

Don't wait for a  
game-changer  
**Become one**

## Wild Card Programme

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# Agenda

1. EIT Health – who are we?
  2. What is Wild Card?
  3. Wild Card 2020 Challenges
  4. Who should apply?
  5. How it works?
  6. What to expect?
  7. Tips for applicants
  8. Questions & Answers
- Annex: Meet the Wild Cards

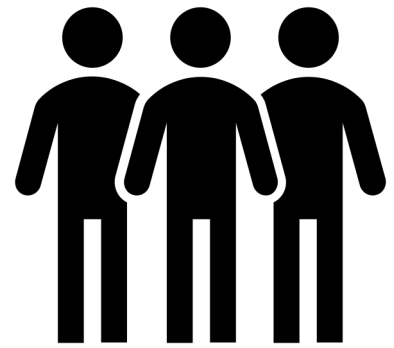


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## Who we are?

EIT Health is a network of best-in-class health innovators backed by the European Union. We collaborate across borders to deliver new solutions that enable European citizens to live longer, healthier lives.



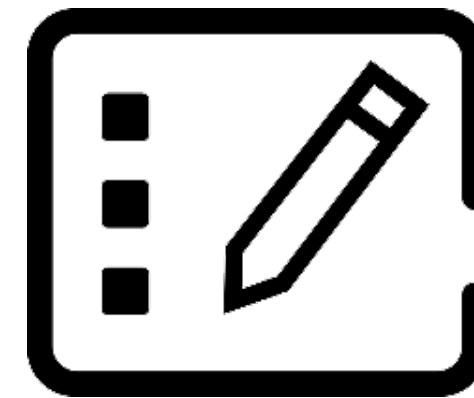
goals

Better healthcare for citizens



locations

7 regions across Europe



programmes

Developing and supporting  
healthcare innovation



partners

150 leading organisations



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# What is Wild Card?

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# What is Wild Card Programme?

Wild Card builds game-changing life sciences companies in two challenge areas each year.

We want to engage the brightest talent to help shape solutions that will transform healthcare.

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We mentor founders-to-be and **invest** up to **€2 million** each in the two most promising **teams** with business ideas every year.



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## Wild Card is NOT a...

- Research grant
- Funding instrument – a call for proposals
- Acceleration programme for existing start-ups



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# Wild Card 2020 Challenges

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# Wild Card 2020 Challenges



CAN YOU TRANSFORM...

## Women's Health?

How to improve prediction, diagnosis and treatment to advance women's health outcomes?

[Download Women's Health Challenge](#)



CAN YOU TRANSFORM...

## Digital Therapeutics?

How to harness the power of digital solutions to prevent, manage and treat medical conditions or disease?

[Download Digital Therapeutics Challenge](#)



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# Why Women's Health?

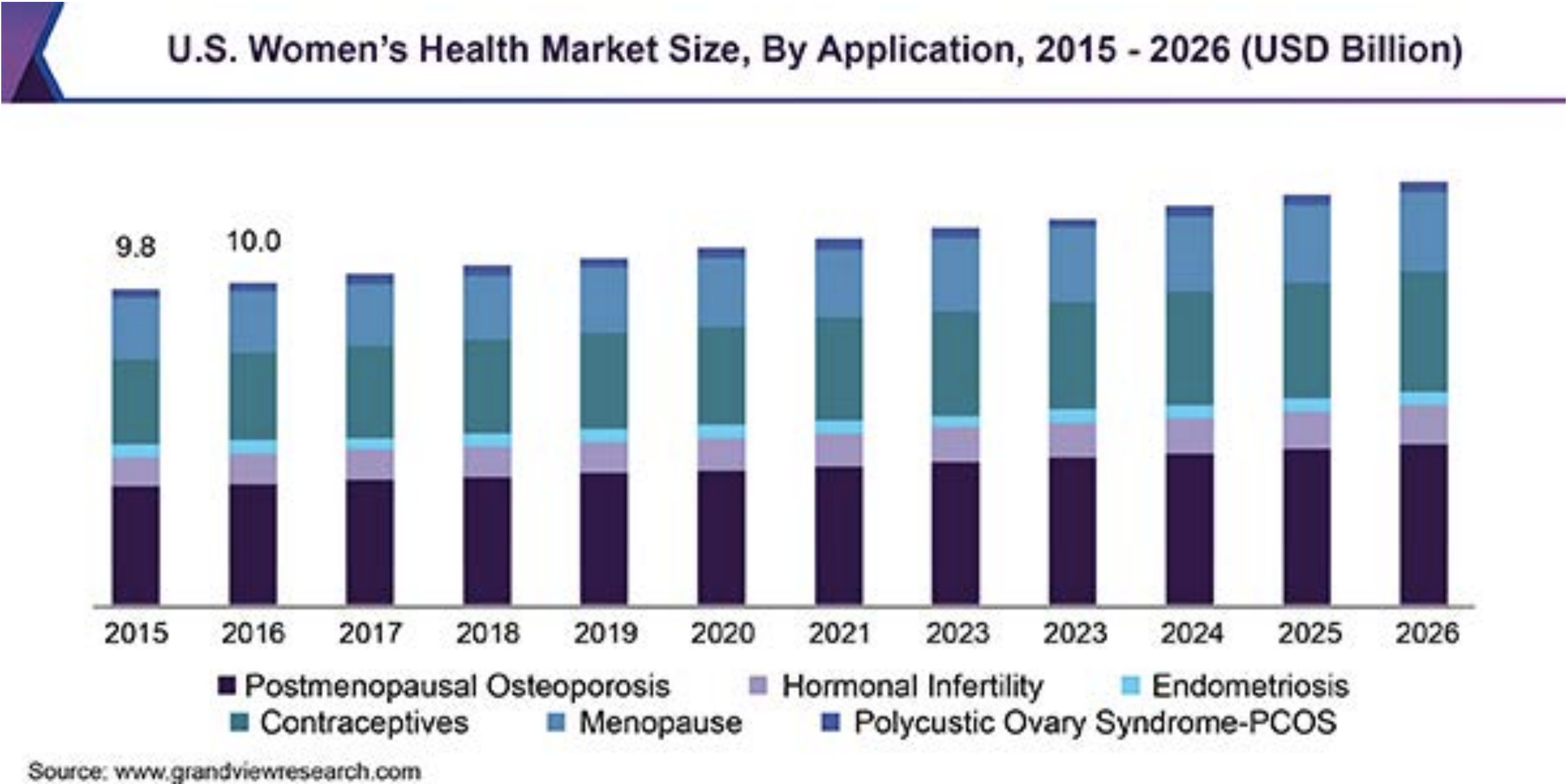
- Women are 1.5 times more likely to develop **adverse reactions to medication** than men.
- 2 million women per year worldwide are diagnosed with **breast or cervical cancer** this figure is expected to almost **double by 2030**.
- **Cardiovascular disease**, traditionally considered as a threat to men, is the number one cause of death among women, representing one third of all deaths among women.
- Discovery of differences in symptoms and reaction to treatment in certain conditions **has not been translated into big changes in clinical practice**.





# Business potential of Women's Health market

Apart from pressing social need the global women's health market size was valued at **USD 39.3 billion** in 2018 and is expected to grow at a CAGR\* of 4.2% over the forecast period.



\*CAGR - Compound Annual Growth Rate





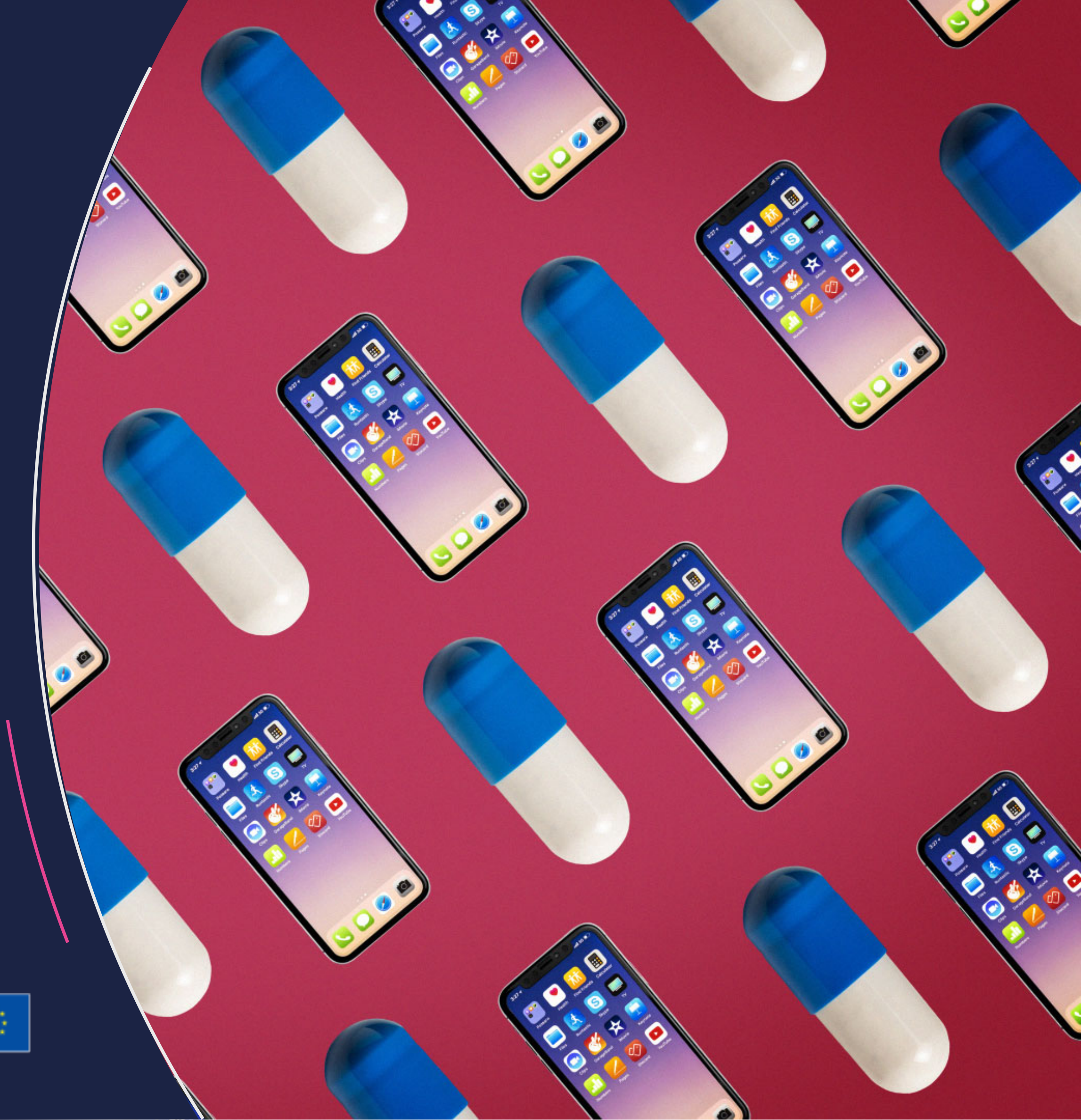
# What are Digital Therapeutics?

Digital therapeutics (DTx) are defined by the Digital Therapeutics' Alliance (DTA) as

delivering **evidence-based therapeutic** interventions to patients that are driven by high quality software programs to **prevent, manage or treat** a medical disorder or disease. They are used **independently or in connection with medications, devices or other therapies** to optimize patient care and health outcomes.



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# Why Digital Therapeutics?

- 50% of diseases globally are chronic conditions which require efficient and effective management
- More than 10% of world's population will be over 60 in 2050
- 43% of health professionals named reduced cost of care as a major benefit of DTx



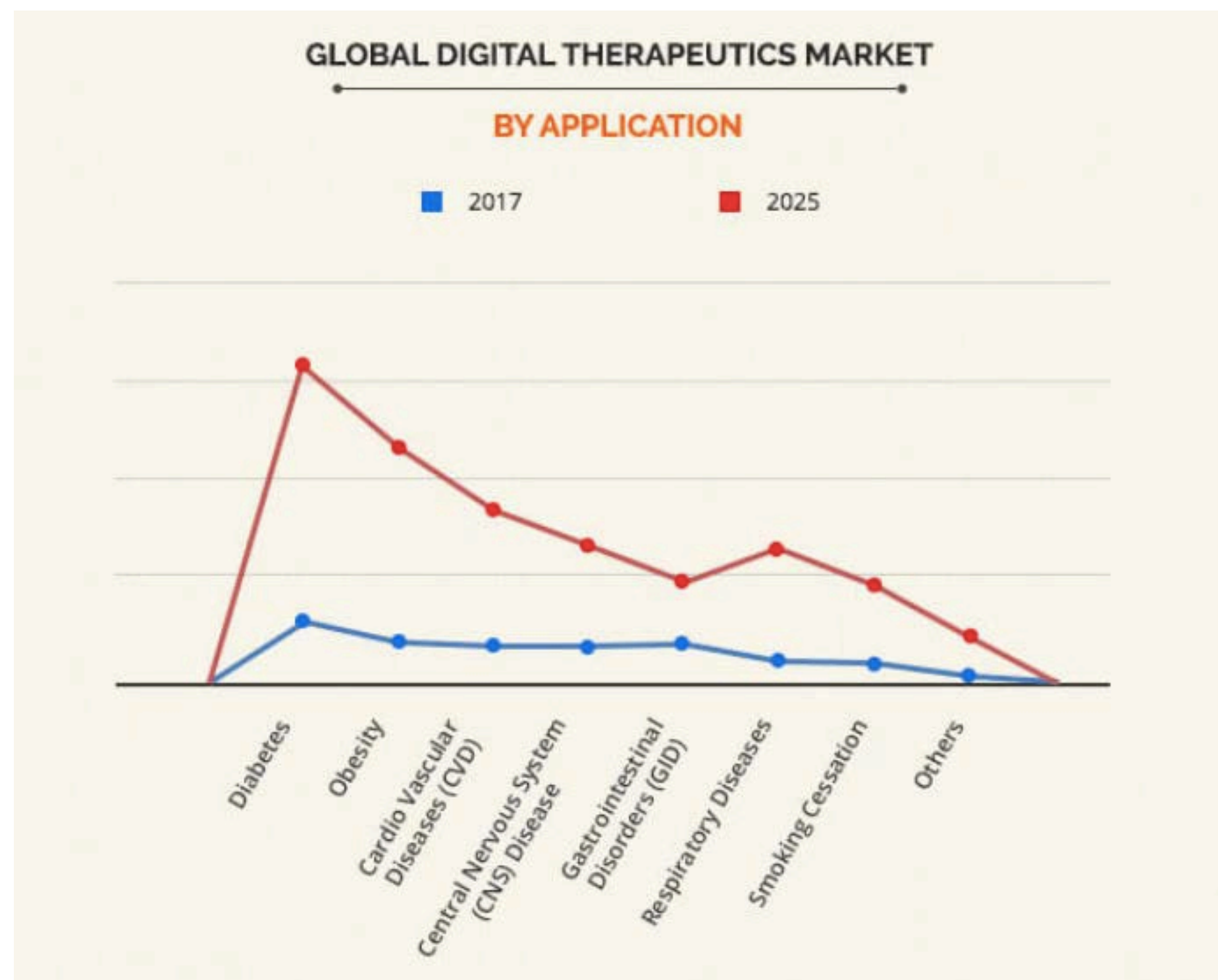
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# Business potential of Digital Therapeutics market

Digital Therapeutics present grand potential for growth. The global digital therapeutics market size was valued at \$1,7 billion in 2017 and is expected to reach **\$7,8 billion by 2025** at a CAGR of 20.5%-26.9% during the forecast period (depending on the source).



\*Source: Allied Market Research

# Who should apply & how it works?

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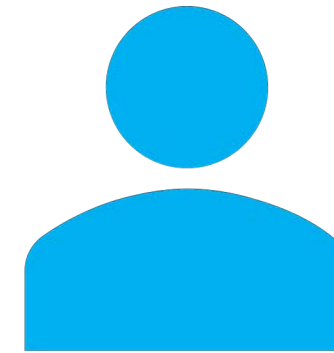




# Who should apply?



Small teams  
2-3 people



Individuals with or  
without an idea

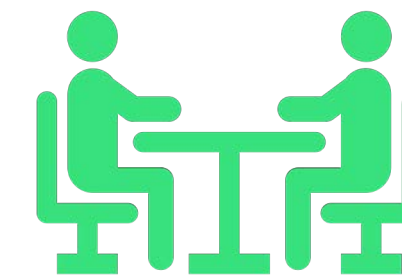
Wild Card welcomes  
applications from  
candidates of three  
profiles:



Technical



Clinical



Business



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# We seek for...

## TEAM SPIRIT

At EIT Health we believe that great teams make great companies. Reaping the benefits of collaborative work is essential. Great team's whole is worth more than the sum of its parts!

## COACHABILITY

During and after the Wild Card programme you will get invaluable mentoring from top experts in their field. We are for innovators that are open to feedback and have the skills to take in advice and translate feedback into smart choices

## COMMITMENT

Through Wild Card Programme we are looking for future founders to be. Participants must be willing to go all the way to the finish line!

## RESILIENCE

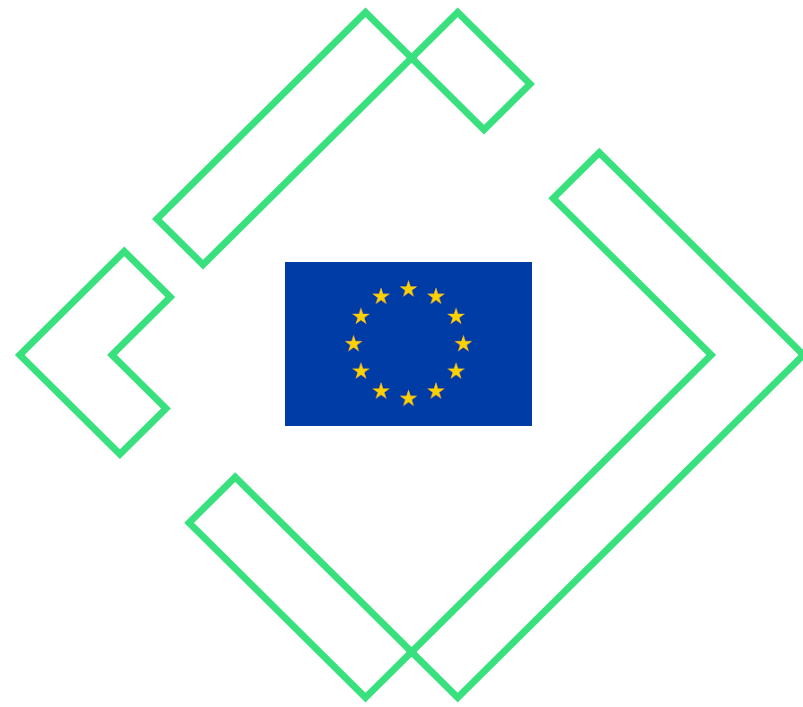
The entrepreneurial path is filled with ups and downs. We are looking for founders that will learn through the hardships and see their journey through.



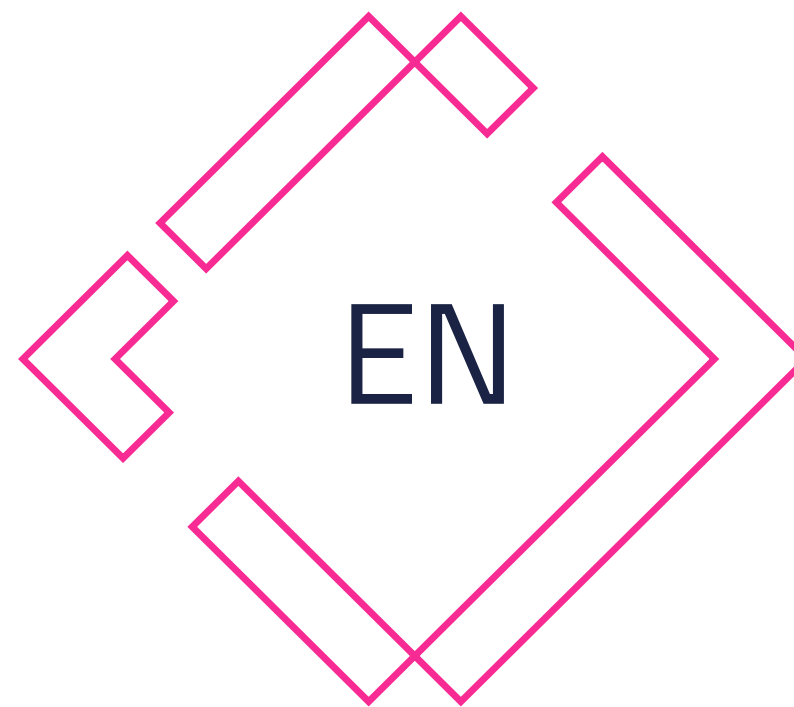
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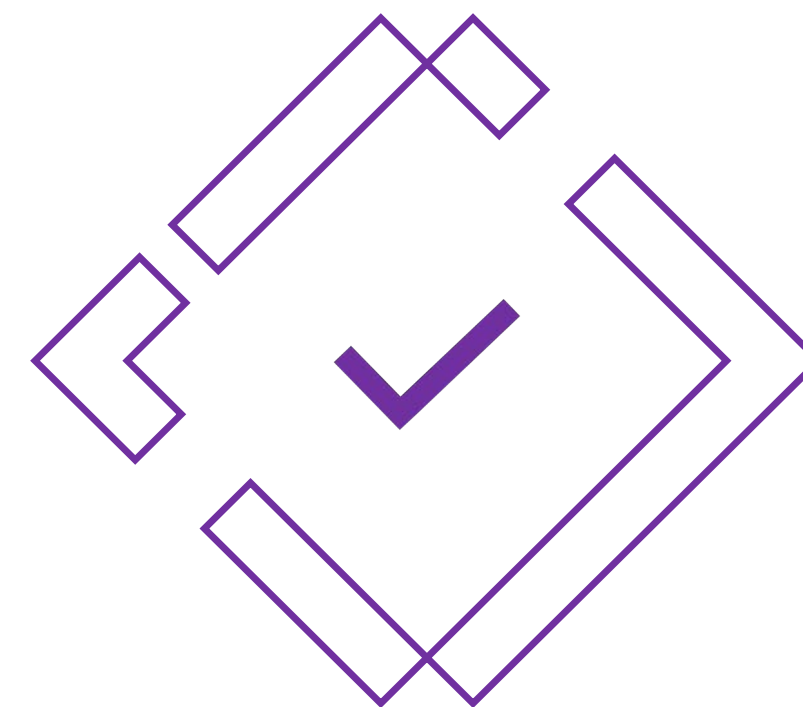
# Eligibility criteria



Being a Resident of the  
EU Member State or  
Horizon 2020  
Associated Country



Possessing full  
professional working  
proficiency in English  
language



Submitting application  
before or on  
9 Feb 2020 23:59 CET



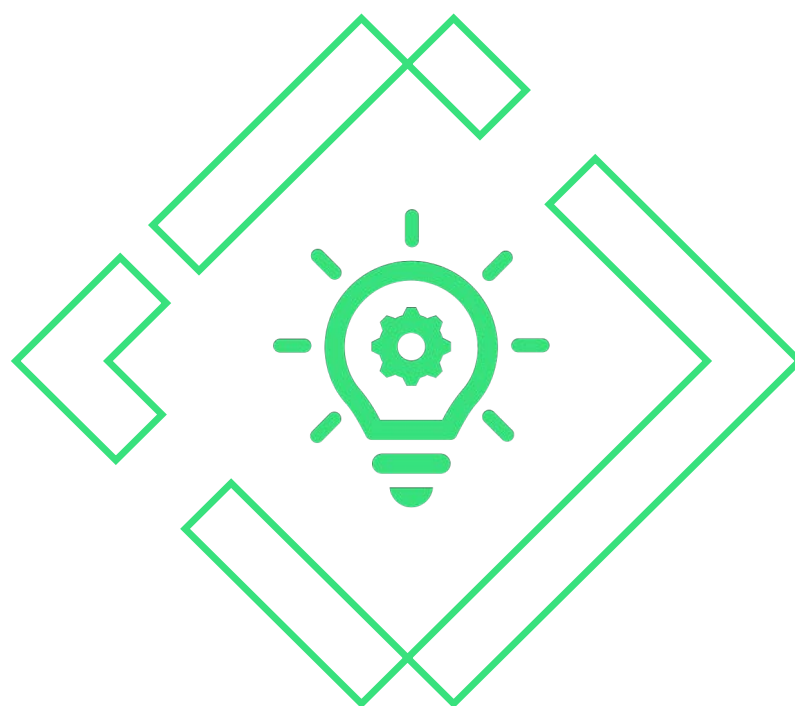
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# Wild Card: How it works?

## APPLY

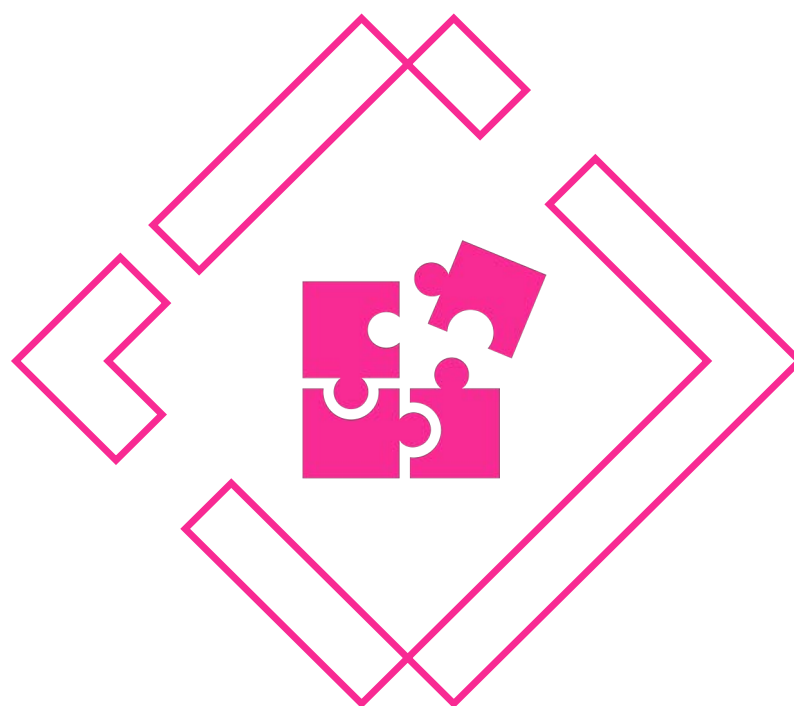


**Deadline:**  
9 Feb 2020, 23:59 CET

Highly talented, coachable and resilient individuals and small teams (2-3 people) with passion/solutions in challenge areas

We seek for applicants of three profiles: Clinical, Technical and Business to join the programme

## HACKATHON

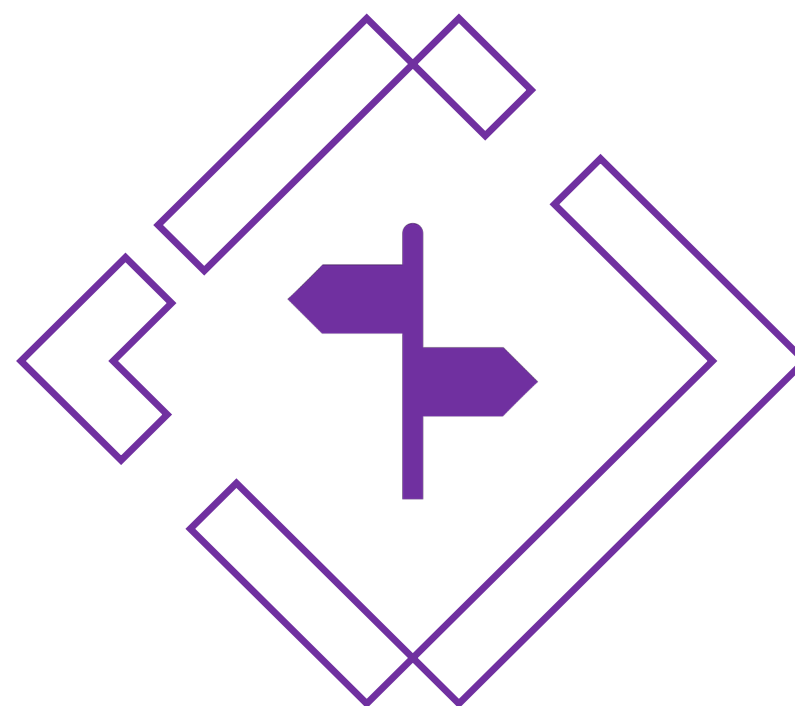


**Dates:**  
15-21 March 2020

30-40 participants will be admitted to the Programme

It starts with 2 weeks online curriculum – *The Meeting Place* and continues to a full week innovation Hackathon where teams are formed/complemented and receive intensive training and mentoring

## VALIDATION

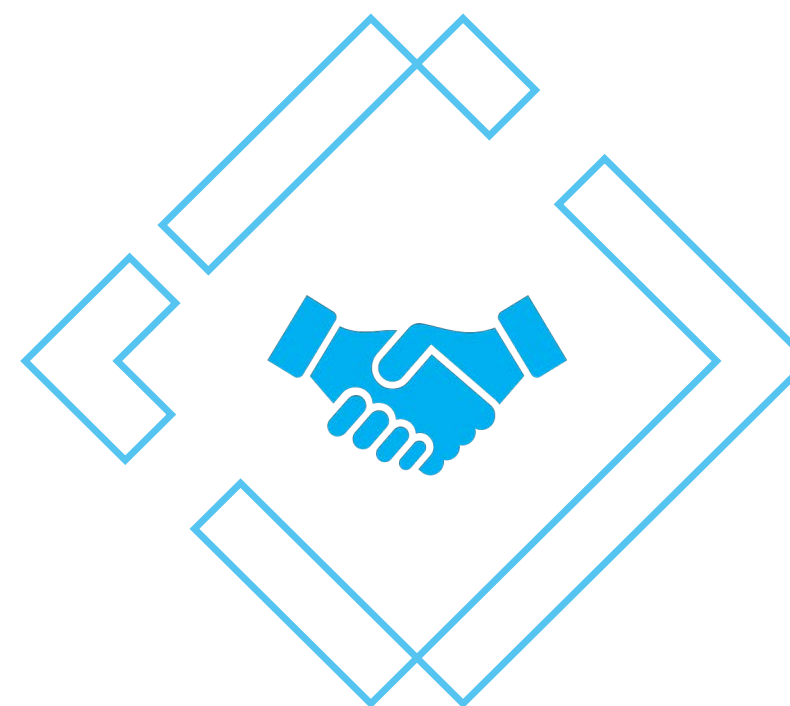


**Dates:**  
6 April – 25 June 2020

Up to 6 successful teams from the Hackathon will continue to 10-week business model validation phase

Part-time programme will run online, with exception for kick-off and closing meetings. Teams will go on customer discovery journey and shape their value proposition

## NEW VENTURES



**Investment decision:**  
26 June 2020

Teams present their final proposals for EIT Health investment

EIT Health will invest up to €2 million in max. 2 teams and will support them in company incorporation and over the first 24 months of their journey



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# What to expect

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# What to expect? – the Hackathon

- You will get to know other participants in the **Meeting Place** – online platform, before the hackathon
- Clear your agenda for the week so you can fully participate in the hackathon
- Come prepared! Expect long hours and unparalleled learning experience – it will be all worth it!
- Book your travel ASAP after receiving invitation and confirming your participation



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# What to expect? - Business Model Validation

Up to 6 teams will progress to 10-week part-time programme – for customer discovery journey and business model validation

Should you be qualified, you can expect:

- Additional two-day in-person training, April 2020
- 8-10h weekly effort to keep up with the curriculum
- 10 weekly pitches/webinars covering different aspects of your venture
- Lots of learnings and feedback!
- Pitching for investment in front of EIT Health Panel in June 2020



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# Tips for applicants

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# The basics

- Read all the documents thoroughly before applying – including the **Call for Applications, Terms Sheet and FAQs**, available on our website.
- Check your **eligibility**, remember we do not accept established start-ups or teams of more than 3 people!
- If you are applying with a proposed idea, provide as much information as possible on the need, the resources, the solution and potential impact.



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# Your online submission

- Don't wait until last minute! Start working on your application today
- Ask a colleague/friend/mentor to read through your application, receive feedback and iterate
- You don't need to have all the answers, but hints/ideas what they could be would suffice at this stage
- Remember - it is an **application for a programme**, not a grant proposal!  
Your idea will change and grow with time!



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# The video pitch and online interview

- Video pitch

- Think about it, stand out and surprise evaluators with the pitch - people are creative!
- Through the video we want to learn more about you, not only about the idea you pursue

- Online interview:

- Be confident and open
- Choose a quiet place
- Make sure there are no distractions
- Anticipate questions - prepare
- Test connection and equipment before



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# Questions

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# Questions asked in the webinar registration form

1. Which stage is recommended for presented ideas?
2. Is the Wild Card only for projects related to women health or digital therapeutics?
3. How do you get over imposter syndrome? At what point should you disclose your idea to others? Who should you disclose to first?
4. Prevention is a very difficult area to secure funding - while everyone agrees that it is always better to prevent than to treat, the question remains who will pay for it? For a startup its an existential question as they will have to provide an answer to VCs/investors that can fund it. Will EIT Health be able to provide high level access to the right decision makers so that we can answer this existential question?
5. Who can participate? Which areas are involved in the program?
6. How do you evaluate the motivation of the participants?
7. Our solution is not yet patented. How much confidential is the information we put in the application to the wildcard?
8. How advanced do you need to be. Do you need team or can you apply solo?



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# Key dates for 2020 edition:

## Deadline for applications:

9 February 2020, 23:59 CET

## Hackathon:

15-21 March 2020

## Business Model Validation:

6 April – 25 June 2020

## Investment decision:

26 June 2020



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# Thank you!

<http://wildcard.eithealth.eu>

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# Meet the Wild Cards

Discover the ventures EIT Health  
has invested in

Be inspired by their founders –  
entrepreneurs who trusted the process and now  
bring their innovations to the market through  
the Wild Card journey

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# Smart4Diagnostics

2018 Wild Card

## Problem

- Up to 4.7 % of all human blood samples are negatively affected by pre-preanalytics. Wrong handling, labelling or shipping not only slow down automatized processes in the lab but also affect the medical trustworthiness of laboratory measurement.

## Solution

- Smart4Diagnostics enables digital monitoring and quality assurance of blood samples and changes medical diagnostics from a trust-based system into an evidence-based system. SD4X has developed a “digital human blood sample fingerprint”, a complete data-picture of all quality aspects for human blood samples from the collection until lab arrival. This will be the new quality standard for diagnostic decision making in the future.



S4Dx was created by, from the left:  
Dr. Tomo Boege, Dr. Julia Flototo, Dr. Hans Heyn, MBA  
and Dr. Malte Dancker, MD



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# Abtrace

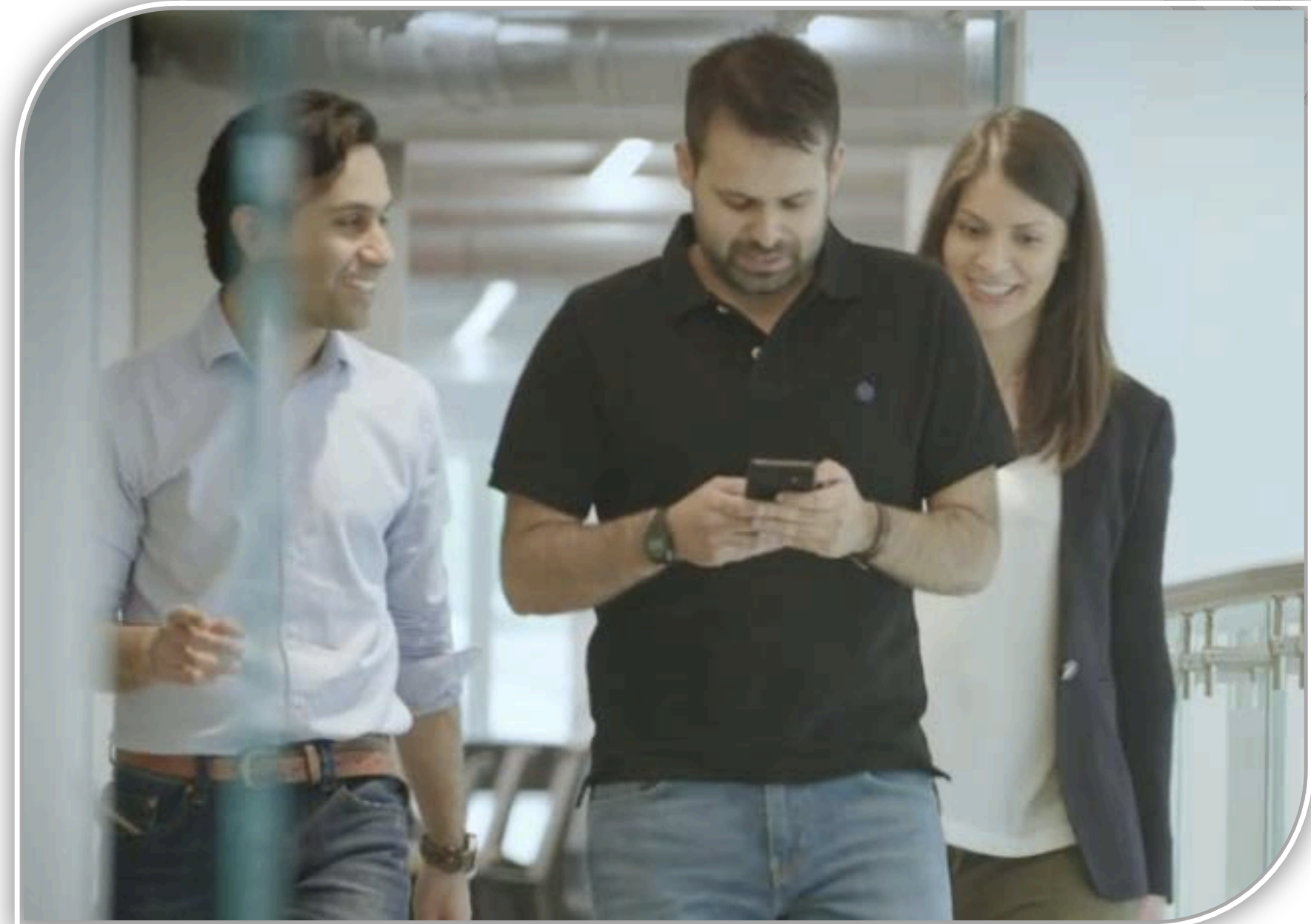
2018 Wild Card

## Problem

- Antimicrobial resistance (AMR) is growing worldwide. It means infections and diseases are harder to treat and with a limited pool of antibiotics to choose from, we must act now before it is too late.

## Solution

- Abtrace develops an algorithm to better understand clinical decisions on antibiotics prescriptions and will provide clinicians real-time patient-specific outputs to assist them with optimal prescribing, instantly, for every patient and every prescription.



Abtrace was created by, from the left:

Dr. Umar Naeem Ahmad, Helder Soares PhD c., Dr. Cristina Correia



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# iLoF (Intelligent Lab on Fiber)

## 2019 Wild Card

### Problem

- 400 major clinical trials for the cure for Alzheimer's have failed which calls for a change in the approach. 90% of initially enrolled patients leave trials due to invasive, inconvenient screening, causing development of potentially effective drugs to be abandoned.

### Solution

- iLoF will deliver an inexpensive, non-invasive solution for stratification of Alzheimer's patients for clinical trials. By saving 40% of the total costs for screening and 70% of the time spent on patient's screening, iLoF wants to become enabler for finding the cure for the disease.



iLoF was created by, from the left:

Dr. Mehak Mumtaz Dr. Joana Paiva, Prof. Paula Sampaio, and Luis Valente.



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# Pipra

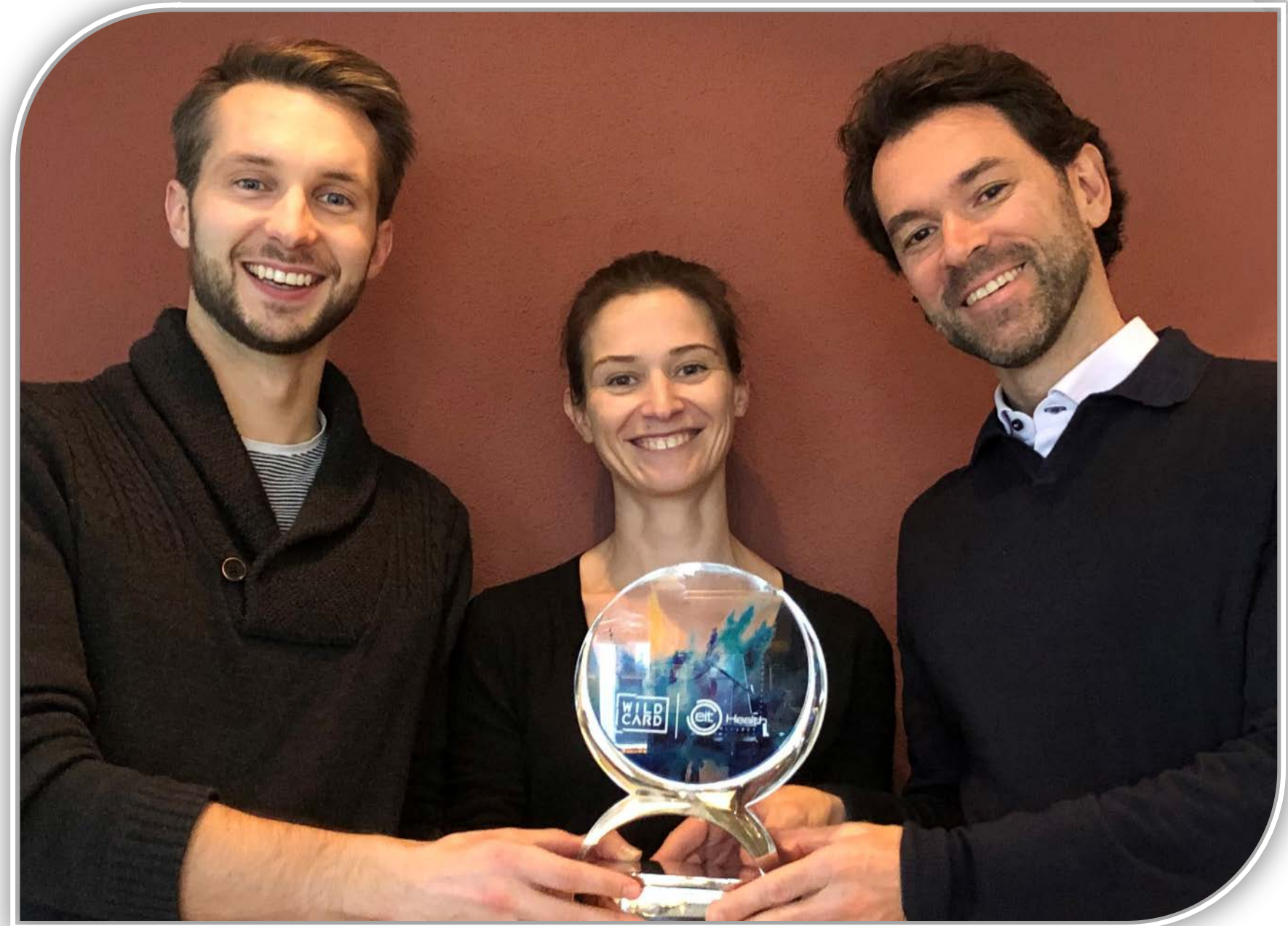
## 2019 Wild Card

### Problem

Complication rates are high among the older patients, who find it more difficult to recover after anaesthesia and surgery. As a result, they are prone to suffering post-operative cognitive decline (POCD) or delirium (POD) – conditions where the patient is unable to think or speak coherently, are disoriented, or experience significant changes in behaviour.

### Solution

The Pre-Interventional Preventive Risk Assessment (or PIPRA) will be digital solution designed for clinicians to assess a patient's risk of developing these complications so the right course of post-operative support can be identified prior or during the surgery.



Pipra, was created by, from the left:  
Benjamin Dodsworth PhD. MD Nayeli Schmutz and John Klepper

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