

RAPID Health Fall 2020

Utrecht Region organizes different Access to-market programs and activities for International startups and scales-ups to introduce the Utrecht worldclass Eco system on LifeScience and Health. The International Invest group of the Regional Development & Investment Organisation works in this with different partners and organisations, both regional and national such as:

- The Economic Board Utrecht
- UtrechtInc
- Utrecht Startup
- Utrecht Life Sciences
- The municipality of Utrecht
- TopSector Life Sciences & Health Netherlands
- Brainport Development
- RvO challenges and SME programs
- Helsinki Business Hub
- Nord-Rhein- Westfalen business association

The goal of these programs, such as the RAPID Health program, is to overcome the societal challenge: sustainable accessible and affordable Healthcare for all. For this goal innovations and talent are exchanged to increase knowledge and economic value for better health solutions.



For the Taiwanese participants Utrecht Region works together with Tiger Accelerator and Taiwan Globalisation Network, Gordon Chen from Innovation Committee, Taiwan Business Association in the Netherlands (TBA) and the Biomedical EcoSystem development office in Taiwan (BEST) of Ministry of Science and Technology (MOST) in the RAPID Health program.

The RAPID (Regional Accelerator for Innovation & Development) Health program is a 4 weeks program running twice a year (spring and fall) in Utrecht Region. Because of COVID-19 the program runs now virtually. The objective is to introduce the Netherlands Health Ecosystem and for the exploration and development possibilities of an access to market plan for the participants. After the RAPID program the startup/scale up has insights in (KPI's):

- What the next steps should be
 - to successfully contact your potential launching customer(s)
 - for the Market access plan approach
- How the product / service:
 - Fits the healthcare market in Utrecht/Netherlands/Europe
 - Could be reimbursed by Health insurer in the Netherlands
 - Fits as part of a supply chain with Dutch/Utrecht partners
 - Could fit the business of health organisations
- What needs to be done in order

- To Validate for medical use in the Netherlands and Europe
- To convince your potential launching customer (customer demand and orientation)
- What the possibilities are for getting funding (VC/grants/BA/..)

The program consists of the following topics:

1. Introduction to the Netherlands LifeSciences & Health market
2. Overview of the Utrecht Ecosystem including Utrecht Science Park
3. Understanding the different supporting / coaching stakeholders and organisations
4. Product market fit interviews with K.O.L's
5. Knowledge about the possibilities of EU-Medical – Clinical validation, Medical device Regulations and CE processes
6. Overview of the funding possibilities
7. Cultural aspects of dealing and collaborate with the Dutch

Next to the general informative part, there are four 1-1 coaching moments planned for each participant.

The importance of RAPID Health is that Utrecht region wants to increase the success rate of international startups and scale-ups, especially on the product/market fit on a early stage and the assets needed for success.

Utrecht Region welcome to RAPID Health participants Fall 2019!



The four weeks program is scheduled for the fall 2020 participants as follows :

Week 1: Bootcamp & Market research					
Date	Time	Course	Mentor	Participant	Location
2020/9/21 Monday	09:30	Registration and overall planning	Valerie Hsu, Gerard Hoskens, Jelle van der Weijde	RAPID HEALTH support team	on-line
	10:00	Welcome Utrecht region		Erlijn Mulder, Jaap Breugem, Tom Willebrandts, Freek van Muiswinkel	
2020/0922 Tuesday	09:00	Medical Validation	THINC	Annette Beetsma	on-line
	10:00	Corporate & regional strategy UMCU	UMCU	Lukas Beekman	on-line
	11:00	Q&A - VC Rapid Innovation Fund	Tiger	Gordon Chen	
2020/9/23 Wednesday	09:00	Utrecht Science Park propositions	USP	Friso Smit	on-line
	10:00	Medical Device Regulation	LeanEntries	Heikki Pitkanen	
	11:00	Q&A	LeanEntries	Heikki Pitkanen	
2020/09/24 Thursday	09:00	Cultural aspects EU and Netherlands	Branding Expert Utrecht Marketing	Doron Verstraelen	on-line
	10:00	AI-machine learning & Algorhythm development	Brain Creators	Jasper Wognum (TBC)	
	11:00-12:00	1-1 coaching appointments			
2020/09/25 Friday	09:00	3D printing Medical Field Lab	Utrecht Science Park	Annmieke de Raadt	on-line
	10:00-11:00	1-1 coaching appointments			on-line
2020/0926 Saturday	8:30-12:00	Team Building event	on-line		
2020/9/27 Sunday	8:30-12:00	Free time	preparation of your assignment - gathering desk information - visiting a sports game		

Week 2: Matchmaking					
Date	Time	Course	Mentor	Participant	Location
2020/9/28 Monday	09:00	International Team & Regional development	Team Trade & Invest / ROM/ EBU	Jaap Breugem	on-line
	10:00-11:00	Group evaluation : look back & forward			
2020/9/29 Tuesday	09:00	Utrecht Inc approach	Jorg Kop		on-line
	10:00-11:00	1-1 coaching appointments			
30-09-2020	9:00-11:00	1-1 coaching appointments			
2020/10/1 Thursday	8:30-12:00	1-1 coaching appointments			
2020/10/2 Friday	9:00-11:00	Pitch next step access to market plans		RAPID HEALTH participants	
	11:00	Evaluation Rapid Health program		RAPID HEALTH support team	
2020/10/3 Saturday	8:30-12:00	Suggestions: Online museums?			
2020/10/4 Sunday	8:30-12:00				

Week 3: Demo & Challenges					
Date	Time	Course	Mentor	Participant	Location
2020/10/5 Monday	8:30-12:00	International cooperation in practise LS-H	Freek van Muiswinkel/ Friso Smit		on-line
2020/10/6 Tuesday	8:30-12:00	LS-H laws and GDPR	Nicole Kien, Lawyer		on-line
2020/10/7 Wednesday	8:30-12:00	11:00-13:00-- 1-1 coach, (half hour for each.)	Coaches		on-line
2020/10/8 Thursday	8:30-12:00	Taiwan Busines day			on-line
	13:00-15:00	Workshops & networking Get Connected			on-line
2020/10/9 Friday	8:30-12:00	9:00-10:00 Jelle: looking back/looking forward, conclusions for concept acces to market plan and pitch that to each other in the group	TGN/EBU/ Startup Utrecht/ Uzelf/ UtrechtInc /THINC		on-line
2020/10/10 Saturday	8:30-12:00	Suggestions: Online museums?	Valerie Hsu (TGN, Tiger)		
2020/10/11 Sunday	8:30-12:00	Free time			

Week 4: Dealmaking					
Date	Time	Course	Mentor	Participant	Location
2020/10/12 Monday	10:00-12:00	How do venture capitalist invest ?Including 1-1 feedback, Investor makes separate appointments, 1-1 coaching possibilities for selected companies	ROM Investor		on-line
2020/10/13 Tuesday	10:00-12:00	1-1 coaching, prepare questions for evening session, 1-1 coaching possibilities for selected companies	EBU+TGN (Jelle/Jaap/Gerhard/Valerie/...)		on-line
2020/10/14 Wednesday	10:00-12:00	Gordon Chen: 1-1 coaching13:00-16:00 (+ Work on business proposition), 1-1 coaching possibilities for selected companies	Gordon Chen+EBU+TGN (Jelle van der Weijde, Gerard Hoskens, Valerie Hsu)		on-line
2020/10/15 Thursday	10:00-12:00	Pitching for next steps, 1-1 coaching possibilities for selected companies	Gordon Chen+EBU+TGN (Jelle van der Weijde, Gerard Hoskens, Valerie Hsu)		on-line
2020/10/16 Friday	10:00-12:00	1-1 coaching: to finalize acces to market plan and next steps	Gordon Chen+EBU+TGN (Jelle van der Weijde, Gerard Hoskens, Valerie Hsu)		on-line
2020/10/17 Saturday	10:00-12:00				on-line
2020/10/18 Sunday	10:00-12:00				on-line

Mentors and coaches RH fall 2020:

RH Participants	Coach
Advanced Biomedical Biotech	Jelle
MedFluid	Jelle
Instant NanoBiosensors	Jelle
Soteria Biotech	Valerie
ManySmart	Valerie
Targettrust biotech	Valerie
i-Navi	Gerard
iMedTac	Gerard
GeColl	Gerard
Mentor list RH Utrecht region	2020
Name	Company
Tom Willebrands	ROM-Utrecht
Jaap Breugem	ROM-Utrecht
Jelle van der Weijde	Economic Board Utrecht
Jasmin Li Zhou	Tiger Accelerator
Valerie Hsu	Tiger Accelerator
Jorg Kop	UtechtInc
Heerd jan Hoogeveen	Startup Utrecht
Klaas Jan Bolt	Uzelf network
Friso Smit	Utrecht Science Park
Annemiek de Raadt	3Dmedical printing Fiellab
Annette Beetsma	Thinc!
Lukas Beekman	University Medical Center Utrecht
Freek van Muiswinkel	University Utrecht
Jasper Wognum	Brain Creators
Doron Verstraelen	Marketing cie
Nicole Kien	LSH Lawyers
Gordon Chen	The Innovation Committee, Taiwan Business Association in the Netherlands
Rob Peeters	Deloitte
Gerard Hoskens	RH-coaching
Heiki Pittkanen	Lean Entries

On behalf of the Utrecht Region,

Jelle van der Weijde MMI
 Director Health
 Economic Board Utrecht