

## OUIWIN: giving a twist to their business model



“ I have been free to share all the doubts I had about the value proposition of my Startup without judgement. I have received excellent feedback and advice, which helped me go deeper in my business model. After each session I felt truly supported and motivated by eHealth Hub Team thanks to their strong experience and network in the eHealth ecosystem. ”



OUIWIN



Emilie Jacquetton, CEO and founder



[www.ouiwin.com](http://www.ouiwin.com)



Spain

### My challenges

- Need to validate a new business model with a Health expert
- Create a new Pitch and practice how to pitch
- Find more contacts in the sector

### eHealth HUB support

#### Business Model Clinic [Dec 2017 to March 2018].

“I received a strong and constructive feedback about my business plan and possible new target segments to explore. eHealth Hub Team connected me with experienced and relevant actors I could learn from. The team listened to my needs, and thanks to their deep knowledge of the sector, they really helped me align my strategy. Thanks to the exercises and homework the team gave me, I discovered new alliance partners with whom I’m working today.

Thanks to this program, I also had the opportunity to participate in the organization of a patient focused event where I moderated conversations between patients in a world café format. It allowed me to increase my network and gain visibility for my project in front of a relevant crowd.”

### The company

Platform to facilitate contacts and group meetings potentially associated with coaching services. The platform is focused on boosting support and help in different topics. For example: diseases, healthy body, food and nutrition, female health and maternity, family and children, as well as issues related to psychology, the couple and finally work problems.



# eHealth HUB *Stories*

## Learning points ●

*“As entrepreneur, it’s very valuable to receive feedbacks from someone external to the project to get a fresh vision on it and open our eyes and mind on new possible paths that we didn’t consider previously. It’s even more valuable to receive those feedbacks from experts from the field.*

*The format used by eHealth Hub – make assumptions together, go and validate (or invalidate) those hypotheses and produce clear deliverables for the next session is really motivating. Having coaches to report to and deadlines to do so is a booster to thrive and surpass ourselves.”*

**Emilie Jacquetton**, CEO and founder

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## eHealth HUB services



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

