Co-funded by the European Union

11 November 2025

2025 Flagships Call

Pitching Days

Guidelines for applicants

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 2025 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 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.

The panel will have access to the 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: 25-26 November 2025

Location: Microsoft Teams session. A panel of 3 experts will meet the applicants teams online.

Participants:

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

- the Activity Leader presence is mandatory;
- 4 relevant consortium members maximum, from at least 2 entities, including the Activity Leader;

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

On EIT Health side (7-8 people max, online via Microsoft Teams):

- Director/Head as the chair of the session;
- the panel of 3 independent experts will evaluate the proposals;
- 1 EIT Health staff member will join as rapporteur;

2-3 staff members may join as observers for learning purposes

Session structure:

The pitching session will have a duration of 40 minutes plus 20 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.

Content	Time	Recorded
Introduction	**5 min**	**Yes**
Presentation	**15 min**	
Q&A	**20 min**	
Closed session: Proposal presenters leave the call		
Discussion & Scoring	**20 min**	**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.

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 flagships@eithealth.eu.
- Please respect the rules of participation as well as your role and responsibilities.

Results notification: Results will be notified by e-mail on 10 December 2025.

3 EVALUATION PANELS

Education - EIT Labelled Certification Modules

Innovation Adoption Panel



Celeste Kolanko Celeste Kolanko is the Managing Director at Liberum IME, where she leads efforts in strategic healthcare communications and medical education. With extensive experience in healthcare and digital innovation, she focuses on enhancing patient engagement and fostering educational initiatives that drive meaningful health outcomes. At Liberum IME, Kolanko leverages her deep expertise in strategic planning and team leadership to advance impactful health campaigns and educational projects on a global scale, making her a key figure in healthcare communication and advocacy.

Celeste Kolanko | LinkedIn



Sarah Wamala Andersson is a Professor of Health and Welfare Technology at Mälardalen University (MDU)in Sweden. Sarah founded and leads the PREVIVE research group where she conducts multidisciplinary research focusing on implementation, usability, policies, reimbursement models, real-world evidence to demonstrate value and effectiveness of digital health and welfare technology, as well as equity and ethical aspects of AI-based solutions. Prior to MDU, Sarah has served the Swedish Government as the Director General of the Swedish Public Health Institute and worked as: principal research scientist at a multi-national pharmaceutical industry, as Professor of Health policy at Karolinska Institute and as Director of the Department of Health Promotion and Disease management, Region Stockholm.

Sarah Wamala Anderson | LinkedIn



Anne Higgins is a highly experienced manager, educator and evaluator, with over 40 years' experience, in adult and further education and training (FET). Anne is a skilled lecturer on FET in Higher Education and skilled teacher/trainer in FET with experience in establishing and running FET Centres. Anne has acted as an expert external examiner of FET programmes and has Chaired multiple evaluation panels for Quality and Qualifications Ireland (QQI).

Biomedicine, Biotech, Biomanufacturing Panel



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Celeste Kolanko | LinkedIn



Anne Higgings is a highly experienced manager, educator and evaluator, with over 40 years' experience, in adult and further education and training (FET). Anne is a skilled lecturer on FET in Higher Education and skilled teacher/trainer in FET with experience in establishing and running FET Centres. Anne has acted as an expert external examiner of FET programmes and has Chaired multiple evaluation panels (Quality Assurance and programme validation) for Quality and Qualifications Ireland (QQI).



Magdalena Kulcycka has experience as a molecular biologist obtained in the laboratories of: the Faculty of Biochemistry, Biophysics and Biotechnology of the Jagiellonian University (Poland), Małopolska Center of Biotechnology of the Jagiellonian University (Poland), University of California Santa Barbara (USA), Max Planck Institute in Martinsried (Germany), Lund University (Sweden), and also as an entrepreneur - founder and president of MicroBioLab ltd and LabStorm ltd. She got to know both worlds well by running an investment fund, and also as a technology broker devoted to Collegium Medicum of the Jagiellonian University in the Center for Technology Transfer CITTRU of the Jagiellonian University. Currently, she is the Director of CEBioForum - the most important event in Central Europe connecting the world of biotechnology and business and managing director and nowadays – as President - of The Association of Biotech Companies BioForum.

Magdalena Kulcycka | LinkedIn

Data and AI Act Panel



Isak Samsten is an Assistant Professor at Stockholm University, where he specializes in healthcare research and education. With a background in public health and a dedication to advancing medical knowledge, Samsten has contributed to numerous studies and publications that focus on improving healthcare delivery and patient outcomes. His role as an educator allows him to mentor the next generation of healthcare professionals, instilling in them a commitment to evidence-based practice and patient-centered care. Samsten's expertise and innovative approach make him a respected figure in both academia and the broader health community.

Isak Samsten | LinkedIn



Aine Behan is Programme Director for Level 9 MSc/PgDip Medical Device Programmes. She is an experienced former Chief Executive Officer with a demonstrated history of working in academia, the startup world, the healthcare industry and the European Commission. She is a Neuroscientist and research lecturer by profession with a PhD in the molecular biology of neurodegenerative plus postdoc research on mood disorders and neurodegeneration. Aine also has a MSc Leadership and Management for Researchers from RCSI.

Áine Behan | LinkedIn



Maria Toro Troconis is an EdTech Consultant and strategist working for different organisations of The United Nations. Maria was selected as one of the top international education influencers of 2021(Edruptors) by ISC Research and is the Founder and Director of the Association for Learning Design & Education for Sustainable Development (ALDESD) and the author of the CoDesignS ESD Learning Design Framework, which has been implemented in several universities globally. She has more than 20 years' experience working with several institutions across the UK, including 10 years as Senior Lecturer and Head of E-learning at the School of Medicine – Imperial College London. Maria has produced several publications, including a chapter on the role of Blended Learning in the delivery of World Health Education as part of a systematic review of eLearning for Health Sciences Education led by the World Health Organisation (WHO).

Dr Maria Toro-Troconis | LinkedIn

Deep Tech Venture Builder Panel



Elin McAllum is the founder of Bantani Education, a non-profit based in Belgium and working internationally on entrepreneurial and creative learning for social, cultural and economic development – to develop skills for change. Bantani works to innovate practice, influence policy and build community, and facilitates The EntreComp Community, a network of 1300+ people and organisations from education, employment, policy and business. Elin has a strong background across policy, practice and evaluation, influenced by her experiences as a youth worker developing life-skills with disadvantaged youth in south Wales, volunteering as a teacher in rural Zimbabwe and 10+ years working in entrepreneurship education policy with Welsh Government and European Commission. She works as a global expert on entrepreneurial learning and skills, has published widely and is a frequent speaker at international conferences and events.

Elin McAllum | LinkedIn



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Dr Maria Toro-Troconis | LinkedIn



Kerry Ritz works with early-stage business in the following areas: CEO support; international growth and expansion; market or investor positioning; setting up and running a Board; building a team, interactions with investor; sales, business development and marketing. Kerry was Entrepreneur-in-Residence at the ABN-AMRO/Techstars Future of Finance Programme in Amsterdam and is an international advisor to SeedStars and mentor with Techstars, MassChallenge, and WAYRA. Kerry is on the investment committee as an Expert Judge on the EU EIC Accelerator and is an advisor and evaluator to the Research & Innovation Foundation, Government of Cyprus; evaluator at Africa for Heroes; and judge at MassChallenge in Switzerland and Israel.

Kerry Ritz | LinkedIn

Catapult Panel



Nino Bellenge is an expert on market introductions and medical device reimbursement. With a background in life sciences and Health Technology Assessment, Nino's professional experience spans consultancy for health insurers and health care organizations, and market introductions for medical innovations. He is the founder and managing director of MedScaler, which has seen more than 80 health market introductions. Nino is an investor in several health innovation startups and is a health system policy advisor.

Nino Bellengé | LinkedIn



Laia Pascual Ponce a background in immunology and business, having done her PhD at LMU Munich and an Executive MBA at IESE Business School. She has first hand experience as entrepreneur of a biotech company, as well as accelerating companies in the life-science space as part of EIT Health. Now she is an Investment Manager at Ship2B Ventures, an impact venture capital from Barcelona that invests in new technologies aiming at improving the quality of life of patients and the society.

Laia Pascual Ponce | LinkedIn



Carolina Villa is a scientist turned investor with more than 10 years of experience in the food and synbio sectors. She is passionate about supporting early-stage entrepreneurs focusing on climate friendly deeptech challenges. Carolina characterises herself as a problem solver with an entrepreneurial spirit and a drive to make things happen.

Carol Villa | LinkedIn

4 EVALUATION CRITERIA

As stated in the 2025 Call document , the evaluation criteria for Pitching Days will be as follows:

Evaluation Criteria	Weight
Project Excellence and Strategic Fit	20%
Impact and Sustainability	40%
Implementation	40%

The reviewers will use specific scorecards to evaluate the proposals. Those scorecards are annexed to this document.

5 THE PITCH

The duration of your pitch should not exceed 15 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**
- **Impact and sustainability**
- **Implementation**

Specific information requirements

Education Programmes

- Description of the unmet educational need among the target audience including the process to identify the educational gap (in the target audience and educational offerings on the market);
- Mention the learner pre-requirements (if any) as well as the profile and attributes (this is, skills, competencies and knowledge) of the participants at the end of the programme;
- Strategic fit and ground for EIT Health involvement
- Show the link between the proposed modules and the challenges described in the specific flagship. Present the vision of the proposed modules;
- Educational design leading to demonstrable outcomes
- Describe how the modules allow personalised learning pathways;
- Sustainability and scalability beyond project
- Feasibility of the project
- Team

Catapult

- Demonstrate the unmet need among the target audience. Describe skills, knowledge and access to stakeholder gaps.
- Strategic fit and ground for EIT Health involvement
- Show specific know-how and contacts but also demonstrate a track record of successfully executing similar programs.
- Provide a clear and realistic implementation plan.

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

6 ANNEXES

Annex 1. Training Modules towards EIT Labelled Certification Scorecard

Criteria	Question	Help Text Scoring 0-5 scoring (with 0.5 increments)
Project excellence and Strategic Fit (20%)	Unmet needs	To what extent is the proposed programme addressing a clearly defined unmet educational need relevant at European level? is it relevant at a global level as well?
	Unmet needs	Are the skills, knowledge and competence gaps it aims to solve clearly described?
	Strategic fit	To what extent has the project described the necessity of EIT Health public funding and is aligned with EIT Health's ambition and strategy (EIT Health goals, EIT Health Flagships)?
	Description of the content value proposition	How innovative/unique is the proposed programme compared to existing programmes and/or compared to the current state of the art?
	Description of the content and pedagogical approach	To what extent do the content, pedagogical approach and design of the programme address the educational needs?
Impact (40%)	Educational design leading to demonstrable outcomes	To what extent is the impact generated by the proposed programme clearly described, knowing that EIT Health will recruit the learners and commercialise the programme?
	Content design and the learning outcomes	Are the intended learning outcomes precisely defined in terms of short-term/medium and long-term outcomes and expressed in terms of skills, knowledge and attitude?
	Description of the content of and value proposition	Has the team provided a good justification for their target audience definition? To what extent is the target audience precisely defined in terms of groups and subgroups and in terms of skills, knowledge and

Criteria	Question	Help Text Scoring 0-5 scoring (with 0.5 increments)
		competence gaps? Have they included evidence (literature, surveys) to support the selection?
	Sustainability and scalability beyond project	How would you rate the description of the project's scalability on the European level in the future years? Will EIT Health be able to exploit the programme and scale it to the EU or more globally over the years?
Implementation and Scalability (40%)	Team and Expertise	To what extent are the consortium members having clear roles in driving the project forward and showing commitment? Please consider the following elements: • Expertise: Synergies, complementarity, or previous experience in similar projects. • Responsibility: Meaningful role of assigned personnel. Commitment: engagement plans with the EIT Health Academy platform & teams, within and after EIT Health funding.
	Feasibility of the project	Is the proposal providing convincing elements of expertise in instructional design and understanding of the use of the EIT Health Academy Platform?
	Feasibility of the project	Is the proposal providing convincing elements of expertise in instructional design and validated experience running programmes/education?
	Programme's structure and coherence	To what extent the design/ format of delivery is well-structured, coherent? Will the proposed evaluation methodology correctly assess the achievement of the intended Learning Outcomes?

Annex 2. Catapult Execution Scorecard

Criteria	Question	Help Text Scoring 0-5 scoring (with 0.5 increments)
Project excellence and Strategic Fit (20%)	Unmet needs	Are the skills, knowledge and access to stakeholders (investment bodies, industry, hospitals, clinics etc.) gaps clearly described? [Note: look for Clarity, innovation, and relevance of the program offering in addressing participants' needs.
Impact (40%)	Expected Outcomes and Impact	Does the project clearly state the expected outcomes and explain how these will be measured? How many start-ups does the consortium intend to support?
	Scalability Potential and Broader Application	To what extent does the consortium provide programme assets (i.e training modules, materials, processes etc.) that can be replicated in different environments (e.g. other EIT Health activities?
Implementation and feasibility (40%)	In kind contributions	To what extent can consortium contribute their expertise in terms of in-house mentors? To what extent is the consortium able to contribute access to other resources (i.e Leverage global connections, exposure through events and communication channels, datasets, facilities)?
	Implementation Plan	To what extent is the proposed **workplan** practical, with a clear and realistic implementation plan? To what extent is the timeline detailed, indicating how objectives will be met within the grant period considering critical risks alongside appropriate mitigation plans to ensure the achievement of the project's objectives?
	Consortium Strength	To what extent does the consortium include: - **committed** partners with **relevant and complementary expertise** (expertise desired but not limited to: Regulatory frameworks, Medical, Financial, Business, Pitching) - Partners with a **track record** in successfully delivering similar programmes
	Budget and Resource Allocation	Is the **budget** planned and well-justified, showing efficient use of resources? To what extent is the consortium committed to co-fund and allocate its own resources effectively?