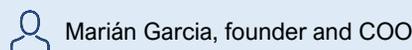


i4LIFE: finding a business model for healthy ageing products



“ eHealthHub is a reference collaborative site for startups in the eHealth field. Being part of it accelerated our business not only in a commercial way but also in a technical way, as it made us aware of the necessary improvements to consider in our products. Special mention should be made to TICBiomed. ”



My challenges

We were starting as a company with a solution: a walking stick for people suffering Parkinson's Disease. The walking stick is connected to an app for patients and physicians. We were looking for designing a business model as our experience with users showed that the connected walking stick was a good and helpful product. We were new in the e-Health field, so it was an awesome chance to contact with main stakeholders. We also knew about Lean Startup Approach but only in a theoretical way.

eHealth HUB support

Business Model Clinic and Lean Startup Academy [2018-2019]. “eHealth HUB helped us with an intensive course on Lean Startup, followed by more than 100 interviews with potential customers in order to know the real interest of the market in our product. Besides, we were selected to an event [Lean Startup Academy] with +20 experts on e-Health where we pitched our network. As a consequence, we have been in touch with some of these experts until now. We even had a mentoring project with one of the experts, Juan Pedro Benítez and we have also incorporated another one as a relevant Advisor in our Board: Pilar Fernández Hermida.

Thanks to them we participated in SEMERGEN congress where we had the opportunity to meet GPs and we are still working in collaboration with them. Our products were considerably improved by their advices and comments (again, Lean Design was crucial here). Besides, we have contacted privacy and CE marking experts through the eHealth HUB platform.”

The company

I4life was founded to thank the elderly for all they have done for us. Our core business is to develop paired hardware and software, to easily follow up the health state of Chronical patients by their physicians and caregivers. At the moment, we've solutions for Parkinson's, Alzheimer's, COPD, diabetes, urine infections, heart diseases.



eHealth HUB *Stories*

Learning points ●

“If I have to highlight some learnings the first one will be the Lean Startup Approach. It requires a big effort but it is a worthy task, as you start selling your product from the very beginning. Another learning is how to overcome the interviews with potential customers, in order to extract reliable answers and how to consider them to improve the product. A third learning is that our Canvas cares. It can be really helpful to understand your own company.”

Marián Garcia, founder and COO

eHealth HUB services



Lean Startup Academy

The Lean Startup Academy provides eHealth SMEs with the opportunity to mature their business by systematically testing their ideas against the market.



Business Model Clinic

The Business Model Clinic supports the best promising entrepreneurs and startups offering personalized coaching on business proposition, customers and go-to-market strategies.



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