28 October 2026

Transformative Health Instrument 2027 – Hearings

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.

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: 09 to 11 November 2026

Connection Link: https://teams.microsoft.com/meet/3126023017720540?p=RgdGK3K45p9zxWejbm

Location: Hybrid session with applicants presenting via MS Teams to panel of five evaluator who will all be present at EIT Health's Central Office in Munich, Germany.

EIT Health - approximately 9 people:

- 1 EIT Health staff member will chair the session;
- 3 external independent reviewers will evaluate the proposals;
- 2 evaluators from EIT Health;
- 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 observers.

Applicant Team - 4 people maximum:

- The Activity Leader's presence is mandatory;

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 09 December 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 65 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 40 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-minute round of introductions from all those in attendance. This is supposed to be a brief introduction; any extra time spent on introductions will be deducted from the pitching time.
- 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 40 minutes.
- After 40 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 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 camera 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



Craig Cooper is an experienced investment professional and healthcare innovation leader with over 25 years of international experience across investment, commercial strategy, operations, and business development. He is a Partner at Serpentine Ventures, where he focuses on investing in early-stage medtech and digital health companies, including technologies addressing diabetes and its complications. Previously, he led the commercial and investment activities of the AO Foundation, supporting the development and international deployment of innovative medical technologies. Throughout his career, he has held senior leadership positions across Europe, the Middle East, Africa, Asia, and the Americas. Craig has extensive experience in fundraising, investment assessment, go-to-market strategies, and scaling healthcare businesses. He also serves on the boards and advisory bodies of several healthtech companies, including Piomic Medical, GlucoSet, SNAQ, and BOYDSense. As a mentor with EIT Health, he supports startups and entrepreneurs in navigating investment challenges, developing commercial strategies, and bringing healthcare innovations to market. His expertise spans digital health, medical devices, diabetes technology, and healthcare commercialisation. Craig holds an MBA from Copenhagen Business School and a BA in Politics and International Relations from Manchester Metropolitan University. He combines international leadership experience with practical investment expertise to help healthcare innovators build sustainable businesses and deliver meaningful impact.

LinkedIn: Craig Cooper | LinkedIn



Mihai Sfintescu is an experienced investment professional and business advisor with over 30 years of experience in venture capital, private equity, and investment banking. He is the Managing Director of Abilito Capital, where he advises growth companies on mergers and acquisitions, corporate finance, fundraising, and business development. He previously served as Partner at 3TS Capital Partners, a leading private equity and venture capital firm in Central and Eastern Europe, and led Catalyst Romania, a venture capital fund that made ten investments in Romanian technology companies. Throughout his career, he has led numerous investment transactions, including deals exceeding €100 million, and supported companies in scaling their operations and expanding internationally. His portfolio experience includes technology and healthcare businesses, notably

Regina Maria, a leading Romanian healthcare provider. Mihai is actively involved in the European innovation ecosystem as an Investment Jury Member for the European Innovation Council (EIC), an EIC Scaling Mentor, and an expert and mentor for programmes including EIT Health and EIT Digital. He advises and mentors startups and scaleups on investment readiness, financial strategy, commercial development, and sustainable growth. He also brings extensive board-level experience, having supported companies as a board director, advisor, and coach. Mihai holds an Executive MBA from the University of Washington and ASEBUSS Bucharest, as well as a master's degree in engineering from the Polytechnic University of Bucharest. His expertise combines investment assessment, strategic business development, and a strong understanding of the challenges involved in bringing innovative technologies to market.

LinkedIn : Mihai Sfintescu | LinkedIn



Xiaoli Hu Xiaoli Hu is a medical doctor and Ph.D. with over a decade of experience in life sciences venture capital and commercial drug development. She specializes in evaluating and advancing investment opportunities across the European biotechnology and medical technology sectors, having led investment cases, licensing transactions, and strategic partnerships involving more than EUR 500 million in capital. Combining medical expertise with commercial and investment experience, she brings a multidisciplinary perspective to assessing innovative healthcare technologies and their commercial potential. Since 2018, she has also served as an interviewer and remote evaluator for various Horizon 2020 and Horizon Europe programmes in the health sector.

Linkedin: Xiaoli H. | LinkedIn

EIT Health evaluators



Christina Hertel is an investment and life sciences professional at EIT Health, where she serves as Head of Asset Management. Her work focuses on the intersection of healthcare innovation, commercial strategy and portfolio

management. She brings experience in entrepreneurship, venture creation, programme management and business development, with a background in life sciences research and preclinical drug development. At EIT Health, she contributes to supporting the commercial development and long-term value creation of healthcare innovations across Europe.

LinkedIn: Christina Hertel Reinke | LinkedIn



Emily Jordan is an Innovation to Market Manager at EIT Health

Emily has worked in Health Tech for 14 years, from consulting with big corporates to management roles in early-to-growth stage startups. After founding an AI oncology company in 2019, she transitioned to investing, founding an angel group and working at a health-focused venture capital fund. She has also served as a start-up advisor and mentor to many organizations and accelerators. As an Innovation Manager at EIT Health she is responsible for designing and deploying funding mechanisms to invest in early stage health companies in Europe. Emily holds a BA from Columbia University as well as a PhD in neuroscience from the University of Cambridge, where she was a Gates Cambridge Scholar.

LinkedIn: Emily Rose Jordan, PhD | LinkedIn

3 EVALUATION CRITERIA

As stated in the Transformative Health Instrument 2027 Call document, the evaluation criteria and weighting will be as follows:

Excellence and strategic fit	**25%**
Impact	**15%**
Quality and Efficiency of Implementation	**15%**
KIC portfolio strategic fit and compliance with the financial sustainability principles	**45%**

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

4 PRESENTATIONS

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 in the table 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

Transformative Health Instrument 2027 Projects

TOPIC	INFORMATION TO INCLUDE
Cover Slide	Proposal acronym and title, total budget requested
Team	Presentation of team members, their roles, expertise and dedication to the project
Alignment with the aims of the call	Describe the fit with the Transformative Health Instrument Call aims, scope and call requirements
Understanding of the unmet need and target audience	Provide an overview of the unmet patient need and size of the opportunity
USP of the solution	Describe the novelty of the solution vs. standard of care and competitors
Scalability and Impact for Europe	Describe the potential of the project for European-level scalability, long-term adoption and impact for the health of Europe
Risk assessment	Describe the key risks and mitigation strategies for the project
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	Provide a simplified budget table with EIT Funding and co-funding for each work package
Value creation plan	Provide overview of key aspects of the value creation plan for upcoming years.
Investor traction and fundraising plans	Provide an account of funding raised to date and plans for future financing of the company

Annex 1: Scorecard

Transformative Health Instrument - Micro and Small Enterprises

Criteria	Description
Activity Excellence and strategic fit (25%)	1. Please rate how substantial the unmet patient and healthcare need is. 2. Please rate the extent to which the patient will benefit from the solution and how much of an improvement, unique, or novel, the solution is versus existing solutions in the market? 3. Please evaluate the quality of the evidence used to support the solution development to date and the robustness of the planned development strategy and regulatory pathway, considering how the existing evidence supports the next steps. 4. Please rate how well gender considerations have been accounted for in the research, innovation, design, and implementation of the innovation and overall project, if at all. 5. Please rate how accurate you consider the applicant's self assessment of its current and forecasted Innovation Maturity Levels in the four components (Technology, Clinical, Regulatory and Market/Business).
Impact (15%)	1. Please rate how clearly articulated, achievable, ambitious and relevant the desired impact of the funded project is. 2. Please rate how specific, measurable, achievable and relevant and time-bound the Key Performance Indicators (KPIs) are in relation to the intended impact of the project.
Quality and Efficiency of Implementation (15%)	1. Please rate how clear, reasonable and appropriate the project proposal is on what it will deliver - i.e. work packages, milestones and deliverables with the funding requested within the funding period. 2. Please rate the suitability of the team's knowledge, skills and experience to deliver on the work plan successfully. 3. Please rate how comprehensive and reasonable the project risk assessment and mitigating actions are. 4. Please rate how reasonable and/or sufficient the proposed total budget and the budget allocated to each partner are to carry out the proposed work plan. 5. If you think the budget needs to be adjusted in any way, please provide details here.
KIC Portfolio Strategic fit and Compliance with the Financial Sustainability Principles (45%)	1. Please rate how well aligned the solution and project proposal are to the aims of the Call and the activities being called for. 2. Please rate the quality and robustness of the business strategy, business model and commercial exploitation plan. 3. Please rate the quality and robustness of the Intellectual Property Strategy. 4. Please rate the quality of the management team. 5. Please assess the quality of the current investors on the capitalisation table of the applicant. 6. Please rate the likelihood of this company to raise future capital rounds successfully. 7. Please rate the quality of the risk assessment and mitigating actions.