



Co-funded by the  
European Union

# BRIDGEHEAD

Take your healthcare business abroad



# About Bridgehead

Through our Bridgehead programme, we bring together health entrepreneurs who want to grow their business in the European market with top incubators and accelerators that have the expertise and resources to make it happen

We help match your scale-up with an incubator or accelerator from EIT Health's network of Catalysers.

Together, you will plan how to access new markets in Europe quickly and decisively, tap into local networks of partners and clients, access infrastructure and understand new regulatory systems. You'll be given the seasoned expertise, insight and support needed to help realise your business ambitions.





# Be Part of Our Success Story



**7th**  
EDITION



**174**  
START-UPS SUPPORTED



**€6.2M**  
FUNDING TO START-UPS



**25**  
ACTIVE CATALYSERS  
IN EUROPE



**20**  
MARKETS



# Why Get Involved



"Thanks to the support of EIT Health and Medical Valley, we were able to detect and execute an opportunity in a new market. We were also able to get the health certifications we needed for our medical device. This is a huge step for our company towards international markets."

Dr. Markus Wilhelms  
CEO and Co-Founder, Moowoot  
Bridgehead participant



## FLEXIBILITY

Through our personalised matchmaking process, choose where to work and with which Catalyser



## SOFT-LANDING

Access country-specific market-entry advice and identified contacts, get support with local regulatory and reimbursement systems



## RESULTS

Make progress! set up local sales teams, get a distribution agreement signed-off, develop pricing strategies and more



# Bridgehead Catalysers



## What are the Catalysers?

Catalysers are accelerators, incubators and clusters with a proven track record in building, accelerating and scaling-up healthcare companies.

The experts connect industries, corporates, entrepreneurs, specialists, commercial partners and mentors to provide unique access to knowledge, infrastructure and resources to accelerate growth across an interconnected continent.





# How it Works



Bridgehead promotes innovation across borders; helping bring new products to new markets, accelerating the adoption of health products, services and concepts and, ultimately, improving the lives of citizens in Europe and beyond.

## Begin your journey

Register on our platform and submit an application by 2 May 2023. Have your company information at hand as you will need it to apply.

## Kick-off

Tell us about your company's needs so we can help you find the right cluster, accelerator, or incubator from the EIT Health network of Catalysers.

## Match

Find the Catalysers that's right for you at our exclusive matchmaking events. Every Catalyser is pre-vetted, with a track record of success and seasoned support teams that know the local market.

## Go

Receive a grant to work with and travel to your Catalyser. Tap into their expert guidance and resources to activate your business in a new market.

# The Journey



## APPLY

27 Feb - 2 May 2023

Submit your application via the EIT Health platform



## GET SELECTED

End of May 2023

Our expert international panel will review your application



## KICK-OFF EVENT

June 2023

Meet the project team and get an overview of the programme timeline and guidelines



## MATCHMAKING

End of June 2023

Meet with our Catalysers to find the right one for your scale-up



## PEER-TO-PEER

July 2023

Meet alumni from past editions of the programme to learn from their experience



## PROJECT PLAN

July 2023

With your Catalyser, create and submit your project plan to expand to your selected European country



# Who Should Apply

## To qualify for Bridgehead, your company must:



Sell a product or service in at least one market in Europe and be ready to open up a new market



Deliver innovative, transformative products or services in biotech, medtech or digital health



Be registered in Europe and have less than 250 full-time employees

## Financial obligations

There is a 6% success fee of your company's revenue in the new market, capped at three times the amount of the grant amount or three years after completing the programme, whichever comes first. Should there be a financial event during the 3 years revenue monitoring period, there is a 0.5% exit fee as compensation, with the same capping as the success fee.

**"Bridgehead is a great platform for companies who are expanding across the EU. It opens doors toward having access to the right people and right organisations who can have the biggest impact in developing a market entry plan for a new market."**



Dr. Aida Nazarihorram  
Co-founder and CCO, Lux Alt



# Meet previous participants



The Bridgehead programme is a unique opportunity to be introduced to potential partners and access expert knowledge of the local health ecosystem in participating countries.

Make the most out of a bespoke, personalised service created for you to work in partnership with our Catalysers.



## SMART SORT

"Through the collaboration with EIT Health's Bridgehead programme, our company was able to scale up and investigate the Dutch market in depth and to make plans for collaboration with potential partners."

**Nikolay Todorov**  
Marketing and Customer Relations Director



## RE.FLEX KNEE OA

"Going after the German healthcare market is tough. That's why having EIT Health to support you with best-in-class market experts makes things easier. They helped us a lot with the introduction to hospitals and KOLs."

**Camil Moldoveanu,**  
CEO and CO-Founder



# Meet previous participants >>



## BIEL GLASSES

"We are very satisfied with the results of the Bridgehead programme. We have gained very valuable insights about our target markets and were able to identify KOL and Stakeholders which we can build on."

**Jaume Puig**  
CEO and Co-founder



## CILCARE

"The programme enabled us to focus on the development of our business in a new and very different market. We initiated contacts with KOL and stakeholders that will enable us to have a smooth access to the market and raise awareness of our product"

**Celina Belline**  
CEO and Founder



## ADD MOVEMENT AB

"Without Bridgehead we would have not made contact with key players in our desired market. The programme has given greater credibility to our product offering and we have been in contact with senior officials in organisations that we didn't know."

**Mike Redfor, MBA**  
CEO



# Meet previous participants >>



## **PREDLIFE**

"Through the Catalyst we chose we were able to understand and adapt our offer to the UK market. We also established connection with the public sector allowing us to set up a clinical study. Both catalysers allowed us to gain credibility and have been invaluable our project."

**Briac Crouan**  
UK Business Manager



## **HEALCLOUD**

"We managed to successfully enter the Czech market by leveraging the partnership with our Catalyser, who became part of our network and installed our software allowing us to have the right clinical trial. We're now in discussions with other partners interested to install our software. "

**Ioana Stupariu**  
Compliance Officer



## **EVERSENS SL**

"Aiming to access the German market, has been more than satisfactory. We believe that the market understanding with the Catalyser has been very comprehensive and that it has given us many insights that we would not have been able to obtain on our own."

**Leyre Ruete Ibarrola,**  
Founding Partner



# Have Questions?

Get in touch with a member of our team  
in your region and join our info session:



**IRELAND, UK**  
Marc Butterly

MARC.BUTTERLY@EITHEALTH.EU



**SCANDINAVIA**  
Per Horn

PER.HORN@EITHEALTH.EU



**PORTUGAL**  
Marta Passadouro

MARTA.PASSADOURO@EITHEALTH.EU



**SPAIN**  
Joan Grasas

JOAN.GRASAS@EITHEALTH.EU



**ITALY, GREECE**  
Alessio Smeraldo

ALESSIO.SMERALDO@EITHEALTH.EU



**HUNGARY**  
Zsolt Bubori

ZSOLT.BUBORI@EITHEALTH.EU



**BELGIUM, ISRAEL  
NETHERLANDS  
LUXEMBURG**  
Hayley Every

HAYLEY.EVERY@EITHEALTH.EU



**POLAND**  
Joanna Broy

JOANNA.BROY@EITHEALTH.EU



**FRANCE**  
Manon Pommier

MANON.POMMIER@EITHEALTH.EU

## JOIN THE WEBINARS

If you have any questions about  
the programme, you can also  
bring them to one of our  
informational webinars on:

**22 MARCH AT 11 AM CET**

**19 APRIL AT 11 AM CET**

**REGISTER**



# About EIT Health



Our vast community, including approximately 150 world-class partner organisations, works across borders to bring together the three worlds of business, research and education. Backed by the European Union, EIT Health brings together the brightest minds from the worlds of business, research, education and healthcare delivery to answer the biggest health challenges Europe faces.

**Learn more at <http://eithealth.eu>**



Co-funded by the  
European Union





Co-funded by the  
European Union

# BRIDGEHEAD

Apply by 2 May 2023

<https://eithealth.eu/bridgehead/>

