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# HEALTH RAMPUP

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BOOTCAMP FOR  
HEALTHTECH ENTREPRENEURS



BlueHealth  
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# INTRODUCTION

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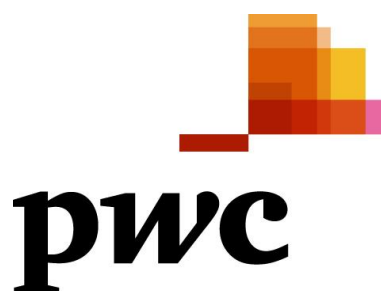
# INTRODUCTION

Health RampUp is an intense bootcamp for HealthTech start-ups. During an 8-month program, we'll help you – together with experienced entrepreneurs and domain experts – validate your business idea so you are able to raise your first round of funding.

This program is meant for any entrepreneur (alone or in a team), with an early innovative HealthTech idea (not MedTech), who is looking for support and wants to take the next step.

Health RampUp is built around 5 topics (Explore, Design, Plan, Create and Launch) and prepares a start-up for their first investment pitches.

The Health RampUp program is proudly supported by



# WHO CAN PARTICIPATE?

- Stand-up or Start-up (max. 2 years old)
- Legal (business) entity is not yet required, but should be intended
- Innovative idea with enough market potential
- Willingness to seek initial pre-seed funding
- Commitment to participate during the entire program
- Willingness to share and co-create with others
- Ambitious and driven mindset
- A team has been formed or at least designated

# WHAT IS THE OBJECTIVE?

After participating in the Health RampUp program, you're much better prepared to seek funding from pre-seed capital funds, such as imec.istart. If your submission to the imec.istart acceleration program is accepted, you'll be granted access to an 18-month intense coaching track and a pre-seed capital investment of **€50 000** (in exchange for 6% equity). Apart from the imec.istart acceleration program, you'll also be able to pitch for additional pre-seed funding from BlueHealth Innovation Fund. This initial capital injection gives you the ability to accelerate your product launch and time to market, whilst giving you access to a broad and interesting network of stakeholders.

More information on the imec.istart acceleration program can be found on their website: <https://www.imec-int.com/en/istart>.





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# PRACTICAL INFO

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# HOW MUCH DOES THIS COST?

The program is valued at €5000 per participant. A big part of the program's costs are covered by BHIC. Therefore, the fee for each start-up is **€995** (excl. BTW), which includes:

- 5 weekends (incl. accommodation and catering)
- Ticket (*max. 1 per team*) for the 5th Conference on Digital Health (*only if COVID-19 allows it*)
- Ticket (*max. 2 per team*) + start-up booth at Inspire Healthcare (*only if COVID-19 allows it*)
- A full day of 1-1 coaching with domain experts
- Feedback from investors & entrepreneurs during the final Jury Pitch
- Follow-up coaching with BHIC regional managers
- Communication via BHIC channels (incl. your logo on the BHIC-website) and marketing materials (videos/photos)

The payment needs to be received before the start of the program.



# POTENTIAL REIMBURSEMENT

If you submit your application to the imec.istart acceleration program within 2 years after your Health RampUp participation, you'll be able to receive a reimbursement:

- If you submit your application to imec.istart, you'll be able to receive a 30% reimbursement.
- If you get accepted into the imec.istart acceleration program, you'll be able to receive a 100% reimbursement.



# ADDITIONAL INFORMATION

The application deadline for the next Health RampUp program is on the **30th of August 2020, at 11:59 PM**. To apply, you need to fill in the application form via the following link: <http://su.vc/rampup>

Each entrepreneur/start-up is then invited for an intake meeting via Skype with our Regional Managers **during the first week of September 2020**, after which a final selection will be made. We'll foresee 30min. for each entrepreneur/start-up, and a maximum of 8 start-ups will be selected after the intake meetings.

All the sessions are designed to 'learn in group', for which it's crucial to keep an open mind towards co-creation. Homework is an integral part of the program, and we expect all start-ups to be committed towards learning as much as possible during the course of the program. The program does not guarantee a successful funding round.

# TERMS & CONDITIONS

To ensure the best possible outcome and follow-up, BlueHealth Innovation Center and its partners expect full cooperation and commitment from every participating team during the course of the Health RampUp program. This means that we expect every team to take part in each weekend. We know it's unlikely that every team member is able to participate in every single session, but we expect at least one person from each team to be present in each session.

If, for any reason, no one from your team is able to participate in a certain session, you have to let us know one week prior to the respective session at the latest. If you don't show up without notifying the organization, you'll be sent an invoice of 250 EUR for each day you miss out.

You'll be asked to read - and sign - the full terms & conditions page before participating in the Health RampUp program.



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# PROGRAM

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# TIMELINE HEALTH RAMPUP 2020-2021

01/02/'20	Call open	/
30/08/'20	Call closed	/
01 - 04/04/'20	Intake meetings	<i>Skype</i>
19-20/09/'20	WEEKEND 1	Zoersel
10-11/10/'20	WEEKEND 2	Genk
22/10/'20	The 5th Conference on Digital Health	Antwerp
14-15/11/'20	WEEKEND 3	Ghent
04/12/'20	Inspire Healthcare	Ghent
12-13/12/'20	WEEKEND 4	Antwerp
16-17/01/'21	WEEKEND 5	Ghent
09/02/'21	Coaching Day	Genk
04/03/'21	Final Jury Pitch	Antwerp

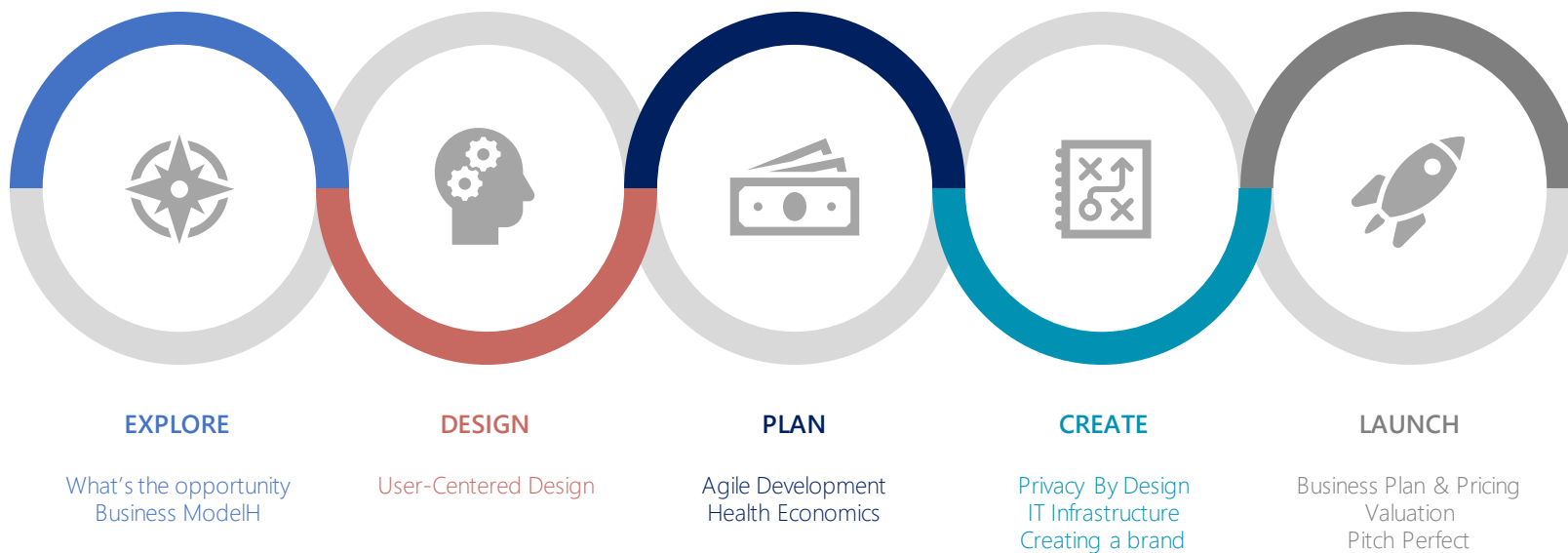
# INTERESTED?

Don't wait and apply now via:

<http://su.vc/rampup>



# HEALTH RAMPUP



# INTAKE MEETING:

## 01-04/09/2020

During this first intake meeting, which will take place over Skype, we'll ask you to explain your idea and we'll address some specific questions that come to mind. We'll also be gauging your motivation for participating in the Health RampUp program.

This is not an actual interview, but more an introduction to figure out whether this program is the right fit for you, and how we can make sure that you'll get the most out of this program.

Any other burning questions concerning the program can be addressed during this conversation.



# WEEKEND 1: EXPLORE

## Saturday September 19th 2020

9h – 12h	Arrival & Kick-off	Tom Braekeleirs
12h – 13h	<i>Lunch</i>	
13h – 17h	What's the opportunity	Vincent Dupont
18h – 19h	Fireside chat	TBD
19h	<i>Dinner</i>	

*Overnight stay at Domein Martinus, Zoersel*

## Sunday September 20th 2020

9h – 12h	Part 1: Exploring modelH	Tom Braekeleirs
12h – 13h	<i>Lunch</i>	
13h – 17h	Part 2: Exploring modelH	Tom Braekeleirs

# WEEKEND 1: WHAT'S THE OPPORTUNITY

- What does the healthcare industry look like?
- Who are all the healthcare stakeholders?
- How does health financing work?
- Which trends are shaping the future of our industry?
- What are some of the possible business models?

Trainer: Vincent Dupont

# WEEKEND 1: EXPLORING MODEL H

- Translate your idea into a business model canvas, specifically for healthcare, namely ModelH.
- Discussing all the different elements of the ModelH canvas.
- Start filling in your own canvas
- Give feedback on the other projects

**Trainer:** Tom Braekeleirs (BlueHealth Innovation Center)

# WEEKEND 2: DESIGN

## Saturday October 10th 2020

9h – 10h	Arrival	
10h – 12h	Part 1: User Centered Design	Arnaud Dierickx
12h – 13h	<i>Lunch</i>	
13h – 18h	Part 2: User Centered Design	Arnaud Dierickx
19h	<i>Dinner in Genk</i>	

*Overnight stay at hotel De Venne, close to C-mine Crib*

## Sunday October 11th 2020

9h – 12h	Part 3: User Centered Design	Arnaud Dierickx
12h – 13h	<i>Lunch</i>	
13h – 16h	Part 4: User Centered Design	Arnaud Dierickx

# WEEKEND 2: DESIGN FROM THE USER

- What is User-Centered Design (UCD)?
- What's in the UCD toolbox?
- How do you start putting your user at the center of your solution?
- What's the importance of user feedback?
- How can I use the UCD methodologies in my own business?

**Trainer:** Arnaud Dierickx (U-Sentric)

# THE 5<sup>th</sup> CONFERENCE ON DIGITAL HEALTH – 22/10/2020

The 5th Conference on Digital Health is a large-scale industry event that creates the much-needed dialogue focused on evolutive and disruptive innovation across the whole healthcare industry. Packed with inspiring keynotes and different tracks on business model innovation, technological innovation and organisational innovation, you will leave the event empowered and encouraged to take your own start-up to the next level.

Every Health RampUp team is entitled to 1 ticket for the 2020 edition of 5th Conference on Digital Health.

Find out more about the event on:

<https://www.the5thconference.com/digitalhealth20>

# WEEKEND 3: PLAN

## Saturday November 14th 2020

9h30 – 12h	Creating a brand in Healthcare PART 1	Bert Van Wassenhove
12h – 13h	<i>Lunch</i>	
13h – 16h	Creating a brand in Healthcare PART 2	Bert Van Wassenhove
19h	<i>Dinner in Ghent</i>	

*Overnight stay at a hotel close to De Krook in Ghent*

## Sunday November 15th 2020

9h30 – 11h	Imec.start info & cases	Antoine D'Hollander
11h – 12h30	Agile Development PART 1	Mattias Vral
12h30 – 13h30	<i>Lunch</i>	
13h30 – 17h	Agile Development PART 2	Mattias Vral

# WEEKEND 3: CREATING A BRAND

- How to build a compelling marketing plan?
- How to create a brand that resonates with your users?
- What's the role of content marketing?
- What to focus on in these digital times?

**Trainer:** Bert Van Wassenhove (The CoFoundry)



# WEEKEND 3: AGILE DEVELOPMENT

- What's the difference between Design Thinking, Lean Startup and Agile Development?
- How can I iteratively build my solution based on crucial early customer feedback?
- What makes *agile* different from existing organisations?
- What is SCRUM and how can I use it to my advantage?

Trainer: Mattias Vral (Inno.com)

# INSPIRE HEALTHCARE: 4/12/2020

At Inspire Healthcare, a massive group of diverse professionals from the healthcare industry gathers to get inspired about all things innovation in the sector.

Every Health RampUp team is entitled to a booth at the Inspire Healthcare event – which will be hosted by in4care and BlueHealth Innovation Center at Flanders Expo in Ghent – to spread the word about his/her new solution and meet prospective customers, partners or ambassadors.

# WEEKEND 4: CREATE

## Saturday December 12th 2020

9h – 10h	Arrival	
10h – 12h30	Privacy By Design & IT Infrastructure PART 1	Kim Luyckx, Bert Hoorne & Magali Feys
13h – 14h	<i>Lunch</i>	
14h – 18h	Privacy By Design & IT Infrastructure PART 2	Kim Luyckx, Bert Hoorne & Magali Feys
19h	<i>Dinner in Antwerp</i>	

*Overnight stay at a hotel close to StartupVillage*

## Sunday December 13th 2020

9h30 – 11h	Meet & Greet	TBD
11h – 13h	Health Economics PART 1	Dominique Vandijck
13h – 14h	<i>Lunch</i>	
14h – 17h	Health Economics PART 2	Dominique Vandijck

# WEEKEND 4: PRIVACY BY DESIGN

- Which legal aspects should be taken into account when building a new solution? (PETS: Privacy, Ethics, Trust and Security)
- What is GDPR and why is it important?
- How can I create a GDPR-compliant venture?
- Which types of data are there, and how to make sure I've constructed a proper framework for data by design?
- What about Intellectual Property, and how can I best protect my technology or brand?
- Tips & Tricks on contracting

**Trainer:** Magali Feys (AContrario)

# WEEKEND 4: IT INFRASTRUCTURE IN HEALTH

- Which IT systems and technologies are used in hospitals and other care organisations?
- What are interoperability standards and how can I comply?
- What does it take for a hospital to implement my solution?
- Are there any technological prerequisites to ensure my technology can be adopted by care organisations?

**Trainers:** Kim Luyckx (BlueHealth Innovation Center) and Bert Hoorne (Microsoft)

# WEEKEND 4: HEALTH ECONOMICS

- What is health economics and why is it important?
- What are health economical costs and benefits?
- How can I simulate a potential reimbursement scenario?
- What are Quality Adjusted Life Years?
- Why is a Health Technology Assessment relevant?

**Trainer:** Dominique Vandijck (Health Economist)

# WEEKEND 5: LAUNCH

## Saturday January 16th 2021

9h – 10h	Arrival	
10h – 12h	Business plan & pricing	Tom Braekeleirs
12h – 13h	<i>Lunch</i>	
13h – 17h	Business plan & pricing	Tom Braekeleirs
18h – 19h	Fireside chat	TBD
19h	<i>Diner in Ghent</i>	

*Overnight stay at a hotel close to De Krook in Ghent*

## Sunday January 17th 2021

9h30 – 12h	Start-up Valuation	Elise Carton
12h – 13h	<i>Lunch</i>	
13h – 16h	Pitch perfect	Tom Braekeleirs

# WEEKEND 5: BUSINESS PLAN & PRICING

- How to make a business plan?
- How to test and decide on the right price point?
- What is value for your customer, end user, intermediary,..?
- How to translate value into price?
- How to use the Lean Pricing methods?

**Trainer:** Tom Braekeleirs (BlueHealth Innovation Center)



# WEEKEND 5: START-UP VALUATION

- How much is my start-up worth?
- Discussing the different valuation methods (discounted cash flow, balanced scorecard, multiples)
- We'll simulate an initial (basic) valuation based on a template
- Which terms are used when discussing valuation with investors?
- Which other financing mechanisms are there?

Trainer: Elise Carton (PwC)

# WEEKEND 5: PITCH PERFECT

- How to structure a good pitch?
- Which elements should be in your pitch?
- What's the impact of a good (or bad) pitch?
- How to prepare for your pitch?
- What are some of the best tips & tricks?

**Trainer:** Tom Braekeleirs (BlueHealth Innovation Center)

# COACHING DAY: 09/02/2021

Right before starting your pitch preparation, you'll get a full day of 1h one-on-one meetings with experienced coaches and experts to gather more feedback and insights, ask all of your burning questions and further validate your idea.

*(Max.)* 8 startups, 8 coaches, 8 hours!

During this day, we'll also record some video content to be used as marketing material, as well as shoot some professional photos.

# PITCHING & GRADUATION: 04/03/2021

After going through the Health RampUp program, you're ready for the real deal.. You'll pitch your idea in front of a professional jury, curated with some individuals from the start-up world, investors, (care-)professionals,..

Get ready to receive lots of constructive feedback! We want to help you stay critical towards your own idea, and prepare you for a real investment pitch.

Oh and afterwards, we'll raise the glass during a toast!



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# TRAINERS

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# THE TRAINERS



**Vincent Dupont**

Experienced healthcare business developer

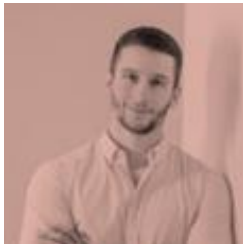
[LinkedIn](#)



**Bert Van Wassenhove**

Digital expert at heart and start-up coach @ The CoFoundry

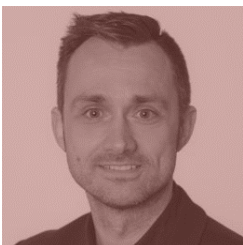
[LinkedIn](#)



**Arnaud Dierickx**

Business Developer and Design Strategist @ U-Sentric

[LinkedIn](#)



**Mattias Vral**

Enterprise Agile Coach @ INNO.COM

[LinkedIn](#)

# MORE TRAINERS



**Magali Feys**

Lawyer, Founder AContrario and start-up mentor  
GDPR advisor @ Kabinet De Block

[LinkedIn](#)



**Elise Carton**

Senior Consultant  
Deals – Start-ups & Scale-ups @PwC

[LinkedIn](#)



**Tom Braekeleirs**

Director BlueHealth Innovation Center  
Start-up mentor, Speaker & Pitch Trainer

[LinkedIn](#)



**Antoine D'Hollander**

Venture Acceleration Manager Healthcare  
Start-up coach imec.istart

[LinkedIn](#)

# AND MORE TRAINERS



**Dominique Vandijck**  
Prof. Health Economics  
[LinkedIn](#)



**Bert Hoorne**  
Healthcare Industry Technology Strategist @ Microsoft  
[LinkedIn](#)



**Kim Luyckx**  
Hospital IT Expert  
Regional manager @ BlueHealth Innovation Center  
[LinkedIn](#)





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# LOCATIONS

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# WEEKEND 1



ZOERSEL – DOMEIN MARTINUS

Sniederspad 133

2980 Halle-Zoersel

# WEEKEND 2 & COACHING DAY



GENK – C-MINE CRIB

C-Mine 12

3600 Genk

# WEEKEND 3 & 5



GENT – DE KROOK  
Miriam Makebaplein 1  
9000 Gent

# WEEKEND 4 & GRADUATION



ANTWERPEN – STARTUPVILLAGE

Lange Gasthuisstraat 29

2000 Antwerpen

# READY?

Apply now via:

<http://su.vc/rampup>







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# ABOUT US

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# ABOUT BLUEHEALTH INNOVATION CENTER

BlueHealth Innovation Center (BHIC) stimulates innovation and entrepreneurship on the crossroads of technology and healthcare.

BlueHealth Innovation Center is a unique combination of top players (industry, care organizations, research centers and local governments) working towards the same goal: supporting the digital transformation of our healthcare industry. For that reason, we're fostering a unique network of stakeholders, who are often just a phone call away. We support young start-ups and scale-ups, trigger a mindset shift within the broader healthcare industry, and stimulate student-entrepreneurship in order to support the necessary digital transformation of our healthcare sector.

Do you have any questions? Contact Tom Braekeleirs:

[tom@bhic.care](mailto:tom@bhic.care)

+32 477 72 92 58



# ABOUT PWC

PwC is uniquely positioned to deliver on state-of-the-art audit-, tax-, and professional advice services for both public and private customers in Belgium, and is part of an international network of companies in 158 countries, with more than 236.000 employees.

More info on [www.pwc.be](http://www.pwc.be).

Do you have any questions? Contact Elise Carton

[elise.carton@pwc.com](mailto:elise.carton@pwc.com)



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# CONTACT

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# ANY QUESTIONS?

Still not clear what Health RampUp is all about, or whether this is something for you? Do you have any other question regarding the program?

Don't hesitate to contact Frederik Horemans, our Regional Manager in Genk:

[frederik@bhic.care](mailto:frederik@bhic.care)

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