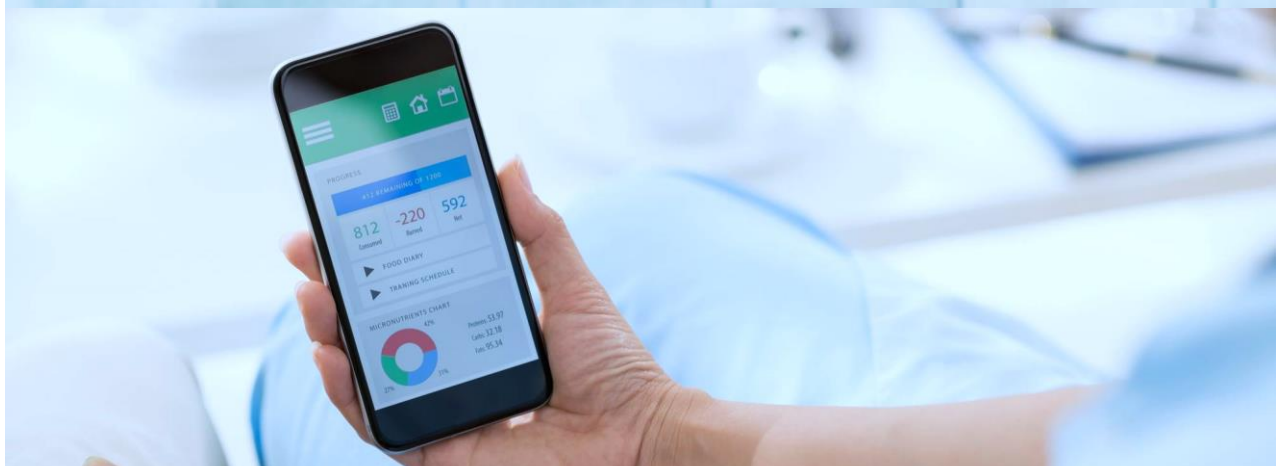


HealthTech for Tomorrow

**Bridging Startups
& Corporates**



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Bridging Startups & Corporates

Startups are the big companies of the future. They contribute with new solutions and challenge exciting markets. Big corporations can benefit from collaborating with startups because new technologies and solutions are often developed in small companies.

All big companies have been small once and it is important that companies within the same sector collaborate in bringing new solutions forward.

The established health sector in Denmark is on the forefront when it comes to bringing new solutions to the market as well as generating growth in terms of export and job creation. But the need for innovation never stops and a new generation of HealthTech startups in Denmark are ready to keep Denmark moving forward. Startups can do this by challenging the status quo and invent new innovative solutions for tomorrow's challenges.

The Danish Chamber of Commerce and Microsoft for Startups have come together to bridge corporations and startups within the health sector with the purpose of creating new opportunities for collaboration around the future of health.

This publication gives an overview of the selected companies for the programme.

**DANSK
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Overview of Startups & Corporates



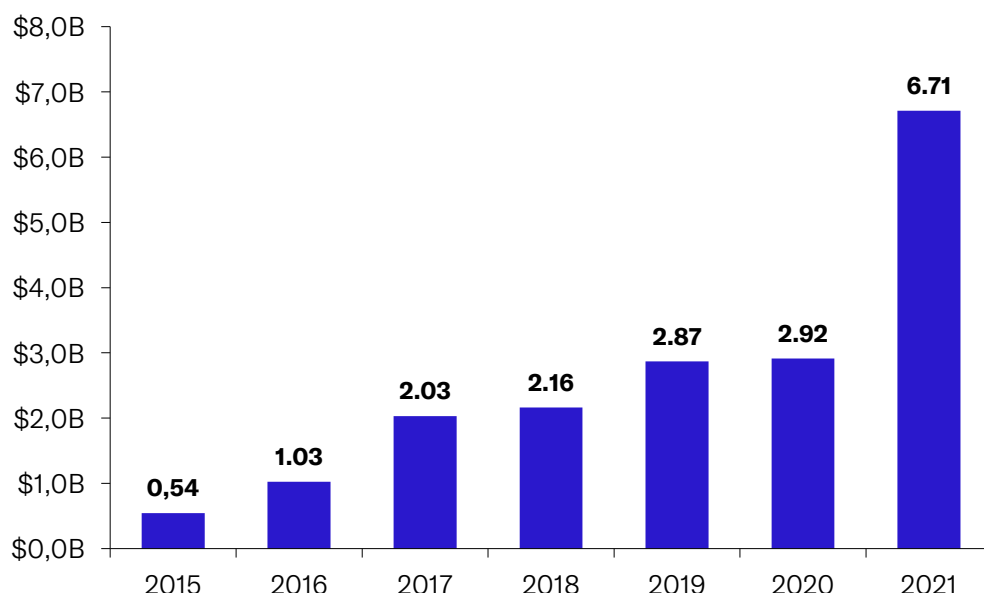
HealthTech investments

In recent years we have seen more investments in HealthTech startups than ever before. According to the data company CB Insights, HealthTech startups in Europe have received \$ 6.7 billion investments in 2021 alone. This was more than doubled from the year before.

Many new HealthTech startups have come to market in recent years to cater to the increased health awareness. This includes new business-to-consumer (B2C) products that can help consumers monitor their body and mind as well as prevent future diseases. The business-to-business (B2B) market in HealthTech has also seen a spike in new technologies. Some of the new B2B solutions are focusing on utilizing big data and AI for diagnostics while others open up smarter ways of working with patients.

The market for new technologies in the health sector is flourishing and benefitting both private and public health services by offering better care for patients, increased productivity, and lower costs.

Figure 1: **HealthTech Startups in Europe, total annual funding**



Kilde: CB Insight, 2021 State of Digital Health Report Data Book

Note: Europe Trends Charts, <https://www.cbinsights.com/research/report/digital-health-trends-2021/>

Corporates

A good collaboration between large companies and startups can create value for both parties and at the same time lift the entrepreneurial environment in Denmark. The Danish Chamber of Commerce and Microsoft for Startups have gathered a strong group of large companies that are eager to explore new innovative solutions from HealthTech startups.

Falck

For more than a century, it has been Falck's job to help people in need. To come to the rescue of the injured and in need, to rehabilitate people after illness, and to prevent and avert accidents. In other words, Falck's most important task has always been, and still is, to create security for people. Falck is driven by care, build on trust and together we create more value.

In the Nordic region, Falck provides services within the preventive, treatment and rehabilitation area to private customers, the public sector, insurance companies and companies. Falck has a strong innovation agenda, which also includes bringing healthtech solutions to market. There is increasing demand and pressure on the overall healthcare system, and people as well as organizations are increasingly demanding advice and reassurance about prevention and health. Healthtech solutions in combination with physical interventions are part of the solution.

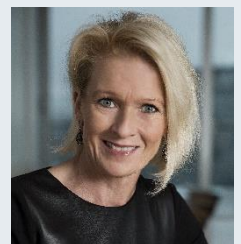
"Falck's purpose is, among other things, to ensure equal access to prevention and health in close interaction with the overall healthcare system. Healthtech startups can help Falck with specific competencies and solutions that can complement Falck's services. We collaborate with different types of startups e.g. startups that can map and monitor the health status of individuals, but also telemedicine services that can concretely measure vital values in the event of illness and support that the health resources are concretely prioritized correctly. We are also looking for robots, chatbots and AI solutions," - Anette Damgaard, Managing Director, Senior Vice President.



Tryg

Tryg is the Nordic region's largest insurance company, whose purpose is to make it easier to be safe in a world that is constantly changing. With the prospect of more seniors and more chroniclers, digital solutions are an important part of the welfare solutions of the future. Tryg wants to be a player in the welfare area that complements the public services, and thus help to promote welfare in Denmark. Digital solutions can help with both prevention and early detection of diseases - both physical and mental - and here we see that startup working with technology in these areas can contribute with innovative solutions:

"Tryg is interested in new technology within the entire healthtech area, but with a special focus on innovation that can help with rapid detection and thereby create quick clarification for customers. Tryg is also looking for new technology that can help with the prevention and predefining of diseases as well as tools for mental health," – Jytte Vadmand Adelmark, Director.



PensionDanmark

PensionDanmark is a member-owned labor market pension company, whose task is to help members to a good and long working life and a financially secure old age. In addition to the pension scheme, PensionDanmark offers a social safety net in the event of illness, death, the need for early retirement or assistance with continuing education.

"In Denmark's largest occupational pension company, continuous investment in digital innovation in our healthcare scheme is crucial to ensure 800,000 members the healthy and long working life that culminates in a good old age. One login on the app must be enough to give members unhindered access to treatment at the nearest physiotherapist, chiropractor or video consultation with an online psychologist, online doctor, and others. We need solutions that streamline and automate, so that we save our members both hassle, high costs and give them fast treatment of the health challenge. The right solution must be scalable, it must be cost-saving, and it must - supported by good data ethics - take advantage of the opportunities to create the data-driven user-friendliness that ensures a tailored user experience," – Flemming Tovdal Schmidt, Chief Operating Officer.



The Region of Southern Denmark

The Region of Southern Denmark (RSD) is the third largest region in Denmark with 1.2 million citizens. The main task of the region is to run the health service. Both in the region's innovation and digitization strategy, significant investments have been made to deliver and support infrastructure and collaborative projects, and RSD has a unique ecosystem for technical development, testing and evaluation of innovative healthcare solutions. With both universities and vocational colleges, hospitals and strong public and private partners in health technology located in the region, we have good experience of collaborating to develop concrete solutions with great effect that meet the socially critical needs.

As the largest hospital in the region, Odense University Hospital and Svendborg Hospital (OUH) are international frontrunners in clinical artificial intelligence, clinical robots and digital health solutions through the three research and innovation centers CIMT (Center for Innovative Medical Technology), CCR (Center for Clinical Robotics) and CAI-X (Center for Clinical Artificial Intelligence). For the research and innovation centers and hospitals, collaboration makes the best sense where there is a need for new knowledge, new solutions and technology that one does not possess. These needs can be met in some areas by being part of joint development processes with private companies. This may be to gain experience with new technology in the clinical everyday life or to contribute to the development of a solution that may not be available on the market today:

"We know that it can be difficult for a company to get access to a Danish hospital with an AI solution, because we cannot just uncritically copy a solution from one hospital to another. There will always be a difference between the data the algorithm is trained on and the factors we value. But we are always open for dialogue in order to work with suppliers and find common opportunities. That is why we have also established the good digital entrance for companies that seek to collaborate. It is always an advantage if the companies are agile and open in relation to further development of their idea and to think the patient and the healthcare staff into the solution. In this way, we best meet the current clinical need, which is so important in relation to the implementation and commissioning of new technology," - Peter Børker Nielsen, Programme Manager, CAI-X





Startups

Startups are the big companies of the future. They contribute with new solutions and challenge the existing business community. New technology and new solutions are often developed in small companies. Here are some examples of startups that offer health solutions and technologies to corporations and public health institutions.

SelfBack

SelfBack offers a cost-effective digital solution for back pain patients. As the first Digital Health company in the world SelfBack is offering an AI and evidence based digital self-management solution. The startup is situated in Odense, next to SDU where some of the world's leading back pain research is done. Over the last 6 years SelfBack has developed and documented the SelfBack solution together with the leading researchers in the field. SelfBack's solution is very well suited for tele-health consultations as well as regular consultations. SelfBack can provide Health Insurance companies as well as healthcare providers substantial benefits over the usual care pathways. SelfBack is under implementation with NHS England and in several other countries.



MitØje

MitØje was founded in 2017 to provide teleophthalmology cloud-based eye-care for patients. The company initiated a collaboration with Louis Nielsen and its customer referrals to the national healthcare system (Danske Regioner) was reduced with 80% based on a pool of customers of more than 300,000 customers. Big data from the system is used for continued education effort and to improve clinical practice. Every fourth individual becomes nearsighted (myopic), a condition that severely increases the risk for sight-threatening eye-diseases as retinal detachment. It is preventable with treatment options, but still is severely uncovered due to politics. MitØje has developed a system to provide these treatment options tele medically and intends to develop the first AI-based myopia stratification algorithm based on the gold-standard ophthalmologist evaluations. The aim of MitØje is to provide cost-effective healthcare, so the clinicians can spend their time on truly ill patients. MitØje believes now is the time to industrialize eye-care.



MINDstrain

People who have good mental health are more innovative, they perform better, have more energy, fewer sick days, and are generally more attractive as employees. That's important because employees are companies' primary asset. MINDstrain has therefore developed a digital mental gym, where employees can improve their mental health. The method is research based and MINDstrain measures the results. Results shows that stress decreases by 40%, sleep quality improves by 40%, the belief in achieving goals increases by 23% and emotional control increases by 43%. MINDstrain is a B2B company and have sold their program to Novozymes, Haldor Topsøe, Santander, Jyske Bank and others. MINDstrain is growing and the strategy is to expand internationally.



European Caretech

European Caretech develops sustainable medical equipment and healthcare technologies for hospitals and the care sector. It's technologies that alleviate healthcare workers, so that their tasks can be performed faster and with less physical strain. European Caretech has developed a new device called PÜLLY, making it much easier to get patients repositioned in hospital beds, without physical strain. The result is less sickness among care workers and more time for the patients.



Autonomous Disinfection Technologies

Autonomous Disinfection Technologies is concerned about the increasing death tolls caused by the increasing challenge with multi-resistant bacteria and hospital acquired infection. The startup is therefore developing autonomous disinfection technologies focusing on having the disinfectant technologies, and smooth implementation into the health sector, so that we can save lives better and greener with the working environment in focus.



I Bedste Fald

Life is never a straight line. Sometimes we fall, we fail, but we should also get back up, and grow from these experiences. This is however not always the case when dealing with falls and conservative fall prevention. I Bedste Fald teaches mainly elderly how to fall safely (falltechnics) so falls can be prevented - mastered and the attendants stand stronger. Falls are the second leading cause of unintentional injury & fatality worldwide and if we look at statistics, the number of recorded falls is estimated to double within the next 10 years. Another huge issue surrounding falls, are the associated consequences, that typically turn into trauma and/or anxiety, which in most fall prevention efforts are not addressed or managed. This is especially important as the likelihood of falling increases dramatically once fall related trauma and/or anxiety has been established. I Bedste Fald has therefore created a method that enables and empowers people to fall safely, simultaneously addressing associated trauma and focuses on limiting restrictive lifestyle change. The method holds potential within the healthcare field, as the concept has been validated and now calls for scaling. With the aim of incorporating co-creation, further research, and development, I Bedste Fald hopes to change the way fall prevention is tackled, to allow for a broader holistic approach, that will allow people to fall safely.



Yuman

Yuman develops innovative robots to assist nurses as their own *transport buddy* by facilitating the delivery of food, laundry, and medicine in hospital wards. Unlike other robots, Yuman creates a practical solution around nurses' needs to improve their working conditions and make more time for patient care. Yuman's solution enables more time and care for patients (TLC), directly improving nurses working conditions and reducing stress and burnout. By collaborating closely with Danish hospitals and Danish nurses, Yuman believes that we can implement robot technology in a smooth and friendly way that will keep improving lives for everyone.



Healper



Healper is a platform where the patient fills out a questionnaire and are matched with the psychologist who truly fits. Healper currently match +1.000 people monthly with more than 1.100 psychologists across Denmark. A selected group of 70 therapists is using Healper's profiles with booking and payment. The startup's mission is to help the patient find the right therapy quickly and easily and enable the patients to increase their quality of life. No matter who they are, no matter where they are, access to help should be available to everyone. Healper is founded because the people behind the startup believe that a better match can mean more effective therapy so patients can get the most out of life.

Midwife VR

Mid
Wife
VR



MidwifeVR believes every child deserves the best possible start in life. That's the reason why they have created virtual reality experiences that enable new- and soon-to-be parents to receive immersive and intuitive midwifery guidance right in their homes 24/7. In collaboration with experts, Midwife VR has tailored a range of VR experiences to help new parents.

LifeGuard Health

lifeguard

LifeGuard Health is a Cph-based health tech venture developing a new algorithm, innovative digital platform and app bridging health tech and personal coaches. The new collaborative platform is all about improving the well-being of individuals whether it's employees, patients or private persons through digital tools, personal coaching, community support and lifestyle change: *"Personal. Scalable. Affordable"*.



Five Ways Corporates Can Support Startups

Partnerships with Startups

Established companies can make a big difference for startups by being open to collaboration. Startups need to establish a good partnership with their first customers so that they can create legitimacy for new, potential customers in the global market. Large companies can therefore make a big difference for startups by collaborating on testing prototypes or being the first client.

Intrapreneurship and Spinoffs

Corporates can also foster new startups and technologies within their sector by supporting its own employees' entrepreneurial ideas - also called intrapreneurship. With a strong culture for intrapreneurship and good possibilities for creating spinoffs, large companies are also able to attract strong talents with an entrepreneurial mindset.

Corporate Venture Capital (CVC)

When large companies invest in startups through their own venture department, it provides startups with access to growth capital as well as access to industry knowledge and infrastructure from the corporate. Due to strong knowledge of the industry, CVCs can often invest in startups at an earlier stage than general venture funds are willing to. The number of new CVCs has been increasing both in Denmark and worldwide in recent years.

Mentoring from Business Leaders to Entrepreneurs

There are a wide range of opportunities for employees in large corporations to engage in mentoring programmes. Mentoring gives startups the opportunity to draw on knowledge from corporate managers and experts from the industry. This can lead startups on the right track, while at the same time give corporate managers an insight into new trends in the industry.

Business leaders on startup boards

Business leaders and experts from corporates can contribute with great knowledge to the boardroom at startups. Getting more business leaders and experts from corporates to become board members in startups or engage in advisory boards can also help mature business leaders.

The HealthTech Ecosystem

Denmark has a strong ecosystem for HealthTech and there are already numerous actors that are actively promoting the HealthTech agenda.

Health Tech Hub Copenhagen

Health Tech Hub Copenhagen brings together actors and partners from all parts of the health tech and healthcare sector. Health Tech Hub Copenhagen works towards breaking down barriers and paving the way for innovative health tech solutions, so that they can solve the challenges for which were created:

"We're a purpose driven innovation hub. We believe every person should have access to good health. We work with startups, businesses and governments to make adoption of health tech possible — at scale. We're a purpose driven innovation hub. We believe every person should have access to good health. We work with startups, businesses and governments to make adoption of health tech possible — at scale. Our society faces significant health challenges in Denmark and across the world. We believe that health tech is part of the solution, and we work actively to support the best startups and scaleups and to connect them with clinicians, healthcare providers and industry. The existing life science industry are slow movers in terms of using technology, and startups can both increase their innovation capabilities and themselves benefit from the larger players' global reach. We have great health tech startups with innovative solutions for real health problems. However, most of them lack global sales & distribution power, which is why collaborations made rightly between start-ups and corporates can make great sense," Jesper Grønbæk - CEO & Founder, Health Tech Hub Copenhagen



Nordic Health Lab

Nordic Health Lab creates a foundation for future health solutions by forming a bridge between the public health service and private actors. They match commercial actors and knowledge institutions with the public health system to co-create and accelerate innovative, sustainable solutions that ensure our health in the future.

"If the health care system does not work with both small and large players, we have no chance of solving the problems we face in the health care system. Therefore, in the NHL, we are building a bridge between the private sector and the health care system in order to create sustainable and scalable solutions," - Claus Rehfeld, CEO.

A part of Nordic Health Lab's mission is to get large and small players to work much more together because they have vastly different competencies that complement each other well. Together, they can increase quality and, in this way, create more effective results for the benefit of both at home and abroad.

"We give healthtech companies a completely unique entrance to the healthcare system because we match the most relevant healthtech solutions with the specific needs of the healthcare system. We know the challenges of the healthcare system from the inside, and therefore know which actors can benefit from using healthtech." - Claus Rehfeld, CEO.

Nordic Health Lab ⊕



The Danish Chamber of Commerce for entrepreneurs

At The Danish Chamber of Commerce, we believe that it is important to support entrepreneurs. We do this by engaging in the political debate on behalf of startups and by offering one year of free membership for startups. We know that every beginning can be difficult, and that even the best entrepreneur may need assistance to get the company growing. Strong partnerships are important when developing a growth company. As a member of Danish Chamber of Commerce startups can become part of a business organization with growth ambitions.

With a startup membership, the company gets:

- Access to network
- Invitations to events
- Access to free courses for company employees
- Access to the Danish Chamber of Commerce's standard contracts
- Member information and analyses
- Discounts and membership benefits

To be eligible for the free startup membership, the company must:

- Maximum having existed for 5 years
- Have a unique CVR and not be part of a concern group
- The founders of the company must be par of the daily operation
- Not be covered by or have entered into an agreement

See all terms at www.danskerhverv.dk/ivaerksaetter

You are always welcome to contact us for further information about the Danish Chamber of Commerce's entrepreneurship policy or membership.



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Microsoft for Startups

Microsoft for Startups is a global program, with focus on helping tech startups expand and scale their companies in cooperation with Microsoft. Through the program, Microsoft will offer the participating tech-startups free access to technical resources and Microsoft Cloud through Azure credits and more.

Microsoft will also offer technical advice, mentorships, and product sales through Microsoft's own sales force or through their partnership networks.

See more at <http://www.startups.microsoft.com>



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We act on behalf of our members

At the Danish Chamber of Commerce, we act on behalf of our 18,000 member businesses and 100 sector associations every day. Dansk Erhverv handler vi hver dag på vegne af 18.000 medlemsvirksomheder og flere end 100 brancheforeninger. We are a business and employers' association for one of the most dynamic business communities in the world.

We provide advisory services in the areas of HR and corporate issues and on how to get political impact. Our efforts build on our members' active participation in networking and committees.

At the Danish Chamber of Commerce, we work to ensure that Denmark remains the best country in the world to do business – for the benefit of workplaces, prosperity and Denmark moving forward.

We are working for a cohesive, dynamic Denmark.

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