07 October 2026

Micro-credentials for Entrepreneurship and Innovation in Healthcare 2027 – Online Pitches

Guidelines for applicants

1 PURPOSE

The Hearings provide you and your team an opportunity to present your proposal to the Evaluation Panel and to receive valuable feedback on your project. The online pitches are the final stage of the quality evaluation process of applications. The evaluation panel will have access to the proposal and all information submitted on the platform by each team before the online pitches.[1]

In this document, you will find all the information you need in order to prepare for the online pitches including the evaluation panels, presentation requirements, logistics, and evaluation criteria.

2 USEFUL INFORMATION

Dates: 21 October 2026

Time: 09:30 CET Time

Connection Link: https://teams.microsoft.com/meet/352823836761491?p=ObM398MZjtWq0udC4U

Location: Online session with applicants presenting via MS Teams to panel of three experts connected via MS Teams as well.

EIT Health - approximately 9 people:

- 1 EIT Health Management member will chair the session;
- 3 external independent reviewers will evaluate the proposals;
- 2 reviewers from EIT Health management staff;
- 1 EIT Health Programme Manager will join as rapporteur;
- 1 EIT Health staff member as technical support;
- Up to 2 EIT Health staff may join as an observer.

Applicant Team - 4 people maximum:

- The Activity Leader's presence is mandatory;
- Up to 3 relevant consortium members (from at least 2 distinct entities);

[1] The panel will have access to all documents except for the information and documents uploaded for the due diligence process.

No professional presenter should be present unless this representative will participate actively in the project.

Results notification: Results will be notified by e-mail on 04 November 2026.

Session structure:

Ahead of your session you will receive the MS Teams link and a specified time for when your session will start. Please ensure you log on for the right session. For a better presentation experience, we recommend that you download MS Team application ahead of your session and avoid using the MS Teams browser version. If you do not have the MS Teams link, or are having technical issues, please email calls@eithealth.eu.

Your session will last a total of 60 minutes for introductions, presentation, and follow up questions by the evaluation panel. Presentations should last no longer than 20 minutes. After the presentation, there will be 35 minutes for follow-up questions from the evaluation panel. The structure of the session will be as follows:

- The session will begin with a brief (5 minutes) round of introductions from all those in attendance. Please do not spend more than 5 minutes on introductions. This will eat into the time you have for pitching.
- From here, the Chair will then ask the applicant team to begin their presentation. The presentation is to last no more than 20 minutes. The session Chair will remind you when there are three minutes remaining of your allocated presentation time. If you have not finished your presentation at this point, we recommend that you begin finishing your presentation. At 20 minutes, the session Chair will end your presentation with a hard stop.
- Once the presentation has concluded, the evaluation panel will begin with their follow up questions for up to the next 35 minutes.
- After 35 minutes, the follow up questions from the evaluation panel will end, and you will be invited to leave the call. Applicants will be automatically disconnected by the rapporteur or technical support if they do not leave the call right after the Q&A session. Applicants will not be asked to rejoin the call.
- The evaluation panel will then deliberate for 25 minutes to discuss your proposal and produce their scoring according to the application criteria.

Please note that your presentation session will be recorded for audit purposes only and stored for 3 months.

Session etiquette

- Please ensure you have a stable internet connection and a quiet place to connect free from distractions.
- Please connect 10 minutes 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;
- When presenting, please ensure that your camera is switched on;
- Please keep your camara switched on for the duration of the session, even when not presenting or 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 a problem, reach out to calls@eithealth.eu
- Please respect the rules of participation as well as your role and responsibilities.

Evaluation Panel

The evaluation panel will consist of five evaluators. Three evaluators will be independent external experts in their respective fields, and two evaluators are EIT Health expert staff. All evaluators will use the same scorecard.

External Evaluators



Renata Urbone is an entrepreneurship and innovation expert with more than 25 years of experience in ICT, technology-based innovation, digitalisation, and business development. She began her career in 1997 working on large-scale public-sector information systems in Lithuania and has since worked across GovTech, HealthTech, IoT, automation, and enterprise digitalisation. She holds a PhD in Business Management and Administration and is a certified Project Management Professional (PMP).

She is co-owner and managing partner of Esperonus, an IT company providing business process digitalisation, ERP, CRM, and software solutions, and has also been involved in Leaneria, focusing on IoT and data-driven solutions for sectors including healthcare. Her experience includes entrepreneurship, technology commercialisation, business process optimisation, and the development and implementation of digital solutions. Renata is also an independent expert and evaluator of disruptive innovations, with extensive experience assessing innovation and technology-based projects. She is active as an entrepreneurship mentor and trainer, including through Women Go Tech, and has worked with organisations and clients across Europe on innovation, digital transformation, and technology-based entrepreneurship.

LinkedIN: https://www.linkedin.com/in/urbone/



Isabel Van De Keere is a healthcare technology innovator, entrepreneur, and innovation consultant with extensive experience in digital health, medical devices, technology transfer, and healthcare product development. She holds an MSc in Electro-Mechanical Engineering and a PhD in Biomedical Engineering, and has worked across academia, healthcare, industry, and international organisations.

In 2016, she founded Immersive Rehab, a digital therapeutics company developing personalised neurorehabilitation programmes using virtual reality, with a focus on neurological conditions and improving patient outcomes. Prior to and alongside her entrepreneurial career, she held strategic research and technology transfer roles at Imperial College London and University College London and worked on global innovation and science and technology policy initiatives with organisations including UNESCO and the Global Disability Innovation Hub.

She is currently Founder and Principal Innovation Consultant at Get Soaked Studio, advising healthcare and life sciences organisations on innovation strategy, commercialisation, product development, clinical validation, strategic partnerships, and funding. She also holds academic positions at UCL Global Business School for Health and EDHEC Business School, where she teaches healthcare innovation and leadership.

LinkedIn : http://www.linkedin.com/in/vandekeere



Ismael Ávila is a biomedical innovation strategist and technology transfer professional with experience in research translation, intellectual property, venture building, and public-private collaboration. He has worked across areas including oncology, advanced therapies, medical devices, and digital health, supporting the development of health innovations from early-stage research through to clinical and market application.

He is currently Head of Impact at the Hospital del Mar Research Institute (HMRIB), where he leads the institute's Impact Department and previously headed its Technology Transfer and Translation Unit. In this role, he works on technology assessment and protection, licensing, spin-off creation, business development, and the translation of research into clinical practice. He has also developed initiatives such as the MAR Tech Transfer Academy to support researchers in bringing innovations from the laboratory to the market and patients.

Ismael is also active in the European health innovation ecosystem, contributing to programmes and events focused on technology transfer, translational research, and healthcare innovation. His experience combines scientific and commercial perspectives, including project evaluation, IP strategy, technology valorisation, and investor readiness.

Linkedin: http://www.linkedin.com/in/avila

EIT Health Evaluators



Carolina Sabate is Admissions and Programme Manager at EIT Health, within the Entrepreneurship and Venture Support team, where she manages international education initiatives and collaborates with universities and other stakeholders across Europe. With a background in Biology, she has more than 15 years of experience supporting scientific, educational, and innovation communities. Prior to joining EIT Health, she worked in international scientific research organisations, coordinating international programmes, scientific events, training activities, and collaborations with academic and research partners.

LinkedIn: http://www.linkedin.com/in/sabate



Montse Delgado has over 20 years of experience covering different management positions in the education and learning sectors, Montse has a passion for designing and delivering innovative solutions to address societal challenges, within the mediation of technology. As the Head of Entrepreneurship & Venture Support at EIT Health, she leads the co-design, development and implementation of programmes and projects that foster innovation and entrepreneurship skills among European students, professionals, and researchers in the health sector. Montse has a strong background in mentoring, communication, and digital transformation. She holds an Executive Master in Digital Business from ESADE Business School, where I have acted as a mentor for about 10 years. I am a graduate of the Oxford Women's Leadership Development Programme from Saïd Business School, University of Oxford, and a member of the Digital Business & Innovation Club at ESADE. I am always eager to learn new trends and best practices in edtech, deep tech, and social impact, and to share my knowledge and experience with others.

LinkedIn http://www.linkedin.com/in/delgado/

3 EVALUATION CRITERIA

As stated in the Micro-credentials for Entrepreneurship and Innovation in Healthcare 2027 Call document, the evaluation criteria and weighting will be as follows:

Excellence and strategic fit	**30%**
Impact	**30%**
Quality and Efficiency of Implementation	**40%**

The reviewers will use a specific scorecard to evaluate the proposals, which is annexed to this document (Annex 1: Scorecard).

4 PRESENTATION

The duration of your presentation should not exceed 20 minutes. Please prepare the number of slides accordingly with succinct and coherent information for the evaluation panel (20-25 slides are recommended). The panel Chair will give you a three-minute warning before your 20 minutes is up.

The evaluators do not expect to have all the details of your project covered in the slides, but rather to see your team come prepared with a coherent, well-structured narrative around the project's goals, activities and outputs, and with compelling answers to the questions during the Q&A session.

As a general recommendation, your presentation could follow the main structure of the proposal, including relevant information on Project Excellence and Strategic Fit, Impact and Sustainability and Quality and Efficiency of Implementation.

Specific information required as part of your presentation is listed below. Please make sure you cover the topics listed, however your presentation does not need to be limited to these topics, nor does it need to follow the order in which they are displayed here.

Co-funded by the European Union

Micro-credentials for Entrepreneurship and Innovation in Healthcare Project

TOPIC	INFORMATION TO INCLUDE
Cover Slide	Proposal acronym and title, total budget requested, list of consortium members (logos may be included, but please write the names of all consortium members in full)
Team / Consortium	Presentation of team members from each organisation, their roles, expertise and dedication to the project.
Understanding of the need and target audience	Demonstrate your understanding of the skills gap addressed by the programme and the needs of the target audience. Explain how the proposed content and learning experience will be relevant and adequate to this audience. Learning outcomes, courses' structure, assessments
Educational approach	Present the educational approach your consortium will bring to the programme and what makes it unique. Outline the proposed learning outcomes, course structure, learning activities and assessment methods. Explain how your expertise, methodologies and resources will enhance the programme design defined by EIT Health. Indicate whether existing content will be adapted.
Mentorship approach and Masterclasses	Describe the proposed approach to mentorship and masterclasses (format, profile/expertise of mentors, etc.)
Industry engagement	Explain how industry, healthcare organisations, start-ups or other relevant innovation actors will contribute to the programme through masterclasses, mentoring, real-world challenges or practical assignments.
Collaboration with EIT Health	Explain how the consortium will work with EIT Health to jointly develop and deliver a coherent programme.
Workplan and feasibility	Provide a clear overview of the activities, responsibilities, milestones and deliverables, demonstrating that the proposed contribution can be completed within the required timeframe
Budget per WP and per partners	Provide a simplified budget table with EIT Funding and co-funding amount per partner and per WP

Annex 1: Scorecard

Micro-credentials for Entrepreneurship and Innovation in Healthcare – Scorecard

Criteria	Sub-criteria	Description
Excellence and strategic fit (30%)	Needs and relevance	• How clearly the educational and skills gap is presented • Relevance of the education and skills gap at a European and Global level. • Alignment of the proposal with the aims and objectives of the call.
	Gender	• How well gender has been accounted for in the research, innovation, design, and implementation of the curriculum and overall programme, if at all
	Target audience and programme design	• How clearly defined the target audience is and the skills, knowledge, and attitudes that learners will develop with this programme. • Clarity, coherence, and appropriateness of the programme structure to achieve the intended learning outcomes?
Impact (30%)	Learning outcomes and assessment	• How clear, measurable, and aligned the learning outcomes are with developing skills in innovation and entrepreneurship. • How aligned the proposed assessment methods are with the learning outcomes.
	Innovation ecosystem impact and value creation	• Credibility of the contribution to innovation outcomes • Demonstration of clear and meaningful value creation for learners, healthcare systems, and innovation ecosystems. • Integration of real-world challenges and industry and healthcare stakeholders into the programme.
Quality and Efficiency of Implementation (40%)	Consortium and expertise	• The strength of expertise within the consortium demonstrated by the proposal.
	Expert engagement	• Quality and relevance of the expert pool to support the programme. • How clear, structured, and aligned with the programme objectives the proposed approach to masterclasses and mentorship is.
	Workplan and feasibility	• How clear and coherent the link between activities, deliverables, and programme objectives is • How realistic and achievable is the work plan within the given timeframe?
	Collaboration with EIT Health	• Hhow clear and effective the approach to collaboration with EIT Health is.