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27 March 2023

BP2023 Pitching Days

Guidelines for applicants – Cut Off 2

1 PURPOSE

The purpose of the Pitching Days is to decide which proposals will progress further in the evaluation process of the EIT Health Flagships BP2023 call, to be finally included in EIT Health's BP2023 portfolio. Being selected to move forward to the Pitching Days means you and your team will have the opportunity to present your proposal to an Evaluation Board and to receive valuable feedback on your project from experts in your field of interest. Each pitch will be evaluated based on the key areas highlighted in the call document: New models to deliver Healthcare, Facilitating the uptake of Digital Medical Devices & Diagnostics, Harnessing the full potential of health data for Innovation.
The jury will have access to the short proposal and all information submitted on the platform by each team before the Pitching Days.

In this document, you will find all the information you need about logistics for the Pitching Days, presentation requirements and evaluation criteria.

2 USEFUL INFORMATION

Dates: 18-20 April 2023 (Fast-Track Start-up Driven Projects (DiGinnovation): 18 April)

Location: Hybrid Zoom session. A panel of 3 experts will meet face-to-face at EIT Health's Co-location Center (CLC) premises. Applicant teams will present online to the experts.

Participants:

On the Team side (4 people max, online via Zoom):

- the Activity Leader presence is mandatory;
- 3 relevant consortium members maximum, from at least 2 entities;
- For Fast-Track Start-up Driven Projects (DiGinnovation) only one start-up representative (the Activity Leader of the proposal) will participate.

Note: no professional presenter should be invited unless this representative will participate actively in the project

On EIT Health side at the CLC (7-8 people, max):

- the CLC Managing Director will chair the session;
- the panel of 3 independent experts will evaluate the proposals;
- 1 CLC staff member will join as rapporteur;
- 2-3 staff members may join as observers for learning purposes (online or in-person);

Session structure:

The pitching session will have a duration of 40 minutes + 30 minutes of experts' discussion and scoring (applicant team will be asked to leave) and will follow the structure below. The session will be recorded for audit purposes only and stored for 3 months.

Time	Content	Recorded
5 min	Introduction	Yes
15 min	Presentation	
20 min	Q&A	
Closed session: Proposal presenters leave the call		
30 min	Discussion & Scoring	No

- The chair will launch a quick *tour de table* where all attendants will briefly introduce themselves (5');
- The chair will then give the floor to the presenter to pitch the proposal (15');
- After 15 minutes, presenter will be asked to conclude the presentation and reviewers will start the Q&A session (20');
- The partners will be invited to leave the call by the chair just after the Q&A session. Partners will be automatically disconnected by the rapporteur if they do not leave the call right after the Q&A session;
- All observers will leave the session after the panel discussion is concluded.

Fast-Track Start-up Driven Projects (DiGinnovation)

Session structure:

The pitching session will have a duration of 33 minutes and will follow the structure below. The session will be recorded for audit purposes only and stored for 3 months.

Time	Content	Recorded
3 min	Introduction	Yes
10 min	Presentation	
20 min	Q&A	

- The chair will launch a quick *tour de table* where all attendants will briefly introduce themselves (3');
- The chair will then give the floor to the presenter to pitch the proposal (10');
- After 10 minutes, presenter will be asked to conclude the presentation and reviewers will start the Q&A session (20');

- The partners will be invited to leave the call by the chair just after the Q&A session. Partners will be automatically disconnected by the rapporteur if they do not leave the call right after the Q&A session.
- Discussion and scoring will be held at the end of the pitching day;
- All observers will leave the session after the panel discussion is concluded.

Session etiquette:

- Please, connect 10 min before and wait in the lobby until you are invited to enter;
- Make sure your name and your institution are visible when connecting to the video call;
- Please mute yourself when you are not speaking;
- If you disconnect during the presentation, please join the meeting again using the same dial-in/link sent by EIT Health. If you still face problems, reach out to the CLC contact provided in the email invitation;
- Please respect the rules of participation as well as your role and responsibilities.

Results notification: Results will be notified by e-mail on 27 April 2023. Results related to the Fast-Track Start-up Driven Projects (DiGinnovation) will be notified by e-mail on 20 April 2023.

3 EVALUATION CRITERIA

As stated in the BP 2023 Call document (page 38), the evaluation criteria for Pitching Days will be as follows:

Project Excellence and Strategic Fit	**50%**
Implementation	**10%**
Impact and Sustainability	**40%**

4 THE PITCH

The duration of your pitch should not exceed 15 minutes. In the case of Fast-Track Start-up Driven Projects (DiGinnovation), the duration of your pitch should not exceed 10 minutes. Please prepare the number of slides accordingly with succinct and coherent information for the jury (15-20 slides are recommended).

The jury is **not** expecting to have all the project details in the slides, but rather to see your team prepared to **answer** the questions during the Q&A session.

As a general recommendation, your pitch should follow the main structure of the short proposal template:

- **Project Excellence and Strategic Fit**
- **Implementation**
- **Impact / Outcome measures**

Specific information requirements

Facilitating the uptake of Digital Medical Devices & Diagnostics

- Unmet need and description of the solution (extent of the problem and currently available solutions, clear explanation of how it addresses the problem and clarification of the type of your product/service);
- Strategic fit and ground for EIT Health involvement;
- Certification pathway, explaining any pre-identified markets with the corresponding certification needs;
- Impact (social, economic, health);
- Sustainability and scalability beyond project;
- Feasibility of the project;
- Team;
- KIC13: Number of citizens/patients that benefitted from solutions developed or implemented in KAVAs;
- At least one customized KPI linked to Patient Reported Outcome Measure (PROM);
- EITHE02.4: Innovations launched on the market with a sales revenue of at least 10 000 EUR documented - to be reported during the KAVA duration or within 1 year after completion.

New models to deliver Healthcare

- Unmet need and description of the solution (extent of the problem and currently available solutions, clear explanation of how it addresses the problem and clarification of the type of your product/service);
- Strategic fit and ground for EIT Health involvement;
- Outcome measures;
- Impact (social, economic, health);
- Sustainability and replicability beyond project. Plans of large-scale implementation on year 3;
- Feasibility of the project;
- Team - Identification of clinical partners. Please make sure the two clinical partners (from different countries) involved in the project are represented during the call and Q&A;
- KIC13: Number of citizens/patients that benefitted from solutions developed or implemented in KAVAs;
- At least one customized KPI linked to Patient Reported Outcome Measure (PROM).

Harnessing the full potential of health data for Innovation

- Unmet need and description of the solution (extent of the problem and currently available solutions, clear explanation of how it addresses the problem and clarification of the type of your product/service);
- Strategic fit and ground for EIT Health involvement;
- Use of registries and biobanks. You should identify the registry you are planning to use and provide information about the current access to data status;
- Impact (social, economic, health);
- Sustainability and scalability beyond project;
- Feasibility of the project;
- Team;
- KIC13: Number of citizens/patients that benefitted from solutions developed or implemented in KAVAs;
- At least one customised KPI linked to Patient Reported Outcome Measure (PROM);
- EITHE02.4: Innovations launched on the market with a sales revenue of at least 10 000 EUR documented - to be reported during the KAVA duration or within 1 year after completion.

Fast-Track Start-up Driven Projects (DiGinnovation)

- Unmet need and description of the solution (extent of the problem and currently available solutions, clear explanation of how it addresses the problem and clarification of the type of your product/service);
- Market opportunity (addressable market size and opportunity);
- Expected patient journey after implementation of your solution;
- Business plan (customers, business model for commercialization and scale-up);
- Regulatory of IP protection;
- Team and advisors;
- Strategic fit and ground for EIT Health involvement;
- Roadmap and Financials;
- Expected KPIs for the project (not for the start-up overall);
- EITHE02.4: Innovations launched on the market with a sales revenue of at least 10 000 EUR documented; to be reported during the KAVA duration or within 1 year after completion. Innovations include new or significantly improved products (goods or services) and processes sold;
- KIC13: Number of citizens/patients that benefitted from solutions developed or implemented in KAVAs;
- At least one customised KPI linked to Patient Reported Outcome Measure (PROM).

For any doubt or question, please be in touch with your local CLC contact (provided in the email invitation).