

Agenda



The Flagship 2025 Call Summary



The Flagship 2025 Call Content



How to apply



Where to get help









1. The Flagship 2025 Call Summary

EIT Health Flagships

Digital Transformation of Healthcare

This flagship aims to support the digital health transformation in Europe and will focus on the development of, and access to, digital health medical devices.

It will also support the implementation of the European Health Data Space by exploring the secondary use of data.

It will finally look at how we train and develop patients, citizens, and healthcare professionals to understand the importance and relevance of data sharing in informing and improving the continuum of care pathways.



THIS CALL

Re-industrialisation of Europe

This Flagship aims at addressing the dual imperative of:

- equipping Europe with a strong, innovative, and export-friendly healthcare industry that can meet the challenges posed by the future of medical care and,
- (ii) developing lasting and innovative European manufacturing capabilities regarding critical products, notably pharmaceuticals

This Flagship will have a dedicated call for activities that will be announced in due course.



Dedicated call





Call 2025: what's different in a nutshell?

Fully focused on the Flagship Digital Transformation of Healthcare Shorter projects with end date December 2025 (end of the BP 23-25)

Accelerator
Programme is
called for: EIT
Health Catapult

1 Cut Off only

Single submission (full proposal)

No Support Programme Updated application forms and improved guidance for the due diligence process

Updated SME requirements for Innovation Projects





Calls under Flagships programmes

Flagship	Activities	Funding stream	
Digital Transformation of Healthcare	Innovation activities	DiGinnovation Programme Innovation to Market Projects	
	Education activities	Modules towards EIT labelled certification	
	Accelerator programme	EIT Health Catapult	





KEY DATES

05 Sept 2024

Single Proposal Submission Open

05 Nov 2024

Single Proposal Submission Closed

20 – 26 Nov 2024

Education and Catapult online pitches

10 Dec 2024

Education and Catapult selection notification

13 – 15 Jan 2025

Innovation to Market & DiGinnovation hearings

05 Feb 2025

Innovation to Market & DiGinnovation selection notification









2. Flagship Call 2025 Content





Accelerator Programme





About Catapult

EIT Health's Catapult is a training programme and competition that boosts the development of top European start-ups in life sciences and health tech, through training and exposure to leading experts and international investors.

The programme recognises and awards the very best business concepts, fast-tracking start-ups to become part of the EIT Health Community of world-leading companies.

Track record















The Journey



May-August 2025

Startups submit applications via the EIT Health platform



September 2025
Compete in the Regional

Selections to become one of the 30 start-ups selected for the programme



October 2025

Meet the project team and get an overview of the programme timeline and guidelines



November 2025

Meet with the Catapult mentors for the individualized training



November - March 2026

Meet peers and industry partners, receive training and pitch in front of investor jury



May-June 2026

Startup pitch the solution to experts and investors to win visibility and Prizes

Overview of EIT Health Catapult

1 consortium that will be responsible for delivering the EIT Health Catapult 2025/2026 - a training and acceleration programme for top-notch Health-Tech and Life Sciences startups.

Funding:

- 380.000 EUR
- Co-Funding: The recommended, though not mandatory, co-funding contribution for this activity is 20%.

Duration:

- The grant covers the activity from May 1st 2025 until July 31st 2026.
- The programme is launched in 2025. Its continuation into 2026 is conditional to EIT validation of the Business Plan 2026-2028 in November 2025 as in previous years.

Consortium:

- Must possess specific know-how and contacts but also demonstrates a track record of successfully executing similar programmes.
- Adherence to building the consortium according to the General Conditions stated in the call text (page 22).

eit Health



Implementation of the activity

- EIT Health is the leader of this activity and will ensure startup recruitment campaigns in collaboration with the consortium and set up the necessary application process.
- The consortium is expected to execute pre-defined work packages, adding additional work packages to reach the overall objectives if desired.
- Partners in the consortium are encouraged to leverage their networks to involve experts, mentors, investors, industry partners, and other stakeholders. In-kind contributions are welcomed.
- The final event will be planned and executed by the consortium.

Tips for a Strong Proposal

Workplan:

The proposed workplan is practical and shows a clear and realistic implementation plan.

Timelines and milestones are clear and detailed.

Critical risks and considered and appropriate mitigation plans are planned.

Consortium:

- Minimum 2 independent organisations representing 2 eligible European countries seated in two CLCs.
- Proven track record
- Relevant and complementary expertise



Budget:

The consortium provides a planned and well-justified budget.

The required budget range for WP3 is respected.

Implementation

• The selected consortia will be responsible for delivering the planned programme outcomes while preserving the integrity and legacy of this programme.





Overview of WP to be implemented

WP	WP Description
WP1:	Project Management: The objective of this work package is to ensure the effective coordination and management of the EIT Health Catapult Programme
WP2:	Training & Capacity building: This work package aims to deliver comprehensive, customized mentoring support to selected startups.
WP3:	Events and Platform: this work package emphasizes a strategic blend of online and in-person events (get-together and finals), supported by a robust digital platform.





Information expected at single stage proposal

Info in the Form:

- Admin info about partners
- Admin info about project name, acronym, duration, flagship, RIS participation
- Elevator pitch (1000 characters)
- Commitment regarding co-funding *, sustainability and membership
- Implementation plan
- Keywords related to project
- Societal impact 1 mandatory KPI*, 2 United Nations Sustainable Development Goals (SDGs)







Main information of your proposal (in pdf, max 25 pages of description)

Timetable – Catapult and Education











Education programmes

Up to 20 new courses in Digital Transformation in Healthcare to be offered online through the EIT Health Academy.

Funding:

- Until 31 December 2025
- 50,000 €

Consortium:

• Adherence to building the consortium according to the General Conditions stated in the call text (page 8).

Targets:

• Details on the table for the course specific audience (pages 9 to 16)



The modules shall be submitted to an accreditation institution (UEMS EACCME where target audience are healthcare professionals; EIT Health Labelling and Accreditation system for all).

EIT Health Quality Assurance and Accreditation

- Applications must commit to the EIT Health Competence Framework and EIT Health label / accreditation for non-degree programmes.
- The EIT Health Quality Assurance and Accreditation process involves a straightforward, high-quality learning and teaching self-assessment.
- Although administered by EIT Health, quality assurance and accreditation applications are reviewed by a panel of three external subject matter experts.





Education Modules toward Labelled Certification

Led & administered by EIT Health

What it means:

- EIT funding is invested in the development of high-quality content.
- Content provided by selected consortia is processed and turned into courses on the Academy by the Academy Team.
- Final courses are a collaborative effort between selected consortia and EIT Health.
- EIT Health is accountable for:
 - Production and publication of courses on the Academy.
 - Provision of instructional design support and guidance.
 - Accreditation process and award (non-degree label).
 - Commercialisation and exploitation of final courses on the Academy.
 - Financial sustainability and KPI performance toward EIT.





Topics we are looking for: one module per topic can be selected	Target audience
Quality assurance skills in biomanufacturing, biotech, medical devices, quality assurance, standards, quality assessment. General overview / basics of quality assurance in the industry.	Post-graduate learners in pharmaceutical, biochemistry, bioengineering, etc.
Quality assurance skills in bioproduction, biotech, medical devices, quality assurance, standards, quality assessment. Advanced course on quality assurance in different departments across industries.	Professionals working in bioproduction, biotech, medical devices.
Basics of biomedicine	Students in post-graduate education in STEM fields.
Introductory course on the European Health Data Space (EHDS) Regulation	Medical professionals, public health bodies, healthcare providers, healthcare industry, and start-ups. Professionals in Digital Health, Pharma and MedTech, Management positions, and IT departments.
The future of health data management: Trends and new models for data platforms	Policymakers, healthcare providers, health industry, and start-ups. Professionals in management positions, IT departments, Digital Health, MedTech, and Pharma.





Topics we are looking for: one module per topic can be selected	Target audience
European Health Data Space: Labelling health and wellness apps for MyHealth@EU	Healthcare industry, start-ups, and public health bodies. Professionals in Digital Health, Pharma, MedTech.
European Health Data Space: Course on market access for Digital Medical Devices	Healthcare industry, start-ups, and public health bodies. Professionals in Digital Health, Pharma, MedTech.
How to design and implement Health Data Access Bodies across Europe	Policymakers and professionals in public health bodies.
European Health Data Space: Introduction to Privacy- Enhancing Technologies (PETs)	Health industry, start-ups, public health bodies, healthcare providers, researchers and academia. Professionals in Digital Health, Pharma, MedTech.
Introduction to the European Artificial Intelligence Act	Health industry, start-ups, public health bodies, healthcare providers, researchers and academia. Professionals in Digital Health, Pharma, MedTech.
Health Technology Assessment (HTA) 2025: Upcoming Regulation	Health industry, start-ups, public health bodies, healthcare providers, researchers and academia. Professionals in Digital Health, Pharma, MedTech.





Topics we are looking for: one module per topic can be selected	Target audience	
Deep Tech Venture Builder (DTVB): Product Development and technologies		
Deep Tech Venture Builder (DTVB): Business Models and strategies		
Deep Tech Venture Builder (DTVB): Tech transfer strategies & impact assessment	DTVB applicants, individuals looking to upskill as part of their journey toward start-up creation.	
Deep Tech Venture Builder (DTVB): Product refinement and scaling		
Deep Tech Venture Builder (DTVB): Market Access		





Topics we are looking for:

Target audience

Innovation Adoption (up to three modules)

Development of training required by innovation owners to support the innovation adoption. **The aim is to boost adoption of innovation**, be it technology development (such as an introduction on the market of digital health applications or medical devices) or service development (such as an introduction of innovative clinical pathways, patients' journeys, support to shared decision making).

Applicants must refrain from product or service placement. The education / training interventions must be generic (applicable to a family of products or services, not specific to a brand name product or service).

To be determined by applicants based on identified barriers to adoption (can be healthcare professionals, citizens, patients).





What is a good module towards EIT Labelled Certification?

The educational content tackles one of the highlighted topics and is adapted to fit the target audience. The relevance and need for the specific material proposed as content is clearly outlined by the applying consortium.

The consortium (see page 8 of call text):

- Minimum 2 independent organisations representing 2 eligible European countries seating in two CLCs.
- They are from two sides of the Knowledge Triangle.



The consortium is committed to the EIT Health Competence Framework and EIT Health label / accreditation for non-degree programmes.

Consortia create content for a four-week long module (complying with the UEMS EACCME criterion if target audience is HCPs).

Main reasons proposals fell short:

- Expertise in chosen scientific area when creating the content.
- Capability to create content and deliver the module within 12 months.
- Disagreement to the module being hosted on the EIT Health Academy.
- Disagreement to follow new EIT Health FSAs or KIC-driven framework.
- Lack of commitment within the EIT Health Competence Framework.





Information expected at single stage proposal

Full proposal template: This is the main information about your proposal. It should be in PDF format and a maximum of 25 pages.

Information in the application form:

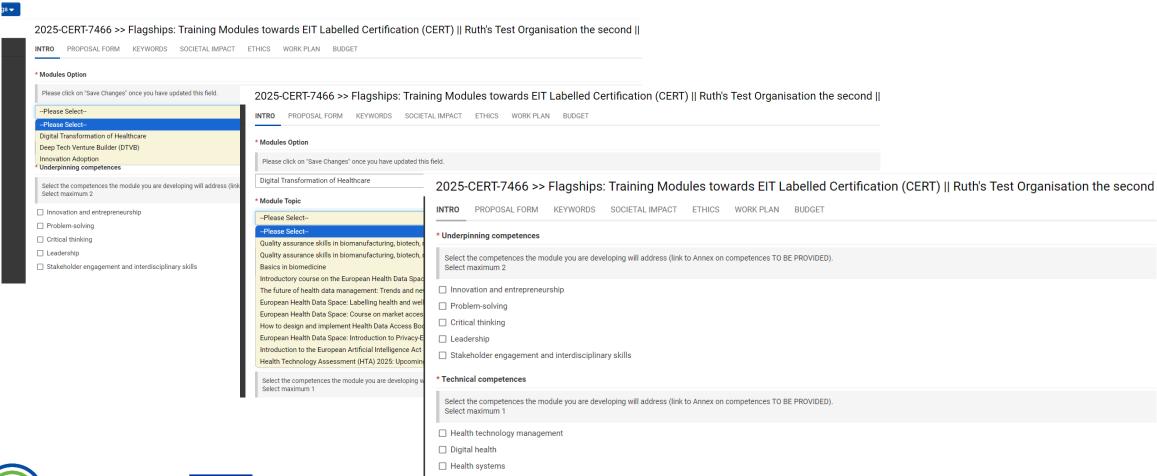
- Selection of module option, module topic, competences
- Admin info about partners
- Admin info about project name, acronym, duration, flagship, RIS participation
- Elevator pitch (1,000 characters)
- Commitment regarding co-funding, sustainability and membership
- Commitment towards Academy, EIT Health Competence Framework and Labelled Non-degree Scheme, and accreditation (if relevant)
- Keywords related to project
- Societal impact Acknowledgement of MIL; DEL; KPIs, 2 United Nations Sustainable Development Goals (SDGs)
- Work packages
- Budget





New feature on the application form

Specific fields to be selected in the application portal \rightarrow triggers the relevant full proposal template.







Timetable – Catapult and Education











Innovation Projects



Overview of Innovation Activities 2025

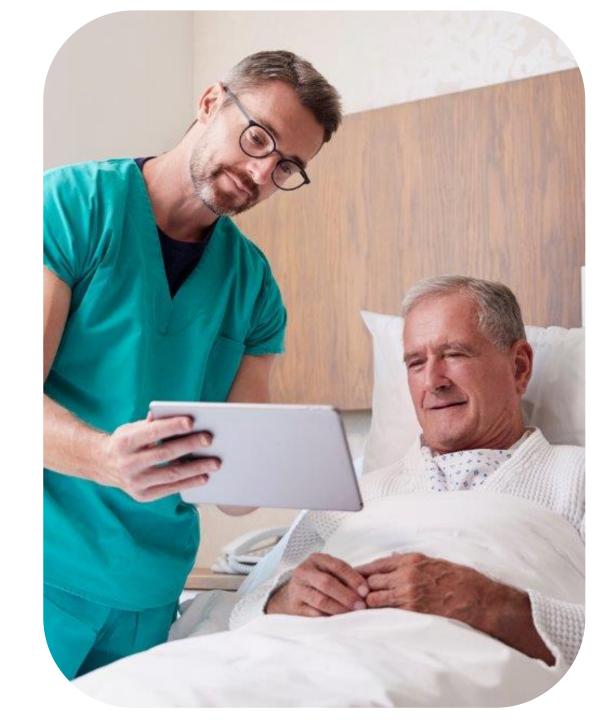
In line with the Digital Transformation of Healthcare flagship's objectives, we are calling for innovation activities that will increase the access and uptake of digital medical devices in EU markets. There are two options:

Innovation to Market

A Call for collaborative projects focused on the commercial piloting and market access of patient-centred Digital Medical Devices (DMDs) to facilitate their implementation and wider adoption across EU markets.

DiGinnovation

A programme for top digital health micro and small enterprises targeting entry in one or more European country market(s), to facilitate the market uptake of a digital medical device solution by healthcare professionals and patients and ease the reimbursement process.



Innovation to Market - Overview

A Call for collaborative projects focused on the commercial piloting and market access of patient-centred Digital Medical Devices (DMDs) to facilitate their implementation and wider adoption across EU markets.

Funding

- Up to 1M EUR EIT Funding (Min. 500K EUR), with min. 30% co-funding
- Max. 10 months, up to December 31, 2025
- **Financial Sustainability Agreement** (Grant to Options or Revenue Sharing) to be signed between EIT Health and the commercialising partner.

Requirements

- Maturity level between IML 7 (Validation of Solution) and IML 8 (Approval & Launch)
- The solution must be preparing for **entry into a new market** within the activity timeframe and should be **commercialised within max. 1 year after funding period.**
- DMDs must have **CE-mark** or be in the process of obtaining it.

Example Activities

- Usability tests and product design adaptation for local target market(s)
- Pilot studies with interested commercial partners
- Business model and go-to-market strategy development or adaptation (e.g. Pricing model)
- Data analysis, health economics assessments







What makes a good Innovation to Market proposal?

Validated DMD solution

The DMD solution must address a clear unmet need in the EU healthcare system and have regulatory approval*

* CE-marked or have submitted CE mark dossier at least 6 months prior to proposal submission.

Robust consortium

- Complete and coherent consortium, with complementary expertise
- Incl. a commersialising entity that will bring the product to market



Focus on innovation commercialisation

Activities must prepare the DMD for entry into one or more new EU county market(s)

Main reasons proposals fall short:

- Lack of robust evidence and maturity around the technology
- Unable to demonstrate a high level of impact for EU citizens
- Unclear implementation plan
- Lack of visible commitment from consortium partners
- Inclusion of clinical trials or technology development activities





DiGinnovation - Overview

Call for collaborative SME-led projects that focus on expediting market launch of patient-centred Digital Medical Devices while easing the reimbursement process for accelerating their uptake by healthcare professionals and patients

Funding:

- Maximum 9 months. Until 31 December 2025, at the latest.
- Up to 350K EUR EIT funding
- Minimum 150K EUR for the Micro or small enterprise
- Minimum 30% co-funding
- Financial sustainability model: Grant to Options

Requirements:

- The consortium must be complete at the time of submission.
- Maturity level must be between IML 7 (Validation of Solution) and IML 8 (Approval & Launch)
- The solution must have a **CE-mark at the time of submission**, and be classified as I-IIa or, in the case of France as the targeted market, also IIb medical-grade solution
- Meet the requirements for **reimbursable applications** in the targeted country
- Project must target one of the European markets with **fast-track reimbursement scheme** or provide a clear business plan to enter in another market in a fast way or with a private payor
- The activities must reach product commercialization and reimbursement within a maximum of 1 year after the EIT Health funding period.







What is a good DiGinnovation project?

Existing traction

- CE mark obtained
- Traction in market
- SMEs already making revenues

Focus on achieving reimbursement in one EU country

- Meet the requirements of the targeted market
- Early discussions have taken place with reimbursement body in target country



Robust consortium

 Complete and coherent consortium, with complementary expertise

Main reasons proposals fall short:

- Solution lacks necessary regulatory approvals
- Lack of knowledge on necessary steps, timeline and process to obtain reimbursement
- Unable to demonstrate a high level of impact for EU citizens
- Business model lacks scalability
- Lack of commitment from partners





Expected KPIs

Key performance Indicators (KPIs)	Description
Number of citizens/ patients who benefit from the solution	Min. Impact of 150,000 European citizens and/or patients benefitting from the solution within three years after activity completion (independently from health conditions and range of applications).
EITHE01.1 Intellectual Property Rights	The activity must aim at protecting innovative solutions through filing of patents, trademarks, registered designs, copyrights, etc.
Innovations launched on the market with a sales revenue of at least 10 000 EUR documented	The activity must aim at introducing and scaling products to the market <u>during the project or within 1</u> <u>year</u> of the end of EIT Health funding. The activity must prioritise EU markets over other markets.
Custom KPIs	 Each consortium must demonstrate through custom KPIs their contribution to: The European Green Deal At least two Sustainable Development Goals (SDGs) Gender equality and inclusivity





	Flagship 2024 (Innovation)	Innovation to Market 2025	DiGinnovation 2024	DiGinnovation 2025
Focus	Technology or Service Development activities	Market pilots/launch of Digital Medical Devices in new EU markets	Achieving reimbursement of DMDs in new EU markets	Achieving reimbursement of DMDs in new EU markets
Project Duration	18 months	9-10 months (March-Dec 2025)	Max. 9 months	Max. 9 months
Solution Maturity	IML 5-6 for Tech Development IML 7-8 for Service Development	IML 7-8 CE mark obtained or in process.	IML 7-8 CE mark already obtained	IML 7-8 CE mark already obtained
Key Requirements	Solution must be launched on the market within 1 year of project end. For micro/small enterprises: 2 FTEs, full-time CEO	Solution must be launched on the market within 1 year of project end. For micro/small enterprises: 4 FTEs, full-time CEO; no publicly traded companies.	Solution must be available + reimbursed on the market within 1 year of project end. For micro/small enterprises: 2 FTEs, full-time CEO	Solution must be available + reimbursed on the market within 1 year of project end. For micro/small enterprises: 4 FTEs, full-time CEO; no publicly traded companies.
Application Process	Dual Stage, Support Programme	Single Stage	Dual Stage, Support Programme	Single Stage
eit Health	Co-funded by the European Union			

Two Financial Sustainability Models



Micro and Small enterprises

Grant to Option



EIT Health can receive the option to receive shares only in case of a later exit event (IPO, etc.).



Return depends on the number of shares, share price, and grant provided.



Due diligence documentation must be provided by **November 22nd.**



Medium and Large enterprises

Revenue Sharing



EIT obtains a payback fee based on the successful commercialization of the innovation.



Min. 10k€ in revenue must be generated within 3 years after the project to trigger the revenue sharing.



A financial proposal must be submitted, with a return = total grant requested + ≥ 15% markup, over a compensation period of max. 5 years.





Application – What's expected



General - For All Innovation Applications

- **Full proposal in PDF** (max. 25 pages), outlining the unmet need, the solution, the rationale for new market entry and EIT Health Funding, and the commercial development activities to be undertaken.
- Elevator pitch (video pitch encouraged but optional)
- Full list of consortium partners
- Workplan & Budget broken down by work packages and costs
- Commitments regarding co-funding, financial sustainability and membership in EIT Health
- Expected KPIs
- **ELSI** questionnaire



<u>Specifics – depending on Fin. Sust. Model</u>

For Micro/Small Enterprises (Grant to Options)

- SME Information Tab (in SmartSimple platform)
- Legal self-assessment questionnaire
- Due Diligence documents (see annex) <u>due by</u>
 November 22nd

For Medium/Large Enterprises (Revenue Sharing)

- Partner organisation profile
- Financial projections (using the provided template) and supporting evidence (such as market research or historical data)
- Any other relevant supporting materials





Annex: Due Diligence documentation required for SMEs

SMEs must submit all documentation for due diligence by no later than 22 November 2024.

Documentation is expected to be in English (except for the registration certificate), and must include among others (full list available in SmartSimple):

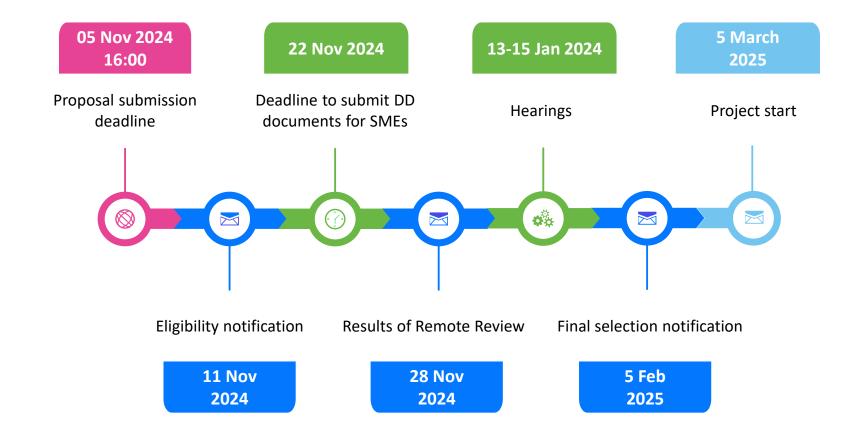
- Business plan
- ☐ CVs of Founder, management team and board members
- Business supporting documents:
 - Legal Self-Assessment
 - Supporting documents regarding IP, technology ownership, partnerships, exclusivity rights, regulatory approvals.
- ☐ Financial supporting documents:
 - Historic financial information.
 - Financial projections, ownership structure and value creation plan, in one Excel, with the financial summary using a specific template.
 - o Explanations on the projections and year-to-date financial traction.
 - o Financial agreements, historical changes of cap table and valuation calculations.
 - Governance structure.





Timeline & Key Dates

Innovation to Market & DiGinnovation





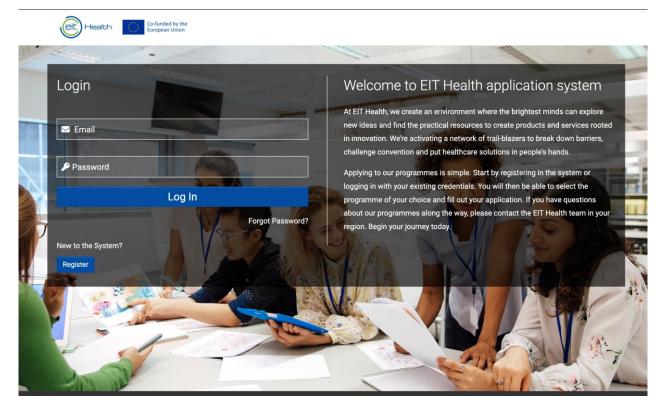






3. How to apply?

EIT Health Application platform



Proposals must be completed and submitted by the deadline 05 November 2024 at 4pm CET.

- 1. **Create an account** to EIT Health application system.
- 2. Login and update your organization info
- 3. Select Programme & Opportunity

NB! The person who starts new proposal will be primary contact and sets the primary organisation.

Platform Link: here











4. Where to get help.

Flagship website

Our Flagships - EIT Health

flagships@eithealth.eu



Supporting documents >

Europe is at a turning point in healthcare. With the rising costs of healthcare delivery, fragmented datasets and the slow adaptation and change of healthcare systems, the time to act is now.

Reflecting this urgency, EIT Health structures our core business activities across the areas that are most needed: each of our Flagships contributes to some of the top health priorities identified in Europe.

Our Flagship Calls invite our communities, and beyond, to work with us on tackling specific challenges relating to these health priority areas. If you're seeking funding, collaborators or support to bring your ideas to life, read on to find out more.





Where to find suitable consortium partners?

Matchmaking event
REGISTRATION OPEN
HERE

8-9 October, SANTANDER, SPAIN



Welcome to

EIT Health Matchmaking 2025

Inspiring and informative sessions, networking, workshops and targeted meetings all designed to help you to gain knowledge and new business opportunities.

Registration is now open for the EIT Health Matchmaking Santander, supporting the Flagships Call 2025 - a unique opportunity for our community to meet in-person in advance of your upcoming applications.

Our Matchmaking events support meaningful community networking and aim to accelerate projects between EIT Health Partners and non-partners by giving you space for pre-scheduled 1-2-1 meetings, helping you to establish new and fruitful collaborations.

Register now

Open until 30 September 2024

LOCATION 39011 Santander, Spain

ORGANISED BY



Co-funded by the European Union







