

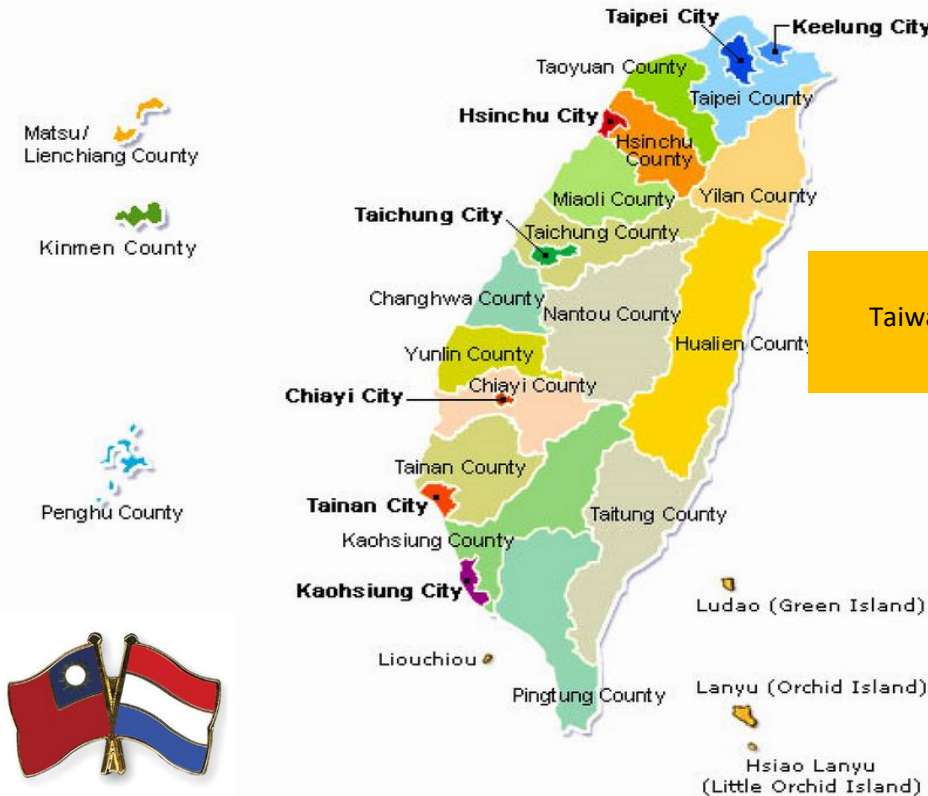
# UTRECHT REGION



## Accelerate your (Health-)business in Utrecht

Health Innovation program  
Economic Board Utrecht  
Jelle van der Weijde  
Sept 2019

# Taiwan – Netherlands – EU Business development in Health



Scale: 3 pixels / km (Groningen to Antwerp 265 km, Taipei City to Kaohsiung City 294 km)



INVEST  UTRECHT

Green-Healthy-Smart  
EBU subsidy

gap finance  
fund



UMC Utrecht



Access to Finance

Pre-softlanding

Lifestyle

City lab

Access to fieldlabs

FF-50 program

THINK  
INNOVATION  
THINC.  
HEALTHCARE

HTA, Validation



#STARTUPUTRECHT

Trade& Invest Softlanding

Startup Utrecht

EBU

Exchange program

Rapid Health

your regional accelerator program

Utrecht Region:  
Health Innovation  
Airport

: Define route after landing

BAP-Office JIM

(community support, admin support,  
organizing and reporting)

Physical space



#STARTUPUTRECHT

UTRECHT  
CITY IN  
BUSINESS

UTRECHT  
SCIENCE  
PARK

Access to Networks



UTRECHT REGION

Housing, visa, school, etc  
International Welcome Center

Coaching 1-1

utrechtinc.

Health innovation program  
for (inter-)national startups



INNOVATIE  
VAN ZORG  
EN WELZIJN

HEALTH HUB UTRECHT  
PRAKTIJK | ONDERZOEK | BELEID | ONTWERP | ONDERNEMEN



#STARTUPUTRECHT

## Inter-Regional proces :

Market research => Meerkat => Challenge => Rapid Health => Softlanding

### 1. Regional research :

market Gap-analysis, unmet needs and focus area's

### 2. Meerkat Program: (Region-meets-region)

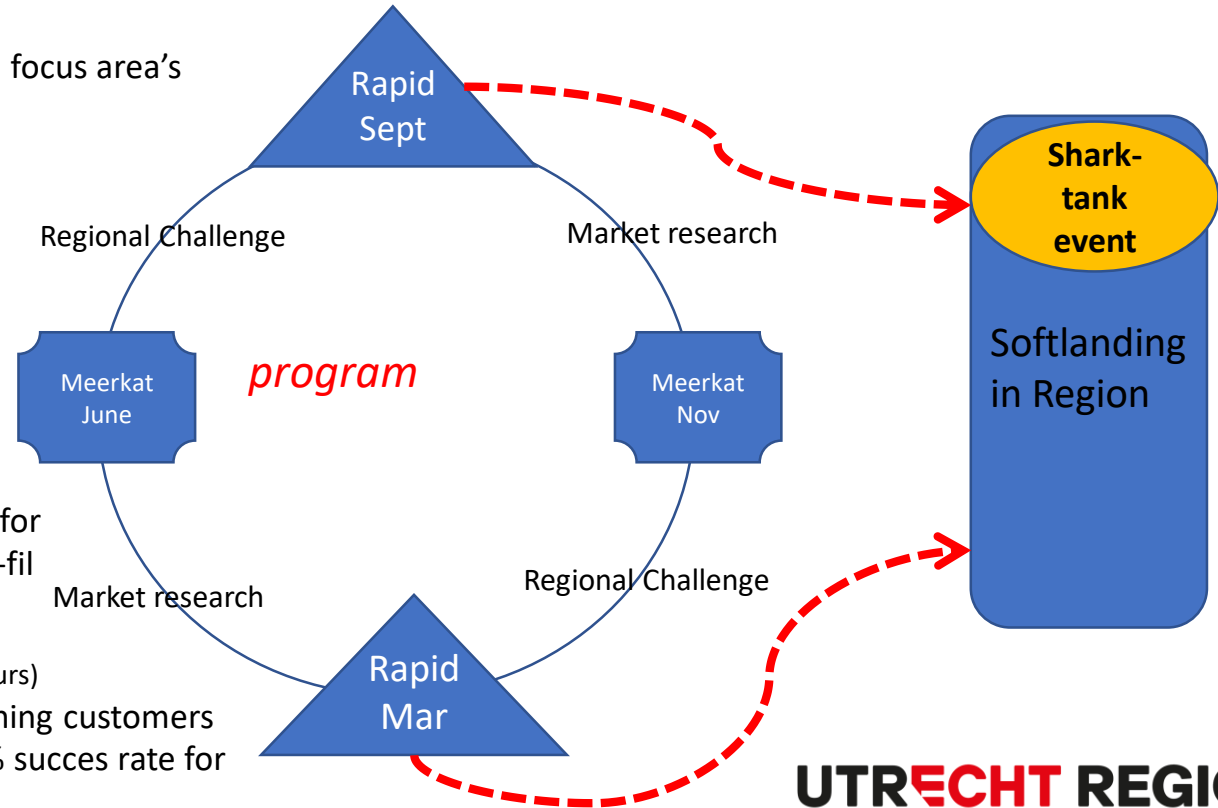
Looking back and looking forward on cooperation and succes,  
Prepare for challenge and meet potential RAPID candidates and supporting organisations.

### 3. Regional challenge :

startups/scale-ups are invited to apply for RAPID with concept/POC/PMC's to full-fill needs based on the market research

### 4. Rapid-Health: (region meets entrepreneurs)

1-month program for POC, meet launching customers and prepare market entrance, Aim 30% succes rate for softlanding



# Market research q2 2019 Utrecht region

## Gap Analysis / Challenge / Focus area's

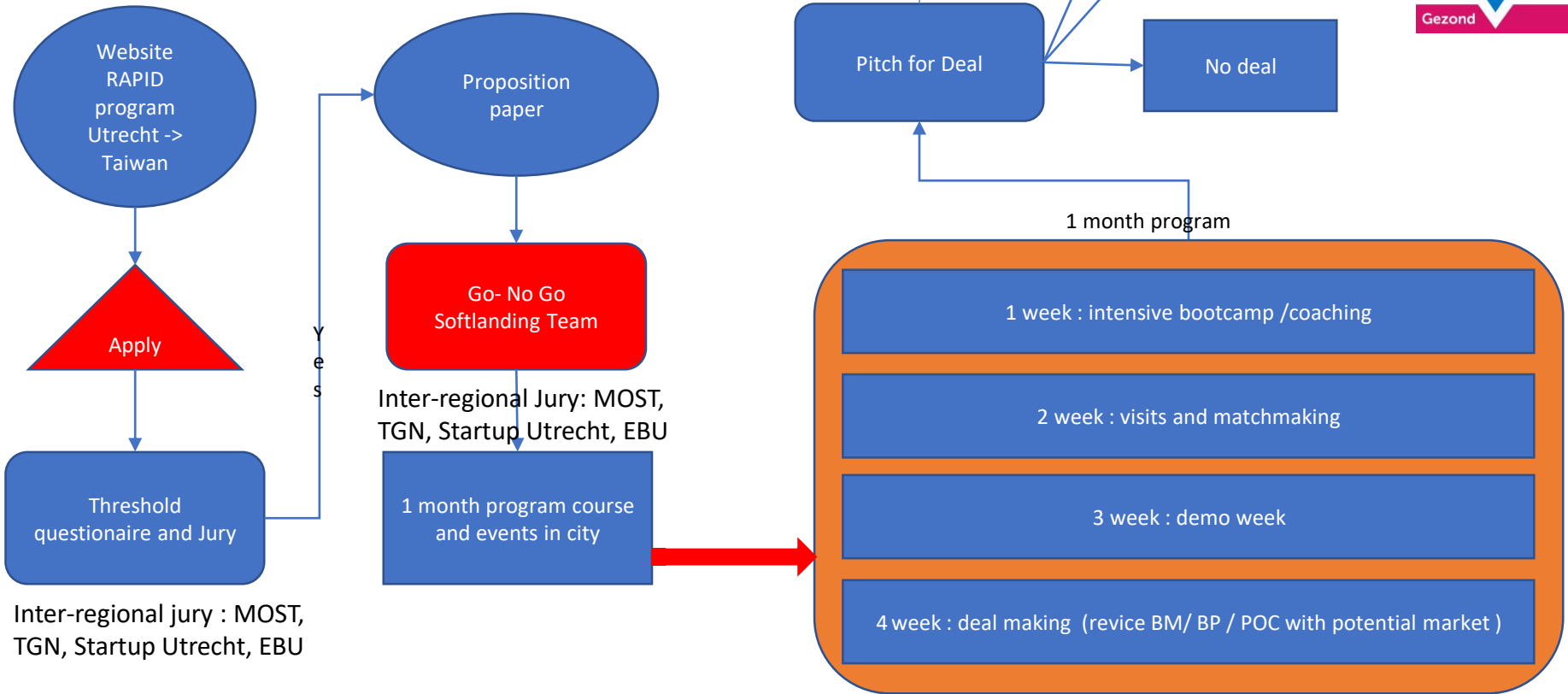
- Local :

- HHU Prevention
  - Sleep
  - Nutrition (specialized)
  - Mobile citizens
  - Youth (1<sup>e</sup> 1000 days)
  - Elderly independence support
- HHU Digitalisation
  - Datascience / management
  - AI
  - VR/AR
  - eHealth
  - Gaming (How to defeat your reptile brain?)
- HHU Workforce/ HC
  - Image
  - Education on digital skills
- ULS BIotech
  - Affordable drugs
  - Healthy Urban Living
  - Bio-water-purification

### National input:

- Connected communities
- Seamless healthcare
- Personalized healthcare
- Key Missions Topsector 2030 => LS&H

# RAPID-Health:Regional Accelerator program Utrecht (port to Europe)



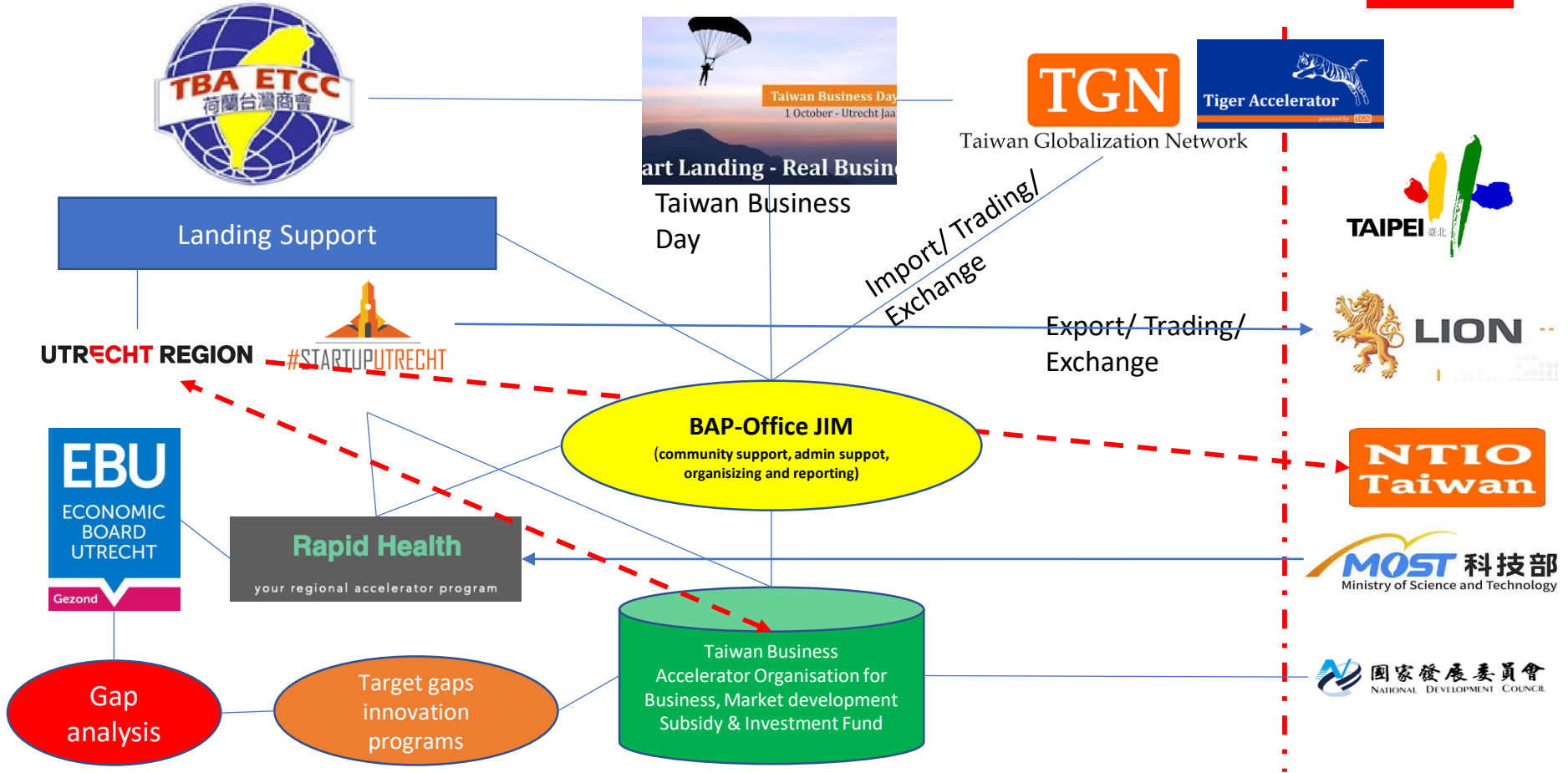
Inter-regional jury : MOST, TGN, Startup Utrecht, EBU





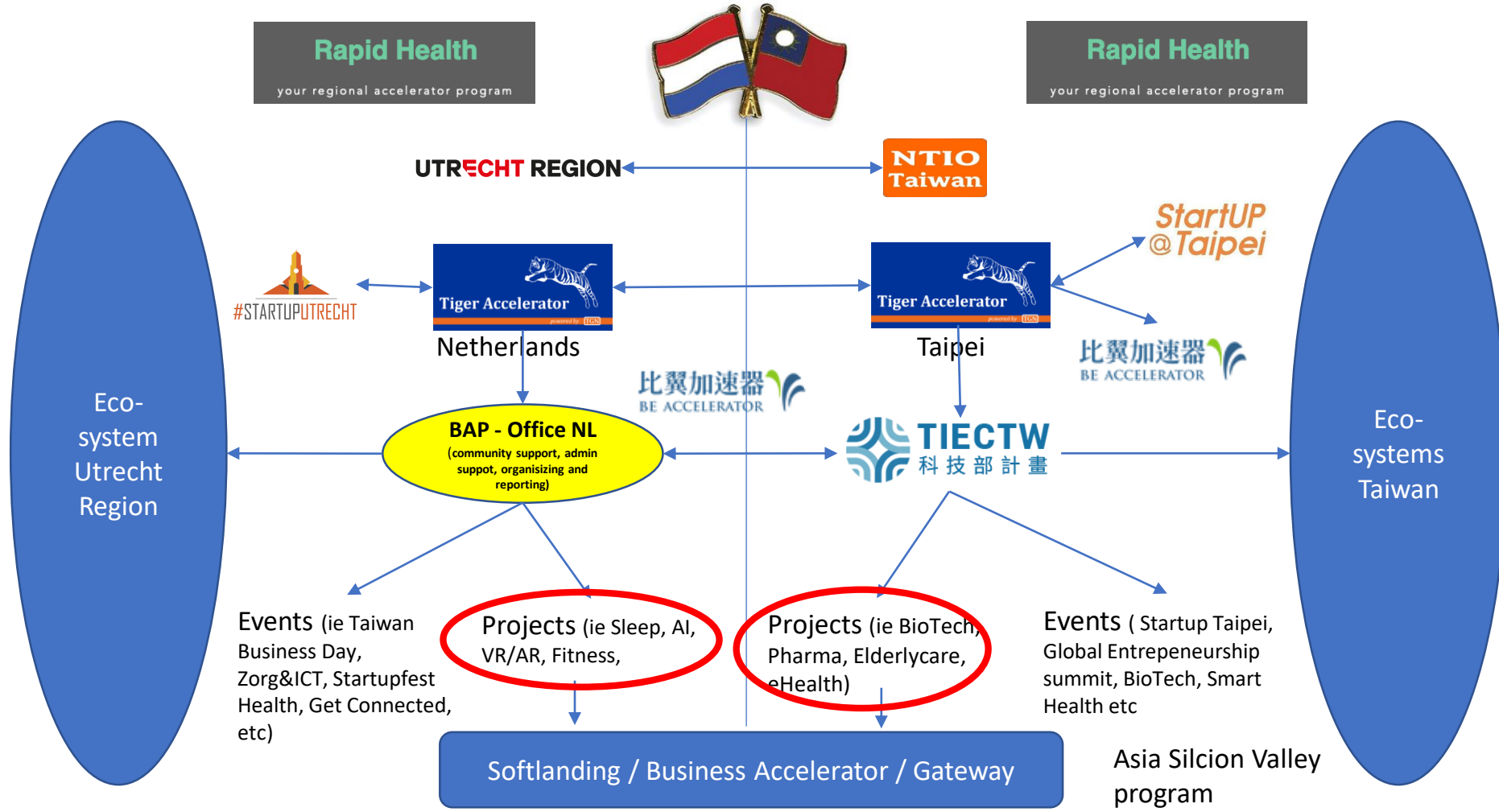
# EU-Taiwan-Business Accelerator Program

Utrecht as gateway to accelerate to EUrope





# Developing RAPID-Health as exchange hub



# THE PROGRAM

- Regional Accelerator Program for Innovation & Development
- Jointly developed by EBU, TGN and Tiger Accelerator
- The 2019 Fall program will start from September 23rd , 2019 at JIM, Utrecht

[Download program details](#)



**WEEK 1**

**Intensive  
Bootcamp  
& Coaching**



**WEEK 2**

**Visits  
&  
Matchmaking**



**WEEK 3**

**Demo Week**

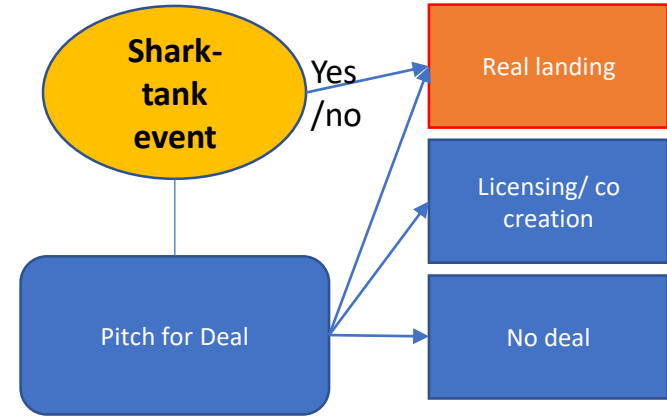


**WEEK 4**

**Deal Making**

# Ambitions of RAPID

- What your next steps should be
  - Contact your potential launching customer(s)
  - Market access plan
- How your product / idea:
  - Fit the healthcare market in Utrecht
  - Could be reimbursed by Health insurer
  - Could fit the business of health organisation
- What you need to do to
  - Validate for medical use
  - To convince your potential launching customer



*Let's talk business !*

Come – play – GROW your business



- Thank you for your attention

- 感謝您的關注