



HEALTH RAMPUP

BOOTCAMP FOR
HEALTHTECH ENTREPRENEURS



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INTRODUCTION



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INTRODUCTION

Health RampUp is an intense bootcamp for HealthTech start-ups. During a 6-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 Digital Health idea, 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
- 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 you plan on looking for team members during and/or after the program.

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.imecistart.com/en>





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). Please note that all the dates in this brochure are subject to change.
- Ticket (*max. 2 per team*) for Inspire Health & Care (*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.start acceleration program within 2 years after your Health RampUp participation, you're entitled to a (partial) reimbursement of the Health RampUp fee :

- If you submit your application to imec.start, you're entitled to receive a 30% reimbursement
- If you get accepted into the imec.start acceleration program, you're entitled to receive a 100% reimbursement.

It's only possible to claim the reimbursement if there is a legal entity for your startup.



ADDITIONAL INFORMATION

The application deadline for the next Health RampUp program is on **Wednesday the 25th of May 2022, at 11:59 PM**. To apply, you need to fill in the application form via the following link: <https://bit.ly/3bgteq0>

Each entrepreneur/start-up is then invited for a virtual intake meeting with our Regional Managers during the week from the 30th of May until the 3rd of June 2022, after which a final selection will be made. We'll foresee 30min. for each entrepreneur/start-up and a maximum of 8 start-ups per cohort will be selected.

All 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.



PROGRAM



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PRELIMINARY TIMELINE HEALTH **RAMPUP 2022-2023 – COHORT X**

27 April '22	Call open	/
25 May '22	Call closed	/
30 May – 03 June '22	Intake meetings	<i>virtual</i>
11-12 June '22	WEEKEND 1	Zoersel
02-03 July '22	WEEKEND 2	Genk
July – August '22	Follow-up coaching	<i>virtual</i>
17-18 September '22	WEEKEND 3	Antwerp
08-09 October '22	WEEKEND 4	Antwerp
26-27 November '22	WEEKEND 5	Ghent
15 December '22	Coaching Day	Diepenbeek
19 January '23	Final Jury Pitch	Antwerp

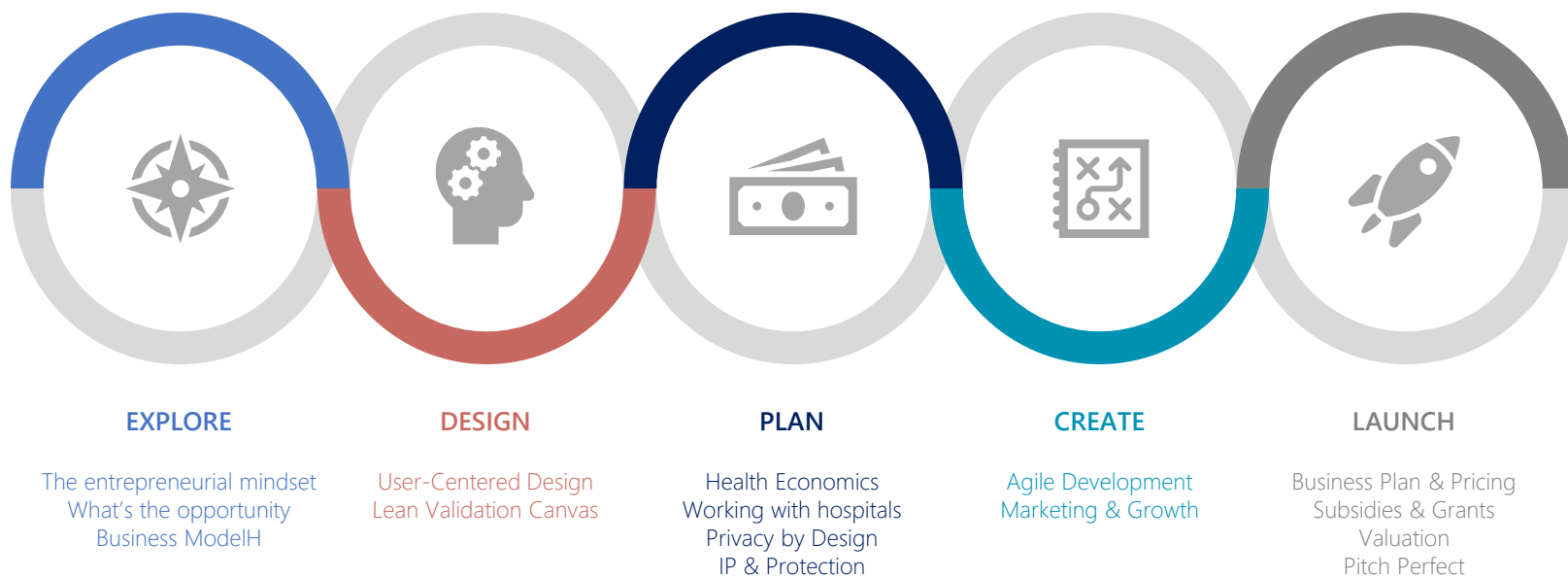
INTERESTED?

Don't wait, apply now via:

<https://bit.ly/3bgteq0>



HEALTH RAMPUP



INTAKE MEETING: 30/05-03/06/2022

During this first virtual intake meeting, 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 June 11th 2022

9h – 9h30	Arrival	
9h30 – 12h	Kick-off & The Entrepreneurial Mindset	Tom Braekeleirs
12h – 13h	<i>Lunch</i>	
13h – 16h	What's the opportunity	Vincent Dupont
16h30 – 17h30	Fireside chat	TBD
19h	<i>Dinner</i>	

Overnight stay at Domein Martinus, Zoersel

Sunday June 12th 2022

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 in Belgium?
- Who are all the healthcare stakeholders in Belgium?
- How does health financing work?
- The e-health framework and Interoperability standards
- Which trends are shaping the future of our industry?

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 July 2nd 2022

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 July 3rd 2022

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

WEEKEND 2: USER-CENTERED DESIGN

- 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)

FOLLOW-UP COACHING

07 - 08/2022

During the months of July and August 2022, intermediate follow-up coaching sessions will be planned for each Health RampUp team with our Regional Managers to discuss the validation work they've done. These coaching sessions are meant to give feedback and discuss objectives going forward.

WEEKEND 3: PLAN

Saturday September 17th 2022

10h – 12h30	Privacy by Design	Magali Feys
12h30 – 13h30	<i>Lunch</i>	
13h30 – 17h	Health Economics	Dominique Vandijck
19h	<i>Dinner in Antwerp</i>	

Overnight stay at a hotel close to Dunden

Sunday September 18th 2022

10h – 12h30	IP & Protection	Marie José Luys
12h30 – 13h30	<i>Lunch</i>	
13h30 – 15h	How to work with hospitals	Kim Luyckx
15h – 16h	Imec.start info & cases	Maarten Van Gorp

WEEKEND 3: 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 3: 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 3: IP & PROTECTION

- How to protect your idea
- The differences layers and geographies of protection
- What is patentable and is a patent the right way forward?
- Advantages and disadvantages of patent protection
- Costs of protecting your idea

Trainer: Marie José Luys (to be confirmed)

WEEKEND 3:

HOW TO WORK WITH HOSPITALS

- How to form partnerships with hospitals or care organizations?
- Which IT systems and technologies are used in hospitals and other care organizations?
- 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 organizations?

Trainer: Kim Luyckx (BlueHealth Innovation Center)

WEEKEND 4: CREATE

Saturday October 8th 2022

9h – 10h	Arrival	
10h – 12h30	Agile Development PART 1	Mattias Vral
12h30 – 13h30	<i>Lunch</i>	
13h30 – 17h	Agile Development PART 2	Mattias Vral
19h	<i>Dinner in Antwerp</i>	

Overnight stay at a hotel close to Dunden

Sunday October 9th 2022

10h – 12h30	Marketing & Growth PART 1	Thomas Beuls
12h30 – 13h30	<i>Lunch</i>	
13h30 – 17h	Marketing & Growth PART 2	Thomas Beuls

WEEKEND 4: 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)

WEEKEND 4: MARKETING & GROWTH

- Marketing in healthcare for start-ups: example cases
- How to build a compelling marketing strategy?
- How to create a brand that resonates with your users?
- How to craft compelling messaging & get started with your visual identity
- How to find your target audience & perform lead generation

Trainer: Thomas Beuls (Ooho)

WEEKEND 5: LAUNCH

Saturday November 26th 2022

8h30 - 9h	Fundraising options	Webinar
9h – 12h	Business plan & pricing	Tom Braekeleirs
12h – 13h	<i>Lunch</i>	
13h – 16h	Business plan & pricing	Tom Braekeleirs
16h – 17h	VLAIO subsidies & grants	Kim Smets
18h – 19h	Fireside chat	TBD
19h	<i>Diner in Ghent</i>	

Overnight stay at a hotel close to De Krook in Ghent

Sunday November 27th 2022

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

WEEKEND 5: BUSINESS PLAN & PRICING

- Accounting basics
- 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: 15/12/2022

Before you start your pitch preparation, every team is entitled to a full day of one-on-one meetings with experienced coaches and experts to gather personal feedback and insights. This is an opportunity to ask all your burning questions and to further validate your idea.

8 startups, 8 coaches, 8 hours of individual coaching!

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

PITCHING & GRADUATION: 19/01/2023

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!



TRAINERS



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THE TRAINERS



Vincent Dupont

Experienced healthcare business developer

[LinkedIn](#)



Thomas Beuls

Marketing & Digital Marketing Expert @ Ohoo

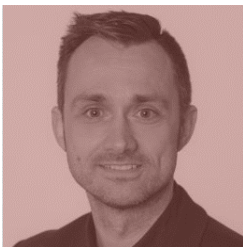
[LinkedIn](#)



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

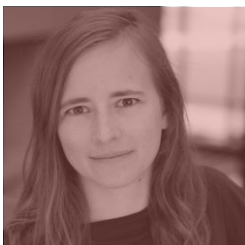
[LinkedIn](#)



Tom Braekeleirs

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

[LinkedIn](#)



Ilse Vanhulle

Venture Acceleration Manager Healthcare
Start-up coach imec.istart

[LinkedIn](#)

AND MORE TRAINERS



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



Kim Smets
Bedrijfsadviseur Health & Care @ VLAIO
[LinkedIn](#)



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



Ann Van Mele
Venture Acceleration Manager Healthcare
Start-up coach imec.istart
[LinkedIn](#)

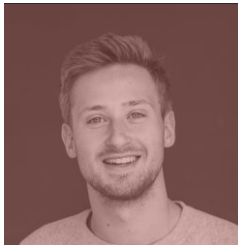
AND SOME MORE TRAINERS



Frederik Horemans

Regional Manager @ BlueHealth Innovation Center

[LinkedIn](#)



Maarten Van Gorp

Startup Scout & Project Officer @ imec.istart

[LinkedIn](#)



Marie José Luys

IP Manager at Vito N.V.

[LinkedIn](#)



LOCATIONS



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WEEKEND 1



ZOERSEL – DOMEIN MARTINUS

Sniederspad 133

2980 Halle-Zoersel

WEEKEND 2



GENK – C-MINE CRIB

C-Mine 12

3600 Genk

WEEKEND 3 & 4 & GRADUATION



ANTWERPEN – DUNDEN

Lange Gasthuisstraat 29

2000 Antwerpen

WEEKEND 5



GENT – DE KROOK
Miriam Makebaplein 1
9000 Gent

COACHING DAY



DIEPENBEEK - BIOVILLE

Abis, Agoralaan

3590 Diepenbeek

READY?

Apply now via:

<https://bit.ly/3bgteq0>





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

+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.

Do you have any questions? Contact Elise Carton
elise.carton@pwc.com



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

+32 479 76 32 51



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