Call for applications 2020

Deadline for submissions:
09 February 2020, 23:59 CET
(Munich time)
1.1. Purpose of the Call for Applications

The Wild Card Programme seeks to transform healthcare delivery through attracting the brightest talents to solve some of healthcare’s greatest challenges and/or to accelerate application of innovative technologies in healthcare. The challenges are needs that remain unsolved, inefficiently solved or are currently delivered in a very expensive or inconvenient process.

Through the Wild Card Programme, EIT Health brings together top talent with the right resources and creates life sciences companies which hold the potential to transform healthcare. Through training and mentoring, access to the biggest healthcare innovation network and up to €2 million in non-dilutive funding, teams selected to become Wild Card ventures benefit from unique opportunities for an early stage start-up.

The programme follows a comprehensive format, taking individuals and small teams as participants and furthering them to established start-ups ready for private investment.

1.2. Purpose of the Call for Applications

The goal of the programme is to build new ventures addressing challenge areas as set out by EIT Health partnership. As the result of the selection process, up to two teams will be offered to incorporate companies and receive two years of ongoing support and up to €2 million in non-dilutive funding (€1 million/company/year), mentoring and coaching to help them grow their ideas into thriving commercial businesses.
1.3. Purpose of the Call for Applications

In the Wild Card programme, EIT Health sets out two challenge areas each year.
For the 2020 Wild Card Programme Call for Applications, the challenges are:

| Women’s Health | How to improve prediction, diagnosis and treatment to advance women’s health outcomes? |
| Digital Therapeutics | How to harness the power of digital solutions to prevent, manage and treat medical conditions or disease? |

1.4. Experts, mentors and evaluators

EIT Health will engage independent evaluators, domain/business mentors and representatives from EIT Health Partners, to support the selection process at each phase of the programme.
2.1. Eligibility criteria

On or before the deadline (09 February 2020, 23:59 CET) applicants submit their application via the online system, ensuring their application is complete. The application can be edited before the deadline, but no amendments shall be accepted after the deadline. All application documents must be formulated in English.

Applicants must hold a European Union citizenship (EU Member State, their outermost regions, overseas countries or territories linked to the Member States), citizenship of Horizon 2020 associated countries, or be a resident of one of the countries listed here.

The working language of EIT Health is English and Wild Card Programme will be conducted in English as well, therefore applicants shall possess full professional English language proficiency.

Note: The programme seeks to found new ventures, no start-ups are eligible to participate.

2.2. Re-application

The Wild Card Programme offers compelling training and networking opportunity for all participants involved in the selection process. The following rules will apply with regards to participants of past Wild Card Programme editions:

- Applicants not admitted to the Hackathon in past edition(s) – no restrictions
- Participants of the Hackathon (2nd phase) – 1 year pause
- Participants who took part in the Business Model Validation (3rd phase) – 2 years pause
2.3. Applicant profile

EIT Health is looking for highly talented, coachable and resilient individuals with three different profiles to join the programme as a team or as individuals, who will join or form teams in the course of the programme:

- **Technical Lead**: focuses on the available technology options, requirements and architectural issues. It needs to be someone with extensive experience in technology or science, which will be at the centre of the proposed solution;
- **Clinical Lead**: focuses on the medical and healthcare delivery issues (can be a practicing physician, clinical department manager). It needs to be someone with experience on-the-ground in a healthcare environment; and
- **Business Lead**: focuses on the overall business objectives, customer definition, business plan, etc. It needs to be someone with business expertise. It would be an advantage if you previously had entrepreneurial experience. An MBA is NOT required. Deep market expertise in the related area will be valued.

2.4. Scope of application

The programme welcomes applications from individuals and small teams (up to 3 people) who have not incorporated a company yet.

Candidates who apply as part of a small team are expected to propose a solution/idea as part of their application.

Candidates who apply as individuals without a solution should justify how their profile/skills match the challenge they apply for and what is their motivation.

Individual candidates are also welcomed to apply with a solution/idea and to provide an outline of profiles of sought teammates.

By submitting an application candidate/team acknowledges and agrees to the terms and conditions of Wild Card Programme outlined in the Term Sheet.
### 2.5. Remote evaluation

EIT Health discloses the names of the applicants and other parts of the application to members of staff and/or external experts (see below) if and when required.

**Formal and eligibility check:** After the submission deadline, EIT Health staff perform a formal eligibility check of all submitted applications for completeness and informs the applicants of the outcome by email. Applications that do not fulfil the eligibility criteria are rejected from the selection process. EIT Health staff will inform applicants by email about the status of their application (e.g. eligible and sent for review; ineligible).

**Remote evaluation & confidentiality:** The evaluation is conducted with the support of qualified, independent experts from within and outside the EIT Health partnership. EIT Health control checks for conflicts of interest and treats information confidentially.

Shortlisted candidates are invited for one or more online interviews. The interviews will take place between **18 – 26 February 2020**. Shortlisted candidates/teams are notified of the date and time of the interview directly by expert evaluator.

**Admission to the programme:** The application score and the result of the online interview are combined to draw up a list of applicants who will be invited to the Hackathon and the reserve list for each challenge. Selected candidates will receive an invitation to the next stage of the selection process by **02 March 2020**.

The rest of the candidates will be added to the reserve list and proposed a place in the programme once qualified candidates reject invitation.

Due to the volume of applications EIT Health reserves the right not to provide individual feedback to applicants at this stage.

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1 "Confidential Information" means any information disclosed by EIT Health to the experts. EIT Health and the experts must treat confidentially any information and documents, in any form (i.e. paper or electronic), disclosed in writing or orally in relation to the evaluation. The experts undertake to observe strict confidentiality in relation to their services. To this end, the expert must not use or disclose, directly or indirectly, confidential information or documents for any purpose other than fulfilling their obligations in connection with the evaluation process without prior written approval of the contracting party. Any material/documents/reports/deliverables are made available either on paper or electronically to the experts who then work from their own or other suitable premises, he/she will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and for returning, erasing, or destroying all confidential documents or files upon completing.
2.6. Selection criteria for entry to the programme

The Wild Card programme welcomes applications with or without a solution. Those two types of applications will be judged against different set of criteria enlisted below:

1. Applying with a solution (individuals or small teams):
   - **Need**: The proposed solution falls within the call’s challenges and is ranked according to the importance of the need addressed.
   - **Resources**: The envisaged team, coupled with the proposed resources, is suited for the solution stage.
   - **Solution Feasibility**: The outlined plan demonstrates that the proposed solution can reach the desired maturity level and can be appropriately implemented.
   - **Pathway to Impact**: Assuming the proposed solution is perfectly viable in terms of technology, the project has a potential pathway (regulatory, reimbursement, etc.) to reach patient care within the desired time frame.

2. Applying without a solution (individuals wishing to join/start a team):
   - **Domain knowledge and profile**: The applicant has the desired level of knowledge and experience that meets the requirements of one or more of the team profiles (technical, clinical, business).
   - **Motivation**: The applicant is willing to join a team, commit their skills and efforts to development of viable solution to one of the challenges.
   - **Solution Feasibility**: The outlined plan demonstrates that the proposed solution can reach the desired maturity level and can be appropriately implemented.
   - **Understanding of the need and challenge**: The applicant has a thorough understanding of the challenge they are applying to and/or the unmet need posed by that challenge.
The programme follows a comprehensive format, taking individuals and small teams as participants through team formation (if required), training, need and market validation as well as rigorous stress-testing of the solution, and furthers up to two teams to established start-ups ready for private investment.

Throughout the programme participants benefit from networking opportunities and access to experts and mentors who support them on their journey to create viable business proposal. The programme consists of several elements with two cut-off stages:

### 3.1. The Meeting Place

Between **02 – 14 March 2020** a two-week online curriculum offering lectures and insights on challenge areas as well as business/commercialisation elements of a successful healthcare venture. EIT Health will provide a dedicated online space open to programme participants only, offering an opportunity to network ahead of the Hackathon.

### 3.2. The Hackathon

A one (1) week Hackathon will take place **15 – 21 March 2020** at a location in Europe, to be confirmed in due course. The Hackathon will take the form of a five-day intensive training where applicants will form, build or complement teams and with the support of domain experts and business mentors will work to refine proposed solution. Several feedback sessions will take place during the Hackathon.

#### 3.2.1

A maximum of six (6) teams will be selected in the Hackathon to continue the journey with the programme. On the last day of the Hackathon teams will pitch their projects to the Judging Panel and will be judged against the following criteria:

1. **Need:** The proposed solution falls within the call’s challenges and is ranked according to the importance of the need addressed.
Section 3: The programme

2. **Resources**: The team, coupled with the proposed resources, is suited for the solution stage.

3. **Solution Readiness**: The prior work demonstrates that the proposed solution has reached the desired maturity level and can be appropriately readied for implementation/roll out.

4. **Pathway to Impact**: Assuming the proposed solution is perfectly viable in terms of technology, the project has a potential pathway (regulatory, reimbursement, etc.) to reach patient care within the desired time frame. A maximum of six (6) teams will be invited to the Business Model Validation phase of the programme.

### 3.3. Business Model Validation

Teams selected in the Hackathon will progress to a ten-week part-time acceleration programme (6 April – 24 June 2020) which will lead teams through the customer discovery process and business model validation. The goal of the programme is to support teams in the development of a value proposition.

At this stage, the teams may be permitted to include new members into their team should the Judging Panel agree in their evaluation from the hackathon that the skill set of this new member is missing from the project. A team shall be allowed to suggest, to EIT Health, team members to be added during the Acceleration phase or choose from Hackathon participants suggested by EIT Health.

The Acceleration programme will kick-off with a two-day in-person training session, at a location in Europe to be communicated in due course and will continue thereafter for ten (10) weeks on a part-time basis, where participants will be tasked to validate key assumptions with regards to different aspects of their proposal. The two hour weekly sessions will be conducted online and each team will be assigned dedicated mentors to support them on the journey.

In this stage each team will have the possibility to receive up to three thousand Euro (€3,000), agreed with the mentors validation experiment, to test their assumptions and/or prototype to prove their concept.

The Business Model Validation phase will culminate with the last in-person pitch rehearsal session on 25 June 2020, in preparation for the final presentation.
3.4. Investment decision criteria

For investment the EIT Health Panel will judge teams and final proposals against the following criteria:

<table>
<thead>
<tr>
<th>Pitch elements</th>
<th>Action plan</th>
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<tbody>
<tr>
<td>Clear/Compelling Need/Opportunity</td>
<td>Quality of the Incorporation plan</td>
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<tr>
<td>Concise Solution Overview</td>
<td>Immediate steps of project implementation</td>
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<tr>
<td>Validated Value Proposition</td>
<td>• De-risking experiment(s)</td>
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<td>Concrete Business Protection</td>
<td>• Budget</td>
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<td>Good Revenue Model &amp; Potential</td>
<td>Quality of the Transition Plan (~3 months)</td>
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<td>Strong Competitive Positions</td>
<td>Project Milestones anticipated:</td>
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<td>Viable Go-to-Market Plan</td>
<td>• Healthcare Innovation Cycle Progress</td>
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<td>• Milestones (6 Month intervals)</td>
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<td>• Financial projections</td>
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<td>Robust Business Economics</td>
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<td>Strong Management Team</td>
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<td>Compelling Story</td>
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At this stage, the benchmark for pitch assessment is the venture capital investment readiness level.

EIT Health has the right to award up to two Wild Cards each year. For two Wild Card challenges there are four possible scenarios:

- Awarding a Wild Card in each challenge
- Awarding a Wild Card in one challenge only
- Awarding two Wild Cards in one challenge
- Not awarding any Wild Cards (void)
3.5. Right to appeal

Applicants and Participants may appeal the process for the selection of their own application at any point in the selection process, as elaborated in point 3.1 of the Call for Applications document.

3.5.1. Right to appeal

- Process errors.
- Technical problems beyond the control of applicants (e.g. the technical failure of the electronic submission system).
- Obvious human/mechanical errors made by EIT Health staff.

3.5.2. What is NOT grounds for appeal:

- Scores awarded in the course of the evaluation process.

3.5.3. The appeal process

- The applicant/team shall address his/hers/their appeal in writing to appeals@eithealth.eu and wildcard@eithealth.eu within seven (7) calendar days from the day the error occurred.
- EIT Health shall review the appeal and revert to the applicant/team with a first response within seven (7) calendar days.
- If there are grounds for appeal, EIT Health staff will attempt to remedy the consequences (e.g. if a technical error of EIT Health prevented the submission of a proposal, a late submission may still be accepted as eligible).
4.1. Team

The Wild Card investment decision is based on the team-members who participated in the Wild Card programme. Thus, the team members selected by EIT Health shall incorporate together the start-up as condition for EIT Health investment/financing. Notwithstanding the before, EIT Health reserves the right to accept changes in the team-constellation after the investment decision and before the incorporation of the start-up under the following conditions:

- The Judging Panel agree, as part of their re-evaluation following the investment decision, that the change in the team-constellation has no negative effect on the investment decision of EIT Health.
- The principles of the Wild Card programme are observed
- Programme participant leaving the team before incorporation of the start-up is giving up its potential and/or future claims against the team and/or the start-up with regards to his/hers contribution to the project.

The selected team(s) will inform EIT Health in written form about any changes in the team-constellation and about the reasons why the change is favourable. EIT Health will review the reasonings and will duly inform selected team, if the change is acceptable for EIT Health or not.

4.2. Incorporation

Following the investment decision, selected team(s) and EIT Health agree to take all necessary steps to incorporate (each) team and its developed concepts, designs and business model into a business legal entity (Start-up). Country of incorporation must be a European Union Member State of choice. After the incorporation a Wild Card venture (the Start-up) will be based in the incubator of choice and therefore will be embedded in EIT Health partner ecosystem.

EIT Health and the team, comprising all its individual members, agree that all rights and obligations, commitments and engagements of the team shall be assigned to the start-up business legal entity after its incorporation.
Following the incorporation, EIT Health and the Start-up will conclude the following agreements:

1. **A Project Grant Agreement (PGA),** providing financial support to the team. Under the Project Grant Agreement, the Wild Card Project will be further implemented. PGA will be signed by a Wild Card venture and any other EIT Health partner that is involved in the project (i.e. incubator of choice).

2. **An Option Agreement,** wherein the economic and legal terms of the participation of EIT Health in the Start-up are set out. The key terms of the Option Agreement are as follows:
   - EIT Health will participate via options in the total amount of up to 25% on a fully diluted basis if EIT Health provided the start-up with the maximum amount of €2 million.
   - If EIT Health is providing lesser amounts, the participation of EIT Health will be reduced proportionally.
   - EIT Health will only profit economically from its options in an exit-event.
   - EIT Health will not hold equity in the start-up as long as options are not yet exercised and will not have specific control rights.
   - EIT Health will not seek IP ownership in the Start-up.
   - If EIT Health holds at least 8% of participation, EIT Health shall have a seat on the Advisory Board of the Start-up as long as EIT Health holds at least 8% of participation.

**EIT Health will not seek IP ownership in the Start-up.**

### 4.3. Time commitment

It is expected that founders of Wild Card ventures will dedicate their full working capacity to the development of the solution/Start-up. This may require potential relocation for the period of project implementation to the location of the incubator of choice.

Other working arrangements will be considered by EIT Health on a case-by-case basis – for example: part-time employees, remote staff etc.

It is up to the team/founders to propose and for EIT Health to approve allocation of the grant across budget categories, including personnel cost.
4.4. Scope of support of EIT Health

EIT Health leverages the expertise of organisations spanning key areas of healthcare – such as industry, academia, payers and providers (or hospitals), regions, other institutions in healthcare ecosystem.

The new ventures created through the Wild Card Programme will become a part of this unique pan-European partnership, which serves as a catalyst for healthcare innovation and cooperation to facilitate new solutions and technologies that benefit European citizens.

The Wild Card ventures will be free to choose between locations and a range of services provided by EIT Health incubators and accelerators located across Europe. EIT Health aims to welcome newly incorporated companies through the Wild Card Programme, offering them the most flexible and comprehensive form of support.

For reference, the list of institutions and examples of the services offered is available on the Wild Card website: [http://wildcard.eithealth.eu/incubators/](http://wildcard.eithealth.eu/incubators/)

The Wild Card ventures will benefit from networking opportunities, exposure to relevant audiences through EIT Health channels and events, knowledge and expertise, but will not be eligible to receive subgrants from Accelerator programmes during the two years of implementation phase.
4.5. Mentorship and supervision

Each of the Wild Card ventures will be supported by a Lead Mentor, who will work with them regularly. The Lead Mentor will spend a significant number of working hours helping the start-up to navigate challenges of setting up a successful business.

In addition, EIT Health will provide access to Organisational coaches with experience in helping teams develop and transform into high-performing teams.

4.6. Financing, Reporting and Project Management

Wild Card Start-ups in the implementation phase will follow a two-fold project reporting and monitoring system.

4.6.1. Milestone Reviews

The objective for Milestone Review meetings is to include investor’s perspective in venture’s development from very early stage to help them shape into investment-attractive business in the course of 24 months. EIT Health invites experts with venture capital background to assess the progress of the Start-up against their initial plan and to reach agreement on the next steps and the volume of further investment needed to reach the next milestone.

Milestone review meetings are planned twice a year, approximately every six months and constitute a go/no-go stage-gate for the venture.

4.6.2. Formal progress and cost reporting

Wild Card ventures will be funded from Horizon 2020 Framework Programme funds and are obliged to follow Horizon 2020 rules in terms of cost eligibility and compliance. Once a year, ventures will be requested to report in writing on implementation progress and incurred costs to date. General information and audit rights of Horizon 2020 Framework Programme apply with regards to activities performed and funded by the EU grant.

Please also refer to the Term Sheet and Frequently Asked Questions (FAQ), found on the website:

http://wildcard.eithealth.eu/
5.1. Publicity by EIT Health

EIT Health may use, for its communication and publicising activities, information related to the programme, including documents for publication and deliverables as well as any other material, such as pictures or audio-visual content that it receives from participants (including in electronic form).

EIT Health will publish names of shortlisted applicants participating in the Hackathon and later phases of the selection process, their origin and nature of their proposal – unless a participant(s) has explicitly requested to waive such publication (due to disclosure risks threatening security, and safety, or potential harm to commercial interest).

With regards to photographs and videos taken by EIT Health either during the programme or the award ceremony, the provisions of the EIT Health Privacy Policy shall apply.

5.2. Ethics

All activities must be carried out as part of the Wild Card programme must be conducted in compliance with:

- Ethical principles (including the highest standards of research integrity) and
- Applicable international, EU and national law.

No prize will be awarded for activities carried out outside the EU, if they are prohibited in all EU Member States. The participants must ensure that the activities have an exclusive focus on civil applications.
6.1. Legal framework

- Term sheet

6.2. Challenge overviews

- Women’s Health: How to improve prediction, diagnosis and treatment to advance women’s health outcomes?
- Digital Therapeutics: How to harness the power of digital solutions to prevent, manage and treat medical conditions or disease?

6.3. Frequently asked questions

- Visit FAQ page at our website for further information:
  http://wildcard.eithealth.eu/faq