EIT Health -

Shaping the future of healthcare

Infoday: Funding opportunities for Research & Innovation in the sector of Health

National Hellenic Research Foundation

National Documentation Center, Athens

Zsuzsa Kovacs & Anita Fuzi, 27th November 2017

The European innovation paradox

Excellent European research base, dynamic companies and creative talent

Good ideas are too rarely turned into new products or services!

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European Institute of Innovation and Technology (EIT)

> **EIT's vision is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges, and create growth and skilled jobs.**

- 1st EU initiative bringing together the three sides of the 'knowledge triangle': business (companies and SMEs), education institutions and research centres.

- aim to increase the cooperation and integration between higher education, business and research to facilitate the transition from:
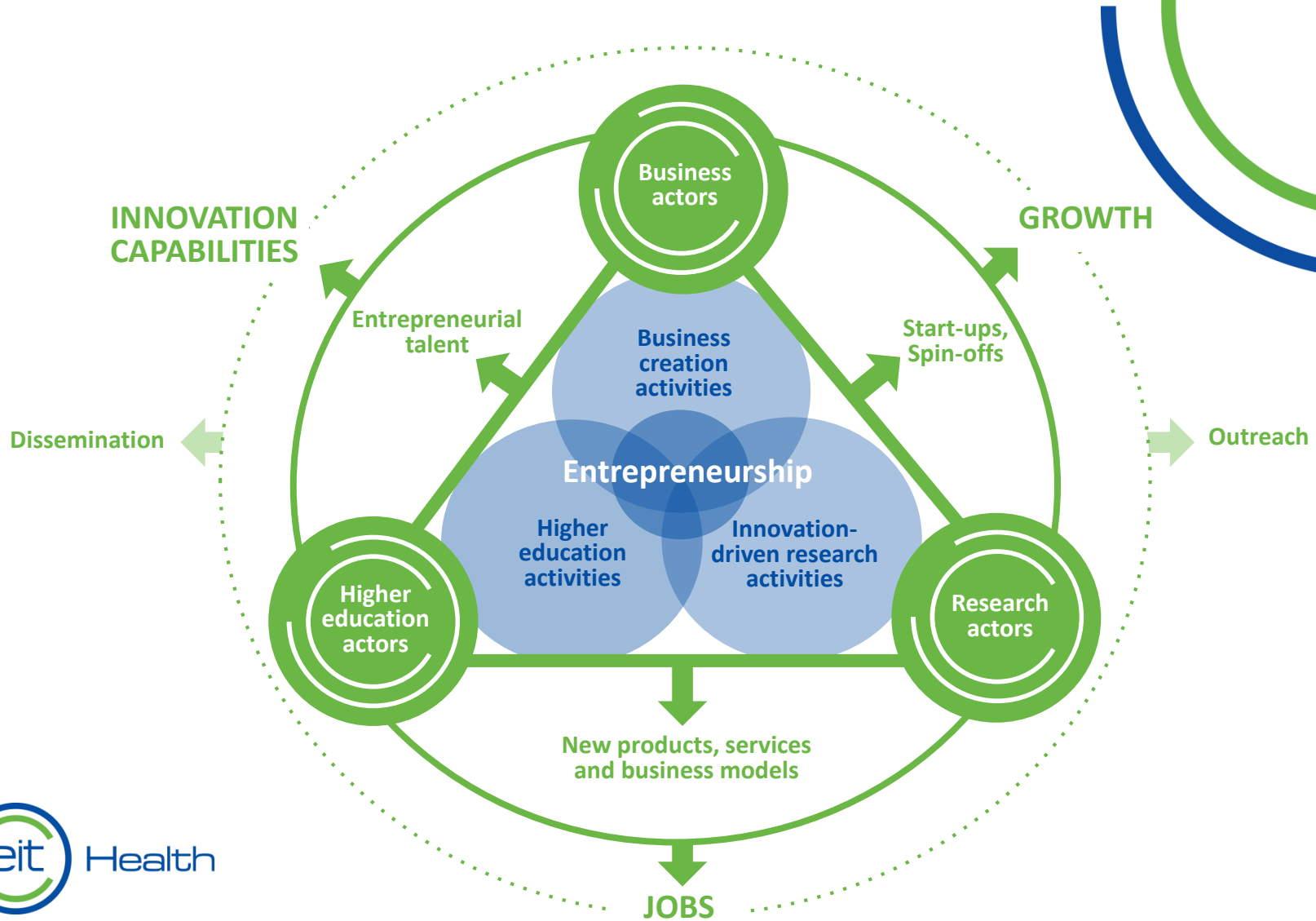

| **student to entrepreneur** | **idea to product** | **lab to customer** |

The EIT innovation model

EIT's Innovation Communities

EIT Climate-KIC

EIT Digital
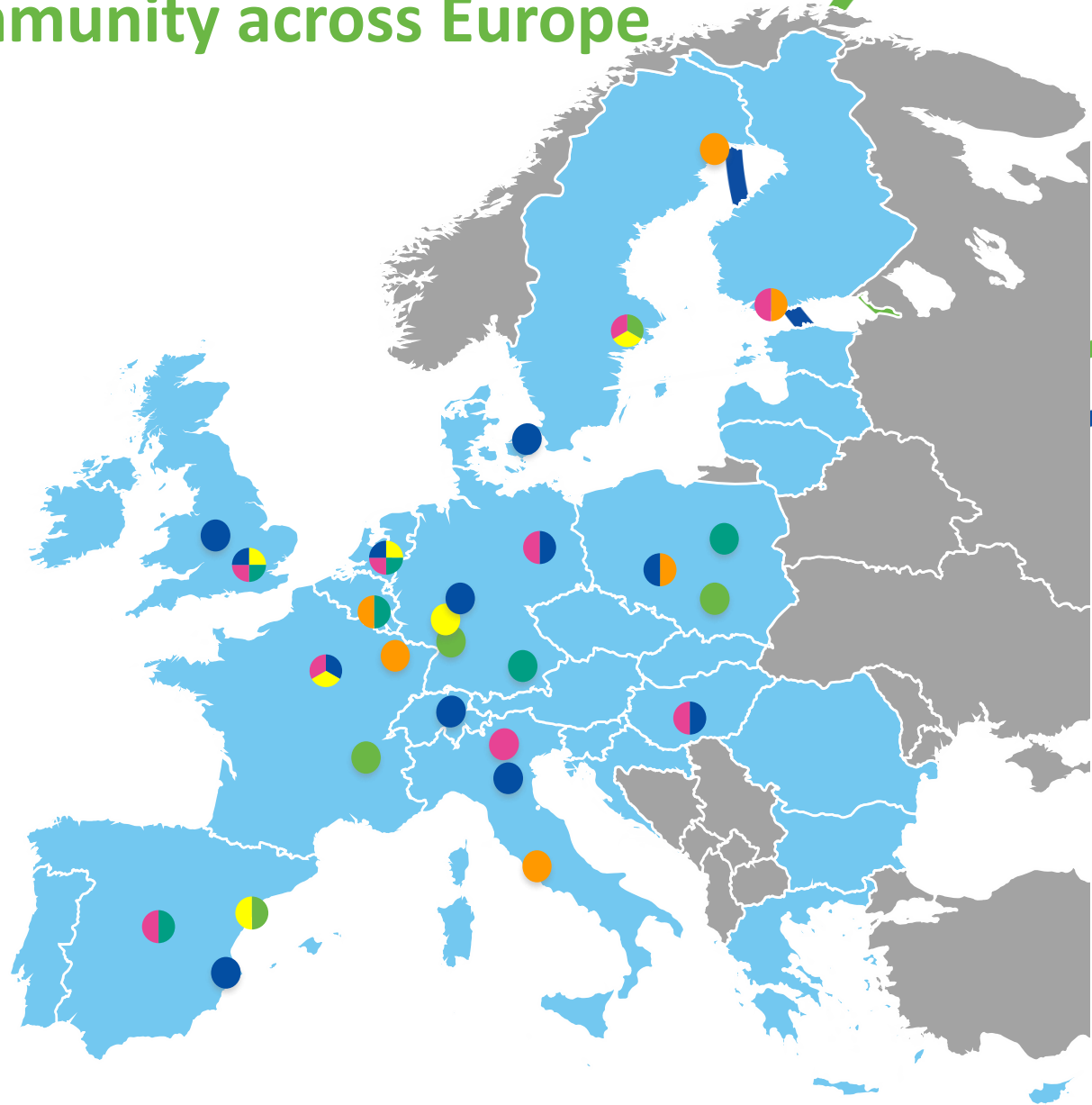
EIT InnoEnergy

EIT Raw Materials

EIT Health
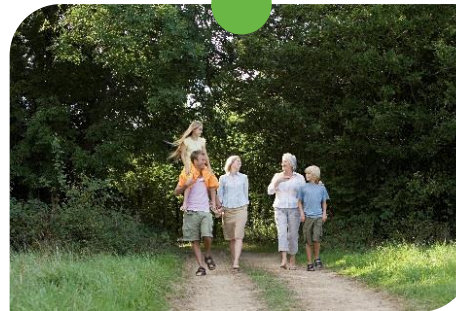
EIT Food

eit Health

EIT Community across Europe

EIT Climate-KIC

EIT Digital

EIT Food

EIT Health

EIT InnoEnergy

EIT Raw Materials

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Europe's healthcare challenges

Societal changes

- Ageing population
- Downward trend in birth rates
- Increasing life expectancy by approx. 4-5 years per generation

Leading to

- A wider gap between active and inactive people, reducing the population within the labour force
- A larger number of older people in long-term care, e.g. due to cardiovascular disorders, diabetes or functional loss
- A dramatic increase in expenditures for health and social care

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The Mission: EIT Health accelerates entrepreneurship and innovation in healthy living and active ageing, providing Europe′s top talents with new opportunities and resources to the benefit of all citizens.
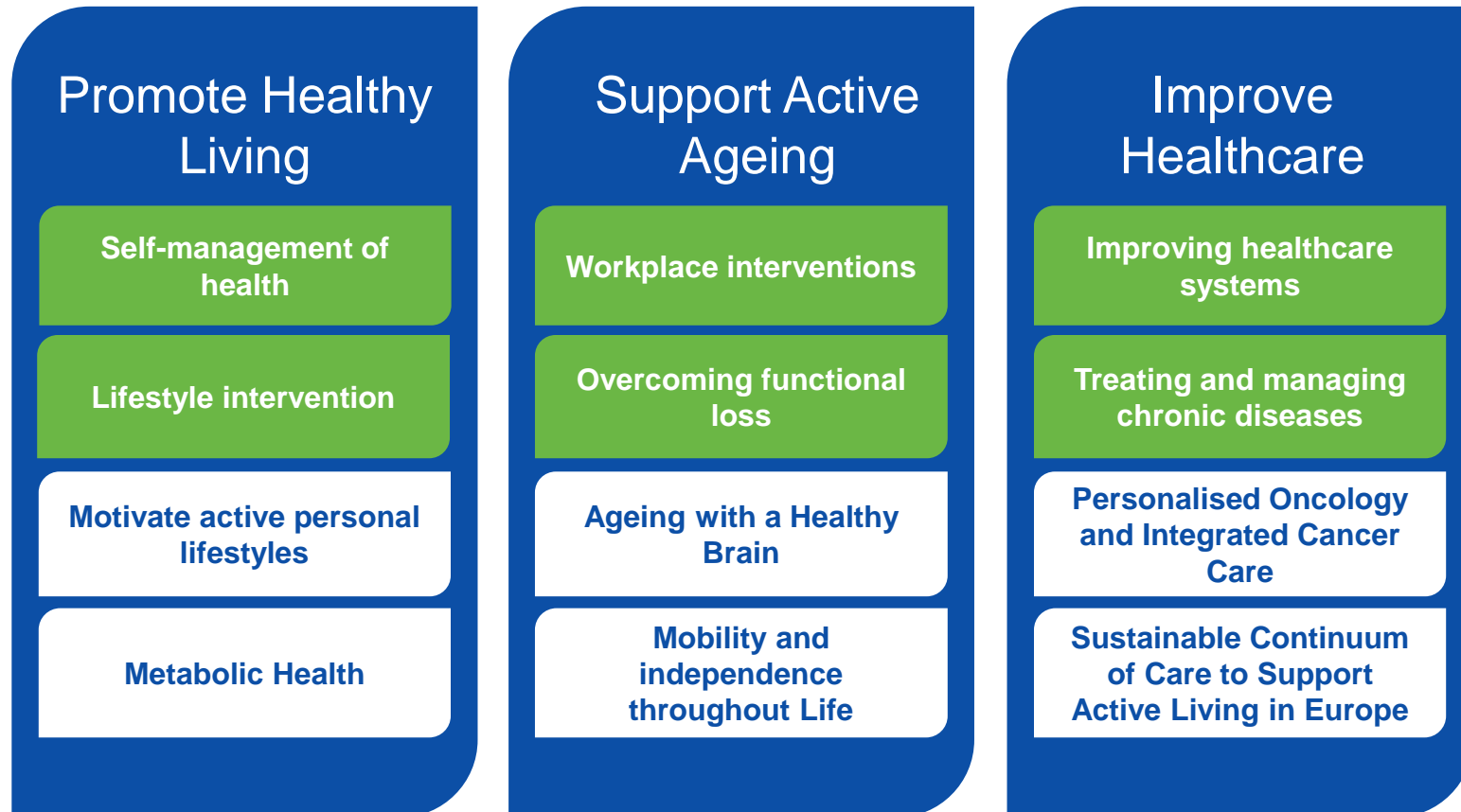
| Creating 165 start-ups and launching another 160 new services and products	Having 1 million students taking part in educational online programmes per year	Incubate approximately 340 new business ideas

2016-18

Focus areas support citizens' desire for an active and self-determined life, even at old age

Promote Healthy Living

Self-management of health

Lifestyle intervention

Motivate active personal lifestyles

Metabolic Health

Support Active Ageing

Workplace interventions

Overcoming functional loss

Ageing with a Healthy Brain

Mobility and independence throughout Life

Improve Healthcare

Improving healthcare systems

Treating and managing chronic diseases

Personalised Oncology and Integrated Cancer Care

Sustainable Continuum of Care to Support Active Living in Europe

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● Business Objectives   ○ Example Projects

EIT Health: leveraging the potential

One of the largest healthcare initiatives worldwide with more than **130 leading organisations**, covering all areas of healthcare.

Industry

University

Public

Research
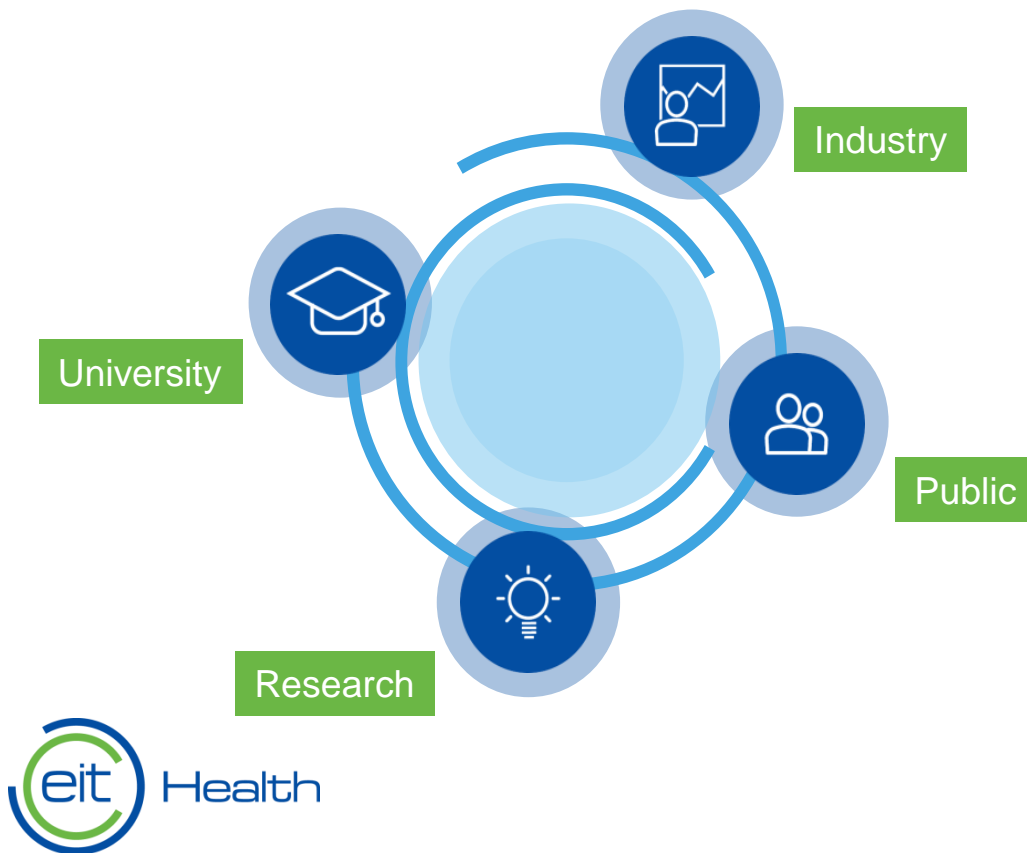
EIT Health

- invests in Europe's **best entrepreneurial talents and creative minds**
- fosters the development and commercialisation of **smart product and service solutions**

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A strong partnership across Europe
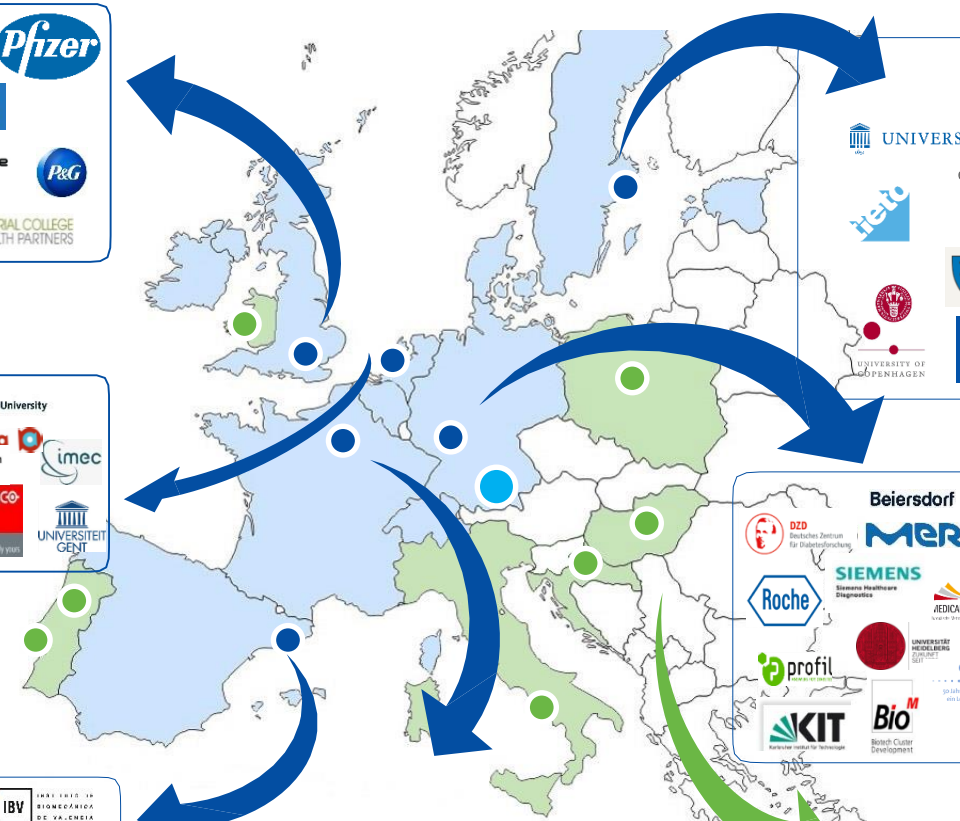
Get engaged with EIT Health activities

From student to entrepreneur

From lab to market

Business Creation

Education

Innovation

From idea to product

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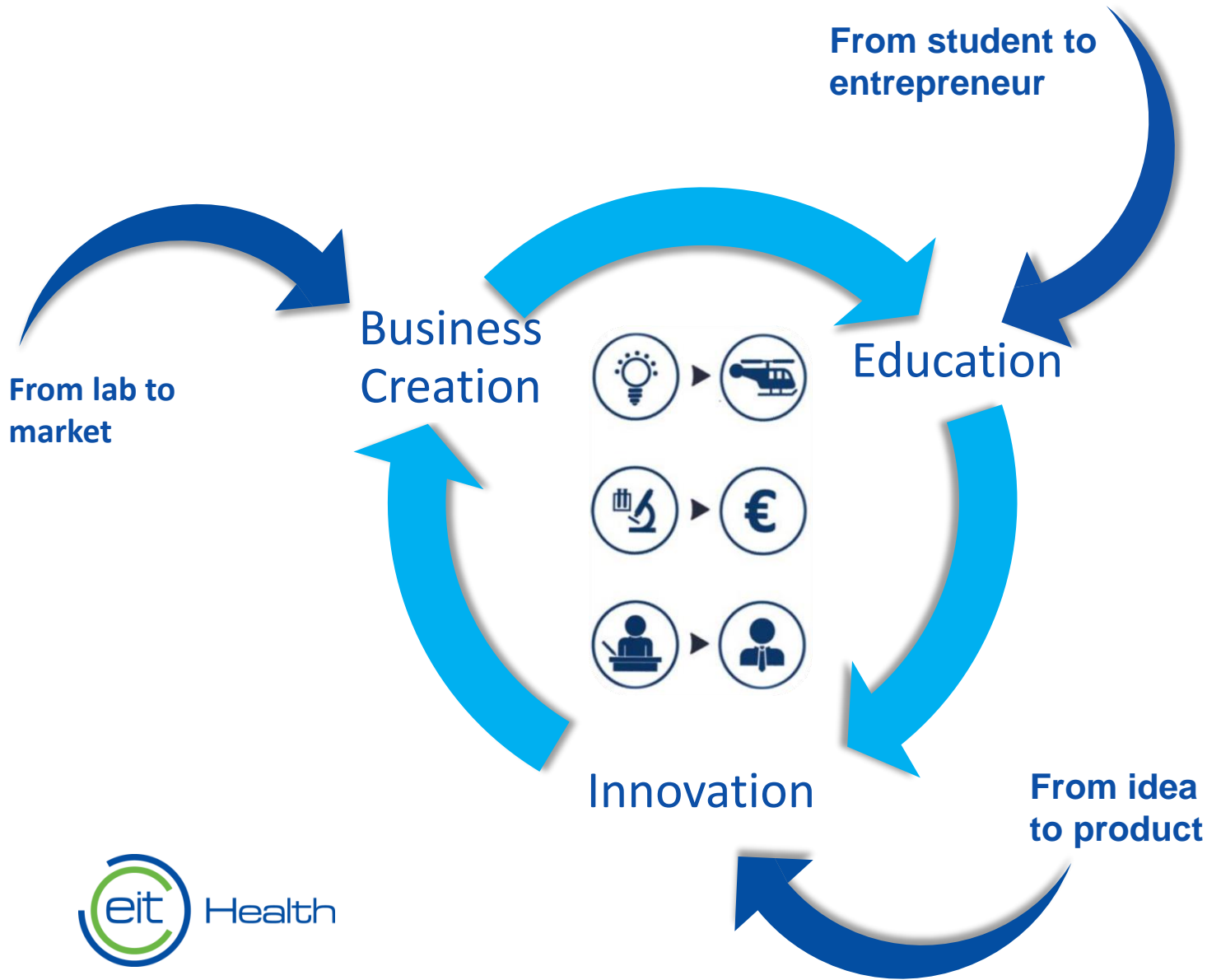
Our three pillars

Campus

Individuals,
Young talents,
Health professionals,
Entrepreneurs
should try to join
programs to improve
entrepreneurial skills

Accelerator

From idea to market
launch:
Business Plan
Competitions in
each CLC/InnoStars,
Business Creation
Services for
companies in both
start-up and
expansion phase

Projects

Participating in
Innovation Projects
as project partners,
Offering
complementary
capabilities

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Innovation Projects

- Developing achievable products and services, linked to Accelerator
- Including educational elements of EIT Health Campus
- Focusing on activities with a clear added value for all healthcare challenges
- Developing disruptive solutions towards key challenges

Projects by Ideas
"solution-driven"

- collaborative projects
- a potential solution has been identified that either capitalises on an opportunity or addresses a specific problem presented by demographic ageing of the population

Projects by Design
"needs-driven"

- start from a recognised market need or societal problem
- enable corporate and public non-academic partners to quickly initiate and execute activities
- aim at developing products and services hindered by specific innovation barriers

Accelerator supply chain

INCUBATE

SCALE-UP!

VALIDATE!

SCALE-OUT!

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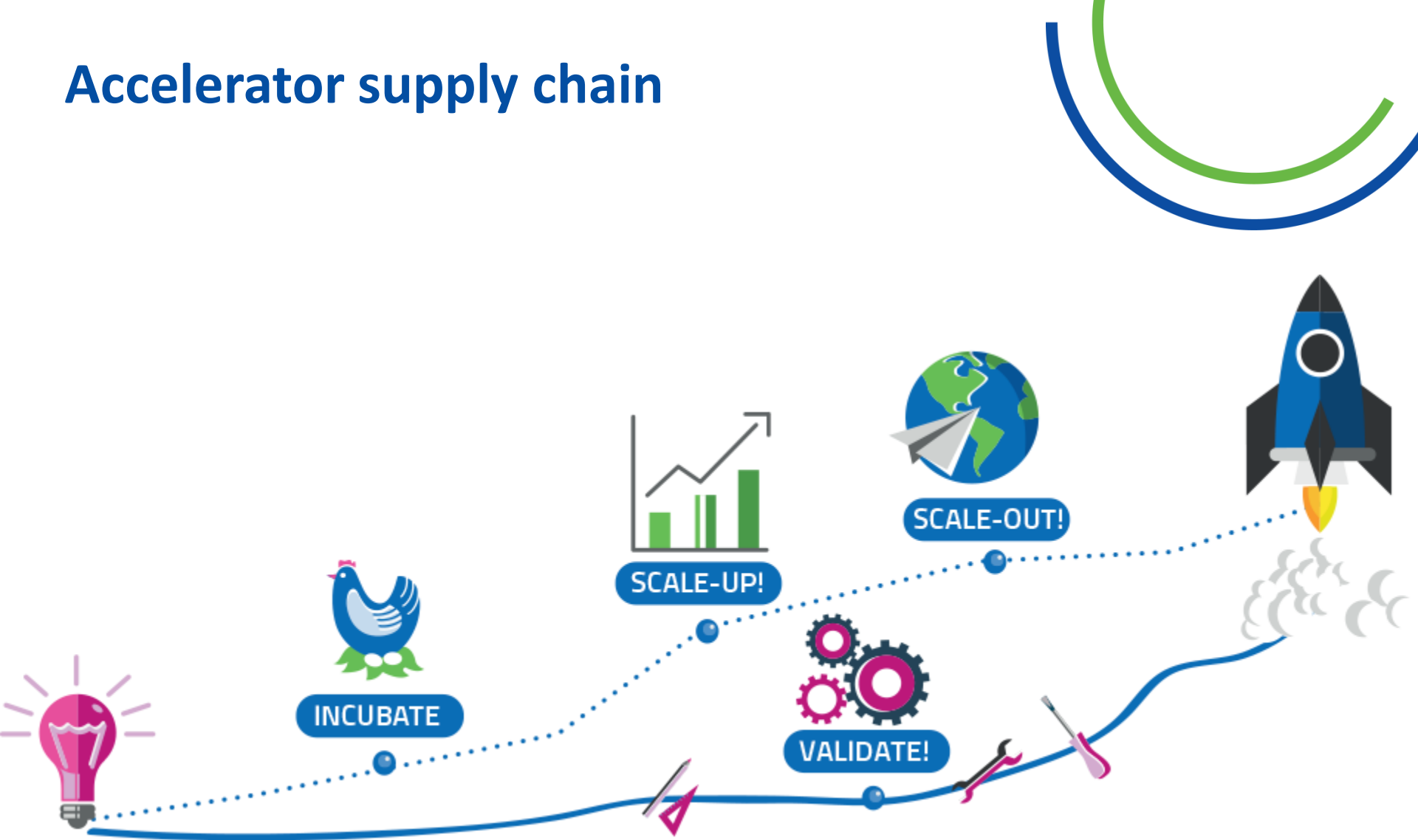
Incubate!

For whom: Not-yet entrepreneurs or scientists wanting to develop startups.

What is it: Receive innovation training and assistance with activities, that help entrepreneurs create a business plan out of an initial business idea or research project.

Programs:
- I-INTEGRATE database to find programs and partners
- Venture lab for business competence developement
- Bootcamp to explore market potential
- Caixa impulse for research projects
- Proof of concept competition to launch product/service

Scale!

For whom: Mature startups and SMEs

What is it: Tools and networks for financing and market expansion.

Programs:
- Headstart competition for scale up
- European Health Catapult to meet EIT Health Partners
- GoGlobal to scale out to USA, China or Brazil
- Investor's Network and the Crowdfunding Platform launching late 2017

Validate!
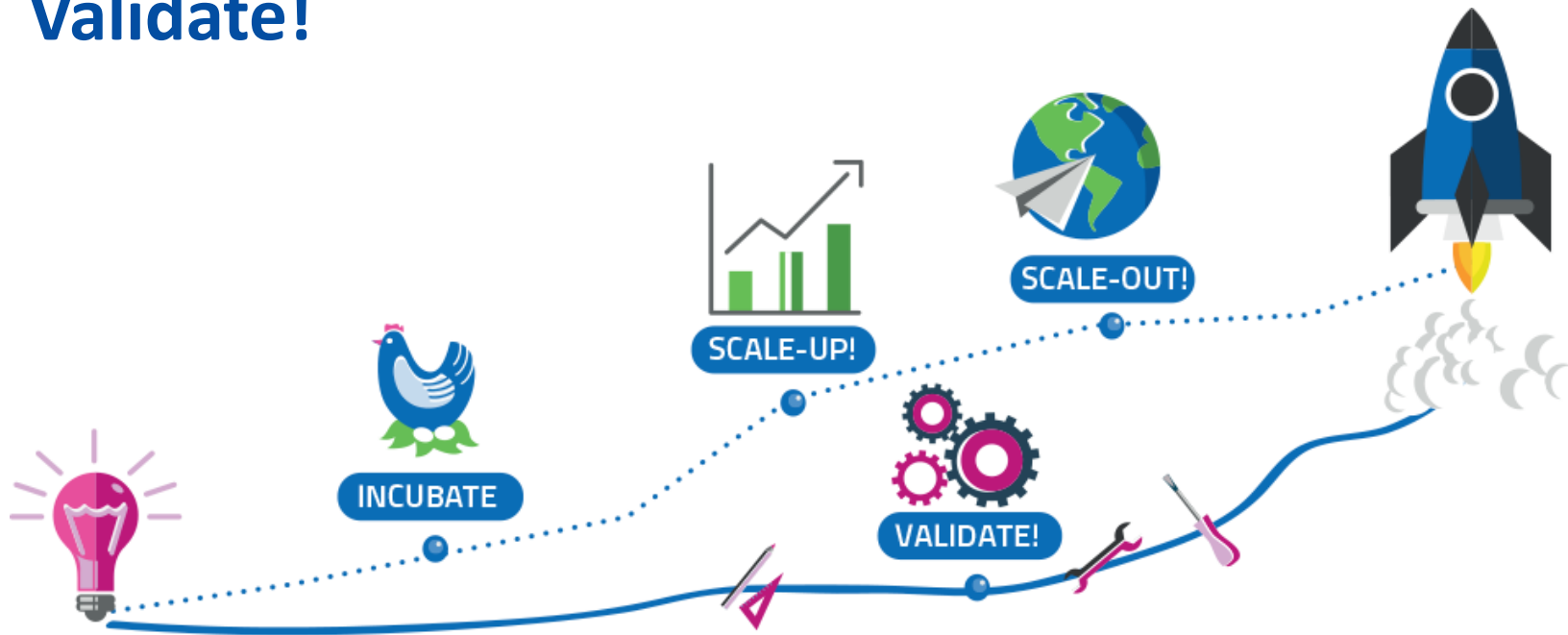
For whom: For entrepreneurs who want to validate products and services throughout the value chain

What is it: provides entrepreneurs the means to test products throughout the value chain. Allows entrepreneurs to gain understanding in local/regional regulatory and reimbursement schemes.

Programs:
- Living labs and testbeds – validation for all stages
- Market coach network
- Point labs to make citizen and patient data available
- EU health maps to learn about reimbursement and financing types
- Product and market fit to find the best market for your product

CAMPUS programmes

- StarShip Innovation Fellowship Programme

- Entrepreneurship Lab

    - E-Labs offer educational experience by connecting the knowledge triangle of businesses, researchers and innovators with students, so they can master the craft of entrepreneurship and innovation through real-life cases.

- Innovative education and solution-driven design thinking laboratory (SMART-UP Lab)

    - SMART-UP Lab is based on the E-Lab concept and is a student entrepreneurship programme that enable students to collaborate in small groups on major health challenges coming directly from industry (CelonPharma, GE Healthcare, Draum Design).

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EIT Regional Innovation Scheme (EIT RIS) Objectives

- Contribute to enhancing of the innovation capacity in **moderate and modest innovators*** Member States and Horizon 2020 Associated Countries.

- Share and transfer good practices of **knowledge triangle integration** to widen participation in EIT KIC activities.

- **Allow for synergies and efficiency gains** in regions that have been designing **Smart Specialisation Strategies** and are looking for a better integration of the Knowledge Triangle to boost their innovation capacity.
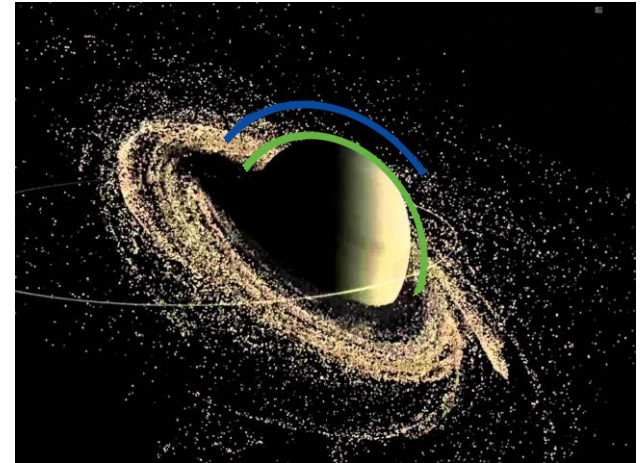
"New ideas, new talents come from the periphery"
(EIT GB 2014 Info Day)

* European Commission Annual Innovation Scoreboard

InnoStars – dedicated instrument to level playing field to less developed regions
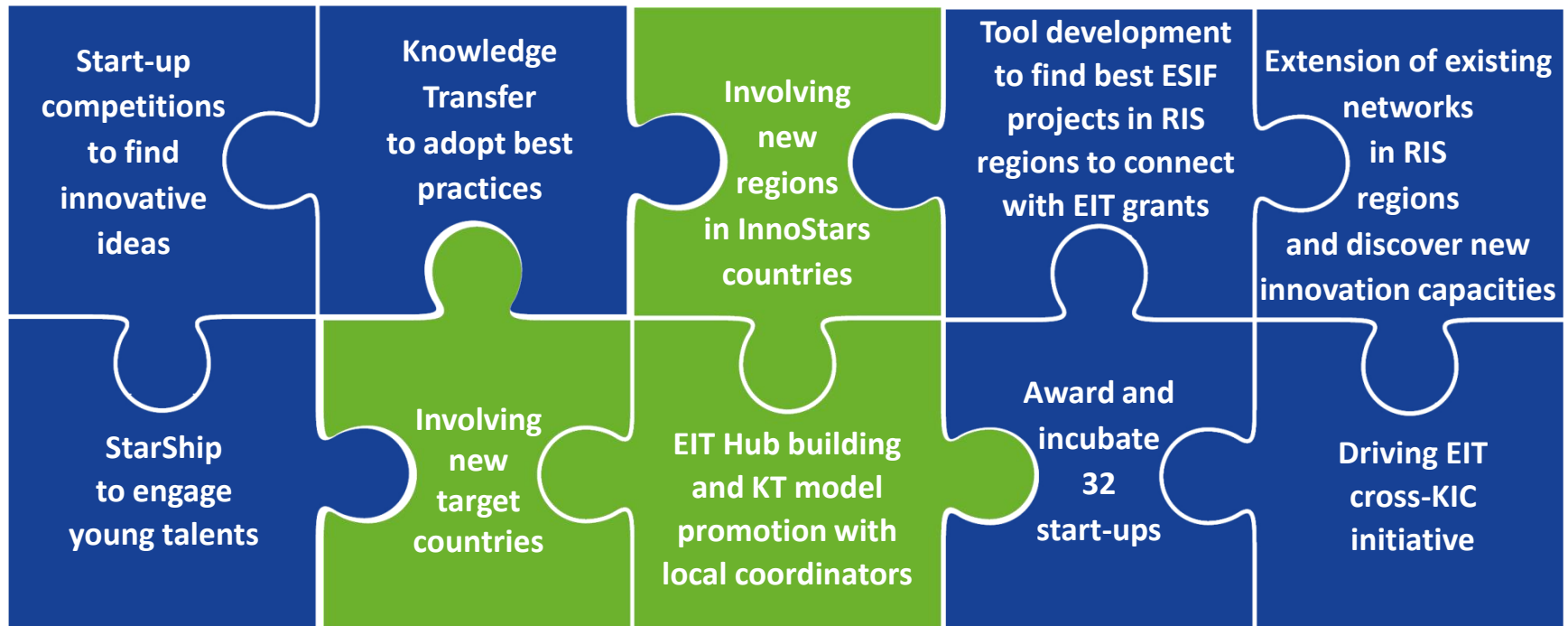
- CLC
- InnoStars
- RIS eligible
- RIS roll-out in 2017

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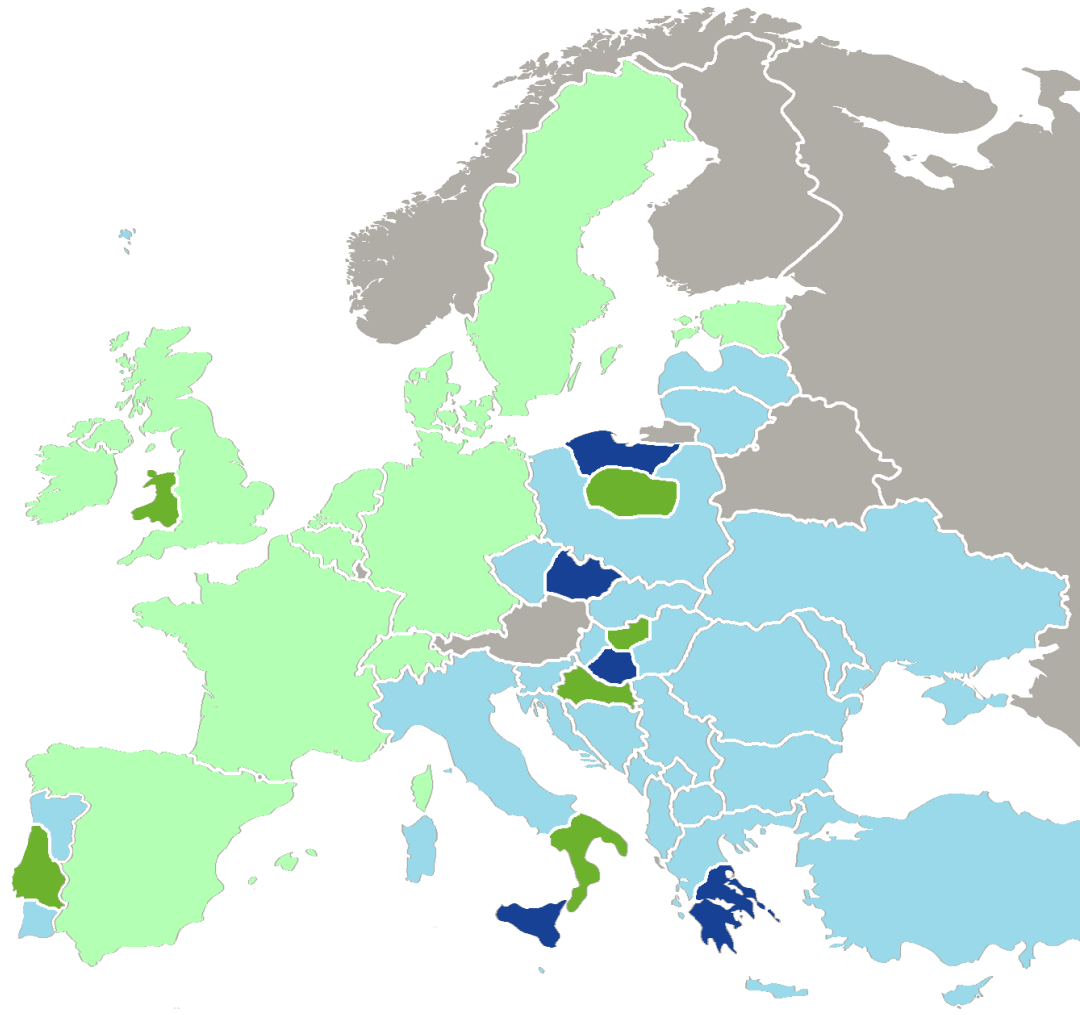
EIT Regional Innovation Scheme – activities in 2017

Start-up competitions to find innovative ideas

Knowledge Transfer to adopt best practices

Involving new regions in InnoStars countries

Tool development to find best ESIF projects in RIS regions to connect with EIT grants

Extension of existing networks in RIS regions and discover new innovation capacities

StarShip to engage young talents

Involving new target countries

EIT Hub building and KT model promotion with local coordinators

Award and incubate 32 start-ups

Driving EIT cross-KIC initiative

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High impact events in 2017

- 5 RIS regions involved
- 10 Partners contracted
- 40 events during the year
- 1200 participants
- 150 start-ups and business ideas involved
- 3.000.000 people reached with media publications
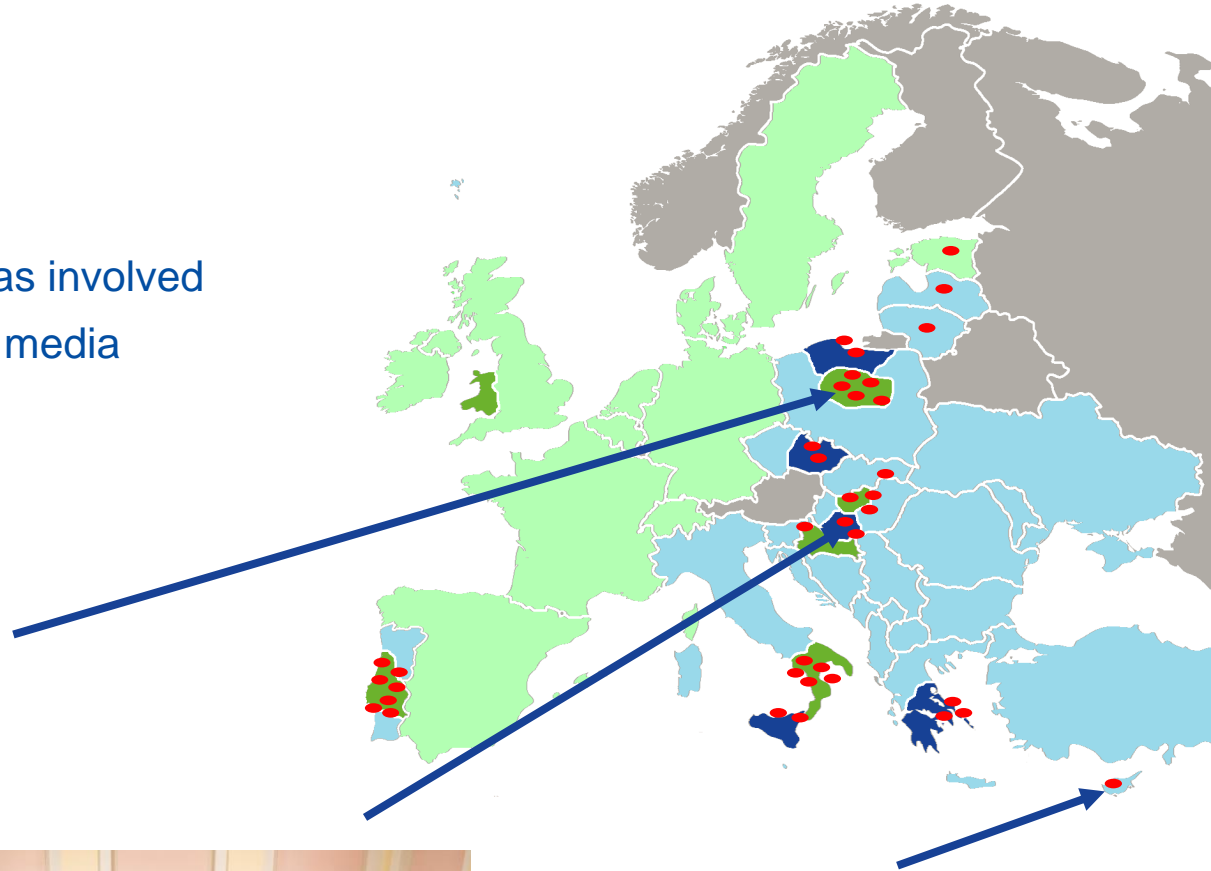
Cross-KIC Ideation Bootcamp (EIT Health & EIT Raw Materials)

I) 2-days business planning workshop in two locations: Tartu (Estonia) & Budapest (Hungary)

- Education modul: Turn your idea into a business plan; Components of a business plan; Get funding for your ideas
- Interactive workshop: Working in teams to prepare a business plan; Pitching exercise

II) After the worshop participants were invited to submit their business plan, containing: company description, team, product/ service description, market analysis

III) Selecting best applications and inviting them for a pitch contest (Budapest, Hungary)

Eligibility: have a viable business idea in health or raw materials innovation, European citizenship

InnoStars Awards 2017

For whom: teams/ companies with well developed prototypes intending to launch their product in their home country

How it works:

#1 Application submission (online form + 3-min video pitch + letter of support)

#2 Selection of TOP20 (€7k smart money + professional support)

#3 Business Plan submission

#4 Selection of TOP8 to pitch at InnoStars Award pitch

#5 Selection of TOP3 start-ups (€50k, €20k, €10k)
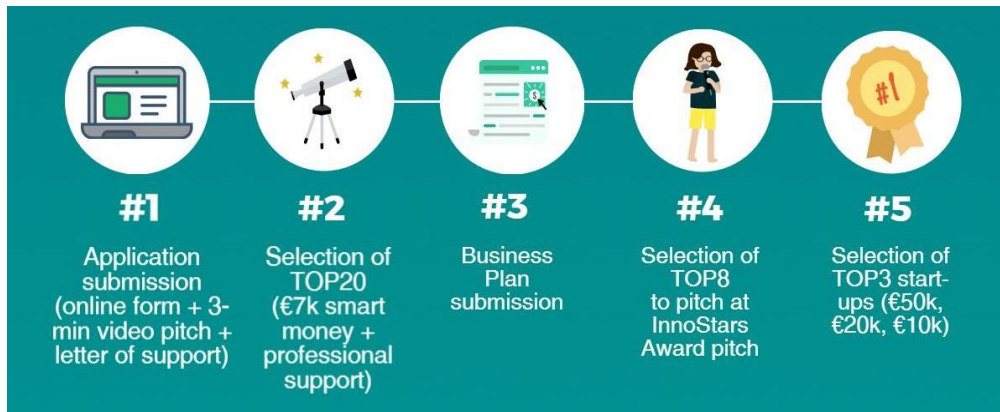
Health Catapult 2017
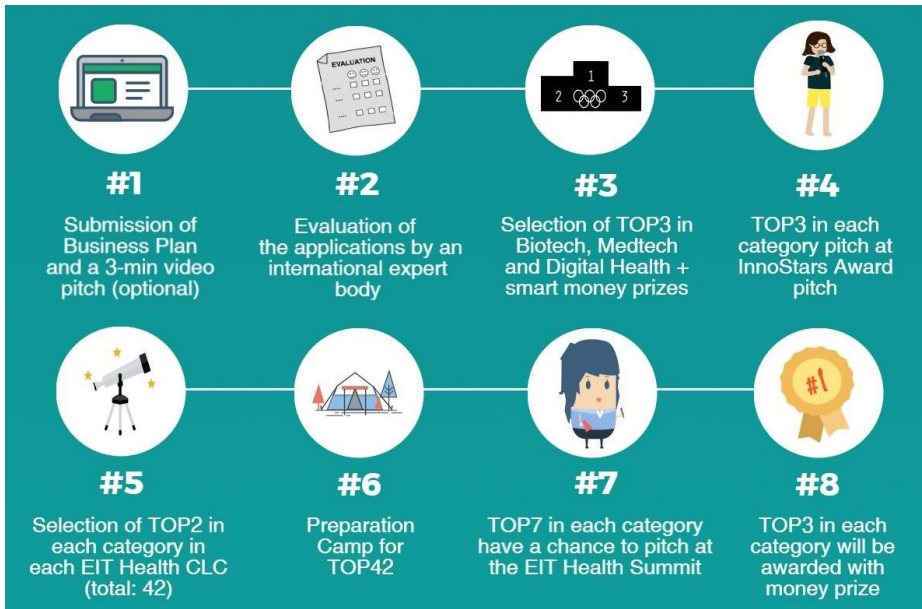
For whom: Companies with innovative product wishing to explore new European markets

How it works:

#1 Submission of Business Plan and a 3-min video pitch (optional)

#2 Evaluation of the applications by an international expert body

#3 Selection of TOP3 in Biotech, Medtech and Digital Health + smart money prizes

#4 TOP3 in each category pitch at InnoStars Award pitch

#5 Selection of TOP2 in each category in each EIT Health CLC (total: 42)

#6 Preparation Camp for TOP42

#7 TOP7 in each category have a chance to pitch at the EIT Health Summit

#8 TOP3 in each category will be awarded with money prize
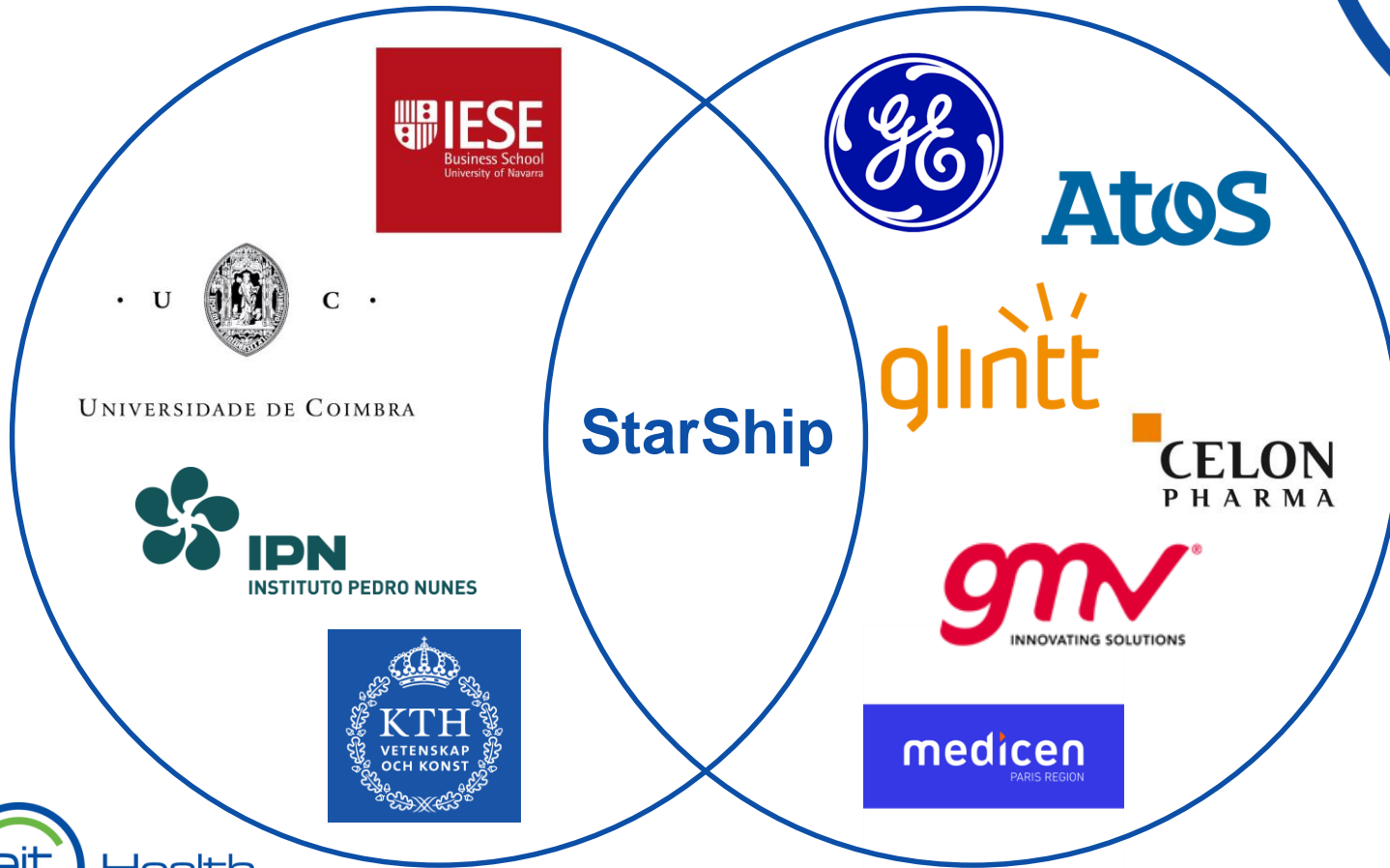
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Top 12 applicants pitching in Brussels in front of an expert panel

StarShip – GE Healthcare is first industry partner, 5 more next year

Innovative education approaches from academia

Healthcare challenges from industry

StarShip

StarShip – InnoStars Innovation Fellowship

Young talents in international multidisciplinary teams

Healthcare challenges given by industry

INNOVATIVE SOLUTIONS

Innovative education approach based on Stanford BioDesign model

Validation in local hospitals

Knowledge and research outcomes from universities

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Business challenges defined for 2017

1. New ways for hospitals to access innovative algorithm

2. Improve drug administration by digital labeling

3. Decision support in critical care

- Each challenge has a mentor
- Each challenge has two teams working on it

StarShip – yearly curriculum description

1. **Education Module 1 (March)** – BioDesign and Innovation in the Health Sector, challenge presentation in Lodz (1 week hosted by MUL)

2. **Teamwork** – Need/demand identification in clinical environments in participants own environment

3. **Education Module 2 (April)** - The Basics of Entrepreneurship and Innovation Management in the Health Sector (1 week in Barcelona hosted by IESE)

4. **Teamwork** – Selection of preferred needs that teams brought from local environments (2-3 per team)

5. **Company visit (May)** – presenting selected needs to mentor company (GE in Budapest, 2 days)

6. **Teamwork** – Solution development virtually

7. **Education Module 3 (September)** - Developing an Innovation Strategy (1 week hosted by University of Coimbra). 1 need selected per team for solution development.

8. **Teamwork** – Solution development for selected topic

9. **Education Module 4 (November)** - The Art of Communication and Implementation Pitching the outcomes (1 week in Budapest hosted by GE)

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# StarShip – participant requirements and profiles

An ideal StarShip fellow:

- has a high interest in the health sector

- brings in a relevant background: biomedical, technical, engineering, economical, business, design or similar

- master or PhD is a plus

- fluent in English, both written and spoken is required

- comes from a European country with moderate innovation performance (Central-, Eastern-Europe or Southeastern Europe)

Sample profiles:
- **PhD candidate from University of Coimbra/Harvard Medical School**
- **Health care policy professional from global medtech company with a background in law**
- **Medical doctor with experience in business development and marketing**

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StarShip – utilizing international KTI to develop innovative solutions

KTI

Healthcare challenges from GE
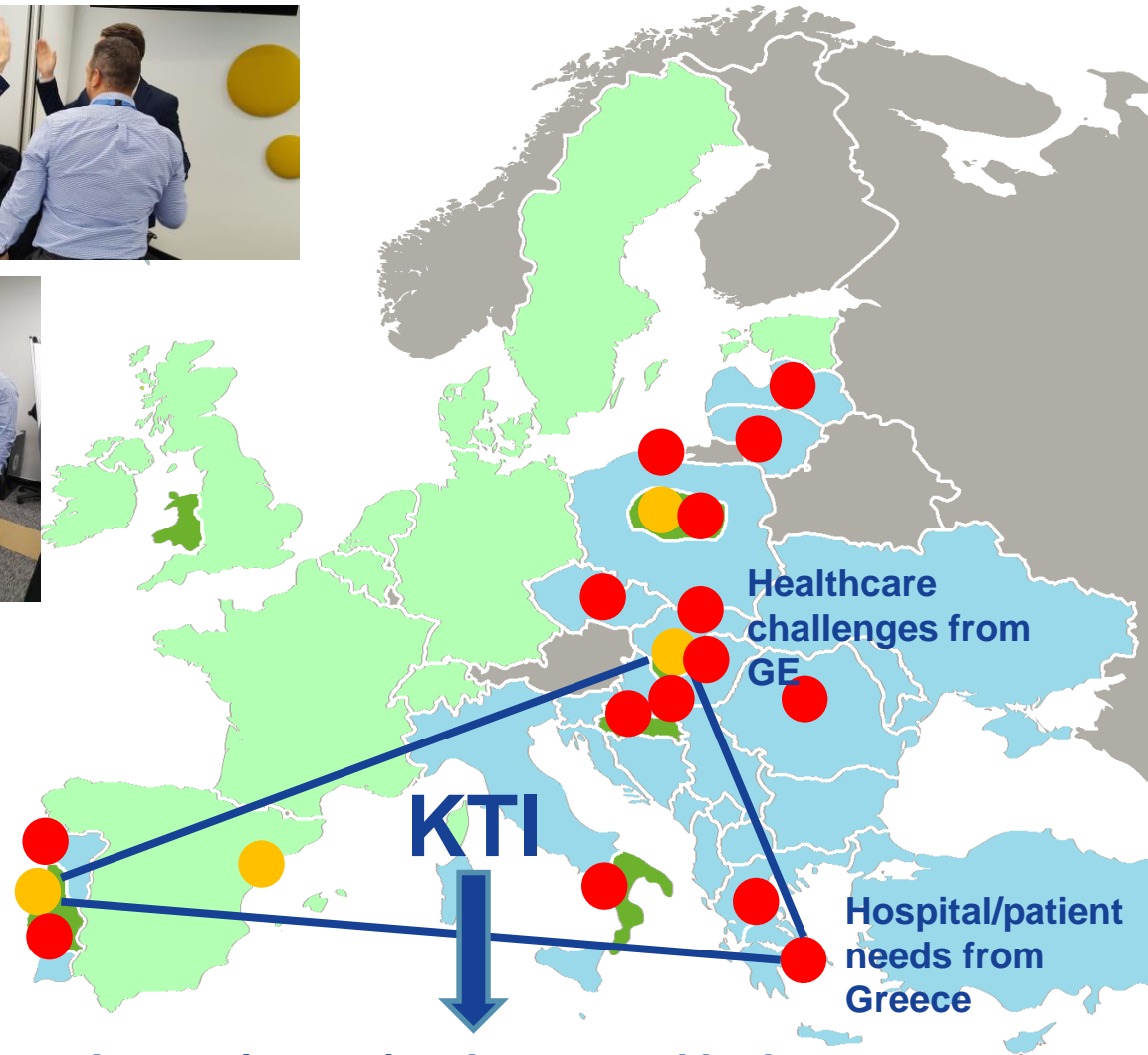
University research result from Coimbra

Hospital/patient needs from Greece

Innovative project how to tackle drug administration problems in hospitals

🟡 Education modules (4)

🔴 StarShip fellows (24 in 2017, 32 in 2018)

StarShip – a true success story

„I was teaching the BioDesign need identification seminar on Wednesday 8 March, the third day of module 1 in the Starships 2017 program. What struck me was the engagement of the students coming from a genuine interest in the subject combined with a high level of competence and experience in their fields. The feedback from these students while teaching was truly inspiring while I could see them realizing the significance of design thinking to innovate in health care."

Sjoerd Haasl, Director Clinical Innovation Fellowships, KTH, Stockholm

EIT RIS 2018 – planned activities

- Encouraging participation in
  - EIT Health best education and business creation programs for participants from RIS regions. Target groups for local recruitment: Start-ups; SMEs, Innovators, entrepreneurs, idea holders; Healthcare professionals; Students, Postgraduates, PhDs; Citizens, patients; Municipalities, payers, healthcare providers
  - Study trips to learn and adopt best-in-class education and business creation programs (local implementation shall be financed from local funds)
- Developing local innovation ecosystems by utlizing the KTI model (HUBs)
- Providing access to EIT Health network & creating opportunities to „mix and match"

Long term vision of healthy living and active aging

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