

EIT Health Business Plan Calls 2021

Innovation Projects

ANNEX 3:

Characteristics of a good EIT Health Innovation Project

Proposal preparation

- Key Opinion Leaders should be interviewed to gather additional information to the idea.
- The consortium should be able to answer: Why this solution? Why those partners? Why now? Uniqueness of the approach must be clear compared to direct/indirect competition and current gold standard

Type of project

- Project shouldn't be research project. For instance, success cannot only be characterized by publications or education activities.
- For Market-facing innovation projects: they target both 1) better outcomes and 2) cheaper costs (per capita or global basis)
- For System and Organisational innovation projects: they should target sustainable system and Health Economics studies should already be in place

Consortium - Partners

- The right partners should be dedicated to the right activities and expected outcomes
- If the project is intended for healthcare providers, then healthcare providers are expected to be part of the consortium
- The commitment from Partners and/or Users should be ensured. Letters of Intent are better than Letters of Support.

Project

- The elevator pitch should be understandable at the first reading

- Clarity should be made around end results: What should be achieved by the end of the project? How would you know that you have achieved it?
- All necessary steps to de-risk the project both on the technical and business side should be included in the project
- Knowledge Triangle: How educational/training and business creation activities or any existing EIT Health activities related to those pillars are integrated within the project?

Workplan

- The workplan should be clear, with adequate number of WPs. Interdependencies of WPs should be well identified
- The key WP must be identified
- The real risks of the project must be well identified
- The deliverables must be clear

Science / Technology

- The technology should be ready

Clinical

- Clinical validation is well defined

Business / Commercialization / Sustainability

- The commercial opportunity in case of revenue generating project as well as the sustainable opportunity in case of cost saving project should be clearly identified
- Economic buyers as well as users should be clearly identified
- There should be a clear and comprehensive User Story
- After the EIT Health funding is over, only 3 years maximum to market entry or to implementation of a fully sustainable process
- All the potential risks linked to market reach or process implementation from a socio-economic point of view should be clearly identified. A mitigation plan should be provided.
- Key figures should be presented (TAM, sales strategy, societal costs etc.)

Funding

- Co-funding from industry should be clearly identified
- Budget items should be clearly linked to the activities

Typical KPIs

- EIT N03 – # of products (goods or services) or processes launched on the market
- EIT N04 - # of start-ups created as a result of innovation projects
- OUTKPI6 - # of products brought forward by your project that reach market readiness
- OUTKPI61 - # of jobs created in new business organisations as a direct result of your project