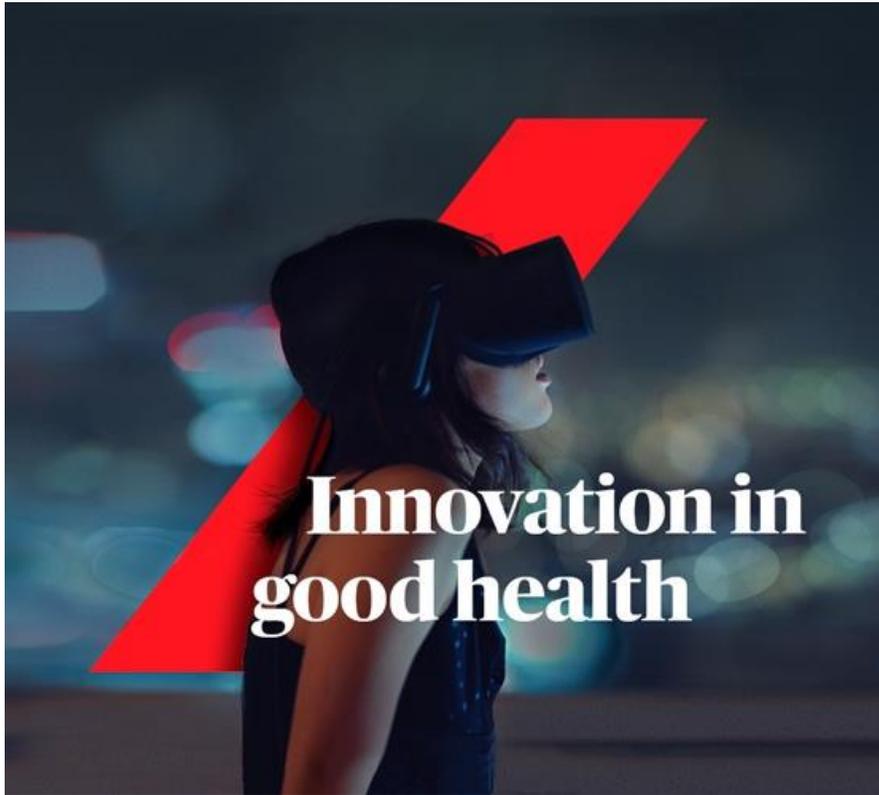




# SOLUTION MATCH

Health Tech & You Awards is rewarding Innovation and Excellence in digital solutions helping citizens take charge of their health and wellbeing





## ABOUT AXA HEALTH TECH & YOU

The AXA Health Tech & You Programme is entering its fifth year. The programme has been successful to date in positioning AXA as committed to driving proactive consumer engagement in health and supporting innovation in this area.

This year the Awards are focussed on celebrating entrepreneurs who are providing the most valuable, trusted innovations for consumers in the marketplace.

The 'Innovation' category is geared to recognise pioneers in early-stage start-ups while the 'Excellence' category focuses on later stage businesses.

The innovation and excellence categories will be underpinned by core values principles embracing diversity, health equality and social inclusion. Entries will be judged in accordance with how the entrepreneurs have succeeded in making a difference to people's lives through their innovative approach and attention to creating solutions that address significant unmet consumer needs.

Overall, the 2019 AXA Health Tech & You Awards programme is looking to reward stand-alone solutions helping citizens take charge of their health and wellbeing, as well as smart applications that enrich the relationship between people and their carers (whether they are health professionals, community or family members).

# BENEFITS OF PARTICIPATION

Previous finalists and winners of the Awards programme benefitted:

- Networking with key AXA executives
- Industry recognition potentially leading to high-level mentoring, business partnerships and funding
- Extensive media exposure including television broadcast, previously reaching a total global audience of 200 million
- Attendance at the AXA Health Tech & You Awards gala evening
- Opportunities to attend, speak and exhibit at other AXA Health Tech & You events throughout the year
- Tailored social media and support programme
- Inclusion on the AXA Health Tech & You digital platforms

## WHY APPLY?

- Give your company a chance to integrate into the AXA ecosystem
- Benefit from extensive media campaign supporting the programme
- A report from this call will also be published through the EU-funded eHealth Hub project and widely disseminated to potential customers and partners.

# SOLUTION REQUIREMENTS

## INNOVATION CATEGORY

### **MUST-HAVE requirements:**

#### **The Criteria for this category include:**

- Must be early stage – up to 'Seed A' funding stage (pre-revenue, seed investment up to £2 million).
- Must have minimum prototype/something to 'show and tell'.
- Must reflect core values – while evidence base may not yet be available, some data to show transformative potential is important.

### **ADDITIONAL requirements:**

1. **Quality of human-centredness.** Does the innovation address an articulated problem? Does the innovation demonstrate a good understanding of the target audience?
2. **Extent of Inclusion.** Does the innovation embrace health equality and diversity across geographical social and economic lines? What's the social impact of the innovation? Will it help people at an individual and community level and at a wider societal level?
3. **Level of transparency and evidence.** Is it clear what the solution does and how it works? While there may not be a significant evidence base yet, is the impact measurable?
4. **Scalability.** Is the business scalable? Can it break into international markets? Is the business sustainable, offering a long-term solution?
5. **Novelty and boldness of innovation.** Is it a great innovation? Is it bold and transformative? Is it genuinely better than other innovations? Is the idea original, does it break boundaries and change expectations of what we can all do to take charge of our health and wellbeing?
6. **User design.** Does it excel in user design?

The 'Innovation' category  
rewards pioneer  
early-stage start-ups

### **Desired outcomes:**

- Identify transformative ideas breaking boundaries and changing expectations of what we can all do to take charge of our health and wellbeing.
- Make a sustainable difference in people's lives.
- Address significant unmet needs in the market.

# SOLUTION REQUIREMENTS

## EXCELLENCE CATEGORY

### **MUST-HAVE requirements:**

#### **The Criteria for this category include:**

- Must be established business with posted revenues, ready to scale and/or enter international markets.
- Revenues less than £5 million in fiscal year 2017.
- Must reflect core values – especially relating to evidence base and ability to scale up.

### **ADDITIONAL requirements:**

- 1. Quality of human-centredness.** Does the innovation address an articulated problem? Does it demonstrate a good understanding of the target audience? Can it be described as 'life enhancing'?
- 2. Extent of Inclusion.** Does the innovation embrace health equality and diversity across geographical social and economic lines? What's the social impact of the innovation? Will it help people at an individual and community level and at a wider societal level?
- 3. Level of transparency and evidence\*.** Is it clear what the solution does and how it works? Does the business have robust evidence that it works? Can the entrepreneur demonstrate an understanding of applicable regulations?
- 4. Trust & trustworthiness.** Is the business or the entrepreneur able to build and maintain trust with the users? Does the business reflect values of honesty and integrity?
- 5. Scalability.** Is the business scalable? Can it break into international markets? Is the business sustainable, offering a long-term solution?
- 6. Novelty and boldness of innovation.** Is it a great innovation? Is it bold and transformative? Is it genuinely better than other innovations? Is the idea original, does it break boundaries and change expectations of what we can all do to take charge of our health and wellbeing?
- 7. User design.** Does it excel in user design?

The 'Excellence' category rewards more mature later stage businesses

### **Desired outcomes:**

- Identify credible solutions that consumers can trust
- Identify entrepreneurs with persistence - those who have successfully collaborated with multiple partners, navigated often complex regulatory issues, broken siloed thinking and/or focused relentlessly on customer experience, and above all – showed resilience and passionate determination.

# TIMELINE



## APPLICATION PERIOD CLOSING

15 February 2019

## REVIEW OF APPLICATIONS & SHORTLISTING BY AXA

16 February – 1 March 2019

## SHORTLISTED PRESENTATIONS (LONDON)

4-15 March 2019 (to be confirmed)

## ANNOUNCEMENT OF AWARD WINNERS (LONDON AWARDS EVENT)

22 May 2019

To apply for the **Innovation Category**,  
click [here](#).

To apply for the **Excellence Category**,  
click [here](#).

Specific queries can be directed to:

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and Tina Woods on [tina.woods@colliderhealth.com](mailto:tina.woods@colliderhealth.com)



European eHealth business support

## Your contact:

**Sylvie Donnasson**

Partner, [édito]Health

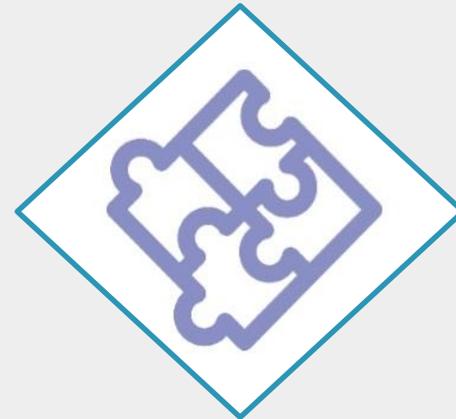
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BUSINESS MODELLING



ACCESS TO PRIVATE FINANCE



**COMMERCIALIZATION**



LEGAL & REGULATORY  
GUIDANCE

## About eHealth Hub:

*Boosting The EU Digital Health Ecosystem!*

eHealth Hub is an EU-funded project with the mission to provide long-term support to eHealth stakeholders and address key challenges facing European SMEs in that space.

## About Solution Match:

Solution Match is one of 5 services offered by eHealth Hub, which focuses on accelerating the commercialization of European digital health solutions.

Working closely with demand-side stakeholders, Solution Match supports care providers, pharma companies, insurance groups and large IT vendors with the scouting and filtering for fit of solutions responding to their very specific needs and requirements.