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Space For Healthcare event

BUILDING BLOCKS OF A SUCCESSFUL (HEALTH)TECH START-UP

Some lessons from 12y investing and accelerating startups

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imec is the **World-leading R&D and Innovation Hub** in Nanoelectronics and Digital Technologies.



Technologies



Coronavirus breath sampler

An easy way to determine contagiousness for COVID-19.

[Click for more →](#)



Nanopores

The driver behind sequencing 4.0.

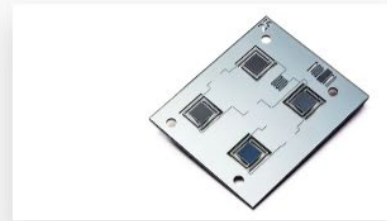
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Biosensors

Detecting more than 100,000 biomarkers in less than 5 minutes.

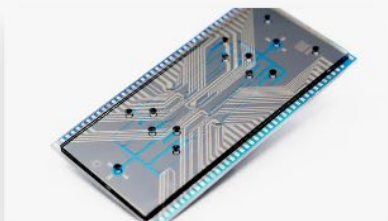
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PCR on chip

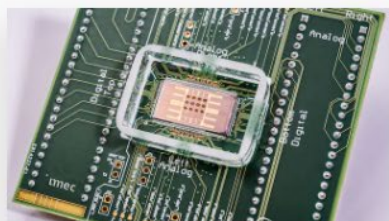
Accelerated PCR-based tests on silicon in less than 5 minutes.

[Click for more →](#)



High-throughput cytometry and cell sorting

Sort up to 30 million cells per minute on one cm^2 .



Micro-electrode arrays

For high throughput, multi-modal cell interfacing.

[Click for more →](#)



Neural probes

The new golden standard in neuroscience.

[Click for more →](#)

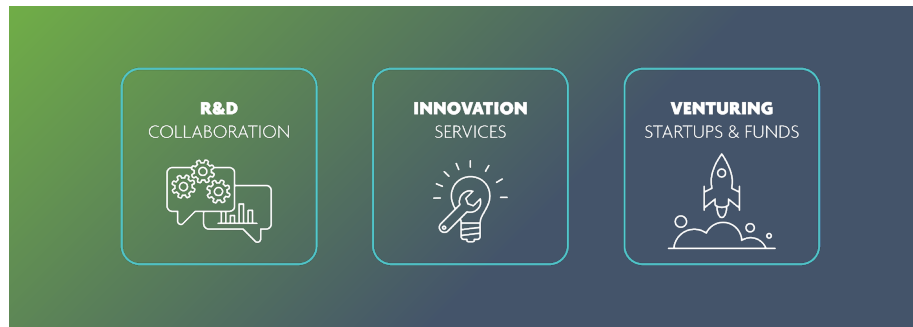


Lens-free imaging

Continuously monitoring of life processes without disturbing them.

[Click for more →](#)

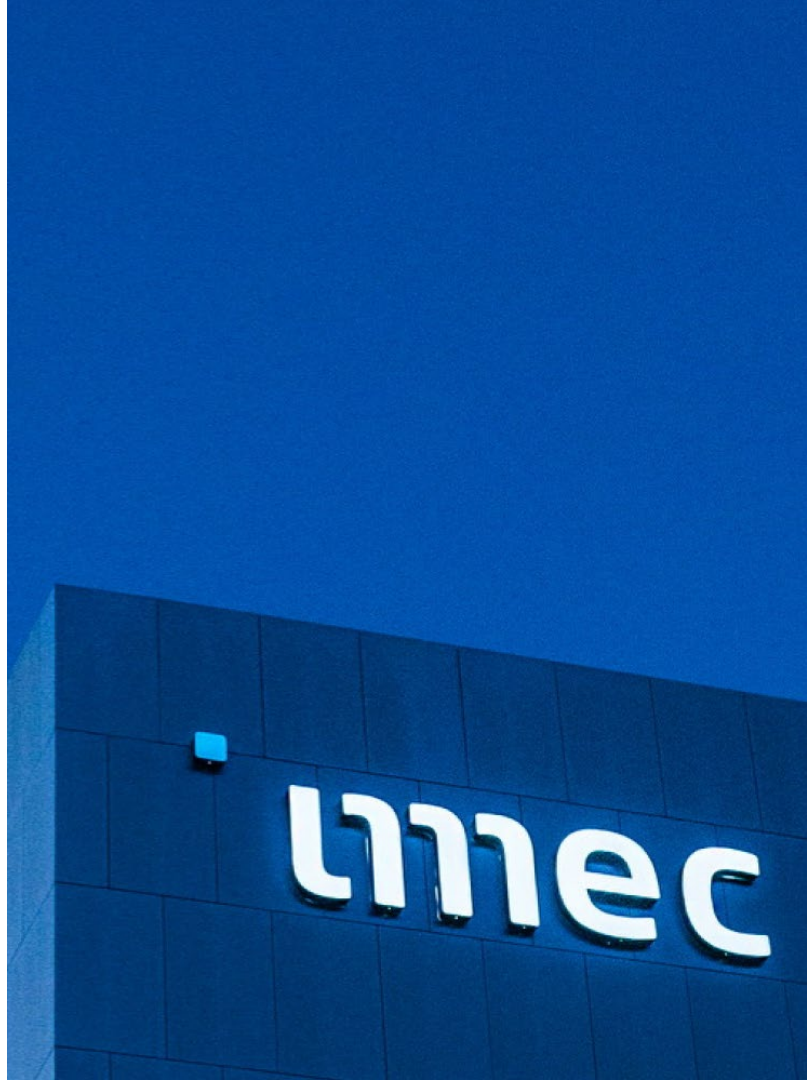
IMEC COMPANY STRUCTURE



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imec.istart is part of the 'venturing' unit



ABOUT IMEC.ISTART

The First Investor and Supporting Partner to Scale Your Tech Startup

imec.istart is imec's open innovation Acceleration Program for minimum 12 months to support innovative digital tech start-ups with coaching, facilities and funding to prepare them for first sales, growing their team & scale internationally.

imec.istart fund, a **30+ million EUR evergreen fund** to support tech start-ups.



IMEC.ISTART SUPPORT THROUGHOUT THE **FULL STARTUP LIFECYCLE**

ideation ➤ **incubation** ➤ **acceleration** ➤ **scaling up**

Partner programs

Pre-Acceleration Program

Support promising potential ideas and entrepreneurs

Accelerator Programma

Support promising tech startups

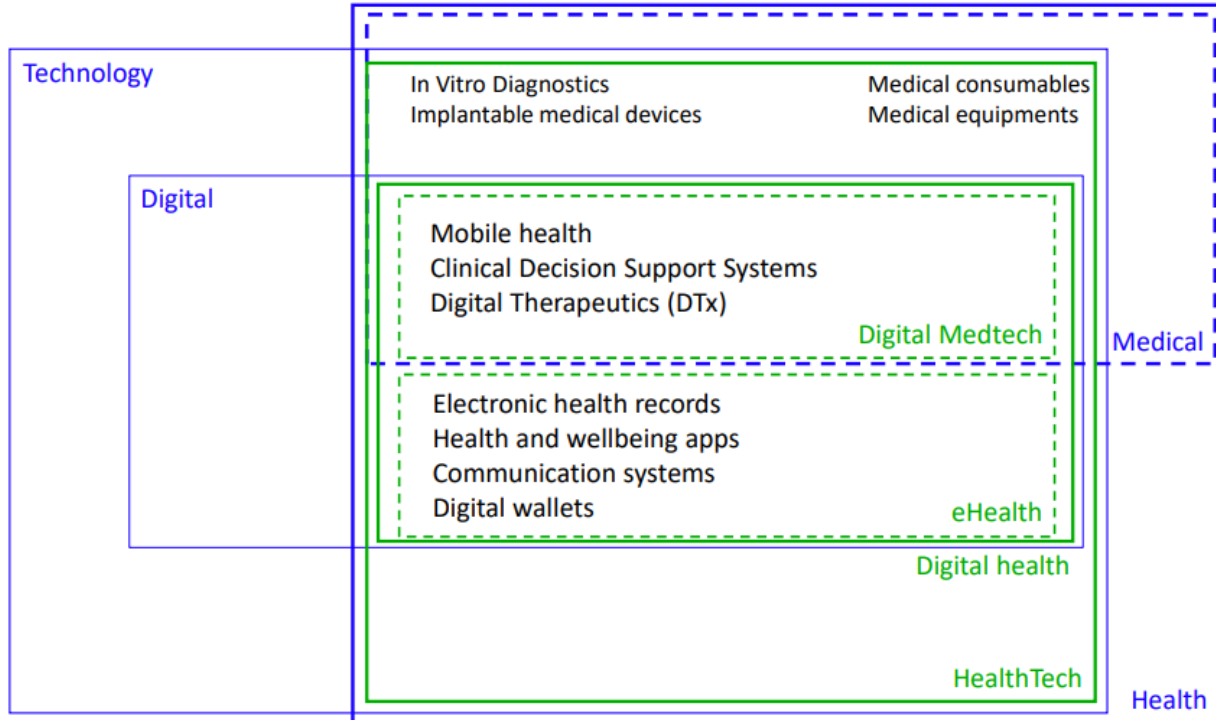
imec.istart Fund + BHIF

imec.istart Future Fund

Invest in promising tech startups

WHAT IS HEALTHTECH?

imec.istart scope = Digital Health



IMEC.ISTART HEALTH PORTFOLIO (BE) *(3 more to be signed)*



THE HARSH REALITY

70% of startups fail...



WHAT ARE THE KEY REASONS FOR FAILURE?

Top reasons startups fail



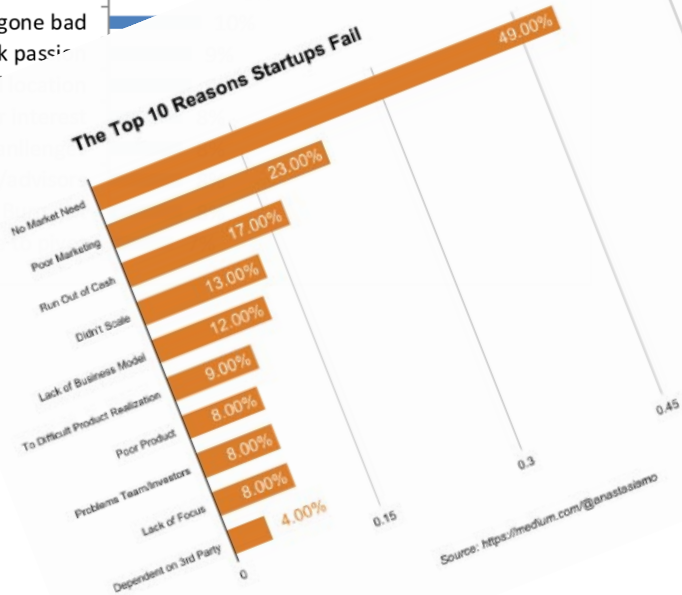
THE #1 REASON WHY STARTUPS FAIL

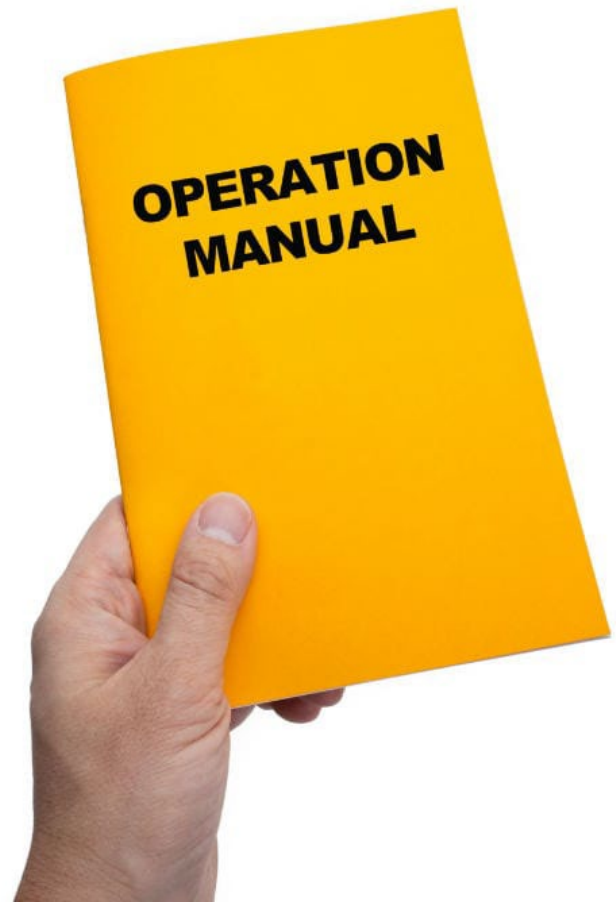
They build something **people don't want (right now).**



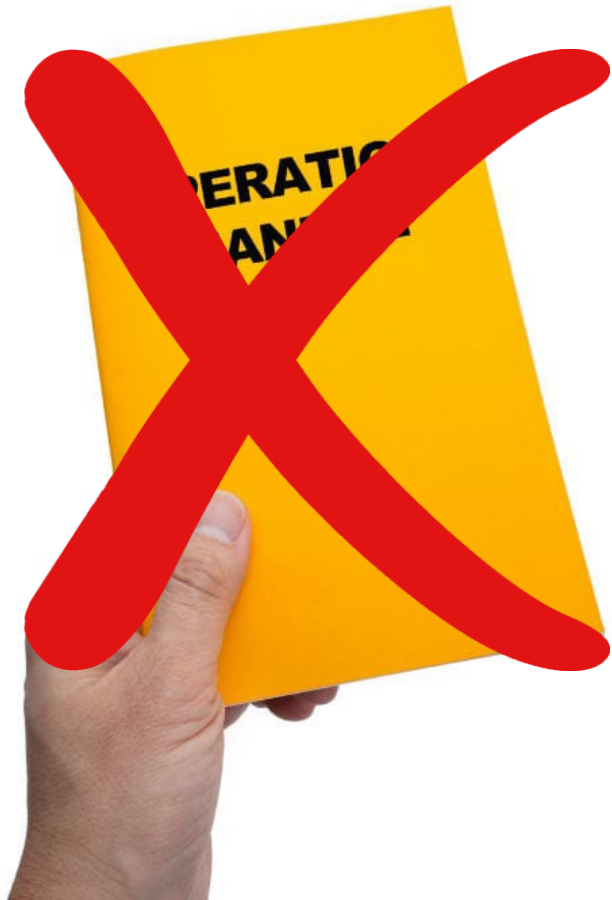
This is a problem avoidable from the start

The Top 10 Reasons Startups Fail

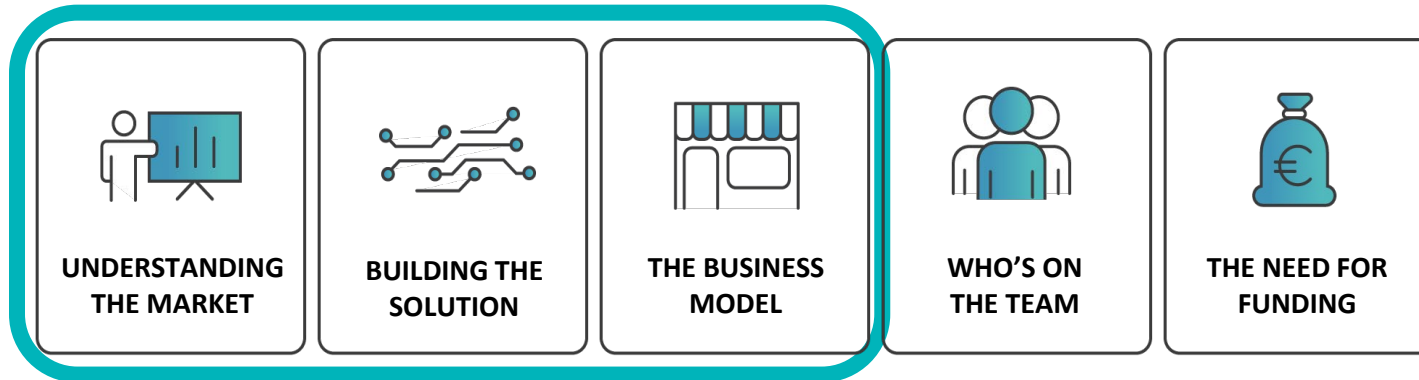
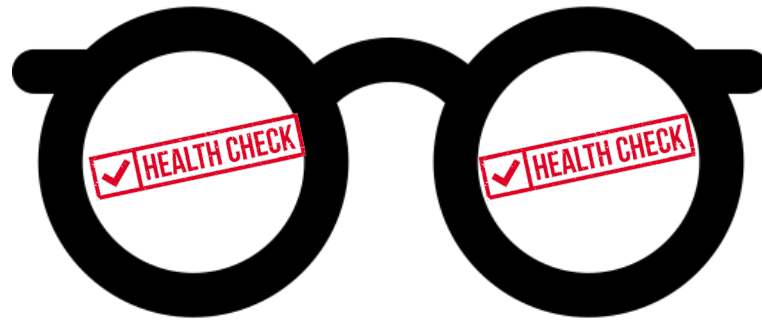




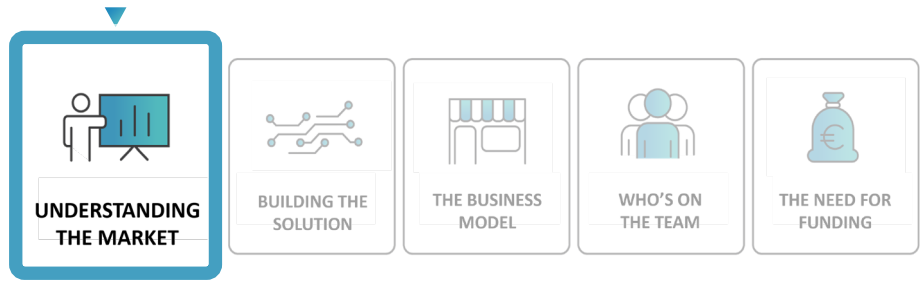
**OPERATION
MANUAL**



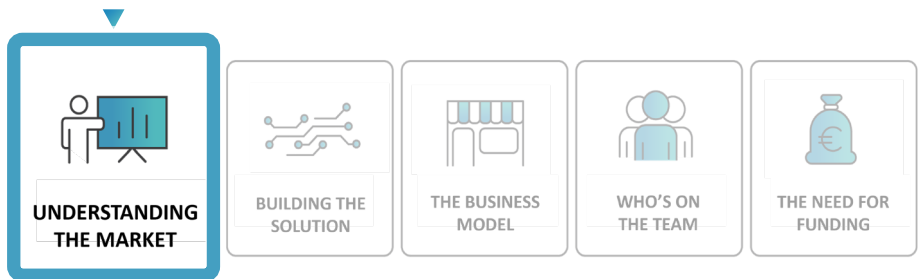
5 BUILDING BLOCKS OF A SUCCESSFUL (HEALTH)TECH START-UP



TODAY

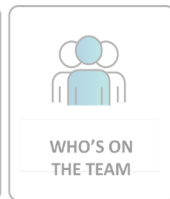


- **ALWAYS** start from the problem!
 - ▶ The best problems are (very) painful, acute, urgent, frequent, growing and occur for many type of people
 - ▶ Who is having this problem? How big is the market?
 - ▶ How is the problem taken care of today?
 - ▶ “Fall in love with the problem, not the solution”
- “Get out of the building”
 - ▶ Speak with all stakeholders! Interview, observer, surveys,...
 - ▶ Quality over quantity (search for the right people, ask the right questions)



- “Breathing exercises in the palm of your hand. Wherever, whenever you need it”
- Slow-paced breathing exercises result in 13% lower HR and 24% less cortisol in the blood after 10w
- Moonbird is your very own personal breathing coach, here to help you connect mind and body and guide your breath. You can even fit us in you pocket with our app.

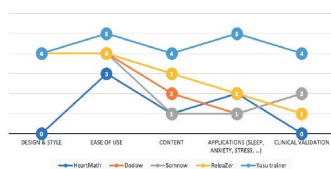




Competitive apps



Competitive products



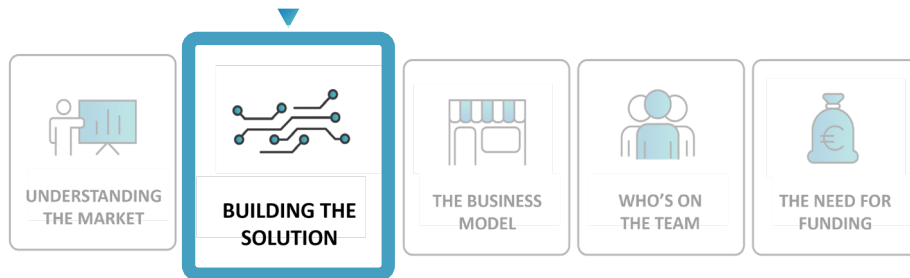
First mock-ups; second mockups expected Mid Oct 2019

- Performed a first preliminary market research (n=100) together with Buffl. From this, it results that 75% of the people having stress is still looking for a non-pharmacological approach to deal with their stress. Learned that 60% of the participants has a positive and open attitude vis-à-vis breathing exercises for stress management



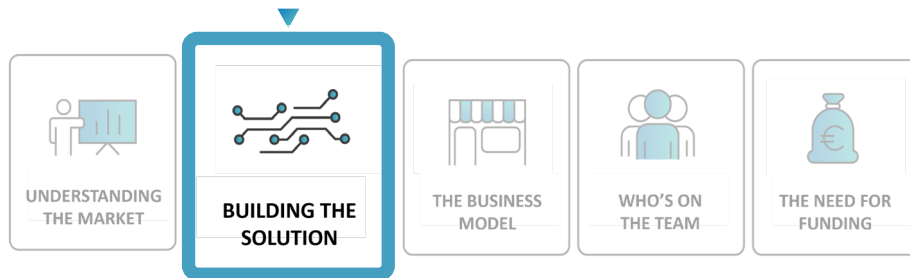
Selected for the Interreg Cross-care wave 5+ project 'Welgerust' together with LiCalab, AZ Turnhout, GPs and pharmacists to perform co-creation sessions and user tests (€60K).

- Project start Q1 2020
- User tests start Q2 2020 (n=30)

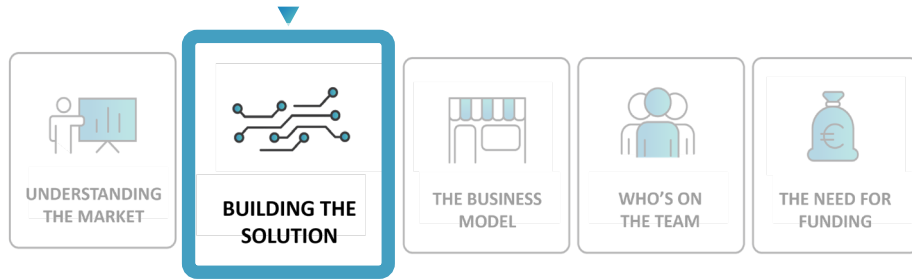


- Minimum Viable Product (MVP): KISS principle (and keep it lean!)
 - ▶ The faster you can get a prototype or MVP to your potential users, the faster you'll learn what you need to build 'for real'
 - ▶ “If you are not embarrassed about the first version of your product, you launched too late...”
 - ▶ Never build a solution specific for one (potential) customer
 - ▶ Fake it till you make it
- There is no such thing as ‘the product launch’
 - ▶ Find lovers AND haters, you don't learn from people who only praise your product



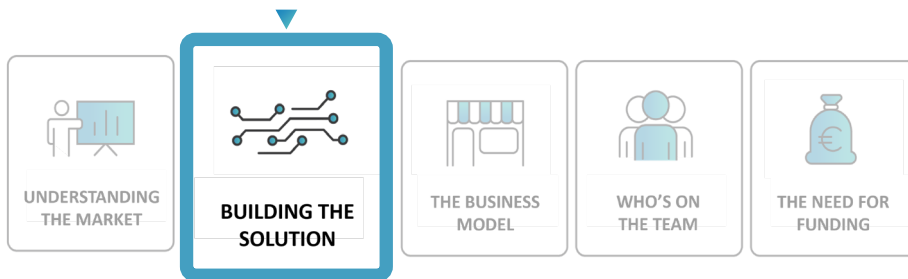


- Learn the maximum with a minimum of resources
- Examples:
 - ▶ Landing pages (Wix, Substack,..)
 - ▶ Pre-orders / pre-sales (kickstarter, gumroad,..)
 - ▶ “Wizard of Oz” solution (illusion of a working product, but manual work behind the screens)
 - ▶ Explainer video (e.g. Dropbox)
 - ▶ MVP with only 1 function (e.g. Foursquare “check-in”)

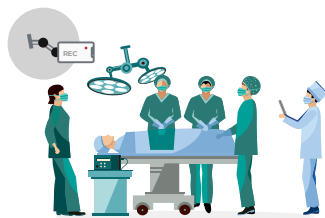


- ▶ ‘Solving problems you did not know you have in ways you can’t understand’
- ▶ Do you want to launch the perfect and 100% finished product in 2030?
- ▶ Risk of over product focus, don't forget about your market
- Go out at test early and frequently: Even *before* you build your product you should have done this!
- If there's no competition, there might be no market at all...

▶ UNDERSTANDING THE MARKET



DATA-DRIVEN EFFICIENCY FOR
THE OPERATING ROOM



Generation of OR performance data



Predictive data model & best practices database

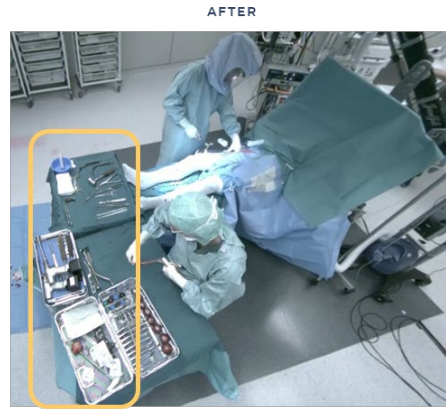
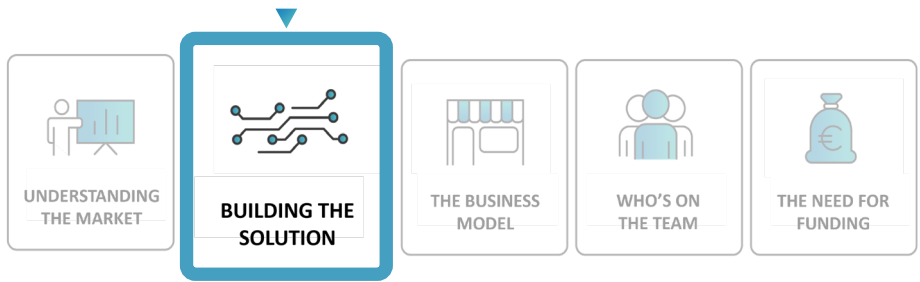


Insights on efficiency, ergonomics, patient experience & financials
Simulate the impact of changes



Hospital selects the most suited changes, and implements

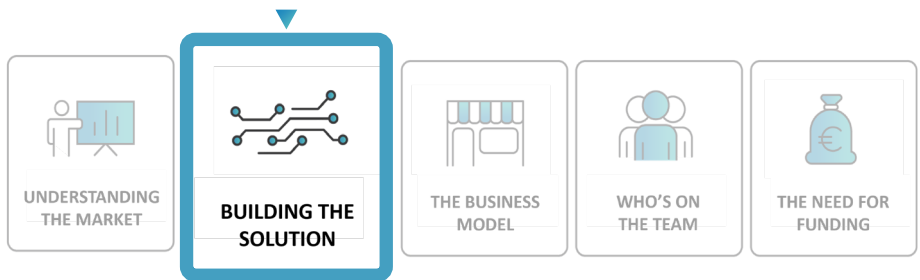
▶ UNDERSTANDING THE MARKET





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▶ UNDERSTANDING THE MARKET

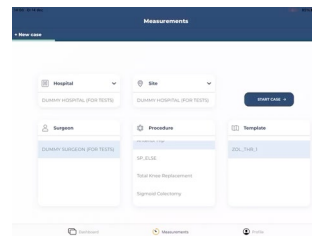


DATA-DRIVEN EFFICIENCY FOR
THE OPERATING ROOM

Fase 1
Manually

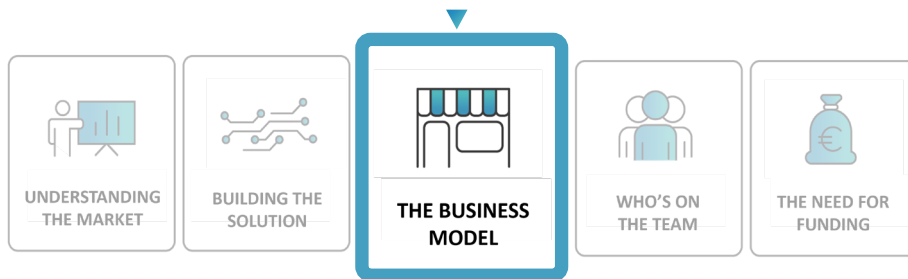
Fase 2
Software
Supported

Fase 3
Human + Artificial
Intelligence





▶ THE BUSINESS MODEL



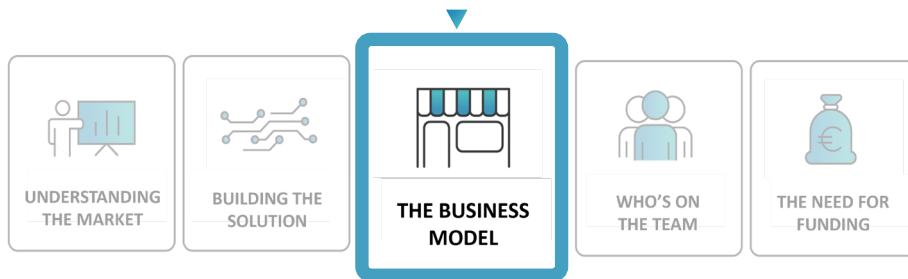
- Create, deliver and capture value
 - ▶ Value proposition at the center
 - ▶ Where do product, user/customer, operational and financial side of things come together
 - ▶ Know the difference between user and customer (payer), but also leverage influencer and intermediaries
- Test the willingness to pay as early as possible
 - ▶ Avoid free pilots
- Belgium is a good test market, but don't forget to look outside of our small country



■ Key message: Dare to pivot and adapt

- ▶ Different product
- ▶ Different go2market
- ▶ Different team
- ▶ Different industry
- ▶ Different country / countries
- ▶ ...

ACCELERA
TECH START-U



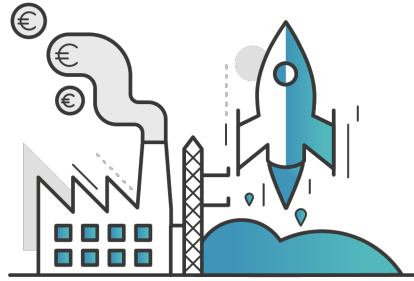
UgenTec



- Diagnostic platform to help labs reduce the time it takes to perform a DNA analysis (like PCR test) from 1.5 hours to 3 minutes, even with a high reliability
- Selling a SaaS (cloud) solution was very hard in the beginning because of the way labs are used to work ("taking things from a shelf"). They solved this by having USB sticks in boxes, where they could then find the software



START-UPS



ARE YOU A
**TECH START-UP LOOKING
TO ACCELERATE YOUR
BUSINESS?**

Come have a talk with us to **see how** we
can **help** you!

CORPORATES



ARE YOU A
**CORPORATE EAGER TO
LEARN MORE ABOUT THE
NEW START-UPS IN YOUR
FIELD?**

Come have a talk with us and **discover** the
business opportunities!

INVESTORS



ARE YOU LOOKING FOR
**EXCITING AND
PROMISING INVESTMENT
OPPORTUNITIES?**

Come have a talk with us and **discover** our
high-potential tech businesses **start-ups!**

Questions?



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