Meerkat : Preparing for the Market Access Program RAPID

UTRECHT REGION

Jelle van der Weijde, Director
Economic Board Utrecht

INVEST UTRECHT

Green-Healthy-Smart
EBU subsidy

gap finance
fund

#STARTUPUTRECHT

UMC Utrecht

EBU ECONOMIC BOARD UTRECHT

Access to Finance

Pre-softlanding

Lifestyle

City lab

Access to fieldlabs

FF-50 program

uzelf

Fast & Effective validation

THINK INNOVATION THINC. HEALTHCARE

HTA, Validation

EBU ECONOMIC BOARD UTRECHT Gezond

Trade& Invest Softlanding
+
Startup Utrecht
+
EBU

Exchange program

Rapid Health
your regional accelerator program

Utrecht Region:
Health Innovation
Airport
: Define route after landing

Physical space

JIM UTRECHT Jaarbeurs Innovation Mile

#STARTUPUTRECHT

UTRECHT CITY IN BUSINESS

UTRECHT SCIENCE PARK

BAP-Office JIM
(community support, admin suppot, organisizing and reporting)

Access to Networks

Trijn

EBU ECONOMIC BOARD UTRECHT

INNOVATIE VAN ZORG EN WELZIJN
HEALTH HUB UTRECHT
PRAKTIJK | ONDERZOEK | BELEID | ONTWERP | ONDERNEMEN

#STARTUPUTRECHT

UTRECHT REGION
Housing, visa, school, etc
International Welcome Center

Coaching 1-1 Incubator

utrechtinc

Access to market program
for (inter-)national startups

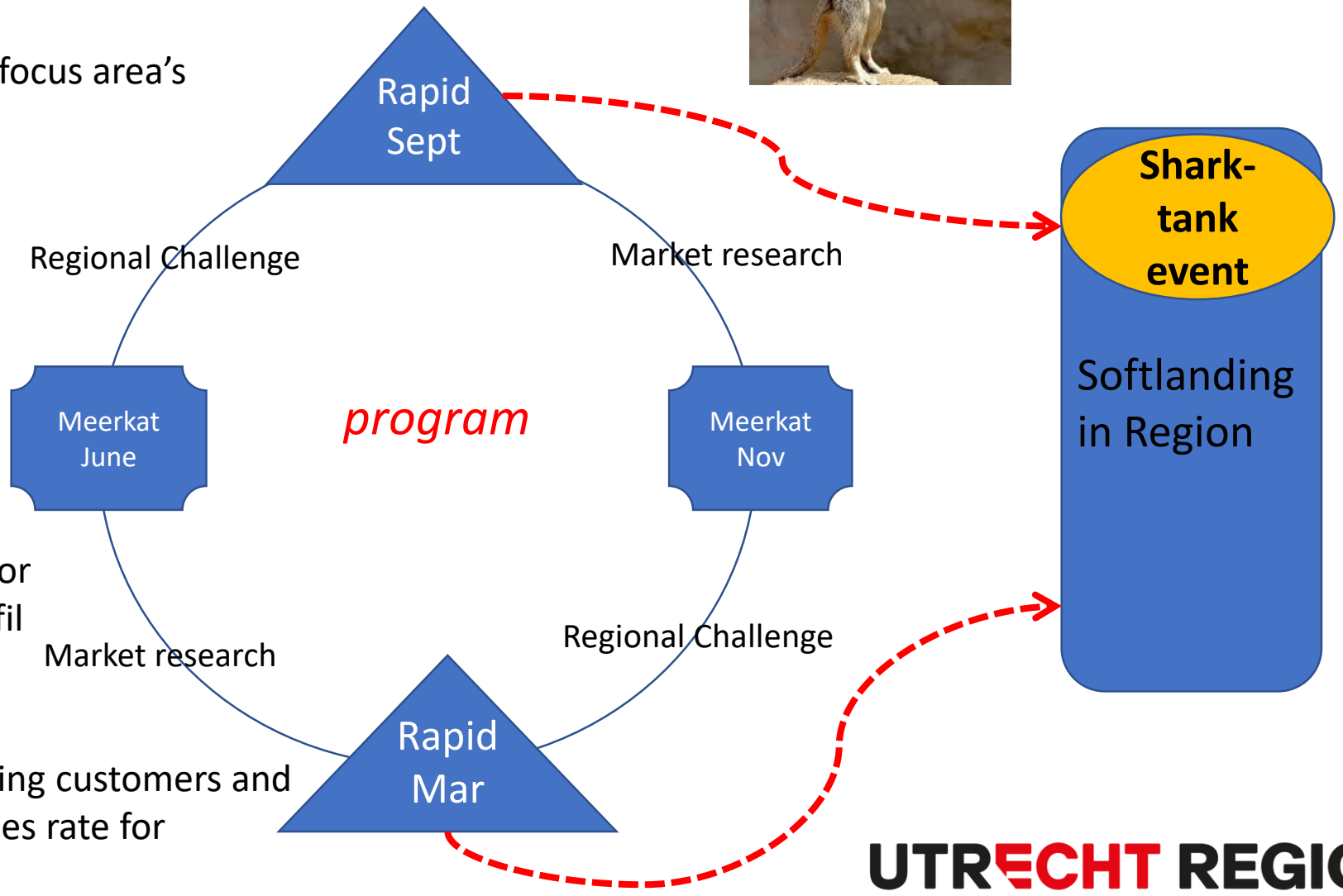
Meerkat process

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-fil 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



UTRECHT REGION

Market research q2 2019 Utrecht region Focus area's

- Local :
  - HHU Prevention
    - Sleep
    - Nutrution (specialized)
    - Mobile citizens
    - Youth (1e 1000 days)
    - Elderly independence support
  - HHU Digitalisation
    - Datascience / management
    - AI
    - VR/AR
    - eHealth
    - Gaming (How to defeat your reptile brain?)
  - HHU Workforce/ HC
    - Image
    - Eduction 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

Meerkat preparing for market access programm