

WINNOV: refining the business model



“ eHealth Hub provided us with a tremendous help in our company's development, it gave us the chance to access Sylvie and Pascal's expertise that would typically be out of the reach of an SME. They pushed us to challenge ourselves to excellence, contributed in structuring our approach to significantly increase our chances of raising funds necessary to the company's long-term success. ”



WINNOV



Luc Vialard, President



www.c-diet.com



France

My challenges

The company had no experience in raising funds from institutional investors and had several blind spots regarding valuation strategies. The company's service is quite complex, and we obviously needed a very sharp and to the point dissemination and marketing documents to raise attention and start the conversation with high profile partners. We had to further refine the business model and revenue structure to prove the company's sustainability to get partners commitment in funding the project.

eHealth HUB support

Business Model Clinic and Lean Startup Academy [2018]. “We received guidance to produce a very efficient, visual investors deck that helped us raise interest from partners and investors.

We got feedback from international experts with a strong experience with our potential partner organizations. We analyzed case studies from different markets (outside France)

We also received training to perform the presentation, with challenging questions and preparation to include investors' point of view and expectations in our approach

Finally, we accessed Sylvie and Pascal's great experience and network.”

The company

Winnov develops its own digital healthcare solutions with a specific focus on applications for paramedical and social workers, a population in dire needs of digital tools with a very limited offer from the industry. Our main product is CDIET – a malnutrition screening and management service. Winnov also provides its experience in developing digital innovation to partner organizations through consulting work.



eHealth HUB *Stories*

Learning points ●

“Business Model Clinic team helped us build a global approach integrating a refined business model into a finely tuned investors’ communication document. The main learning was that our service’s technical and economical qualities needed to be backed up with proper dissemination tools to pave the way to global success.”

Luc Vialard, President

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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www.ehealth-hub.eu

