



European eHealth business support

I Investment readiness

Guidelines

3 May 2017
Barcelona (Spain)





WHY?

Most businesses need external funding to survive and grow, particularly in their early years.

Although raising finance seems challenging, there is still a lot of support and funding available to companies with the right pitch.

eHealthHub offers Investment Readiness training and Pitch sessions with an expert pitching specialists who will explain in details pros and cons of different funding options and provide hands-on support to help companies make themselves attractive to potential investors.

Why take part in the eHealthHub Investment Readiness training and Pitch events?

- You have one chance to convince investors that your proposition is viable, better than the competition, and worth spending time on.
- It doesn't matter how good your product or technology is... if you can't communicate it effectively you drastically reduce your chances of gaining investment or support.



WHAT?

We assist entrepreneurs and give them the opportunity to pitch to key European Investors and establish essential connections. Applying companies are rated against the selection criteria and the top ranking ones are invited to attend the training and to pitch at our events.

It's important to understand that there's a difference between having a great product or service and being investment-ready. This workshop will help you to understand what is required for you to attract funding. The event will cover a range of topics including; Are you Investment ready? The funding lifecycle, sources of funding, what investors look for, preparing an investor ready business plan and pitching preparation tips.

Getting funds from Angels, Venture Capitalists or any other investor is a sales process and the seminar will take you through the investment journey with the following learning outcomes:

- Understand the investor's point of view;
- Who investors are and what they are looking for;
- How investors operate;
- Preparing the Pitch;
- The stages of the due diligence process;
- Common pitfalls and how to avoid them.



HOW IT WORKS

Startups will receive dedicated on-line one-to-one support during 4 weeks prior to the pitch event in Barcelona, and then will attend a physical workshop. This process will involve four main steps:

Week 1 (from 10th April 2017) → Startups will go through an initial assessment with mentors, analysing the pitch and available investment pack. This will result in a personalised roadmap to identify the areas of improvement that will enable you to become investment ready. (1st Skype call)

Week 2 (from 17th April 2017) → Based on the roadmap, startups are classified according to identified pain points (e.g. market traction or financial plan). The goal is to make the programme as customizable as possible.

Week 3 (from 24th April 2017) → Startups will have individual meetings and discussions, as well as evaluation of progress and of preliminary pitch decks provided. (2nd Skype call)

Week 4 (from 1st May 2017) → Workshop will be delivered to cover relevant subjects or other major issues may arise:

- Understanding start-up metrics
- Understanding the process of raising money including valuation
- Understanding the requirements of Seed investors
- Preparing a great pitch deck



AGENDA

3rd May 2017 – Health 2.0 Barcelona

10.00 h – 10.15 h

Ice breaking and welcoming the participants (moderated by Dario Mazzella)

10.15 h – 11.15 h

Investment Readiness tips and tricks (moderated by Dario Mazzella)

- Beth Susanne “How to Pitch”
- Clara Leonard “The investor’s perspective”
- Francesca Natali “The entrepreneurial journey: success eHealth stories from Ingenium Funds”

11.15 h – 11.45 h

Coffee break and networking

11.45 h – 13.00 h

Rehearsals and pitch practice

One to one time for pitch review before the show (moderated by Dario Mazzella)

THE TRAINERS



DARIO MAZZELLA
PROJECT MANAGER
META GROUP



FRANCESCA NATALI
FUND DIRECTOR/OWNER
ZERNIKEMETA VENTURES/META
GROUP



BETH SUSANNE
INTERNATIONAL PITCH COACH
VISIONS IN FOCUS S.L.



CLARA LEONARD
ASSOCIATE
DIGITAL HEALTH VENTURES



GUIDELINES FOR YOUR PRESENTATION

The length of the pitch will be 4 minutes.

Timing will be very strict: the bell will ring after 4 minutes. It is thus important to deliver a sharp and clear pitch. Here are some tips on the right approach and the right points to hit:

1. Who you are (and what are you doing)
2. Problem/opportunity (describe the pain that you are alleviating)
3. Value proposition (explain the value of the problem you are solving)
4. Magic behind (the secret sauce behind your solution, show your technology/prototype)
5. Business model (how are you going to make money out of it)
6. Go to market (how to reach your customers)
7. Competitors (complete view of the competitive landscape)
8. Team (key players/investors of your startup)
9. Financial projections and key metrics (three years forecast and metrics)
10. State of the art (accomplishments, timeline, use of funds needed)