



4C ACCELERATOR

TO **ENABLE** YOUR MEDTECH STARTUP

PRESS RELEASE | SOCIAL MEDIA KIT

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PRESS RELEASE

The journey of the 4C Accelerator in supporting MedTech startups continues! After having received another grant from the “Startup BW” campaign, the Medical Innovations Incubator once again opens the application window for its qualification program. Founders with innovative product ideas in the areas of Medical Devices and In Vitro Diagnostics can apply until August 4, 2023.

What is it about?

The program focuses on the specific hurdles that MedTech startups face on their way into the market. To overcome those, the 4C Accelerator provides training on the 4C topics and Regulatory Thinking® during 15 workshops with top experts. Additionally, each participating startup gets supported in the practical implementation by individual coaching over one year. At the end, the founders will be enabled to develop an entrepreneurially successful and regulatory plausible business model – they become “investor ready”. Therefore, the program addresses the following questions:

- **C1 | Commercialization: How do I generate revenue in the healthcare industry?**
Many interest groups (e.g., patients, doctors, medical association, nursing homes) and market peculiarities (e.g., self-payer, complex reimbursement rules of insurances, like selective contracts) make market access and generation of revenue more difficult.
- **C2 | Certification: How does the certification of my product and company work?**
The establishment of a quality management system for the company certification (e.g., ISO 13485, Good manufacturing practice) and the creation of the technical documentation for the product approval (e.g., Medical Device Regulation, In-Vitro-Diagnostic Regulation) are the most fundamental requirements for a successful market entry.
- **C3 | Clinical Studies: How can I provide the necessary evidence by collecting clinical data?**
Proofing safety and performance as well as the clinical and/or health economic benefit of a product (e.g., ISO 14155) is essential, but also costly and time-consuming for startups.
- **C4 | Copyright: How can I use data/property rights for my own advantage?**
Using and maintaining intellectual property rights (e.g., patents) is important for company valuation, successful negotiations with investors or licensees, and for planning exit scenarios. In addition, data rights (DSGVO) and especially, the protection of personal health data, set requirements for product development and pre-clinical and clinical testing.

What is the goal?

Through the interactive workshops, founders gain a deeper understanding of the 4Cs and get trained in Regulatory Thinking® as a mindset. By that, they get enabled to link the 4Cs, their content, challenges, and opportunities which is the key to a holistic business model that encompasses and realistically evaluates all relevant scenarios. A business model that works for medical innovations.

At the end of the accelerator, you as a founder will have achieved the following:

- You will have identified corresponding barriers to shorten the time-to-market and considered them in an individual project plan.
- You will be familiar with the reimbursement options in the healthcare market.
- You will know how quality management systems and regulatory processes become a strategic concept and how they effectively lead to approval of your product.
- You will be able to assess whether and what kind of clinical studies you need and how to best implement them.
- You will know how to deal with data protection requirements and how to strategically protect and exploit the product idea.

Who can participate?

Eligible are all national and international founding teams and innovators who want to translate their innovative, precompetitive product ideas into health solutions of the following domains:

- Medical Devices (gadgets, machines, instruments, implants, software)
- In Vitro Diagnostics (laboratory tests or procedures, software)

The working language is English.

When will the accelerator take place?

- Kick off Workshop: Oct 5-6, 2023, onsite in Tübingen, Germany
- Online Workshops: Oct 13, 2023 to Feb 2, 2024, each Friday from 9 am to 5 pm (except Christmas break BaWü; subject to date shifts)

The program is funded by [Startup-BW](#) of Baden-Württemberg's Ministry of Economic Affairs, [Stiftung für Medizininnovationen](#), [B. Braun Stiftung](#), and [Hector Stiftung](#).

Individuals and teams can apply until August 4, 2023, via the MII website:
<https://bit.ly/4cccelerator>

SOCIAL MEDIA: LINKEDIN / FACEBOOK

You haven an innovative idea in the field of #MedTech and want to fasten your way into the market? Then apply until August 4 for the 6th batch of the #4CAccelerator by the @Medical Innovations Incubator GmbH.

Who can apply?

💡 MedTech startups, with innovative, precompetitive product ideas within the areas of #MedicalDevices and #InVitroDiagnostics!

What awaits your team?

- 🚀 15 workshops together with top experts
- 👉 Free & focused training in the 4Cs and Regulatory Thinking®
- 🤝 1 year individual support by the MII startup coaches
- 💙 Access to MII's exclusive network events

And most importantly:

✅ The program will enable you to develop an entrepreneurially successful and regulatory plausible business model for the healthcare industry!

Find more information and the application form here: <https://bit.ly/4caccelerator>

The program is funded by @Start-Up BW of Baden-Württemberg's Ministry of Economic Affairs, @Stiftung für Medizininnovationen, @B. Braun Stiftung, and Hector Stiftung.

#startupbw #startupbwaccelerator

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