



***EIT Health UK and Ireland CoLocation Centre (UKI CLC)  
Application for Headstart and Proof of Concept Funding***

As part of its “Accelerator” activities, EIT Health provides funding for emerging companies and SMEs to develop new products and services for areas of interest to EIT Health and its members. The purpose of the funding is to accelerate market entry and create new economic activity and applications to support research will be rejected. Seven awards of up to 50K€ are available and funds must be spent by 31<sup>st</sup> December 2016.

- **Proof of concept** funding is suitable for individuals and organisations that have a well-developed prototype and are ready to launch a product. Applications will be accepted from organisations that are not yet incorporated as companies but we will expect that a company will be formed within six months of the funding
- **Headstart** funding is open to established companies that are already trading in the UK and Ireland but wish to explore new markets.

**Priority areas**

The UKI CLC is now seeking applications from companies and individuals based in the UK and Ireland in the following challenge areas defined by our industry partners as follows:

1. P&G Challenge: Innovation in consumer products
2. IBM & Pfizer Challenge: Novel Solutions for Improving Medication Adherence
3. Pfizer Challenge: New Solutions to Facilitate Chronic Disease Management
4. “Wild Card” Challenge

More information about these areas is provided overleaf.

**Benefits:** In addition to the 50K€ our industry partners will provide access to innovation facilities and networks as well as mentorship to successful applicants.

**Deadline:** Proposals must be received by noon on Tuesday 31<sup>st</sup> May 2016. Applicants should provide a completed application form and a video pitch by email to [paddie.murphy@wmahsn.org](mailto:paddie.murphy@wmahsn.org). Please note, word limits must be strictly adhered to; any sections that exceed the word count will be excluded.

**Evaluation:** Proposals will be reviewed by a team of experts drawn from the UKI CLC and representatives of local VCs and confidentiality agreements will be in place. Successful proposals will be those that provide a compelling case for the use of the funding to accelerate the route to market.

**Key performance indicators (KPIs):** Successful proposals will be expected to deliver one or more of the following KPIs:

- Business ideas incubated and progressed to market
- Start-ups or spin off companies created
- Products or services launched
- New markets accessed
- Jobs created.

Proposer & Challenge	Innovations sought	Support provided in addition to the €50K award
<b>P&amp;G Challenge: Innovation in consumer products</b>	Consumable innovations that give elderly people the ability to do and enjoy ordinary moments more. Whether that is “cleaning” their house with reduced mobility, innovations that improve care-givers’ use of consumer products on others (like how do you shave somebody, brush their teeth?), ‘ smart’ innovations that enable feedback to care-givers (like the need to replace incontinence products), and innovations that help in the area of ‘alertness’ or mood.	Mentoring and relevant connections within P&G
<b>IBM &amp; Pfizer Challenge: Novel Solutions for Improving Medication Adherence</b>	Of interest are proposals to develop solutions that provide proactive systems of engagement and measurement to enable and give confidence to providers, during both clinical trials and during post-approval clinical studies. The aim of early stage clinical trials is ultimately to progress to full development and post approval phases and accelerate provision of enhanced therapeutic results to patients. Medication adherence is a barrier to achieving confidence in success in clinical trials and indeed in post approval clinical studies. Not only do patients often forget to take medicines when they are supposed to, but also may not take medication in the prescribed manner (e.g. before, with or after food) and frequently also do not store medication appropriately. Proposals should thereby consider how cognitive care may provide new ways for providers to connect with their trial cohort with improved efficacy and the ability to measure certainty and reduce errors arising from medication non-adherence. It is envisioned that proposed solutions may come from i) fusing measurement data from the internet of things with a communication pathway between provider and participant or ii) introducing smart packaging and/ or advanced sensor or wearable technologies that remind, record and assist the patient about medication. Ideally, interactive solutions that help guide positive behaviour based on each individual patient’s contextual situation so as to put the patient at the centre of their own trial experience is important.	IBM will nominate a successful applicant for inclusion in the IBM Global Entrepreneurial Program (subject to standard programme qualification criteria). On this programme participants will have access to resources like free software, technical experts, expert mentors, and more through IBM Global Entrepreneur. On the programme participants will also be able to apply for cloud credits available to startups in the industry through the IBM Global Entrepreneur Program for Cloud Startups. <a href="http://ibmglobaleentrepreneur.com/about-2/">http://ibmglobaleentrepreneur.com/about-2/</a> . Pfizer has a strong focus on Healthy Living and Active Ageing with many focused programmes in for example innovative paediatric and geriatric medicines discovery and development through to innovation programmes for improving clinical study designs and patient compliance and adherence. Successful applicants from this challenge theme will have the opportunity to engage with technical experts in the adherence area.

<p><b>Pfizer Challenge: New Solutions to Facilitate Chronic Disease Management</b></p>	<p>The ageing population in European is growing in parallel with an epidemic of chronic diseases (including for example heart disease, stroke, cancer, type 2 diabetes, obesity, and arthritis). Whilst it is important to prevent the occurrence of chronic disease, it is just as important to slow the progression of chronic disease and prevent secondary complications arising from chronic disease.</p> <p>This challenge invites novel solutions and technologies that will contribute to either i) improving co-ordinated care, ii) reduction of fragmentation of care, iii) reduction in risk of clinical errors and medication errors that is delivered with a patient-centric focus so that the patient experience, ownership and ability to positively influence their own care is facilitated.</p> <p>It is envisaged, that proposed solutions may come from advancing communication pathways between patients and their healthcare providers networks. Possible innovations might include smart and mobile sensing technologies with dynamic feedback mechanisms. Other solutions are also sought in the area of sophisticated data analytics which will facilitate pattern recognition from wellness measurements e.g. from multiple biomarkers and/or physical health observations e.g. b.p) over time so as to advance prediction of potential approaching adverse health scenarios. Also of interest are communication solutions to improve dynamics of care and expedite interactions between the patient and healthcare providers without the traditional book appointment, wait, attend clinic, give biological samples, wait for results, book return appointment, attend referral appointment etc.</p>	<p>Pfizer has a strong focus on Healthy Living and Active Ageing with many focused programmes in for example innovative paediatric and geriatric medicines discovery and development through to innovation programmes for improving disease management.</p> <p>Successful applicants from this challenge theme will have the opportunity to engage with mentors with chronic disease management expertise.</p>
<p><b>UKI: Wild Card</b></p>	<p>Proposals in any of the EIT Health priority areas i.e. promoting healthy living, supporting active ageing and improving healthcare.</p>	<p>Mentoring and support from the members of the UKI CLC members as appropriate.</p>

**Eligible costs:** there are few restrictions on the use of funds (research is excluded) but applicants should fully justify how the funding will be spent and what the outputs will be; reference to the KPIs identified on page 1 is encouraged. You will be required to confirm that the funds must be spent by 31<sup>st</sup> December 2016.

**Contact point:** Any questions relating to this call for proposals should be directed to [paddie.murphy@wmahsn.org](mailto:paddie.murphy@wmahsn.org) .

**Deadline:** An email to indicate your intention to submit a proposal would be greatly appreciated. Proposals must be received by noon on 31<sup>st</sup> May 2016. Applicants should provide a completed application form and a video pitch by email to [paddie.murphy@wmahsn.co.uk](mailto:paddie.murphy@wmahsn.co.uk). Please note, word limits must be strictly adhered to; any sections that exceed the word count will be excluded.

**Evaluation:** Proposals will be reviewed by a team of experts drawn from the UKI CLC.

**Submission of proposals:** Completed applications must be sent to Dr Paddie Murphy by email ([paddie.murphy@wmahsn.org](mailto:paddie.murphy@wmahsn.org)) by noon on Tuesday 31<sup>st</sup> May 2016. A complete application will comprise:

1. A completed application form that complies with the word limits in pdf format
2. A video “pitch” of up to three minutes to support the application