# 2024 Flagships Call: DiGinnovation 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: DiGinnovation 2024 call, to be finally included in EIT Health's 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 panel 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.

The evaluation panel 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**: 22-23 October 2024

**Location**: Hybrid video conference (Microsoft Teams) 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 video conference):

- the Activity Leader presence is mandatory;
- A maximum of 3 relevant members from the start-up.

*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, external 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 35 minutes 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 |
| 10 min | Presentation | |
| 20 min | Q&A | |

- The chair will launch a quick *tour de table* where all attendants will briefly introduce themselves (5 minutes).
- The chair will then give the floor to the presenter to pitch the proposal (10 minutes).
- After 10 minutes, presenter will be asked to conclude the presentation and reviewers will start the question and answers (Q&A) session (20 minutes ).
- Applicants will be asked to leave the call by the chair after the Q&A session. Applicants will be automatically disconnected by the rapporteur if they do not leave the call after the Q&A session.
- All observers will leave the session after the panel discussion is concluded.
- Discussion and scoring will be held at the end of the pitching day.

**Session etiquette:**

- Please connect 10 minutes before your session 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 31 October 2024.

# 3 EVALUATION PANEL

**Kseniia Choni**



Kseniia Choni is Business Advisor and Head of Incubation Program at Vision Health Pioneers Incubator in Berlin. She has over a decade of experience supporting startups, beginning her journey in Ukraine by developing an ecosystem for clean tech and green startups. She later transitioned to the health tech sector, working with EIT Health in Munich, where she managed programs that facilitated the growth of digital health and MedTech startups. Kseniia played a significant role in launching the 'COVID-19 Rapid Response' funding program, which allocated €7 million to support innovative projects. She has also been involved in venture building and entrepreneurship in the health and deep tech spaces.

**Steve Seuntjens**



Steve Seuntjens is a Partner at PHS Capital and has extensive experience in venture capital, corporate venturing, and angel investments. He has served on the boards of multiple companies, including YourCoach, SkinVision, and Adiem, and previously held leadership roles at Philips, where he was the CEO of the Lifestyle Incubator. Stevehas a diversified background, having worked across global markets like the U.S., the Netherlands, and Israel, focusing on health, technology, and business development.

**Oliver Hilgers**



Oliver Hilgers is the Head of Digital Health & Innovation at Regenold GmbH, a regulatory service provider based in Germany. He is a regulatory expert with over a decade of experience in CE-marking digital health products. He supports digital health companies to ensure their innovative software reaches patients safely and in compliance with regulatory standards. Oliver has been involved in areas such as digital therapeutics, digital biomarkers, and AI-driven software, and is an active member of various European regulatory committees

# 4 EVALUATION CRITERIA

As stated in the call document (Pre-selection, page 34-35), the evaluation criteria for Pitching Days will be as follows:

| | |
|---|---|
| **Activity Excellence and Strategic Fit** | **50%** |
| **Impact and Sustainability** | **40%** |
| **Implementation and Feasibility** | **10%** |

The reviewers will use specific scorecards to evaluate the proposals. The scorecard is annexed to this document.

# 5 THE PITCH

The duration of your pitch should not exceed 10 minutes. Please prepare the number of slides accordingly with succinct and coherent information for the panel (10-15 slides are recommended).

The panel 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

**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);

*For any doubt or question, please be in touch with your local CLC contact.*

# 6 ANNEXES

## Annex 1. DiGinnovation programme Scorecard

| Criteria | Question | Help Text<br>Scoring 0-5 scoring (with 0.5 increments) |
|---|---|---|
| **Project Excellence and Strategic Fit (50%)** | Unmet needs | To what extent is the proposed solution addressing a clearly defined unmet clinical need relevant at European level, considering problem severity and people impacted)? |
| | Strategic fit and ground for EIT Health involvement | To what extent is this project aligned with EIT Health's (public funding) ambition and strategy (EIT Health goals, EIT Health Flagships)? |
| | Description of the solution | To what extent is there evidence that the patient centric DMD approach is unique/novel or better than the existing ones (e.g. 30% faster; 25% cheaper; 5x more accurate…) and has there been previous developments accomplished so far? |
| | Excellence of the start-up | To what extend do you consider the start-up is an outstanding project partner and a good investment for EIT Health? |
| | Certification and Reimbursement pathway | To what extent is the identified certification and reimbursement pathway that the project suggests to follow relevant to the target markets for the adoption of Digital Medical Devices (patient centered DMDs)? |
| **Impact and sustainability (40%)** | Impact (social, economic, health) | To what extent is the impact (social, economic, health) generated by the proposed solution clearly described with realistic and achievable target values? |
| | Patient centricity | How well does the project reflect a patient centred approach and result in a direct patient benefit when the proposed solution is used? |
| | Need for Finance to Achieve the Impact | To what extent do you consider the EIT Health support is required and how the start-up plans to use the grant to achieve the intended impact? |
| | Sustainability beyond project | How would you rate the description on how will the project become sustainable beyond EIT Health funding? Please consider: business model elements like identified stakeholders (targeted user, payer, beneficiary etc.), defined revenue streams and other business plan elements |

| Criteria | Question | Help Text<br>Scoring 0-5 scoring (with 0.5 increments) |
|---|---|---|
| | | such as product launch or market access with a feasible timeline. |
| **Implementation and Feasibility (10%)** | Feasibility of the project | To what extent is there evidence that this project will be able to scale the solution/service into the market (or an additional one) 1 year after the end of the EIT Health funding period? |