

PERSONALIZED HEALTH FINLAND

ACTIVE: 2018-2022 | FUNDING TARGET: 80-100 MEUR

- **Mission**

- The Personalized Health program seeks solutions to shift the focus from treatment of diseases towards personalized prevention, prediction and treatments as well as maintaining good health and wellbeing in a personalized manner.

- **Focus**

- The focus is in utilizing individualized data like genome, healthcare or biobank data as well as lifestyle information to predict and prevent illnesses, to personalize care and to participate people to take responsibility of their own wellbeing.

- **Customers**

- In Finland: companies, research organizations and healthcare organizations focused on personalized health solutions
- Globally: corporate customer and investors interested in partnering with Finnish companies and research organizations, government organization seeking innovation collaboration

- **Ecosystems**

- Drive the generation and growth of new innovation ecosystems comprised of companies of different sizes, research organizations, and healthcare providers

- **Services**

- Global growth, investment promotion, innovation funding, ecosystem development, training, and networking

- **Target markets**

- EMEA: Nordics, UK, Switzerland
- Asia: Japan, Singapore
- Americas: USA

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Program Export & Investment Promotion Highlights 2018-2020

- **European Healthtech Investment Forum:** organized four times during 2017-20: As direct result of the event series, 24 Finnish healthtech companies have received at least **30,5 million euro in VC investments** (17 million from foreign VC investors). BF has spent less than 400 ke in organizing the events resulting in a **70-fold ROI**
- **Team Finland Visits: to** Roche & Novartis HQ (Basel, 2018) and Biogen, Merck & Pfizer RD sites (Boston, 2019): resulted in **global partnering agreements for Precordior and Popit (with Novartis) & Kaiku Health (with Roche)**. In addition several other negotiations in progress.
- **Finnish Health and Life Science Research showcase for investors:** a novel hybrid event concepts showcasing commercialized research cases for international and Finnish investors. Total of **27 Finnish research groups** pitched their projects to more than **20 international VC investors**.

Program Funding Highlights 2018-20

- **Total funding targets exceed so far (20 million € per year)**

- program started 1.4.2018, total funding volume to date 56 million €

- **Most notable projects and ecosystems funded**

- FinnGen (87 / 20 million €)
- Connected Health Ecosystem (12 / 4 million €)
- New modalities - Building of in-house capabilities and network ecosystem for development of biologics treatment modalities (14 / 7 million €)
- EVE - Extracellular Vesicle Ecosystem for the Development of Theranostic Platforms (10 / 6 million €)
- CancerIO – Novel immuno-oncological therapies for cancers (10 / 5 million €)
- Future Clinical Trials Finland (7 / 3 million €)



THANK YOU!

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