

March 15, 2018

eHealth HUB: 11 Companies in Madrid Start their Journey in Lean Startup with eHealth Hub

The **III Lean Startup Academy** took place on **12-14 March 2018** in Madrid to bring the Lean Startup Approach to eleven digital health projects. The three-days training included a first approach to the methodology, a later application of the general concepts to each company case and a final presentation of the projects to 11 eHealth experts. To top it up, companies were also given the opportunity to attend Inforsalud, an annual event attended by healthcare decision makers together with IT companies.

The first day of training, led by META Group, consisted of a deep dive into the Lean Startup approach with a huge focus on customer development and customer validation. Entrepreneurs had the opportunity to formulate their initial hypothesis with the trainers' help, making use of well-known tools such as the Lean Canvas and Javellin Board.

The companies that have just started their journey in this ground-breaking methodology were Biodata Devices, Biwel, i4life, mDurance, Media Network Solutions, Meed, Mejo Digital Health, ReHand, Salutic Soluciones, Simplicity bit, healththehealth. Their highly innovative projects were varied and included, among others, rehabilitation, diabetes, telemedicine and remote assistance solutions.



Picture: Media Network Solutions working on their Lean Canvas

On Tuesday 13th March eHealth Hub received an outstanding panel of experts with background in investment, pharmaceutical companies, healthcare organizations and innovation. The Committee provided SMEs with rich and varied comments on how to improve their canvas and how to proceed with validation. After an exciting series of pitches and a lively Q&A round, SMEs and experts were able to engage in bilateral discussions and network.

*“You have to know: why will someone pay? Validate the technical part, the market and analyse well how much money you will need to deliver the solution” – **Maite Fibla**, Ship2B co-founder.*



Picture: mDurance presenting their Lean Canvas to experts

*“I especially like the feedback we’ve received on which distribution channels could be more suitable for us. Also, one of the experts have offered to mentorise our project even after the Lean Startup Academy!” – **Ignacio Díaz**, mDurance.*

Finally, on Wednesday companies made the most of Inforsalud and started validating their hypothesis with key stakeholders. This was just the beginning of the upcoming 10 weeks when they will have to conduct an ambitious number of interviews to test their assumption against the market. eHealth Hub trainers will support them through the process by giving feedback weekly on their improvements and advances.

The next Lean Startup Academy will take place in the second quarter of 2018 and will be announced shortly via our project website and social media channels.