfolio of local partners and mould the relationships (Global CATs)
- Ensure that start-ups have choice options when deciding on how to spend their grant
- Create profile of the programme on a dedicated platform and maintain it with continuous update
- Participate in the applicant's evaluation and selection
- Take the responsibility of guiding the start-ups throughout their whole journey from selection to final report
- Assure start-ups preparation before the trips

The Global CATs of this programme will benefit from a brand awareness within the Global Partners and may benefit from experience in soft-landing in specific global sports while working with start-ups. They also have access to pipeline of prime start-ups ready to go global and can

interact with other Global Operational Partners during kick-off and knowledge Transfer Programme.

Contact Information

Activity Leader: Anna Werner (anna.werner@medical-valley-emn.de)

Partners



15 Investor Network

The Pitch

The EIT Health Investor Network facilitates early stage fundraising across Europe to conquer health markets faster and better. We are a European network which connects health-oriented investors and promising start-ups to achieve cross-border financing and co-investments. We open the doors to multiple early stage investors across more than 10 European countries making it the first of its kind in healthcare fundraising.

Is it for me?

You are a European innovative Healthcare start-up seeking early stage private equity funding from €500 K to €10M. Your start-up is registered and at minimum seed stage with public grants and have money already raised at a significant level.

Important Project Dates

- Application period: Ongoing, through the [EIT Health Optimy platform](#)
- Start of programme: 1 January 2020
- Final week: 31 December 2020
- Three calls a year

The Journey

The programme connects start-ups to investors to allow them to access funds for Seed to Series A rounds, by its unique networking strategy that presents the start-ups funding needs to a variety of private equity investors. It is also the first programme of its kind in Europe to offer a continuum

of investment. It has the drive to leverage investment by creating a close-knit network of healthcare investors that know and trust one another, and who share the same ambition of bringing smart money to innovative European start-ups.

The Investor Network journey for start-ups begins with an application through the EIT Health Optimy platform and an evaluation by our vetting team of specialised Healthcare investors. Accepted start-ups are invited to sign a Memorandum of Understanding which will give them access to a deal flow management platform where they will upload their documents for review by our selected investors. Investors will contact them if interested to ask for their information and potentially begin a due diligence check. They will be invited to pitch via WebEx or in person, then proceed with individual negotiations.

The Investor Network collaborates closely with other investment programmes within EIT Health such as the Crowdfunding Platform.

Contact Information

Activity leader: Caroline Sai (operations@angelssante.fr)

Second contact point: Maéva Joalland (info@angelssante.fr)

Partners



16 Gold Track

The Pitch

In Today's fast paced and competitive environment for developing cutting edge healthcare solutions, start-ups and emerging companies need expert help to identify and follow their North Star, an idiom for following and implementing according to businesses' core competencies. Through EIT Health's Gold Track programme, participating companies are paired for 4-12 months with one committed industry experts, successful entrepreneurs, or seasoned investors familiar with the market needs a business strategy necessary to help these companies succeed. They receive additional support from all of these actors on their development path. The Gold Track program delivers tailored strategic guidance with handpicked mentors who work with companies 1:1 to create a customised, viable roadmap to succeed in the global marketplace. This milestone-

oriented program is up to one year long and is designed to achieve ambitious goals within accelerated timelines.

Is it for me?

Start-ups in the scale-up phase that show promise of future high performance will excel in the Gold Track. Participating start-ups will be scouted and/or nominated by the local Business Creation Managers and selected by an independent panel of experts of high standing and recognisability. Due to the high level-quality of the experts involved and the value of the support (estimated to be approximately €500.000) this program involves a 3% success fee on financial events over €3million.

Important Project Dates

- 11 January 2020 – 27 February 2020, through the [EIT Health Optimy platform](#)
- 2nd wave to be announced in the beginning of 2020
- Application:
 - 1st round: 13 April (if selected, the Gold Track Workshop will be held in on Paris 11 – 12 June)
 - 2nd round: 3 August (if selected, the Gold Track Workshop will be held in on Budapest 1 -2 October)

The Journey

The Gold Track will allow for high potential to be supported with resources such as access to programs, mentoring and a grant to achieve immediate project goals. Start outcome-oriented advisory support for selected companies seeking growth in international markets. These start-ups will be fully assimilated into the EIT Health network. They will be allocated resources from the EIT Health portfolio, from collaborating partners and from external sources. Their one-year journey will be supervised by a senior mentor from the selection committee that will provide networking opportunities and advice and set high-level strategic goals.

Contact Information:

Please contact your regional Business Creation Manager to determine if you are suitable for this program or contact:

Joy Cürten: joy.cuerthen@eithealth.eu

Laia Pascual: laia.pascual@eithealth.eu

Partners

In cooperation with EIT Health, EIT Health partners and Economic Operators

17 Crowdfunding Platform

The Pitch

Aescuvest is the first pan-European equity crowdfunding platform exclusively dedicated to the health sector, a dynamic market that is large, shows sustained growth rates and is driven by innovation. For start-up companies, it serves as an independent launch pad for funding campaigns up to €10Million and market smart ideas, with the potential to directly target up to 550,000 healthcare professionals as well as general public all over Europe.

Based in the financial hub of Frankfurt, www.aescuvest.de was started as a platform for crowdfunding campaigns for Germany in 2015, bringing innovations in MedTech, Biotech and Digital Health to life. In 2018, the start of www.aescuvest.eu, in exclusive co-operation with EIT Health, marked the premier of the first platform to offer cross-border equity crowdfunding for healthcare companies and investors all over Europe.

aescuvest.eu is the number one platform dedicated to fostering and funding innovations from European start-ups and SMEs in an end-to-end digital process and allows companies to promote campaigns, and EU citizens to invest across borders. The platform gives both retail and institutional investors access to best-in-class companies in the core health sectors biotechnology, medical technology and digital health.

Is it for me?

Open for excellent start-ups/scale-ups from across the entire EU in the areas of MedTech, Biotech and Digital Health. Financial needs between €500,000 and €10 million possible. (Minimum €1 million is recommended). Aescuvest can inform a large network of healthcare professionals across Europe. This can be done very specifically (e.g. For a cancer start-up, all oncologists in the network across the EU will be informed). This leads to very targeted marketing effects in the specific market segment where start-ups are trying to sell their product or services.

Important Project Dates

- Ongoing applications possible through [this link](#), no deadline

The Journey

As prospectus-based security offerings, investment opportunities undergo a thorough approval due-diligence process.

Steps

- The application is through digital submission tool
- Feedback by Investment Committee
- Pitch in front of Head of Investment, due-diligence process

- Submission of full financial prospectus, fully digital pan-European financing campaign.

Additional Application Points

- Only applications submitted via the [application form](#) will be considered
- Start-ups receive detailed feedback and can re-apply, after feedback has been applied
- Feedback from the Investment Committee takes about 10 working days and will be sent to every applicant as a basis to work on the business model to make it more investor ready.

Contact Information

Activity Leader: Jörg Diehl (Joerg.diehl@aescuvest.eu)



Other Opportunities

Wild Card Programme

The Pitch

Through the Wild Card Programme, EIT Health creates impactful life sciences companies, in challenge areas by bringing together top talent and the right resources. In the selection process teams receive training and mentoring and refine their final proposal over 4 months. EIT Health will invest in up to 2 most promising teams to incorporate companies and continue their journey with the support of the biggest healthcare innovation network and up to €2 million in non-dilutive funding for the start.

The 2020 Wild Card Challenges are:

- **Women's Health:** How to improve prediction, diagnosis and treatment to advance women's health outcomes?
- **Digital Therapeutics:** How to harness the power of digital solutions to prevent, manage and treat medical conditions or disease?

Is it for me?

EIT Health is looking for highly talented, coachable and resilient individuals of three different profiles (Clinical, Technical and Business) to join the programme as a team (two or three people with proposed solution) or as individuals (with or without a solution), who will join or form teams in the course of the programme and who have not incorporated a company yet.

The programme offers training, mentoring and networking opportunity for all participants involved in the selection process, as well as the possibility to secure up to €2 million investment and two years of EIT health support for teams selected for investment.

Important Project Dates

- Application period: 16 December 2019 to 9 February 2020 23:50 CET, through the [submission platform](#)
- Selection process:
 - Online Interviews: 18 February - 26 February
 - The Hackathon: 15 March - 21 March
 - Business Model Validation: 6 April – 24 June
 - Grand Finals: 25 June - 26 June 2020
- Wild Card Ventures: September 2020 - September 2022

The Journey

The programme follows a comprehensive format, taking individuals and small teams as participants through team formation (optional), training, need and market validation as well as rigorous stress-testing of the solution. The programme furthers up to two teams to established start-ups ready for private investment.

Candidates, small teams (two - three people) and individuals interested in joining the programme shall submit an application through the [submission platform](#). Following the remote evaluation and online interviews 30-40 shortlisted candidates will be invited to join the programme.

The Wild Card journey consists of several stages:

- **2 – 14 March 2020 - The Meeting Place (online):** A two-week online curriculum offering lectures and insights on challenge areas as well as business/commercialisation elements. All happening in a dedicated online space open to programme participants only which offers an opportunity to network ahead of the Hackathon.
- **15 – 21 March 2020 - The Hackathon (in-person):** A five-day intensive training where applicants will form teams, challenge their ideas and develop a proposal under the supervision of and with support from experts. On the last day of the Hackathon teams will pitch their ideas before the Judging Panel. A maximum of six teams will move forward to the next stage.
- **6 April – 24 June 2020 - The Business Model Validation (kick-off in person, 10 weekly session):** Up to six successful teams from the Hackathon will be invited to continue the journey on a 10-week part-time acceleration programme run by CIMIT, Boston-based accelerator, which will lead teams through the customer discovery process and business

model validation. The Acceleration programme will kick-off with a two-day in-person training session (6 - 7 April 2020) and will continue thereafter for 10 weeks on a part-time basis, where participants will be tasked to validate key assumptions with regards to different aspects of their proposal. The two-hour weekly sessions will be conducted online, and each team will be assigned with dedicated US and European mentors supporting them on the journey.

- **25 – 26 June 2020 - The Grand Finals (in-person):** The selection process culminates with a final pitch in front of EIT Health Panel where teams present their final proposals for investment. Up to two teams will be awarded a Wild Card and will proceed to incorporate their venture as a legal entity under the Wild Card Programme.
- **Wild Card Ventures:** Following the award and incorporation into a start-up, Wild Card ventures will be offered; a place at the incubator of choice within EIT Health network, access to EIT Health network and partners, lead mentor, organisation coaches, milestone review meetings with VC investors, ongoing support from EIT Health Project Manager and up to €1 million funding/team/year. It is expected that founders of Wild Card ventures will dedicate their full working capacity to the development of the solution/start-up at least over the period of 24 months/EIT Health support.

Additional Application Points

EIT Health will participate in the Wild Card Ventures via Options in the total amount of up to 25% on a fully diluted basis, given that EIT Health provided the start-up with the maximum amount of €2 million. EIT Health will not seek IP ownership not controlling rights in the start-up.

Contact Information

Activity Leader: Magda Krakowiak (magda.krakowiak@eithealth.eu)
Website: <http://wildcard.eithealth.eu>
Email: wildcard@eithealth.eu

Partners





Edi and Patxi at WILD CARD Hackathon by EIT Health event

eMaps, Global Knowledge hub for Industry and Clinical Innovators

Pitch:

[eMaps](#) is a knowledge hub of validated information developed to help you achieve regulatory approval, reimbursement and adoption in global markets. eMaps builds on insight and experience of local experts and delivers a training-based experience to help you understand and plan for the challenges ahead on your path to market access.

Distilling the expertise from professionals, subject matter experts and innovators eMaps provides an up-to-date, market specific resource helping you navigate the ever-changing market access environment. The platform will equip you to understand your market-readiness and the key gaps to be addressed to offer you the greatest chance of success.

Is it for me?

The eMaps platform is for life science innovators navigating the complex market access pathways in the UK or entrepreneurs interested in understanding future barriers and opportunities for products you are developing as well as for SMEs?

Important Dates:

UK [modules currently available](#)

USA modules to launch in Q1, 2020

Germany modules to launch Q2, 2020

The Journey/Detailed programme description:

Each module follows the same core structure below which helps to simplify the market access process, especially when comparing strategies across multiple markets

- Market Overview – a summary of market access processes in the selected markets
- Decision Makers – stakeholder maps of key stakeholders and what role they play in the pathways to market
- Regulations and Compliance – an overview of the regulations and compliance requirements for different product types on what your responsibilities are as an innovator
- Reimbursement – in-depth guides on the different reimbursement pathways in each country, following the main HTA themes and capturing non-HTA routes to reimbursement
- Adoption – Advice and guidance around entry points for key markets, different approaches and models for success

Access to eMaps modules is provided on a subscription basis with users gaining access to eMaps modules monthly. Subscription offers the benefits of

- 24/7 access to the wealth of eMaps guidance, resources and networks
- Authored and validated by experts working in industry, healthcare and consultancy
- Content from subject experts and testimony from SMEs and innovators on successes and failures in key markets and how you can ensure a smooth path to success
- Access to information about changes in market access pathways, latest news and interesting events

Additional Application Points:

We are finalising modules for Germany, France, Spain, Italy, Portugal, Sweden and Denmark as well as for the USA.

Contact Information:

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

Operational Contact: Jaswant Bance, Digital Product Manager, Oxford Academic Health Science Network, Jaswant.bance@oxfordahsn.org

General Enquiries including details of how to register www.emaps.co/enquiries@emaps.co

Partners:



Events and Alumni Network

If you have participated in any EIT Health supported programme, you are eligible for T&A (travel and accommodation) grant to participate in EIT Health sponsored events. In order to stay up-to-date on those opportunities on a regular basis, please sign up for our [Newsletter](#). Being an EIT Health Alumni Network member will positively contribute towards your application for an Event T&A grant. To learn more about the EIT Health Alumni Network, follow [this link](#).

Annex

Sustainability Vision

Since 2016, the EIT Health Accelerator has offered its programmes as complimentary based on structured selection processes to determine company and merit. It has not asked for any contribution in return. In order to continue to support start-ups and the European economy, in the future, EIT Health may ask awarding companies to contribute commitment fees or share in the companies' economic success. If EIT Health makes amendments to its current complementary structure, participating companies will be informed in a timely manner and prior to signature.

Understanding TRL

Special thanks to KTH Innovation for providing these images.



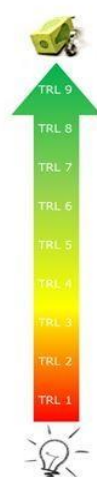
The purpose of the TRL

Communication tool



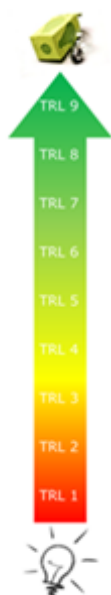
More objective assessment of the development level between stakeholders

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

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.

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.