

Health Incubator

HELSINKI

Accelerating Health Innovations

09/05/2023

Health Incubator Helsinki

27.10.2022 Christian Lardot



Nordic Incubators and Accelerators



Publicly listed Health companies

Nasdaq - Large, Mid and Small Cap, First North - Premier and growth market



Our Goal:

1. Support innovation and growth from research, expertise and community to international business
2. Accelerate the establishment and growth of new companies
3. Attract new talents, companies, investments to Helsinki and generate new jobs

Non-profit, no equity taken, co-operation with private investors

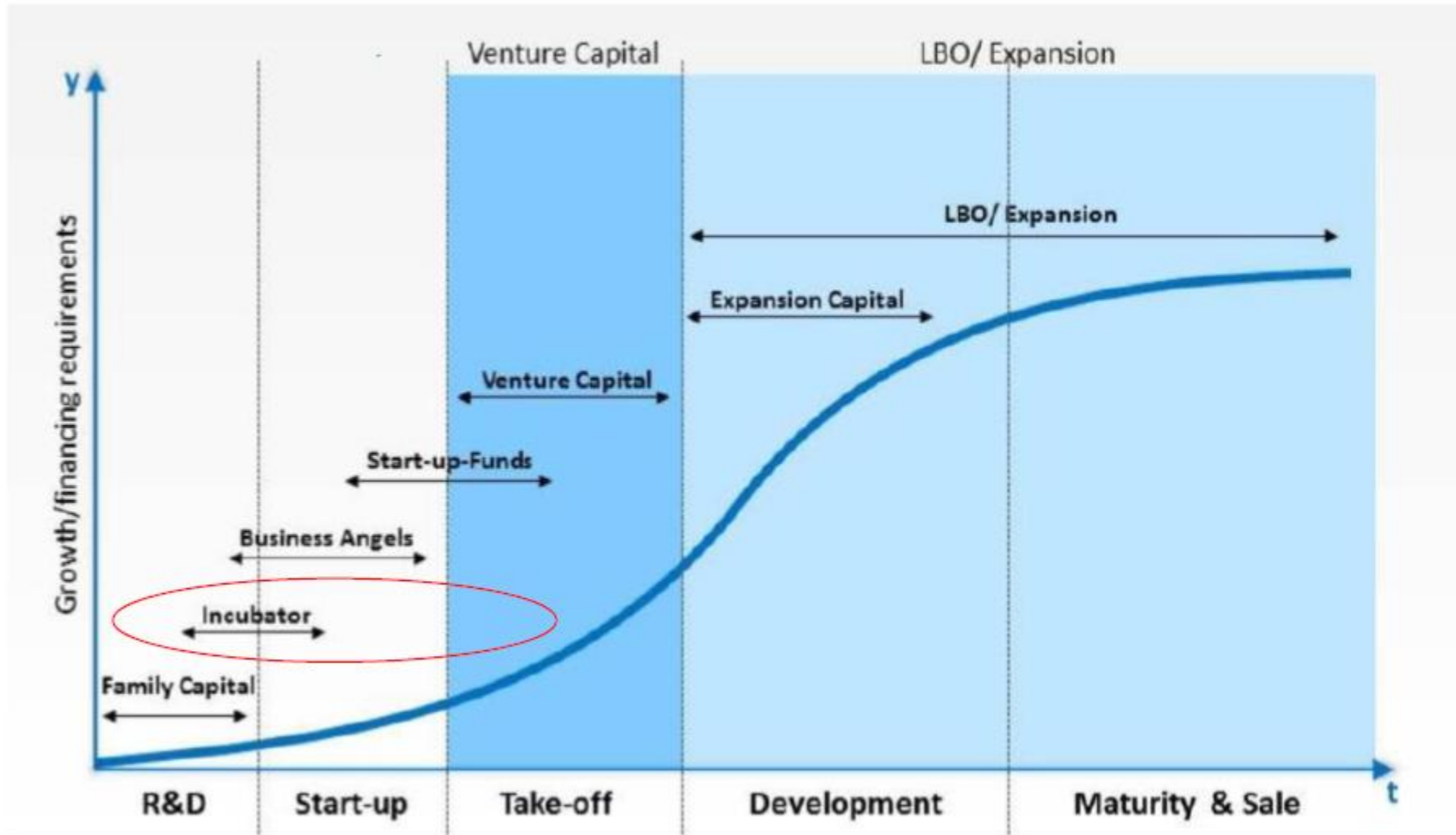
Who can apply

The incubation program is aimed at **research-based companies, early-stage teams** and **start-ups** operating in healthtech, medtech or life sciences that look for the the next steps for growth.

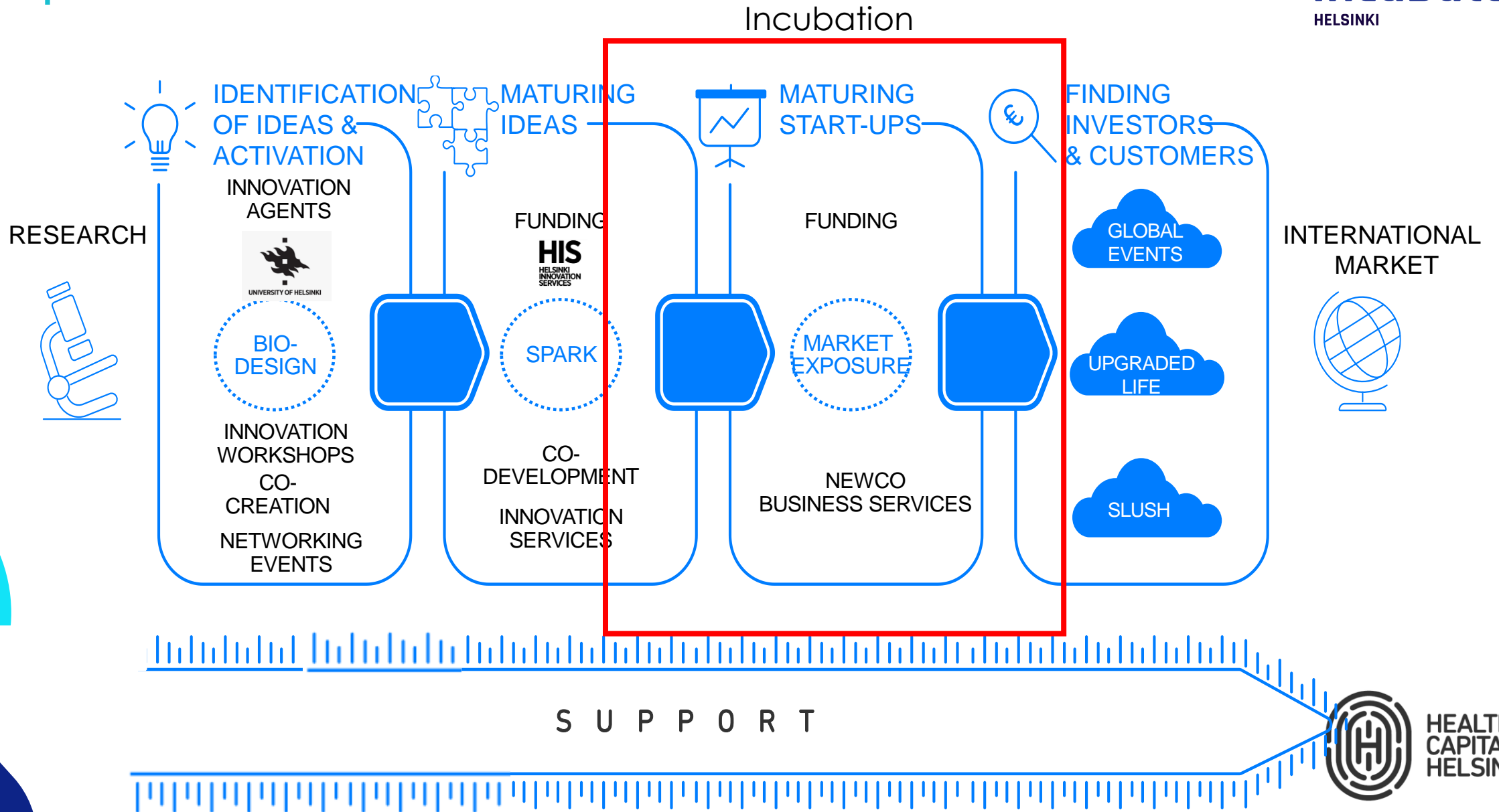
Depending on your team's current stage of development, you should match at least some of the following criteria:

- Team of at least two founders who are strong in science, technical and business development
- Existing company preferred, or to be established within 6 months of program start
- Solves a clearly defined, preferably broad problem area within the scope
- Business idea based on an innovative technology
- Some early proofs of concepts
- Existing prototype is an advantage
- Scalable product or service that can become an international success story
- Sound implementation strategy for the business plan

Development Stages



Impact



Ecosystem services

Research

Pre Incubation

Test Beds

Incubators/ Accelerators



Meilahti Campus Area in Helsinki



Helsinki University Hospital
HUS

New Childrens
Hospital

Comprehensive Cancer Center

Haartman Hospital

Terkko Health Hub
- Health Incubator
Helsinki

Biomedicum

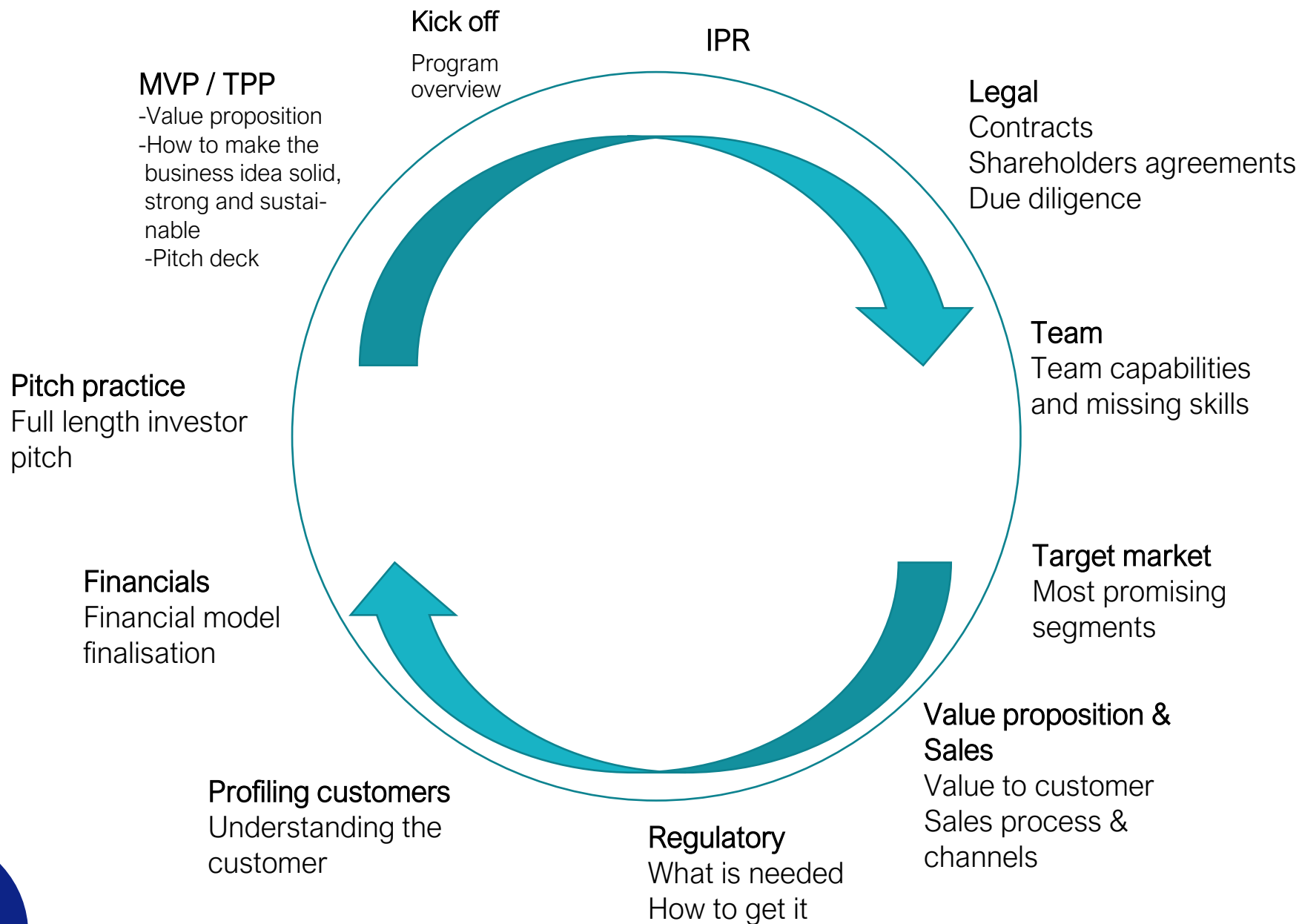
Eye and Ear Hospital

What we offer

A tailored incubator program for each company or team has the following components:

- **Connect founders** to the right **experts, investors, partners and customers**
- **Advise** on **regulatory, intellectual property, fundraising** and **commercial** strategies
- **Regular review meetings and update** calls to brainstorm challenges

Program main topics



Program Activities

Up to 3 years, tailored program supported by:

- Mentoring
- Lectures and advisory by industry experts
- Monthly investor series
- Get-together meetings
- Demo Days
- Workshops
- Founders talks

HHH Programme Template

Healthtech Innovation Process

- Medical device
- Value proposition
- Market validation
- Clinical aspects
- Competitor analysis

Healthcare Business Model

- Drafting a business plan
- Go-to-market strategy
- Pricing & profitability calculation
- Sales process connection
- Public procurement process
- Product positioning

Legal

- IPR
- GDPR
- Regulatory
- Quality standards
- Employment agreement
- Licensing agreement
- Shareholders agreement
- Investor agreement
- CE
- FDA
- GMP

Fundraising & Financials

- Drafting a financial plan
- Investment strategy
- How to get funded
- Drafting an investor pitch deck
- Process with investors
- Company value calculation
- Public funding instruments

Marketing Sales & PR

- Marketing & branding strategy
- Marketing campaign
- How to build a strong brand
- Social media

Team & Leadership

- Team building
- Leading a diverse team
- Function effectively as a diverse team

Product Development

- Product lifecycle
- MVP
- Prototype

Pitching

- Pitching practice

Monthly

- Monthly investor presentation
- Get-together meeting
- Update call on progress in product development, sales and financials

HIH Events in 2022

Name of event	Date
Growth hacking why and how - case story of Freska's growth from 700K€ to 13M€ in 2 years	2022-03
Batch-3 kick-off meeting	2022-04
Drafting a Business Plan	2022-04
Drafting a Financial Plan	2022-05
Drafting an Investor Pitch deck	2022-05
IP Webinar	2022-05
GDPR and data protection requirements in your startup	2022-05
Build a Business for Future Success	2022-05
Investment Strategy	2022-05
How to get funded	2022-05
Team Building	2022-05
Next Generation Commercialization for Life Sciences	2022-06
Agile start to medical device development with a pre-study	2022-06
Business Finland services for startups and scaleups in health & wellbeing	2022-06
Market access for the medical device in European Union	2022-06
Business Value through Design	2022-06
The 3 golden rules of life science marketing	2022-06
Introduction to pain-free sales for science-based companies	2022-09
HIH Get-together meeting -- September 2022	2022-09
Voima Ventures presentation	2022-09
Monthly Investor Presentation -- October, Innovestor Life Science Fund	2022-10
HIH Get-together meeting -- October 2022	2022-10
How to Sell Complex Services/Products to Large Organizations	2022-11
Monthly Investor presentation, November - Bonit Capital	2022-11
Easier access to markets - Health economic assessments	2022-11
HIH Get-Together - November	2022-11
Monthly Investor Presentation -- December, Verge HealthTech Fund	2022-12
	27

We are part of a larger network

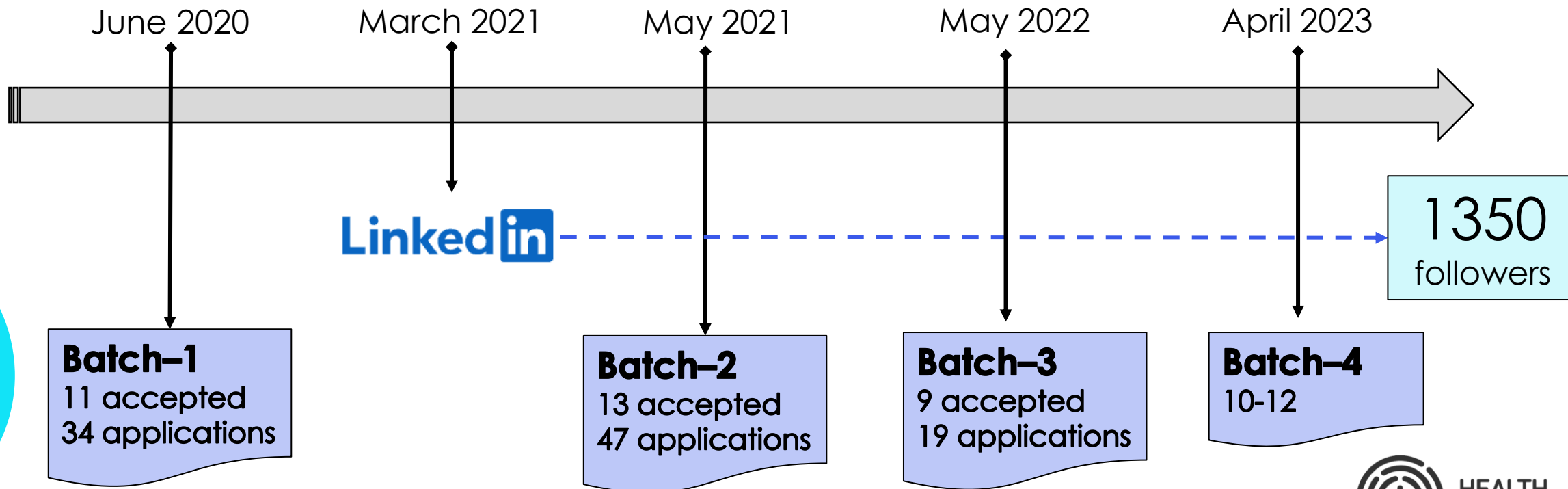
such as:

Health Incubator
HELSINKI



Incubator Operation – Milestones

27 Startups in the program + 7 alumnies



Funding raised

- **Total funding raised in 2021: 7,5 mil.€ by 16 companies**
- **Total funding raised in 2022: 11 mil.€ by 11 companies**
- Acquisition in 2022: **1** company (Medified by Mindful in Sweden)
- Accepted into major foreign programmes 2022: **2** companies (Denmark and UK)

Categories - 34 companies in our program + 10 alumniees

Cardiology	Drug development	Laboratory workflow management	Ophthalmology	Consumer wellbeing	Fertility	Surface Coating	Remote Vital signs monitoring	Therapeutic
Epiheart	Sartar	Sciar (Alumni)	Maculaser	Nordic Fit Mama	Knewborn (Alumni)	FluxPolymers	Hoivita	Sartar
Monocyte	Finnadvance			Ai2Ai			MedicubeX	CorFlux
Cardiomtec (Alumni)	Probiont			SIR Analytics			Corle	Probiont
Lapsi Health B.V	Karsa (Alumni)			Olo			Cardiolyse	R2therapies
Sonai Health	Jasmine Pro (Alumni)						Lapsi Health	
Phonolyser (Alumni)	Data Solu (Alumni)						HATO Medical Technologies	
Cardiolyse	R2therapies							
Drug Manufacturing	Data Analytics	Microbies	Epilepsy	Mental Health	Oncology	Diagnostics	Platforms	Positron Emission Tomography (PET) - Radiotracer
Curify	Veil AI	Uute Scientific	Soenia	Olo	Evexia	Scellex	Auxcuro	ClickPET
	Analysis Mode			Medified (Exited)	ClickPET	AarogyaAI	Cardiolyse	
	HATO Medical Technologies				Sartar	CorFlux	Analysis Mode	
	Healthzilla (Alumni)					Fepod	HATO Medical Technologies	
						Probiont	Mediverse	
						R2therapies	Healthzilla (Alumni)	

Incubator Companies – Batch I



Incubator Companies – Batch II



finnadvance

Cardiomtec
Alumni



HOIVITA

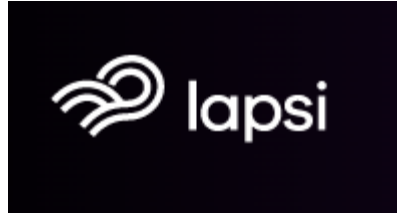


NORDIC
FITMAMA



JASMINE PRO
Alumni

Incubator Companies – Batch III



Incubator Companies – Batch IV

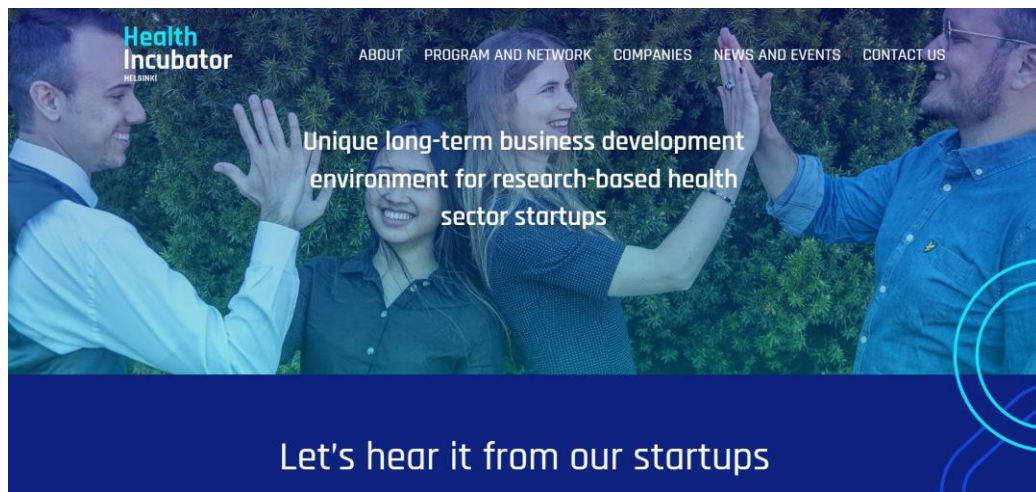


Graduation/Exit Criteria

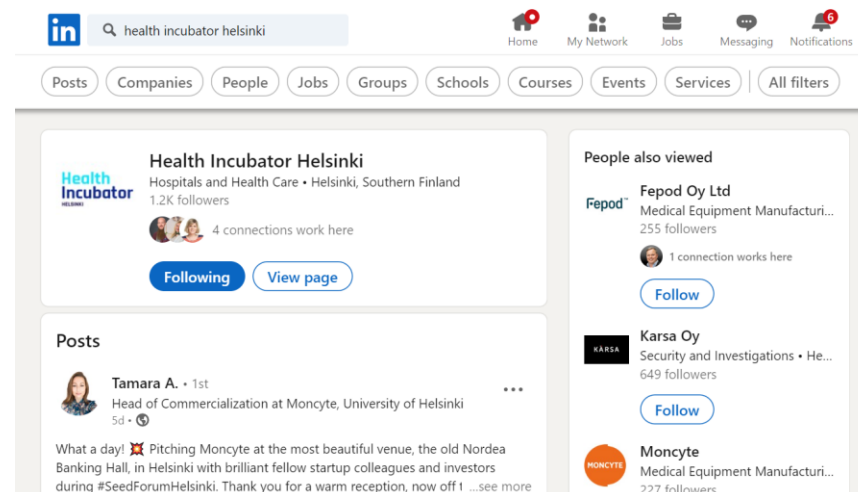
- Financial stability: funding and/or turnover to operate.
 - Significant product sales and backlog of orders.
- Tenant has achieved agreed-upon milestones, such as:
 - Secured early stage funding
 - Completed specific parts of the business plan
 - Secured IPR protection for new product/service
 - Recruited new management team members
- Tenant has spent the maximum allowable time (typically 3 years).
- Business environment/targeted market has changed.
- Incubator cannot provide any further assistance to the tenant.
- Tenant company has outgrown the space available.

www and LinkedIn

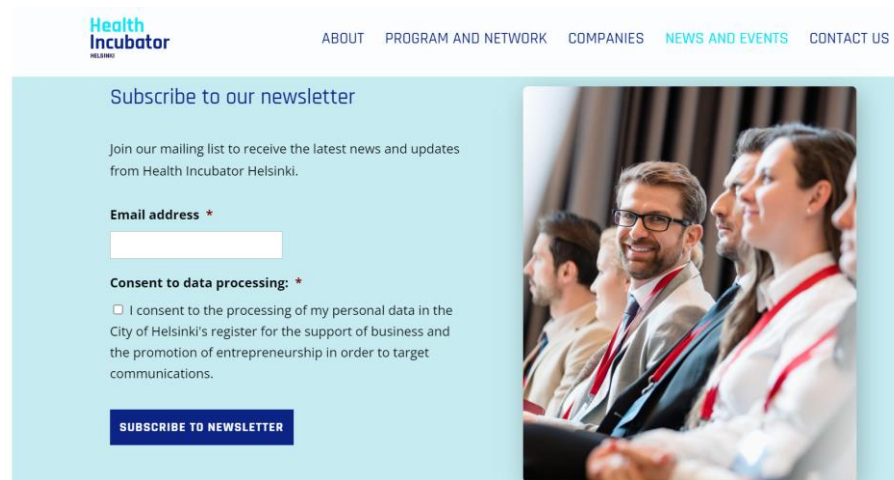
300 visitors per month



1 400 followers



1 50 subscribers



Core Team



Christian Lardot

Incubator Leader
NewCo Helsinki
christian.lardot@hel.fi
+358 40 195 2639



Gian-Luca Cioletti

Business Advisor
NewCo Helsinki
gianluca.cioletti@hel.fi
+358 40 536 5464



Francis Tam

Operations
NewCo Helsinki
Francis.tam@hel.fi
+358 40 485 9637



Iiro Uotila

Community Manager

Terkko Health Hub
iiro@terkko.fi
+358 442381938

Operational Model

- **NewCo Helsinki:**
 - responsible for operation and overall coordination
- **University of Helsinki:**
 - office rooms, co working space and meeting rooms at Terkko
- **Health Capital Helsinki:**
 - business advisor and marketing/ PR assistance – part time
- **Terkko Health Team:**
 - office services, technical coordination, community management, partner & event coordination

We are interested in:

- Expanding our international network
- Contacts with investors
- Collaboration with international incubators, accelerators and hubs

Thank you !