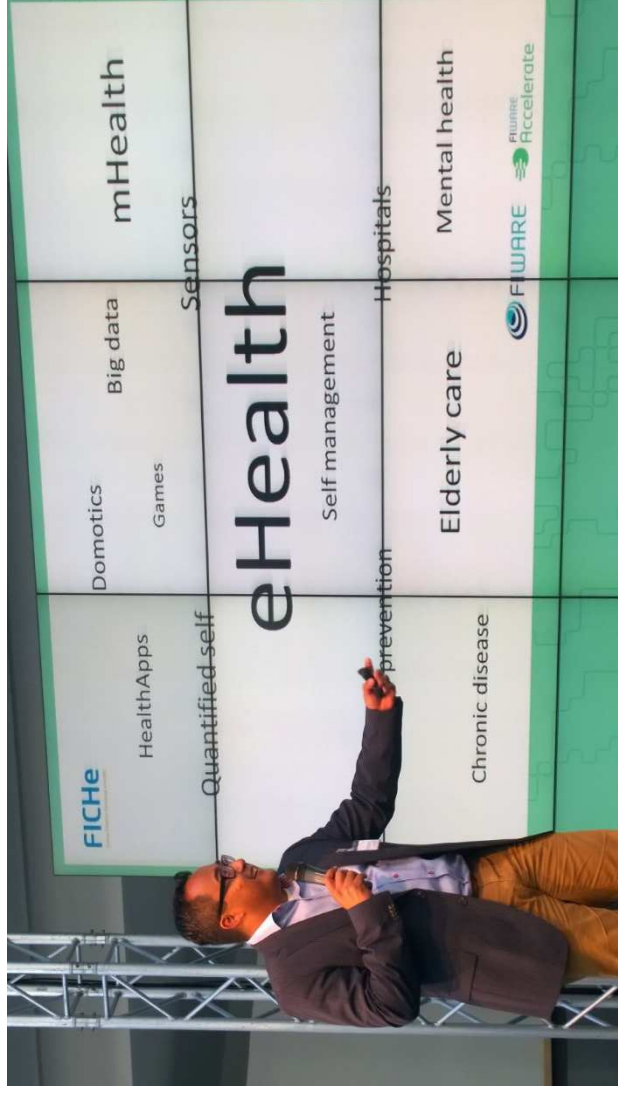


Investing in e-Health Business

Supporting Innovative European SMEs

Insight from the EU Funded GET Support Project
and FICHe Accelerator Project



TNO innovation
for life



**eHealth Solution
EU SME Competition**
2015



Delivering growth to eHealth business



Supporting Innovative European eHealth SMEs

BUSINESS
PLAN SUPPORT

FUNDING
OPPORTUNITIES

GET GLOBAL
SUPPORT

MARKET
OPPORTUNITIES

<http://www.get-ehealth.eu/>
@Get_eHealth

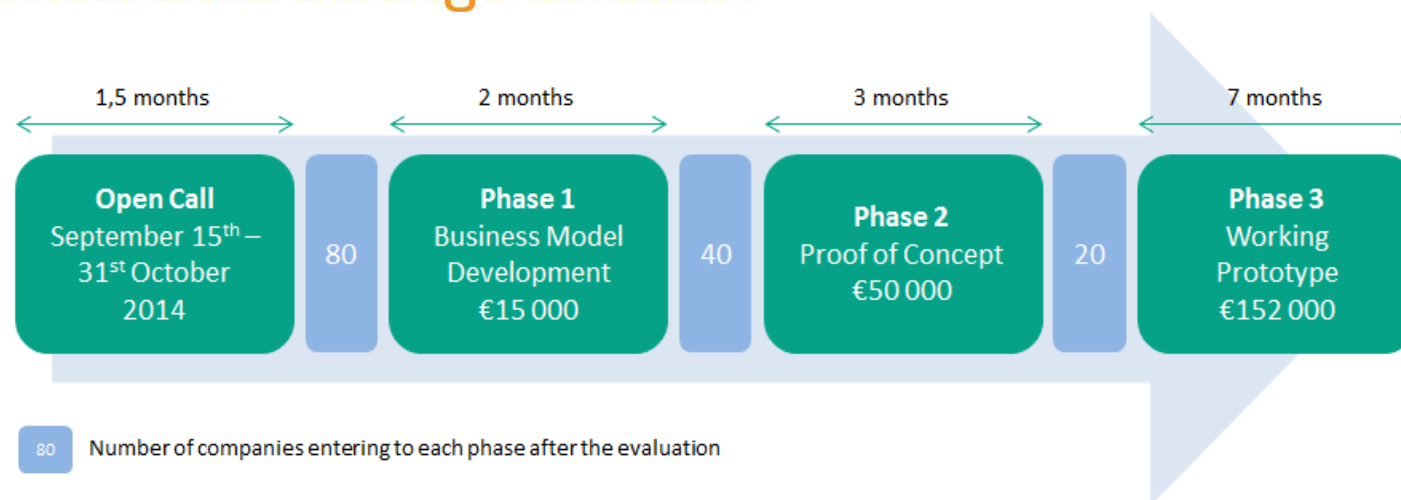


FICHe

Future Internet CHallenge eHealth

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DigitaleZorg.nl



<http://www.f6s.com/fiche>
@FICHe_EU

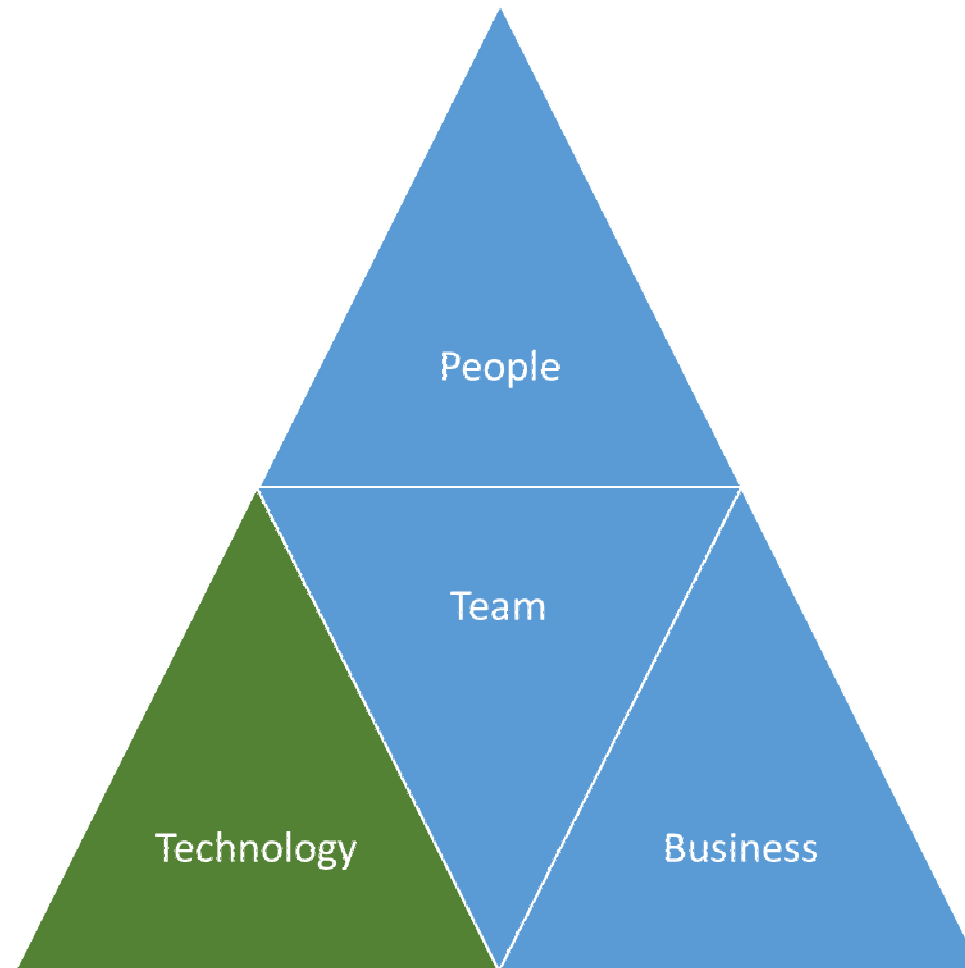


Ask the question...

What would be your top 3 need-to-have support demand?

- Open question in open groups
- SMEs and startups replied
- Total of 150 replies in couple of days
- Replies from accross Europe

It all adds up...

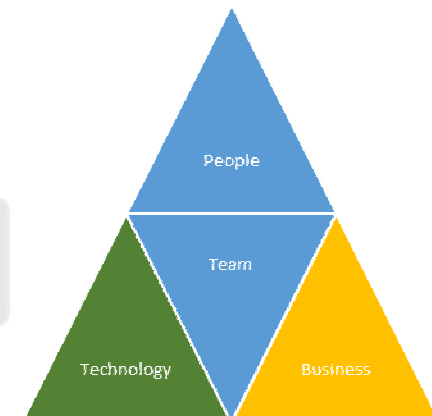


Show me the money!

- Seed funds are easy, second round to complicated
- Initial clients are important!
- Horizon2020 instruments
 - PCP
 - SME instrument (too crowded)
- NHS SBRI program
- Health 2.0 challenges

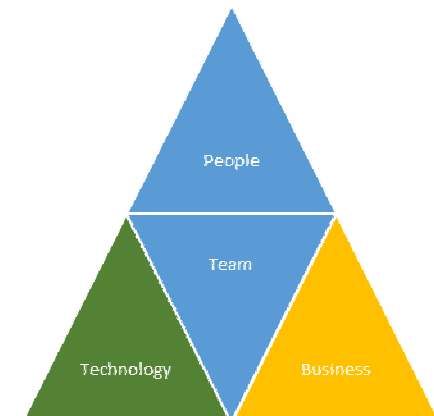


bringing new technologies to the NHS



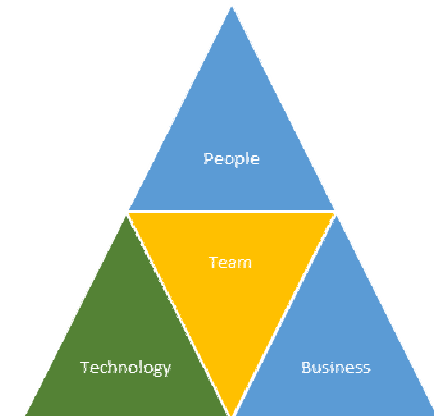
Business talk

- Business models, so many stakes;
- Cross border business, be a partner;
- Ecosystems (no more labs/trials/pilots), make it happen locally.



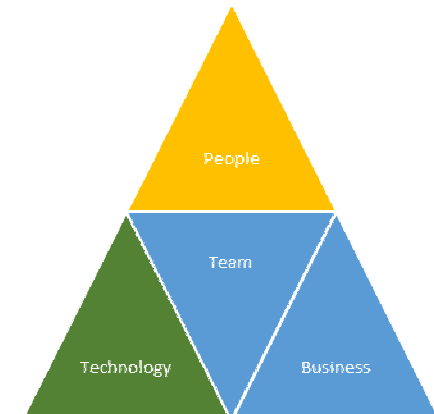
It's all about the team

- Foster entrepreneurship
- Grow innovators and entrepreneurs; geeks can be CEOs
- Keep coaching, mentoring and training; mentorship is worth more than money!



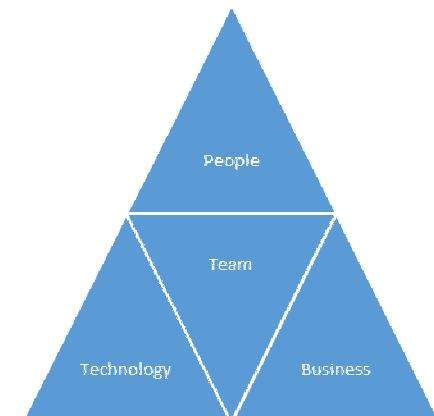
Mix & Match

- Involve end-users!
- Multiple stakeholder events
- Ecosystems (again)



But also...

- Keep up the pace! Times are changing...;
- Choose wisely, not just the big names;
- Be interoperable, be aware of vendor lock-in;
- Make demands, enforce cooperation.



Learn from others

- We Didn't Cut Early Enough;
- It Was Difficult To Nurture *And* Scale;
- We Underestimated The Bureaucracy;
- We Assumed Faster Exit Times;
- It Can Be Hard To Go Deep And Wide.



Some final slides...





Feedback

Following Apply Recommend

Refer

FICHe ▾

People you know

You, Kari D and 85 connections


Health/Medical eHealth FI-PPP
Health Economics Healthcare Prevention
Wellbeing

Jobs

Hiring? List your jobs for free

Set your location

Tweet 6



Apply by 31 Oct 2014

FICHe IN SEPTEMBER 2014

The Journey to Tomorrow

WILL BEGIN

Add media

Funds up to €217k per team Takes 0% Offers 7 Markets Health/Medical eHealth FI-PPP Health Econ



Pan-European eHealth benchmark

2015

Start national benchmark

Collect national results

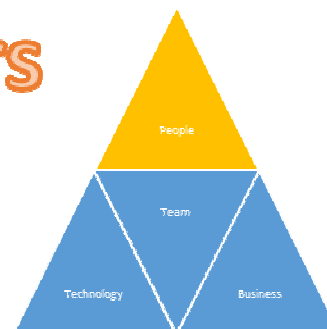
2016

Present results on

Med-e-Tel and eHealthWeek



**National Partners
Wanted**



TNO innovation
for life





<http://www.f6s.com/ehealthcompetition2015>