



2017 Call for Applications EIT Health InnoStars - European Health Catapult

Submission deadline: **30th April 2017 (16:00 CET)**

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Are you an entrepreneur with an innovative product or service? Would you like to pitch your idea to experts and investors? Are you interested in exploring Europe-wide markets to engage new customers? Would you like to have access to a network of more than 130 key players of the European healthcare sector?

EIT Health is one of the largest healthcare initiatives worldwide. Among its members we can find the biggest players of the European Healthcare sector including, but not limited to, Siemens Healthcare, IBM, Philipps, GE Healthcare, SAP, Medtronic, Abbott, Abbvie, Roche, Sanofi, Thermo Fischer Scientific, Astra Zeneca, Bayer Pharma, Merck, Air Liquide and world class research organisations in healthcare. **EIT Health** provides you the opportunity to pitch your business to market experts and investors, explore new markets as well as to increase your sales by leveraging the outstanding innovation potential and market knowledge of its Europe-wide network.



Join European Health Catapult competition, get engaged with a community of excellence, improve your value proposition, team up with experts of foreign markets, and win valuable prizes for international matchmaking!



21 start-ups – covering all areas of healthcare from cancer treatment, through augmented reality surgery, to wellness tracking and big data analysis - participated in 2016 EIT Health Summit in Barcelona, representing the most groundbreaking healthcare projects of 2016. They pitched their projects to the 350 participants of the event including investors, market experts, EIT Health core and associate members and representatives of the media. Bests of the bests were awarded with valuable prizes while all start-ups had the chance to receive some crowdfunding from EIT Health members.

European Health Catapult

As part of its Accelerator activities, EIT Health is cooperating with Health Axis Europe (HAE), and jointly invite already incorporated and trading micro and small enterprises, spin-offs and start-ups to submit applications in Medtech, Biotech and Digital Health categories. The structure of the healthcare market is rather fragmented and it varies from country to country. Different local market needs and regulatory environment cause significant difficulties for most companies to enter a international healthcare markets EIT Health will help participants to overcome these barriers by providing high level business creation services as well as by supporting participants in international matchmaking in order to find reliable local partner(s) from the exclusive business community of EIT Health Members.

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

- Chance to win “smart money” for business development, knowledge transfer and international networking.
- Intensive multi-step selection and preparation process involving dedicated training and selection days that allow participants to optimise their business plan and to strengthen their ability to pitch in front of top-level investors and industry stakeholders.
- A real-world entrepreneurial experience and potential access to an international network of world-leading Medtech, Biotech, pharma and IT companies that are partners of EIT Health and Health Axis Europe.
- Early access to an international network of investors (VCs, corporate VCs, business angels, crowd investors) in order to boost your business idea.
- Access to unique services in crucial areas such as clinical validation (Living Labs and Test Beds) and market preparation internationalisation (GoGlobal), etc.

Eligible applicants and projects

European Health Catapult fund is open to:

- Already established biotech/medtech/digital health companies (with fewer than 50 employees) with at least one paying customer and wish to explore new European markets.
- Applicants must have its registered seat in one of the following countries: Croatia, Hungary, Italy, Poland, Portugal or UK (only Wales). Applications from other countries will be rejected or directed to the respective CLC competition.
- Proposals should address at least one societal challenge of EIT Health: Promote healthy living/Support active aging/Improving healthcare
- Companies who received grant in 2016 EIT Health InnoStars “GoEurope” competition are not eligible to apply.

Submission of Applications

Proposals must be submitted using the [online application form](#). Applications should be submitted in executive summary format (with a maximum of 3 pages), with an extraction of key numbers from the Business Plan if any. A video pitch of up to 3 minutes is highly welcome. In order to be eligible, proposals must contain all the required information, be completed via the online form and be received by the deadline 30th April, 2017, 16:00 (CET). Late or incomplete submissions, or submissions via any other routes (e.g., email) will not be accepted.

Program elements and selection process

European Health Catapult offers a 3-stage program structure where each stage offers unique challenges, opportunities and rewards for the best performing applicants.

Stage 1 – InnoStars pitch for “smart money”

Pitch your idea to an international jury consisting of healthcare professionals, representatives of EIT Health core industrial partners and market experts. Win 25.000 to 50.000 € smart money for business development and international network building¹. Take the opportunity to qualify² for an international training that will help you develop your business plan.

Stage 2 – European level training and selection camp for EIT Health Summit

Team up with highly qualified mentors (i.e. experienced entrepreneurs, investors, market experts in the field) to optimise your business plan and attend an intensive pitch training in order to improve your ability to perform a funding roadshow in front of top-level seed or A series investors. Pitch your improved business plan to a jury and audience of market experts and investors, and qualify yourself for the 2017 final of European Health Catapult.³

Stage 3 – Final in London at the EIT Health Summit

Take part in a real-world entrepreneurial experience, present your business to a large audience of experts, industry stakeholders, investors (business angels, corporate VCs and crowd funders) as well as EIT Health Partners, win valuable prizes⁴ and present your success story to the European media.

¹ Best 3 applicants at InnoStars level in each category (biotech, medtech, digital health) will be invited for the pitch. Grants will be awarded to the finalists as follows:

- 1st place in each category: 50.000 €
- 2nd place in each category: 35.000 €
- 3rd place in each category: 25.000 €

² 1st and 2nd place applicants from each category at InnoStars level can proceed to stage 2.

³ Top 7 applicants from all over Europe in each category can proceed to the final to London.

⁴ The overall prize money awarded by EIT Health will be 135 000.

Timeline

April 30 th	Submission deadline of applications
May 1 st – May 31 st	Stage 1 – evaluation
June 8 th	Stage 1 – InnoStars pitch
July 1 st – October 15 th	Stage 2 – training and selection camp
November	Stage 3 – EIT Health Summit, London

Practical issues

The following rules will be applied for all applicants and winners of European Health Catapult fund:

- The language of the competition is English.
- Selection criteria:
 - Uniqueness and innovative nature of approach.
 - Clear identified product or service.
 - Market potential.
 - Major market risks and technical risks identified and evaluated.
 - Feasibility of the deployment plan.
 - Qualified team with the capacity to bring the innovation to market.
 - Impact on societal challenges addressed by EIT Health.
 - Impact on local InnoStars Region
- Winners will sign a grant agreement with EIT Health. Only established legal entities can sign the grant agreement.
- Smart money – awarded at stage 1 - should be used for business development (mentoring, coaching and other incubation services) as well as for network building and matchmaking with international partners, preferably from EIT Health network. The funding cannot be used for pure research activities and purchasing infrastructure.
- All funded project activities must be concluded by 31th December 2017.
- A final report - using an EIT Health template – must be prepared and submitted at the end of the project.