



Wild Card Programme

CALL FOR APPLICATIONS 2021

Deadline for submissions: 16 March 2021, 23:59 CET (Munich time)

SECTION 1: GENERAL PROVISIONS

1.1 Purpose of the Call for Applications

The Wild Card Programme seeks to transform healthcare delivery through attracting the brightest talent to solve some of healthcare's greatest challenges. 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 healthcare and life sciences companies which hold the potential to transform health care. Through training and mentoring, access to the biggest healthcare innovation network and up to €1.5 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, small teams and young start-ups as participants and furthering them to established start-ups ready for private investment.

1.2. Expected result

The goal of the programme **is to build ventures** addressing challenge areas as set out by EIT Health partnership. As the result of the selection process, up to two teams receive two years of ongoing support and up to €1.5 million in non-dilutive funding (€750,000/company/year), mentoring and coaching to help them grow their projects into thriving commercial businesses.

1.3. Challenges

In the Wild Card Programme EIT Health sets out two challenge areas each year. For the 2021 Wild Card Programme Call for Applications, the challenges are:

Challenge 1: Eye & Vision Care

How to mitigate, prevent and cure eye conditions and vision impairment?

Challenge 2: Pain Management

How to alleviate acute and chronic pain conditions?



SECTION 2: ADMISSION CRITERIA

2.1. Eligibility criteria

On or before the deadline (**16 March 2021, 23:59 CET**) applicants submit their application [via the online system](#), ensuring their application is complete. Submitted 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 or be a resident of EU countries (EU Member State, their outermost regions, overseas countries or territories linked to the Member States).

2.1.1 Re-application

The Wild Card Programme offers compelling training and networking opportunities. The following rules will apply with regards to participants of past Wild Card Programme editions:

- Applicants not admitted to the programme in past edition(s) – no restrictions
- Participants of the Hackathon – 1-year pause
- Participants who took part in the Business Model Validation – 2-years pause

2.1.2 Types of application

Wild Card programme welcomes two different types of applications, (i) small teams (up to five people) with a proposed solution and (ii) entrepreneurs with or without a proposed solution.

- **Teams are expected to propose a solution/idea** as part of their application. If the team is already an incorporated start-up, this team will only be accepted, if the following criteria are fulfilled:
 - Start-up is incorporated < 1 year before the deadline for application. Thus, any start-up incorporated before 16 March 2020 is not eligible.
 - **Founders must hold at least 85% of the share capital of the start-up on a fully diluted basis at the time of the application and at the time of the potential EIT Health Wild Card investment**

Teams falling under this type of application are expected to allow **new team members to become a co-founder/future co-founder the start-up.**

Failure to disclose the occurrence of any of these criteria by the start-up will result in the immediate disqualification and exclusion from the programme.

- **Entrepreneurs with business idea:** Professionals with a proposed idea/solution seeking to find co-founders. Candidates should be open to the possibility of joining/building a team to work under a different business opportunity than the one they propose.
- **Entrepreneurs seeking business opportunity:** Professionals with entrepreneurial mindset looking to join teams and other entrepreneurs to found a company. Candidates should justify how their profile/skills match the challenge they apply for and what is their motivation.



All types of applicants should be experienced masters, PhDs, post-docs, MDs, MBAs with a relevant background in any of the four applicant profiles (see 2.1.3).

2.1.3 Applicant profile

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

- **Technical/Scientific:** Focuses on available technology options, requirements, and architectural questions. He/she needs to be someone with extensive experience in technology and/or science.
- **Clinical:** Focuses on the clinical impact and the implementation of the solution into the healthcare workflow. It must be someone with experience on-the-ground in a healthcare environment, that knows and deeply understands the clinical workflow and roles of all stakeholders.
- **Product Design/Development:** Focuses on shaping the product to create the best possible version of it. Making sure it meets the needs from user and market perspectives as well as regulatory requirements. It needs to be someone with deep knowledge of the market and experience on product design/development in healthcare industry.
- **Business:** Focuses on the overall business objectives, customer definition, competitive landscape, business plan, go-to-market strategy, pricing model, among others. It must be someone with business expertise, great communication and interpersonal skills, who will set the vision of the company and create and maintain beneficial relationships with all stakeholders. It would be an advantage if he/she had previous entrepreneurial experience.

2.1.4 Scope of application

Through the application, candidates of all applications types are to answer a series of personality and motivation questions, upload his/her CV and submit a short (maximum 3 min) video introducing themselves (in case of team applications joint team video).

Additionally, teams and solo entrepreneurs applying with a proposed solution are asked to provide information about their proposed solution. Teams with incorporated start-up must also provide proof of company incorporation and company ownership (Capitalization table).

2.2. Admission criteria to enter to the programme

Wild Card Programme welcomes the best talent and the best solutions based on the following admission criteria:

- **Founder Fitness:** Applicants are evaluated based on skills which all future founders of a start-up should possess.
 - **Commitment:** The path to building a new venture is not one without challenges. Wild Card innovators must show the resilience and drive needed to improve current standard of care in the challenge areas. We are looking for individuals and teams that will learn through the hardships and see this journey through.



- *Learning capacity:* While creating and growing a new company, founders will get insights and feedback from multiple sources: mentors, advisors, payers, users, and coaches, among others. We seek founders-to-be who know how to listen and weight in their options to ultimately make clever choices; whether that is to pivot, add complementary cofounders, restart from scratch, or keep the course.
- *Working with others:* In the process of creating and developing a new venture, founders will need to be able to communicate effectively and collaborate with many different stakeholders, customers, mentors, advisors, investors, KOLs, employees... and most importantly with each other. We seek innovators who communicate effectively and excel in teamwork, and teams who work well together and complement each other's strengths and weaknesses
- **Individual Profile:** Applicants are evaluated on the knowledge and experience they bring to the programme to ensure they can add value to prospective teams.
 - *Knowledge and Experience:* We seek innovators with knowledge and experience that meets the description of one or more of the team profiles (technical, scientific, clinical, design/product development, business).
 - *Openness to new experiences:* The entrepreneurial path is certainly not the most conventional, safest career path. We seek individuals ready to take that leap. Wild Card participants must show that they have been inclined to step out of their comfort zone, whether that was living abroad, broadening their professional experience on unexpected paths, pursuing education outside of their field or have had other enriching personal and professional experiences.
 - *English Proficiency:* The working language of EIT Health is English therefore participants need to have full working English proficiency.
- **Solution Excellence (Only applicable for applications with a proposed solution):** For applicants applying with a solution, we evaluate innovativeness, whether the solution would be successful and generate impact within challenge area.
 - *Need:* The proposed solution falls within the call's challenge areas and is scored according to the importance of the need addressed and whether it tackles one of the areas of intervention identified by EIT Health.
 - *Solution Innovativeness:* The proposed solution must in its core constitute a new, different, and significantly better way to tackle the need than the current standard of care. EIT Health is looking for truly transformative and disruptive solutions that could become the standard of care.
 - *Solution Feasibility and Sustainability:* The outlined plan demonstrates that proposed solution can be appropriately implemented and that it can create a sustainable



business. Proposed solution will be scored according to the feasibility of the solution, its pathway to reach patient care and its business strategy.

- *Potential Impact:* Proposed solution must show the potential for significant impact in patient care. Whether it is by reducing the burden of disease, improving patient outcomes, facilitating access to care, optimizing healthcare pathways, or reducing cost of care. We are seeking solutions that will become the new standard of care.

SECTION 3: ADMISSION PROCESS

3.1 Submission of application

Applications to the Wild Card Programme must be submitted **between 17th December 2020 and 16th March 2021, 23:59 CET** through [the online application platform](#). Each individual/team must apply **only once to one** of the challenges, several applications from the same individual/team will not be considered. In the event of an applicant/team submitting two or more applications, only the last submitted application will be evaluated.

In team applications, each team member must fill in their personal profile information (CV and motivation). The submission system allows for several people to edit the same application.

3.2 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. The remote evaluation process will have 3 steps.

3.2.1 Formal and eligibility check – After the submission deadline, EIT Health staff performs 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).

3.2.2 Remote evaluation & confidentiality – The evaluation is conducted with the support of qualified, independent experts from within and outside EIT Health partnership. EIT Health control checks for conflicts of interest and treats information confidentially¹.

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,



Shortlisted candidates are invited for an online interview. The interviews will take place between **5 April - 7 May 2021**. Shortlisted candidates/teams are notified of the date and time of the interview directly by EIT Health staff and expert evaluators

3.2.3 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 join the programme and the reserve list for each challenge.

All applicants will receive admission decision by **10 May 2021** (admitted/not admitted).

3.3 Right to appeal

Applicants and Participants may appeal the process for the selection of their own application at any point in the admission process/programme, as elaborated in point 3.3.1 of the Call for Applications document.

3.3.1 The grounds for appeal are:

- 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

3.3.2 What is NOT grounds for appeal:

- Scores awarded in the course of the evaluation process

3.3.3 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).

SECTION 4: THE PROGRAMME

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 selects up to 2 teams for EIT Health investment.

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 the evaluation as instructed.



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 differentiated stages and one cut-off:

4.1 Stage 1 – Deep Dive

Spanning over one month (June- July 2021), in this first phase of the programme, participants will get to know each other, complete and/or form teams. This will be accomplished with the support of EIT Health which will set up an environment for them to do so. Those teams will then work on their projects and ideas with support of mentors that will aid them sharpen their proposals. At the end of Stage 1, all formed teams will pitch their projects to the Judging Panel² and will be judged against the following criteria:

1. *Unmet Clinical Need*: The proposed solution falls within the call's challenges and is ranked according to the importance of the need addressed.
2. *Team*: The team, coupled with the proposed resources, is suited for the solution stage.
3. *Coachability*: The performance of the team during the first stage of the programme shows that the team listened to feedback and was able to digest it and incorporate it into their solution. It is believed that the team could make great progress in the next stage of the programme.
4. *Solution*: The prior work demonstrates that the proposed solution has reached the desired maturity level, can be appropriately readied for implementation/roll-out and has a potential pathway (regulatory, reimbursement etc.) to reach patient care within the desired time frame.
5. *Fit*: The business maturity level is between idea and proof of feasibility (included). EIT Health contribution of €1.5 million over two years will be sufficient to ensure companies investability.

Finally, a maximum of eight (8) teams will be selected to enter the next phase to the programme. EIT Health also reserves the right to grant teams conditional acceptance to stage 2 given additions to their teams. EIT Health will only do so upon the recommendation of the judges.

4.2 Stage 2 – Business Model Validation

Selected Teams will progress to a 9-week part-time acceleration programme which will lead teams through the customer discovery process and business model validation. The goal of the programme is to de-risk solutions and support teams in the development of a winning 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 in the Deep Dive that the skill set of this new member is missing in the team. A team shall be allowed to suggest, to EIT Health, team members to be added during the Business Model Validation phase or choose from participants from the previous stage suggested by EIT Health.

The Business Model Validation will kick-off with a 2-day training session and will continue thereafter for nine (9) weeks on a part-time basis, where participants will be tasked to validate key assumptions with regards to different aspects of their project. The 2-hour weekly sessions will be conducted on-line, and each team will be assigned dedicated mentors to support them on the journey.

³ The stage 1 Judging Panel may consist of domain and business mentors.



4.2.1 Final pitch and Investment decision – On 26-27 October 2020, the teams will present their final proposals to the EIT Health Panel³ for investment. Up to two (2) teams will be offered EIT Health investment in the form of *grant-for-option* and will proceed to incorporate their venture as a legal entity, if applicable, under the Wild Card Programme ([See the Wild Card Programme Term Sheet for further details](#)).

4.2.2 Investment decision criteria

For investment, the EIT Health Panel⁵ will judge teams and final proposals according to their business proposal, the quality of the management team and strategic fit. They would do it against the following criteria:

Business Proposal		Management Team	Timing
Pitch elements	Action Plan	Quality and complementation of Management team	Investable in 1.5 years
Clear/Compelling Need/Opportunity	<u>Quality of the Incorporation plan</u> Immediate steps of project implementation <ul style="list-style-type: none"> De-risking experiment(s) Budget 	Commitment of the management team.	Time to Market in 2-3 years after EIT Health funding is exhausted.
Concise Solution Overview			
Validated Value Proposition			
Concrete Business Protection			
Good Revenue Model & Potential	<u>Quality of the Transition Plan (~3 months)</u> Project Milestones anticipated: <ul style="list-style-type: none"> Healthcare Innovation Cycle Progress Milestones (6 Month intervals) Financial projections 		
Strong Competitive Positions			
Viable Go-to-Market Plan <ul style="list-style-type: none"> Beachhead Target Market (vision) 			
Robust Business Economics			
Strong Management Team			
Compelling Story			

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)

Disclaimer: Due to formal reasons teams selected for investment are not eligible to receive funding from other EIT Health programmes during the duration of the Wild Card grant.

³ The EIT Health Panel may consist of domain and business experts, representatives from EIT Health Partners and EIT Health Board Members.



SECTION 5: OTHER PROVISIONS

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 first and later stages of the programme, 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 photos and videos taken by EIT Health either during the programme or the final event, 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 grant 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.

SECTION 6: LIST OF AVAILABLE RESOURCES

6.1. Legal framework

- [Term Sheet](#)

6.2. Challenge overviews

- [Challenge 1: Eye & Vision Care: How to mitigate, prevent and cure eye conditions and vision impairment?](#)
- [Challenge 2: Pain Management: How to alleviate acute and chronic pain conditions?](#)

6.3. Frequently asked questions

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

6.4. Contact

- Contact us via email at wildcard@eithealth.eu