EIT Health Accelerator

Headstart Funding Programme and FAQ

EIT Health hereby invites incorporated SMEs to submit Headstart applications

Publication of call: **8 February 2018**
Online Submission available starting: **9 February 2018**
For individual support, contact your regional **Business Creation Managers:**

- Germany and Switzerland [eva-maria.marktzik@eithealth.de](mailto:eva-maria.marktzik@eithealth.de)
- France [anais.delicourt@eithealth.eu](mailto:anais.delicourt@eithealth.eu)
- Belgium and The Netherlands [menno.kok@eithealth.eu](mailto:menno.kok@eithealth.eu)
- UK and Ireland [rosemary.gallagher@eithealth.eu](mailto:rosemary.gallagher@eithealth.eu)
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General questions may be directed to accelerator-calls@eithealth.eu
EIT Health opens the Headstart Funding Programme 2018 for projects requiring funding for the further development and/or commercialisation of new technologies, products or services.

1. The Pitch: Purpose of Programme
As part of its Accelerator activities, EIT Health provides funding of up to € 50,000 for early stage companies and SMEs to develop new products and services. These should fit within the overall EIT Health objective: “Healthy Living, Active Ageing, Improved Health Care.”

The purpose of the EIT Health Headstart Funding Programme is:
- To support the applicants in realising next steps towards market and shorten time-to-market for innovative products and services
- To verify the need/benefit of the product/service for users/customers/payers/partners
- To increase the possibility of attracting further private investment

2. Timeline
Application opens: February 9th 2017
Submission deadline: April 27th 2018 (Applications may be submitted throughout this period)
some regions (e.g. BENE, Germany/Switzerland) offer a second cut-off date
Regional selections: regionally dependent, expected May-July 2018
Project grant agreement signatures: dependent on selection, expected July-September 2018
Grant attribution (total budget): dependent on selection, expected September/October 2018
Intermediate report: required before December 31st 2018

3. Application Support
Applicant are strongly encouraged to seek advice and contact their regional EIT Health Business Creation Manager¹ for guidance before submitting an application. The regional contact may support the project owner in defining the appropriate actions to produce an application which fits the scope and goals of the EIT Health Headstart Funding Programme. All Headstart applications will require a confirmation letter to establish that the company has an existing relationship with the EIT Health network, please see the Eligibility Criteria for details.

¹ To identify your regional EIT Health Business Creation Manager, please check Chapter 10.
4. Is it for me? Eligible applicants and projects

A company must be incorporated/registered to apply.
The EIT Health Headstart Funding Programme is suitable for micro and small enterprises (according to the EU SME definition) spin-offs, and start-ups that have a well-developed prototype and are ready to launch a product.

5. Eligibility Criteria

Proposals not meeting the eligibility criteria, as confirmed by the evaluation committee, will be rejected.

The Application

- Must be in English.
- Submitted through EIT Health Optimy Registration platform. Incomplete submissions, late submissions, or submissions via any other routes (e.g. email) will not be accepted. Register your EIT Health account and apply here: https://eithealth.optimytool.com/en/
- Additional information may be attached as requested by the region. Supplemented information may include graphs or video links (up to 3 minutes). Please be aware that the reviewers may not consider these attachments as basis for their evaluation. Ensure you are compliant with your regional Business Creation Manager.
- An existing relationship between the start-up and EIT Health must be established before application and must therefore be accompanied by a letter of confirmation. This letter must be provided by an EIT Health partner or the CLC Director from the region the applicant is applying to. The letter serves to confirm a relationship to the EIT Health network and does not constitute endorsement or serve as a certification of validity/eligibility. Please speak to the Business Creation Manager to discuss this point.

The Project

- The project must be hosted by micro or small enterprises that has been incorporated/registered.
- The project must be within the scope of the main challenges in EIT Health: Healthy Living, Active Ageing, and Improved Healthcare. (See FAQ.)
- The applicant(s) or company must own or have rights to the intellectual property that is the basis for the project (if applicable).
- The project has to be at least at TRL 4 (See FAQ.)
The Funding

- Projects may not request more than €50,000 in EIT Health funding. (An EIT Health funding limit of €50,000 per year, per start-up, applies across all programmes.
- Projects must show co-investment or co-contribution to be eligible. (Please speak to your Business Creation Manager and see Section 6)
- Projects must agree to the funding terms and conditions outlined in Section 6

The Regional Requirements

- Projects may only be submitted once each year and only to one EIT Health region.
- Projects may only be submitted to the region the applicant self-identifies with. EIT Health regional distribution information and support contacts can be found in here.
- The regional Director and KIC LE are entitled to have the final decision in any disputes.

6. Funding Terms and Conditions

A maximum EIT Health contribution of €50,000 can be requested for each project/SME. The project must begin in 2018 and the maximum duration of a project is 12 months from the date that the funding is transferred to the applicant.

The funding is non-dilutive and must be spent according to Horizon 2020 guidelines. (See FAQ for compliant cost categories). The funding may be used for any activity necessary and relevant to reach the project’s objectives, but cannot be used for pure research activities.

Ecosystem–Integration Deliverable

Successful projects should be prepared to allocate a small percentage of the funding awarded to an ecosystem-integration deliverable. This deliverable serves to integrate the start-up and leverage existing EIT Health resources within the network. A €50,000 grant should anticipate to reserve approximately €2,000. Other project should anticipate to reserve approximately 4% of their grant. The Business Creation Manager will support you in identifying a suitable ecosystem integration deliverable that directly supports your project and will support you in writing this into the project plan. All such deliverables must be approved by the regional manager.

Suitable ecosystem-integration deliverables include funding dedicate to:
- Support from the European Mentoring and Coaching Network
- Access the European network of Living Labs and Test Beds
- Travelling to attend relevant EIT Health events
- Attending meetings or events closely linked to the project objectives (where EIT Health is clearly identified as one of the sponsor)
Co-Investment and Co-Funding:
The project submitted must have a co-investment or a co-contribution of at least 50% of the requested Headstart Funding (25% for Innostars region). Eligible co-investments can include investments made to cover the cost of equipment, rent or personnel as well as funding from other institutions. In-kind contributions as well as the commercial value of services, programmes or physical space may also be eligible. Please contact your local Business Creation Manager for clarification.

Regional Funding Schemes:
Each EIT Health CLC/Region receives equal amount of funding from KIC LE, however some regions are able to offer additional funding in state support. Regional funding schemes including awarded amounts, and/or second submission opportunities may be available please see the regional section for details.

7. Selection process and criteria
Upon passing an initial eligibility review, applications to each EIT Health Region will separately be assessed by a team of experts drawn from the EIT Health partners, EIT Health Mentoring and Coaching Network and Investors’ Network, and/or the wider CLC eco-systems as relevant to the call (e.g., local VCs). Confidentiality agreements will be in place and conflicts of interests will be actively managed.

Applications will be judged on the following selection criteria:
- **Strategic Fit**: Project addresses EIT Health’s strategic objectives (Potential impact on EIT Health priorities and focus areas & Impact on EIT Health KPIs - See FAQ)
- **Project Excellence**: The project is of great quality and credible in its proposed approach.
- **Novelty/Innovativeness of Idea**: The project is ambitious, has innovation potential, and provides a unique solution; The idea cannot be replicated easily.
- **Market Opportunity/ Business Potential**: Proposal demonstrates a clear market need/challenge as well as a
- **Feasibility**: Organisation, management of project and ability to deliver on objectives (goals/activities vs funding/resources)

CLCs may elect to invite a shortlist of applicants for an in-person interview/pitch in front of the panel of experts and/or the public before a final list of awardees is announced.

Where possible an indication of the relative ranking of the application will be made available to unsuccessful applicants. Raw scores will not be revealed and no detailed feedback will be provided. Feedback will be at the discretion of the region. The panel's decision is final and no
correspondence or negotiation will be entered into by EIT Health, its CLC offices or any of its partners with respect to results.

8. Project Awards
The selection procedures are carried out regionally by the EIT Health CLCs/Innostar. However, the grant will be transferred from EIT Health’s Headquarters (KIC LE) to the recipient. The awarding and reporting process upon selection is as follows:

- A project plan will be completed by applicants (with the supporting EIT Health partner where applicable) and approved by the regional CLC.
- The recipient must sign a standard project grant agreement with the KIC LE. The approved project plan will be annexed to this grant agreement.
- An intermediate report will be requested by EIT Health for reporting activities, and is required before before December 31st.
- A final report is expected at the end of the project (see also Section 9).

Successful applicants agree to use the logo ‘Accelerated by EIT Health’.

9. Project Reporting
Final reports are mandatory. Templates will be provided. Reports must contain at least:

- Project description
- Description of results achieved and deliverables of each milestone as outlined in project plan
- Financial Statement
- Timesheet for personnel cost if claimed (time per day). Personnel with 1 FTE must not report timesheets.
- Lessons learned: successes/outcomes.

Information requested in intermediate reports will be more concise and required before 31 December, 2018. Final reports are expected after the project has been completed.

10. EIT Health Regions
Applicants may only be submitted to the region the applicant self-identifies with. EIT Health has seven regional offices that represent European states. The seven offices represent:

- Germany / Switzerland
- France
- Spain
- Belgium / The Netherlands

6
UK / Ireland
Scandinavia (Sweden, Denmark, Estonia)
EIT Health InnoStars (see below)

Innostars: countries include Croatia, Hungary, Italy, Poland, Portugal and Wales. Innostars also support applicants from the RIS-Region which currently includes: Czech Republic, Greece, Lithuania, Slovakia, Malta, Bulgaria, Cyprus and Romania. Each year several new countries will be included into the RIS-Region to allow the ecosystems to develop.

Applicants from Austria, are encouraged to contact the Germany/Switzerland node.

Applicants from Israel, are encouraged to contact the Belgium/Netherlands node.

Applicants from Norway, Finland are encouraged to contact the Scandinvanian node.

Applicants from other EU Countries (eligible for H2020) that are not listed, are encouraged to contact the Innostars node.

11. Support contacts
A strong international team is prepared to support you on your business creation journey: For more information on EIT Health regional distribution please see Section 11.

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Business Creation Manager</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany and Switzerland</td>
<td>Eva-Maria Markutzik</td>
<td><a href="mailto:eva-maria.markutzik@eit-health.de">eva-maria.markutzik@eit-health.de</a></td>
</tr>
<tr>
<td>France</td>
<td>Anais Delicot</td>
<td><a href="mailto:anais.delicot@eithealth.eu">anais.delicot@eithealth.eu</a></td>
</tr>
<tr>
<td>Belgium and The Netherlands</td>
<td>Menno Kok</td>
<td><a href="mailto:menno.kok@eithealth.eu">menno.kok@eithealth.eu</a></td>
</tr>
<tr>
<td>UK and Ireland</td>
<td>Rosemary Gallagher</td>
<td><a href="mailto:rosemary.gallagher@eithealth.eu">rosemary.gallagher@eithealth.eu</a></td>
</tr>
<tr>
<td>Scandinavia</td>
<td>Christos Vaitis</td>
<td><a href="mailto:christos.vaitis@eithealth.eu">christos.vaitis@eithealth.eu</a></td>
</tr>
<tr>
<td>Spain</td>
<td>Josep Luís Falcó</td>
<td><a href="mailto:josep.falco@eithealth.eu">josep.falco@eithealth.eu</a></td>
</tr>
<tr>
<td>Innostars region</td>
<td>Nuno Viegas</td>
<td><a href="mailto:nuno.viegas@eithealth.eu">nuno.viegas@eithealth.eu</a></td>
</tr>
</tbody>
</table>

EIT Health HQ is also available to support you in your journey through the EIT Health Accelerator. Questions regarding the overall strategic, procedural, evaluation, technical and granting procedures can be directed to the following individuals:
<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of Business Creation, HQ</td>
<td>Kurt Höller</td>
<td><a href="mailto:kurt.hoeller@eithealth.eu">kurt.hoeller@eithealth.eu</a></td>
</tr>
<tr>
<td>Business Creation Manager, HQ</td>
<td>Joy Cürten</td>
<td><a href="mailto:joy.cuerten@eithealth.eu">joy.cuerten@eithealth.eu</a></td>
</tr>
<tr>
<td>Business Creation Project Manager, HQ</td>
<td>Salvatore Demelas</td>
<td><a href="mailto:Salvatore.demelas@eithealth.eu">Salvatore.demelas@eithealth.eu</a></td>
</tr>
</tbody>
</table>

12. Specific regional requirements and directions

A. Belgian/Netherlands CLC Applicants should note the following...

In addition to the submission cut-off date on April 27th, the Belgian/Netherlands CLC will offer a second submission cut-off date on September 7th.

B. French CLC Applicants should note the following...

The French CLC will grant up to €40,000 for their selected start-ups. Winners of the grant will be invited to pitch and compete for an additional €10,000 grant.

C. German/Swiss CLC Applicants should note the following...

In addition to the submission cut-off date on April 27th, the German/Swiss CLC will offer a second submission cut-off date on September 7th.

Written feedback from evaluators will only be shared anonymously and upon request. Applicants should outline within the proposal, how they will utilise other resources within the EIT Health network such as participation in EIT Health activities or events. A specific budget of the total funding awarded is not envisaged.

D. Innostar CLC Applicants should note the following

There are no additional directions for applicants in this node.

E. Scandinavian CLC Applicants should note the following...

Written feedback from evaluators will only be provided anonymously and upon request.

F. Spanish CLC Applicants should note the following...

There are no additional directions for applicants in this node. A second call in autumn is possible but not guaranteed.
G. UK/Ireland CLC Applicants should note the following...

There are no additional directions for applicants in this node.

13. Frequently Asked Questions, FAQ

Are the applications treated under confidentiality?
Applications submitted to the EIT Health Headstart Funding Programme are handled under confidentiality. Everybody that comes in contact with the applications during the review process is bound by confidentiality agreements. Each evaluator involved in the evaluation process will sign the Headstart 2018 code of conduct.

What are the rules around co-funding?
The project submitted must have co-investment of at least 50% of the awarded Headstart Funding (25% for Innostars regions). Co-funding can be brought through direct or indirect cost.

Examples include: Existing funding to the project/company from local, regional, or national sources including investments/grants/loans from a Tech Transfer Office (TTO) or university holding company, or from other innovation support structures in the local environment, or in-kind contribution from EIT Health Partners. Such contributions may be in the form of business coaches, access to incubator facilities, access to laboratories etc.

How many projects will be approved in 2018?
The total available budget for the Headstart Funding Programme in 2018 is € 3.5 million, which amounts to € 500,000 per CLC/Innostars. A maximum of € 50,000 can be awarded per project. Regional differences exist due to distinct innovation infrastructures, and it is therefore reasonable to expect that approximately 10-15 awards may be granted per region in 2018.

What is the thematic scope of projects EIT Health supports?

**EIT Health’s Mission**
EIT Health’s mission is to promote entrepreneurship and develop innovations in healthy living and active ageing, providing Europe with new opportunities and resources. EIT Health will enable citizens to lead healthier and more productive lives by delivering products, services and concepts that will improve quality of life and contribute to the sustainability of healthcare across Europe.
The main societal challenges addressed:
1. To promote healthy living
2. To support active ageing
3. To improve healthcare

EIT Health Focus Areas
In order to create the desired impact, we particularly encourage applicants with projects related to the following Focus Areas:

1. Bringing Care Home
   EIT Health is looking to support start-ups that shift healthcare delivery from hospitals to primary care and home care settings.

2. Value from Data in Clinical and Sub-Clinical Settings
   EIT Health is looking to support start-ups that bridge the gap between large data sets and medical outcomes in chronic diseases.

What are typical project goals?
The activities supported by EIT Health Headstart Funding should clearly take the project closer to commercialisation. These could be activities for product development, marketing, regulatory and IP related tasks and include:

- Testing in real environments – e.g. living labs and test beds
- Prototyping
- Production/product cost calculations
- Understanding the regulatory requirements
- Certifications
- IP protection
- ‘Purchase’ of expertise e.g. legal advice
- Marketing...etc

What are the target KPIs?
EIT Health has a number of Key Performance Indicators (KPIs), but the ones that are most relevant for the EIT Health Accelerator and for the Headstart Funding Programme are:

- Number of new business ideas incubated
- Number of new companies started
- Number of new products / services launched
• New markets accessed
• Jobs created
• Capital attracted to EIT Health SMEs

**What are cost categories allowed in the project?**

These are the allowed cost categories, as defined in the Horizon 2020 Model Grant Agreement, and reflected in the EIT Health Sub-granting agreement

<table>
<thead>
<tr>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel and subsistence</td>
</tr>
<tr>
<td>Consumables and equipment</td>
</tr>
<tr>
<td>Services and sub-contracting</td>
</tr>
<tr>
<td>Other (please specify):</td>
</tr>
</tbody>
</table>
14. Annex

Understanding TRL
Special thanks to KTH Innovation for providing these images.

The purpose of the TRL

Communication tool

More objective assessment of the development level between stakeholders

Development roadmap
- Minimize risk in the development
- Develop products that are fit for purpose
- Encourage real-world testing and iteration
- Introduce “reality checks” in the development process
### TRL according to EU

<table>
<thead>
<tr>
<th>TRL 9</th>
<th>Actual system proven in operational environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRL 8</td>
<td>System complete and qualified</td>
</tr>
<tr>
<td>TRL 7</td>
<td>System prototype demonstration in operational environment</td>
</tr>
<tr>
<td>TRL 6</td>
<td>Technology demonstrated in relevant environment</td>
</tr>
<tr>
<td>TRL 5</td>
<td>Technology validated in relevant environment</td>
</tr>
<tr>
<td>TRL 4</td>
<td>Technology validated in lab</td>
</tr>
<tr>
<td>TRL 3</td>
<td>Experimental proof of concept</td>
</tr>
<tr>
<td>TRL 2</td>
<td>Technology concept formulated</td>
</tr>
<tr>
<td>TRL 1</td>
<td>Basic principles observed</td>
</tr>
</tbody>
</table>

### TRL 4

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic technological components are integrated to establish that they will work together. This is relatively “low fidelity” compared with the eventual system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separate components – Radio Frequency (RF) communication, sensors, microcontroller, connectors and related components – connected and output signals processed by fall algorithm in computer. Simulated stimuli generates the alarm to be transmitted via wireless communication. (fall alarm system)</td>
</tr>
</tbody>
</table>

“Low-fidelity”
A representative of the component or system that has limited ability to provide anything but initial information about the end product.
### Software development

<table>
<thead>
<tr>
<th>TRL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>v1.x, v2.x, etc. – continuous development and improvement</td>
</tr>
<tr>
<td>8</td>
<td>v1.0 - Final stable release to the end-users</td>
</tr>
<tr>
<td>7</td>
<td>Open beta testing - open for anyone who signs up (&quot;Black-box&quot;)</td>
</tr>
<tr>
<td>6</td>
<td>Beta testing for invited end-users (&quot;Black-box&quot;)</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Black-box&quot; alpha testing for selected external end-users or in-house users/testers not associated with the development</td>
</tr>
<tr>
<td>4</td>
<td>Alpha testing of the software by one or a few in-house developers or testers (&quot;White-box&quot;)</td>
</tr>
<tr>
<td>1-3</td>
<td>Concept/pre-alpha: script is more of an abstract idea than an actual working program. Through this stage the coding starts and changes to functions are being made until a working draft is created.</td>
</tr>
</tbody>
</table>

**Alpha**: working script, probably lots of bugs, might not have all features, but the core of the program is running and can be tested extensively.

**Beta**: program near completion, all features working, may be some bugs that may not have shown up in alpha testing.

**White-box**: tests internal structures or workings of a program, as opposed to the functionality exposed to the end-user.

**Black-box**: examining functionality without any knowledge of internal implementation. The tester is only aware of what the software is supposed to do, not how it does it.

### Medical device development

(Source: U.S. Army Medical Department)

<table>
<thead>
<tr>
<th>TRL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Post marketing studies and surveillance</td>
</tr>
<tr>
<td>8</td>
<td>FDA (CDRH) approves the Premarket Approval (PMA) for medical device or applicable 510(K) for devices</td>
</tr>
<tr>
<td>7</td>
<td>Final product design is validated and final prototypes are produced and tested.</td>
</tr>
<tr>
<td>6</td>
<td>Class III device safety is demonstrated. 510(K) data demonstrates substantial equivalency to predicate device.</td>
</tr>
<tr>
<td>5</td>
<td>MD-CDRH review of Investigational Device Exemption (IDE) results is sufficient to begin investigation</td>
</tr>
<tr>
<td>4</td>
<td>PoC and safety of candidate device or system is demonstrated in a defined laboratory or animal model</td>
</tr>
<tr>
<td>3</td>
<td>Hypothesis testing and initial proof of concept (PoC) is demonstrated in a limited number of in vitro &amp; in vitro models</td>
</tr>
<tr>
<td>2</td>
<td>Research ideas and protocols are developed</td>
</tr>
</tbody>
</table>