



OPEN CALL PRODUCT/MARKET FIT

Launch your product in a new country

Join the EIT Health accelerator and work with our local partners to find your product/market fit in France, Spain, Germany, UK, The Netherlands or Belgium.

Is
internationalization
the next step for
your start-up?

Planning to launch
your product
in ES, FR, UK, DE,
NL or BE?

Go2Market &
Market Validation
services

Only for Digital
Health Companies

Product/market fit

Contact: pmfit@imec.be

Find more information on:

www.eithealth.eu

Apply as of

February 15, 2017

2017 Call for Applications

PRODUCT/MARKET FIT

Offer

Entering a new market as a health start-up requires correct market insights, knowledge on regulation, adequate contacts and a possible re-fit of your product and/or business model to the necessities of that market. Going on your own, as a start-up, requires a lot of resources, time and money. EIT Health accelerator is offering you a quick market scan in Spain, United Kingdom, Germany, Belgium, the Netherlands and France. 15 e-health companies will be able to benefit from a fully funded product/market fit worth 25K€. The information you acquire will give you actionable insights and be of tremendous value for your company to convince investors in the next funding round, further explore or discard possibilities on a certain market.

Requirements

Companies need to be at the right maturity stage and fulfil a couple of basic requirements to profit most from the product/market fit service. We require your company to:

- Be a Digital health company (ehealth, mhealth, Clinical decision support, BigData and even Medtech, Lifetech & Biotech if a digital component),
- Be established in Europe,
- Have a technologically innovative product,
- Have a Minimum Viable Product,
- Have a Maturity of advanced seed stage or preparing Series A,
- Have at least a 1st paying customer in home country,
- Own the intellectual property rights or have a license to use them,
- Be not older than 3 years at the moment of submission.

Each company may state two countries of preference at the time of submission and needs to have received a support letter from a local incubator, tech transfer office or investor.



Publication of Call & Online submission Available as of February 15, 2017

Submission of Applications

Proposals must be submitted using the online application form linked [here](#). A video pitch of up to five minutes will need to be provided as part of the application process. In order to be eligible, proposals must contain all the required information and be completed via the online application form.

Evaluation Process/Criteria and Key Performance Indicators (KPIs)

Once your company meets our eligibility profile, requests for funding will be assessed by a team of external experts. Confidentiality agreements will be in place and any conflicts of interests will be actively managed.

Evaluation criteria for the funding requests include amongst others:

- Go to Market and traction
- Technological excellence
- Business status and potential
- Team excellence

About EIT Health

EIT Health is one of the largest healthcare initiatives worldwide. Its goal is to sustainably advance the foundations of healthcare and thus promote the future conditions for healthier living and wellbeing of people across Europe.

EIT Health does this by leveraging the expertise of more than 140 leading organisations spanning key areas of healthcare such as Pharma, MedTech, Payers, Research Institutions and Universities. With a budget of 2 billion EUR over the next decade, EIT Health will purposefully invest in Europe's best entrepreneurial talents and creative minds to foster the development and commercialisation of smart product and service solutions in the health sector, addressing the challenges imposed by demographic change and ageing societies.

