



MedFIT

Fostering Innovation in medTech

The European partnering event
for **innovation partnerships** and **investment rounds**
in the **MedTech**, **Diagnostic** and **Digital Health** sectors



Organised together with



Biofit

FOSTERING
INNOVATION
& TRANSFER

Pharma, Biotech



**DIGITAL
FORMAT**

DECEMBER

7TH - 9TH

2021

5TH EDITION

www.medfit-event.com



MedFIT_event

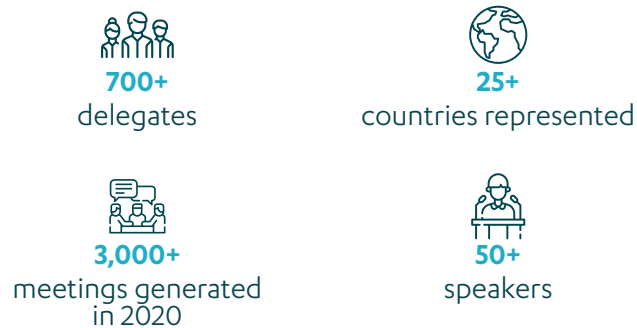


MedFIT Event

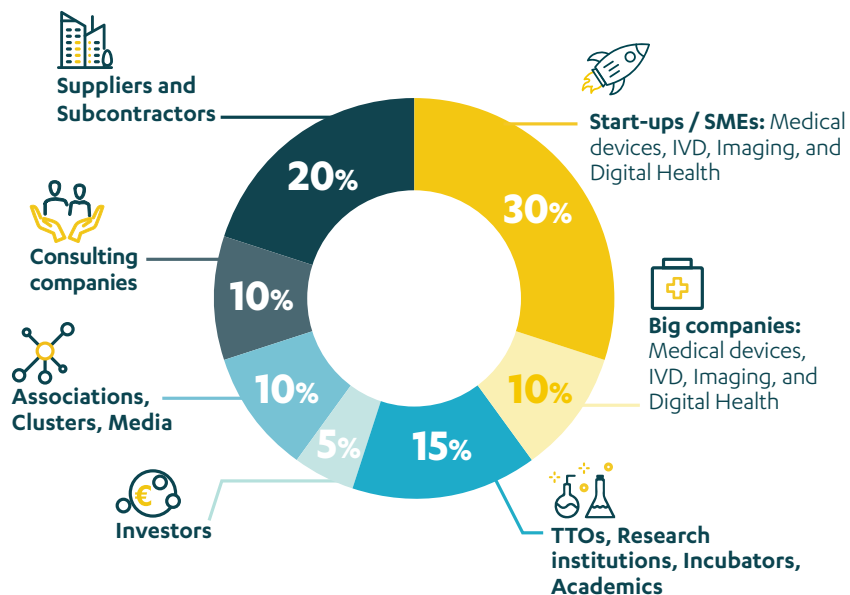
MedFIT at a glance

MedFIT is your opportunity to connect with international key innovators in the **MedTech, Diagnostic and Digital Health sectors**. As the **leading European partnering event** of these sectors, MedFIT provides the ideal environment for academic and industrial actors to:

- **Build** partnerships
- **Source** innovative and competitive early-stage R&D projects
- **Facilitate** the emergence of collaborative projects
- **Increase** licensing opportunities
- **Obtain** funding and facilitate market access



Who will you meet?



Steering committee

INDUSTRY

- Stig Visti Andersen**
CEO
VentriJect 🇩🇰
- Xavier Bertrand**
VP EMEA Healthcare Services & Alliances
Boston Scientific 🇫🇷
- Franz Bozsak**
CEO & Co-Founder
Sensome 🇫🇷
- Ravi Chana**
Head of Business Development
Roche Diagnostics 🇬🇧
- Joël Courville**
VP Strategy & Corporate Affairs
MicroPort CRM 🇫🇷
- James Greene**
CEO
MedLumics 🇪🇸

- Ulf Hengstmann**
Digital Lead Medical Affairs & Pharmacovigilance
Bayer 🇩🇪
- Mike Karim**
CEO
Oxford Endovascular 🇬🇧
- Hervé Monchoix**
Strategic Innovation Leader
Becton Dickinson 🇫🇷
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Unilabs 🇫🇷
- Cécile Réal**
CEO
Endodiag 🇫🇷

- Nils Reimers**
Director R&D
Stryker 🇩🇪
- Rogier Receveur**
Senior Program Manager Innovation and New Business Generation
Medtronic 🇩🇪
- Nina Rognon**
New Business Development and Innovation Manager
Philips 🇫🇷
- Simon Turner**
Owner
Nomis Life Sciences 🇫🇷

ACADEMIA, TTO

- David Aubert**
MEDTEG Business Developer
Ghent University 🇫🇷
- Remke Burie**
Managing Director
Technical Medical Centre, University of Twente 🇳🇱

- Caroline Dreyer**
President
SATT Conectus 🇫🇷
- Vassilis Georgiadis**
Principal Partnerships Manager (Pharma & Healthcare)
UCL Innovation and Enterprise 🇬🇧

- Michel de Mathelin**
Director
i-cube lab 🇫🇷
- Abhay Pandit**
Scientific Director
CURAM 🇮🇳

ASSOCIATIONS, CLUSTERS AND LAW FIRMS

- Marco Pintore**
General Manager
BioValley France 🇫🇷
- Florent Surugue**
Economic development & SMEs Director
SNITEM 🇫🇷

- Cécile Théard-Jallu**
Partner Attorney
De Gaulle Fleurance & Associés 🇫🇷
- Grégory Vernier**
Executive Director
Medicalps 🇫🇷

- Etienne Vervaecke**
General Manager
Eurasanté & Clubster-NHL 🇫🇷

INVESTORS

- Frank Bulens**
Partner
Imec.xpand 🇧🇪

- Anke Cassing**
Investment Manager
High-Tech Gründerfonds 🇩🇪

They trust us

MEDTECH, DIGITAL HEALTH & DIAGNOSTIC COMPANIES

Bayer | Becton Dickinson | Boston Scientific | EVEON | Guerbet |
Macopharma | Medtronic | MicroPort CRM | MindMaze | Philips Healthcare |
Roche Diagnostics | Stryker | Unilabs...

TTOS, RESEARCH INSTITUTES & ACADEMIA

ICube Lab | MBM ScienceBridge GmbH | SATT Linksium |
UCL Innovation and Enterprise | SNITEM | University of Cape Town |
University of Ghent | World Trade Center Twente...

INVESTORS

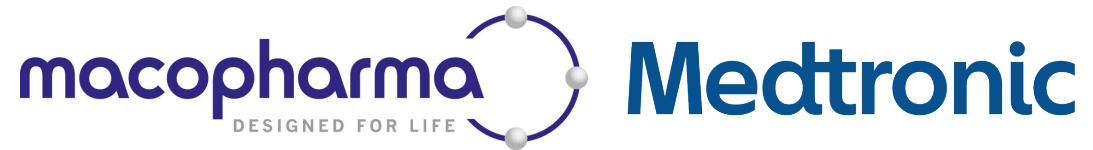
Asabys Partners | Crédit Mutuel Equity | European Investment Bank | European
Investment Fund | High-Tech Gründerfonds | Imec.xpand |
Peppermint Venture Partners | Seroba Life Sciences | TVM Capital GmbH...

CROS, CONSULTING FIRMS & PROFESSIONAL SERVICES

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ICOSA | McDonnell Boehnen Hulbert & Berghoff LLP...

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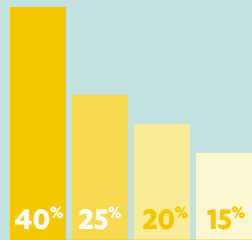
Contributing sponsor



One-on-one meetings

**24 H
A DAY** TO MEET YOUR FUTURE PROJECT
PARTNERS, OBTAIN FUNDING
AND ACCELERATE INNOVATION

OUT OF 700+ MEDFIT ATTENDEES,
560+ deals HAVE BEEN GENERATED



Breakdown of deals by nature:

- 40% of commercial collaborations
- 25% of R&D collaborations
- 20% of financing and fundraising
- 15% of license agreements

Estimate based on the delegates' outcomes from the 2 previous editions



IDENTIFY



INITIATE



MEET



DEVELOP

Exhibition | Visibility pack

If you wish to be recognised as a key innovation player in the MedTech, Diagnostic and Digital Health sectors, combining your “full pass” with a “visibility pack” will allow you to:

- **Enhance** your visibility among innovative leaders
- **Maximise** your business opportunities with informal meetings
- **Expand** your network
- **Highlight** your assets, services and innovations

Visibility pack from €200 to €300 depending on your organisation's profile.



Pitch sessions

The MedFIT pitch sessions offer the opportunity to detect the most innovative and promising start-ups, R&D projects and licensing opportunities in order to foster partnerships and business development opportunities in the MedTech, Diagnostic and Digital Health fields.

START-UP SLAMS

The Start-up Slams are a great opportunity for **young companies** (and particularly for start-ups seeking to raise a financing round) to showcase their project in front of potential partners and investors.

COLLABORATIVE AND LICENSING OPPORTUNITY PRESENTATIONS

The Collaborative and Licensing Opportunity Presentations enable **TTOs, universities, research institutes and companies** to showcase their technologies in front of potential partners, in order to entail a collaborative project and/or a licensing deal.

A few weeks before the event: The selected candidates will be put in condition of the D-day through a warm-up session to help them improve their pitch thanks to valuable **feedback** from the jury.

During the event: The selected candidates will be offered to present their project and receive advice and feedback ("**speed-mentoring**") from a panel of experts.

The winners will be awarded as the most innovative start-up and the most promising technology in MedTech, Diagnostic and Digital Health.



**APPLY
BEFORE**

SEPTEMBER 30TH, 2021



**BE SELECTED
BY A JURY
OF EXPERTS**



**PITCH
DURING
MEDFIT**



Agenda

DAY 1
Tuesday, December 7th


DAY 2
Wednesday, December 8th

DAY 3
Thursday, December 9th

24 HOURS A DAY ONE-ON-ONE MEETINGS

9.30 am 10.30 am	Investors' perspective on investing in MedTech post COVID-19	
11.30 am 12.30 pm	<u>PLENARY SESSION</u> From product-focused to solution-focused: How are MedTech companies reviewing their value proposition?	
Lunch break		
1.30 pm 2.30 pm	Breaking silos: How to incentive interoperability in MedTech and connected health?	
2.30 pm 3.30 pm	Pitch session AI Healthcare IT	
3.30 pm 4.00 pm		From big companies to founder: Hear the stories of executives turned MedTech entrepreneurs
4.00 pm 4.30 pm		
4.30 pm	MedLim - Accelerate your medical device start-up - By Medtronic Medtronic	

9.30 am 10.30 am	Case study: Which business model for digital innovations to manage chronic diseases?	
10.30 am 11.30 am	Pitch session Surgery related tools	IMPULS conference: How to access the French healthcare market?
11.30 am 12.30 pm	How to address the right investors as boundaries are blurring between medical devices, diagnostic and digital health technologies?	
Lunch break		
1.30 pm 2.30 pm	Pitch session Surgery related tools	
2.30 pm 3.30 pm	Embracing collaborations: The key to successfully designing, scaling and using digital health solutions?	
4.30 pm 5.30 pm	From seed stage to regulatory approval: How to get your milestones financed?	

9:00 am 9:30 am		MDTex Closing event
9.30 am 10.30 am	Is your start-up ready to engage with corporate?	
10.30 am 11.00 am		Medical-grade devices vs. consumer-grade devices: How is digitalisation blurring the lines for diagnostic and monitoring solutions?
11.00 am 11.30 am	Pitch session Monitoring Diagnostics	
11.30 am 12.00 pm		
12.00 pm 12.30 pm		
1:10 pm	UPS Healthcare Presentation	
Lunch break		
3.00 pm 4.00 pm	Which alternative funding options to VCs for biotech & MedTech start-ups?	
4.30 pm	🏆 AWARD CEREMONY	

Speakers

Over 50 international speakers will share their vision and experience. Among them:

Martina Ahlberg
Innovation Manager
Karolinska Center for Innovation 🇸🇪

Philippe Bastide
CEO & Co-Founder
Dianosic 🇫🇷

Daniel Bejoy
Senior Industry Analyst,
Healthcare & Life Sciences
Frost & Sullivan 🇮🇳

Sascha Berger
Partner
TVM Life Science Venture Capital 🇮🇹

Eugene Borukhovich
COO & Co-Founder
YourCoach.Health 🇺🇸 🇩🇪

Anke Cassing
Principal
High-Tech Gründerfonds 🇩🇪

Geoff Davison
CEO
Bionow 🇬🇧

Olivier Delporte
CEO
Miracor Medical 🇫🇷

Anthony Dubois
Co-Founder
Akimed 🇫🇷

Suzanne Elvidge
Freelance writer
Biopharma, Healthcare, Business 🇬🇧

Sergio Ferreira
Senior Innovation Advisor
Norway Health Tech 🇳🇴

Peter Gingras
President & CEO
Viscus Biologics 🇨🇦

Florian Graillet
Founding Partner
astoryaVC 🇫🇷

Christian Hense
Chief Operating Officer
Universal Diagnostics 🇩🇪

Minna Hendolin
Leading Specialist, HealthData
Sitra 🇫🇮

Dipak Kalra
President
The European Institute for Innovation through Health Data 🇧🇪

Mike Karim
CEO
Oxford Endovascular 🇬🇧

Jamie Kemler
VP, Intellectual Property
Business Strategy
Stryker 🇺🇸

Jeroen Kemperman
Senior Manager Strategy &
Business Development
Zilveren Kruis – Achmea 🇳🇱

Anna King
Commercial Director
Health Innovation Network
South London, AHSN 🇬🇧

Alexander König
CEO & Founder
ReActive Robotics 🇩🇪

Karine Lignel
Chief Executive Officer
Crédit Mutuel Innovation 🇫🇷

Karolina Mackiewicz
Innovation Director
ECHAlliance 🇵🇱

Marco Majer
Head of Ecosystems
5-HT Digital Hub for Chemistry & Health 🇩🇪

Caroline de Mareuil-Villette
Founding Partner
ICOSA 🇫🇷

Stefano Marzario
Investment Officer
European Investment Bank 🇮🇹

Viktor Matyas
CEO
Aignostics 🇩🇪

Artur Olesch
Founder & Editor-in-Chief
about Digital Health 🇩🇪

Daniel O'Mahony
Partner
Seroba Life Sciences 🇮🇪

Anya Roy
Head of Seed Investments
& Technology EMEA
Illumina accelerator 🇬🇧

Sylvain Sachot
Principal
Asabys Partners 🇪🇸

Jerome Samson
Investment Manager
European Investment Fund 🇫🇷

Tobias Silberzahn
Partner Pharma & MedTech
McKinsey & Company 🇩🇪

Patrik Sobocki
CEO & Investment Director,
DeepTech & Lifesciences
Industrifonden 🇸🇪

Rémi Soula
Founding Partner,
Entrepreneur in Residence
Argobio 🇫🇷

Klaus Stöckemann
Managing Partner
Peppermint Venture Partners 🇩🇪

Carmen van Vilsteren
Director of Strategic Area Health
Eindhoven University of Technology
& Chair of the Board
Eindhoven MedTech Innovation Center 🇳🇱

Jean-Marc Wismer
COO
MindMaze 🇨🇭

Arezki Yaïche
Head of Coverage France
& Benelux
Acuris 🇫🇷



Conference programme

Steered by a prestigious committee, the **MedFIT conference programme** brings together bright minds to discuss the latest trends in MedTech, Diagnostic and Digital Health, to debate on innovation-driven topics, to foster learning and provoke conversations that matter.

International experts will address current industry issues related to collaboration, financing, market access and regulation as well as MedTech digitalisation.

1

Collaborate to innovate

#Partnerships #OpenInnovation #R&D

2

Financing innovation

#VCs #Startups #Investors

3

Innovation to market

#Regulation #BusinessModels #Strategy

All MedFIT attendees will have access to a mix of live and on-demand content during the event. This content will be available for 30 days afterwards. They will also have the opportunity to debate with the speakers via interactive online chats.

Plenary session

Tuesday, December 7th, 2021 | 11.30 am - 12.30 pm CET

From product-focused to solution-focused: How are MedTech companies reviewing their value proposition?

The increasing digitalisation and consumerisation of healthcare, along with changing reimbursement models and care delivery pathways, have created opportunities to generate value for MedTech not only through the manufacture and sale of products, but also through the development of more holistic and data-driven solutions.

To what extent does this transition affect the way R&D efforts are led and MedTech companies go-to market model? How can the right financial and clinical stakeholders be identified early in the development to generate evidence and demonstrate the value of innovative products and services? To what extent does this influence MedTech companies' collaboration choices?



Track 1

Collaborate to innovate

#Partnerships #OpenInnovation #R&D

Tuesday, December 7th, 2021 | 1.30 - 2.30 pm CET

Breaking silos: How to incentive interoperability in MedTech and connected health?

Joining the dots of patient data, diagnosis and decision making is the holy grail for connected health. What is standing in the way? Who should drive change? How can further collaboration models lead the way?

Wednesday, December 8th, 2021 | 2.30 - 3.30 pm CET

Embracing collaborations: The key to successfully designing, scaling and using digital health solutions?

MedTech companies now face the challenge of designing user-friendly digital products and services while supporting their adoption and use by clinicians, healthcare professionals and patients. How do collaborations and partnerships with existing and emerging players, academia and innovative start-ups help to build digital capabilities and secure the deployment of digital medical technologies? How to best ensure that connected devices are intuitive and easy to use? What are the best practices for involving healthcare professionals in the early stages of innovative product development? How to ensure the best training and support for practitioners and develop the necessary skills to optimise the use of technologies?

Thursday, December 9th, 2021 | 9.30 - 10.30 am CET

Is your start-up ready to engage with corporate?

What does a start-up need to be ready to collaborate with industry? What are the benefits or constraints to partner with corporate at the early stages of a start-up? On which grounds and what kind of partnerships are set up? How to deal with multiple partners? What are MedTech big players looking for in their strategic partnerships and what can they bring to the development of a young company? What can be the obstacles on the big players part? How to create the win-win scenario to advance technology?

Track 2

Financing innovation

#VCs #Startups #Investors

Tuesday, December 7th, 2021 | 9.30 - 10.30 am CET

Investors' perspective on investing in MedTech post COVID-19

Almost two years later, how has COVID-19 pandemic been influencing investors and what is the impact on early-stage pattern of investment? Have some sub-sectors started to become more interesting to private equity firms?

Wednesday, December 8th, 2021 | 11.30 am - 12.30 pm CET

How to address the right investors as boundaries are blurring between medical devices, diagnostic and digital health technologies?

How have investment strategies evolved with the digitalisation of the MedTech sector? Are traditional MedTech investors diversifying their portfolios? Are there newcomer investors in the field because of digital health and new opportunities or investments sources? How do early stage MedTech companies continue to attract investment and on what ground?

Wednesday, December 8th, 2021 | 4.30 - 5.30 pm CET

From seed stage to regulatory approval: How to get your milestones financed?

Developing a roadmap and trying to understand the timing and cost of all potential steps are keys to avoid falling into funding gaps down the road. This means structuring the necessary funds early to achieve specific milestones and subsequent financing rounds to be achieved. How can a young company finance the large expenses prior to regulatory approval? How to identify the right equity partners and involve them in your ongoing operations?

Thursday, December 9th, 2021 | 3.00 - 4.00 pm CET

Which alternative funding options to VCs for biotech & MedTech start-ups?

[Common to BioFIT]

There is more money than ever fuelling the biotech and MedTech industries, and different kind of investors are entering the stage with more influence than previously thought possible. Which options are there? What do you need to identify these funding sources? What are the expectations and specificities of working with angel investors, disease foundations, private equity firms, cross-over funds and family offices? What are the best funding strategies for biotech & MedTech start-ups?

Innovation to market

#Regulation #BusinessModels #Strategy

Tuesday, December 7th, 2021 | 3.30 - 4.30 pm CET

From big companies to founder: Hear the stories of executives turned MedTech entrepreneurs

This session will be held as an interview followed by a group discussion, in order to make the most of the speakers' entrepreneurial background. What motivated their choices when creating a company? What did they gain from their experience in a large MedTech company? What were the obstacles they had not foreseen?

Wednesday, December 8th, 2021 | 9.30 - 10.30 am CET

Case study: Which business model for digital innovations to manage chronic diseases?

Innovative digital solutions intend to make a difference in addressing chronic conditions. As they include and connect a growing number of devices, apps and services to support patients and their caregivers, what is their actual contribution to chronic illness management? What are the current business models for consumers and payers? How are these solutions adopted by the end users and what are their added value?

Thursday, December 9th, 2021 | 11.30 am - 12.30 pm CET

**Medical-grade devices vs. consumer-grade devices:
How is digitalisation blurring the lines for diagnostic and monitoring solutions?**

Evolving consumer expectation and anytime patient data access are making way for non-traditional players to disrupt the healthcare industry. While MedTech and diagnostic sectors have already changed with rising digital medical-grade solutions, what are the challenges additionally brought by the rapid development of consumer-grade devices? How are MedTech players to stay competitive when an increasing number of consumer-level trackers & apps may successfully turn into certified medical devices? Is the reimbursement model the only one that's right? On which grounds to choose between going over-the-counter or reimbursed for these types of solutions?



This year, MedFIT will be organised together with BioFIT.



The leading European partnering event
for early-stage innovation deals
and investment rounds
in the field of **Life Sciences**

**DIGITAL
FORMAT**

**DECEMBER
7TH – 9TH
2021
10TH EDITION**



**1,000+
delegates**



**35+ countries
represented**

Organisers



Eurasanté is a technology transfer tool, an incubator, an accelerator and a cluster manager in the Health field in Northern France. Eurasanté assists French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects. The region includes over 1,000 healthcare companies with 32,000 employees in this sector. Eurasanté also promotes and develops the Eurasanté bio-business Park which hosts 7 hospitals, 4 universities, 7 specialised schools, 170 companies and 50 laboratories within a European-wide scientific and medical site. Eurasanté also organises four international healthcare-related partnering events that aim to increase and improve interaction between academia and industry: BioFIT (Life Sciences), MedFIT (MedTech, Diagnostic, Digital Health), NutrEvent (Food, Feed, Nutrition, Health) and AgeingFit (Healthy Ageing).

www.eurasante.com

@Eurasante



Clubster NHL is a competitiveness cluster and a network gathering 350 members committed to innovation in health and nutrition. Clubster NHL aims to connect academia, industry and health professionals and to foster innovation for better health and sustainable food. Its goal is to bring together and support stakeholders from the health and food sectors in designing, developing and financing their future products and processes.

www.clubster-nsi.com

@ClubsterNSL



Competitiveness cluster since 2005, BioValley France aims to federate, develop and promote the healthcare sector in the Grand Est region through innovation. The cluster is based on a dynamic network of companies, a leading academic and clinical research, as well as an integrated network of key stakeholders in innovation. BioValley France supports its members in their R&D Innovation approach and gives them access to high value-added expertise, in a market approach. The Cluster contributes to the networking of the various actors and the creation of regional, national and international partnerships. Finally, BioValley France actively participates in the territory's structuring projects, such as Nextmed, which aims to create a Medical Technologies campus in Strasbourg that hosts an entire ecosystem of excellence dedicated to the development of tomorrow's health technologies.

www.biovalley-france.com

@BioValleyFrance



Founded in 2000, MEDICALPS is an NPO and a cluster of companies in the field of healthcare technologies. It is located in Grenoble, in the heart of the French Alps, known as one of the most inventive cities in the world and a top-notch place to innovate in the high-tech industry. MEDICALPS gathers over 100 members including leading edge start-ups, SMEs, global players, world-class research centres and universities. Although actively supported by local authorities, MEDICALPS is mainly governed by a community of entrepreneurs who aim to ensure the visibility, growth and international development of member companies. With a unique emphasis on the healthcare technology sector, our objectives focus on: gathering stakeholders and promoting the local ecosystem through communication tools and networking opportunities, facilitating member operations by setting up workshops, presence at exhibitions and conventions and a soft-landing programme in US in addition to other services, structuring the local healthcare sector by developing shared industrial resources.

www.medicalps.eu

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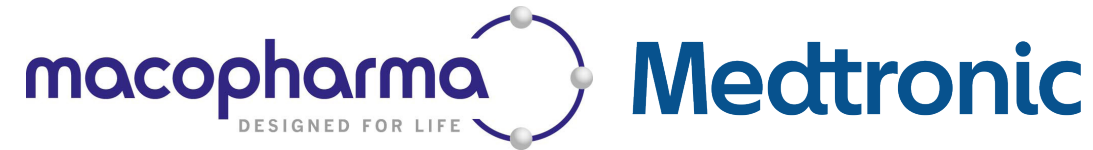


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Join MedFIT 2021

FULL PASS

The full pass gives access to all the activities of the event:

- One-on-one meetings
- Conferences
- Pitch sessions

VISIBILITY PACK

The visibility pack is accessible only if you order at least 1 full pass.

This visibility pack enables you to maximise your business opportunities by offering:

- An overview of your profile (with your logo, description...)
- Items inside your profile (possibility to add documents/videos on your profile)
- The tracking of visitors on your profile
- Many other advantages...

To discover in detail what is included in the visibility pack, please visit the MedFIT website: www.medfit-event.com/exhibition-opportunities/

	Mature company (> 5 years old)	Cluster Association	TTO Research institution University	Emerging company (≤5 years old) SME (≤5 employees)	Academic research fellow/ associate, clinician	Investor (pre-seed, seed or Series A)
	VISIBILITY PACK					
	€ 300	€ 300	€ 300	€ 200	€ 200	
	+	+	+	+	+	
	FULL PASS					
Super Early Bird Before April 29 th , 2021 incl.	€ 511	€ 455	€ 394	€ 286	€ 181	Contact us: Soukeïna Maimoun smaimoun@eurasante.com +33 (0)3 28 55 90 79
Early Bird From April 30 th to June 30 th , 2021 incl.	€ 568	€ 501	€ 438	€ 317	€ 200	
Regular Fee From July 1 st to October 31 st , 2021 incl.	€ 636	€ 560	€ 490	€ 355	€ 224	
Late Registration From November 1 st , 2021 incl.	€ 699	€ 616	€ 539	€ 391	€ 246	

The FULL PASS fees are excl. VAT and per person.
Only 1 visibility pack is needed per organisation.

25% off any additional full pass for the same organisation

Sponsorship opportunities

★ **PLATINUM**
€20,000

★ **GOLD**
€15,500

★ **SILVER**
€11,000


★ **BRONZE**
€6,500

Possibility to customise an offer to fit your needs



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Organisers

