

## mDurance: From zero to hero



“ eHealth HUB is a kind of support that makes you focus on your improvement areas and saves considerable amounts of time by telling you which those areas are (sometimes you just don't know). As they have sector-specific experience, they know the common mistakes. ”



mDurance



Ignacio Diaz, Founder and CEO



[www.mdurance.eu](http://www.mdurance.eu)



Spain

### My challenges

- Young company
- Profile mainly technical (engineering) and no in-depth knowledge of the eHealth sector
- Looking for the first customers to validate the solution
- Developing a solid value proposition and a sound business model
- Lack of knowledge on how to carry out a validation: “*I did not know that I had to check that, as stupid as it sounds*”.

### eHealth HUB support

**Lean Startup Academy Madrid (Spain) [March 2018].** “I learnt how to test my ideas with real customers. We have validated some of our previous thoughts, but we have also made some modifications and targeted our efforts to those customers that we can monetize better”.

**eHealth Roadshow at Spanish Congress of Physical Medicine and Rehabilitation in Gijón (Spain) [May 2018].** “The Roadshow managed to get us in the same room with key stakeholders in rehabilitation, many of them being potential customers and/or prescribers. Afterwards, we conducted a live demo in the National Hospital for Paraplegics, we closed a deal with an insurance company, we were included by the Navarra Health System in the Plan for Functional Capacity Improvement as one of the potential solutions to measure patients' results”.

### The company

mDurance is an innovative digital health tool that speeds up the analysis of health and muscle performance. This technology allows to get a report on the muscular state of the patient in less than 10 minutes. Such advance in technology can accelerate the process of diagnosis and recovery of muscle injuries.



# eHealth HUB *Stories*

## Learning points ●

*“It is not the same to develop fintech than a product for healthcare. Get the right help. There are many programs to support entrepreneurs, but sector know-how is key. That’s how eHealth Hub helped me the most”.*

**Ignacio Diaz**, Founder and CEO mDurance

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## 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.



### eHealth Roadshow

eHealth Roadshow offers an opportunity for selected eHealth SMEs to expose their digital health solutions in front of a Committee of key stakeholders in the eHealth European market.



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[www.ehealth-hub.eu](http://www.ehealth-hub.eu)



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