



OPEN CALL PRODUCT/MARKET FIT

Launch your product in a new country

Join the EIT Health accelerator and work with our local partners to find your product/market fit in either Belgium, Estonia, France, Germany, Spain, Sweden, The Netherlands or the UK. For more information and to apply, visit the [Product Market Fit site](#).

Is
internationalization
the next step for
your start-up?

Planning to launch
your product
in ES, FR, UK, DE,
EE, SE, NL or BE?

Go2Market &
Market Validation
services

For Digital Health
and MedTech
Companies

Product/market fit

Contact: pmfit@imec.be

Find more information on:

www.eithealth.eu

Apply before

March 31, 2018

2018 Call for Applications

PRODUCT/MARKET FIT

Offer

Entering a new market as a health start-up requires correct market insights, knowledge on regulation, adequate contacts and a possible re-fit of your product and/or business model to the necessities of that market. Going on your own, as a start-up, requires a lot of resources, time and money. EIT Health accelerator is offering you a quick market scan in either Sweden, Estonia, Spain, United Kingdom, Germany, Belgium, the Netherlands or France. 16 e-health companies will be able to benefit from a fully funded product/market fit worth 25K€. The information you acquire will give you actionable insights and be of tremendous value for your company to convince investors in the next funding round, further explore or discard possibilities on a certain market.

Requirements

Digital health or medtech start-ups need to be at the right maturity stage and fulfil a couple of basic requirements to profit most from the product/market fit service. We require your company to:

- Be a Digital health or medtech start-up (ehealth, mhealth, Clinical decision support, BigData and even Medtech, Lifetech & Biotech if a digital component)
- Be established in Europe
- Have a technological innovation; either a technological breakthrough or deploying an existing
- technology in an innovative way in a new application domain.
- Have at least a Minimum Viable Product
- Have a maturity of advanced seed stage or preparing Series A
- Have at least a 1st paying customer in home country (i.e. country of incorporation)
- Own the intellectual property rights or have a license to use them

Each company may state two countries of preference at the time of submission.

Application deadline is March 31, 2018.

Submission of Applications

Proposals must be submitted using the online application form linked [here](#). In order to be eligible, proposals must contain all the required information and be completed via the online application form.

