



Deferred Call for Proposals: Entrepreneurship Labs 2019

Publication of Call: 3 September 2018

Submission deadline: 22 October 2018, 16.00 CEST

About EIT Health Campus

EIT Health Campus is EIT Health's brand for excellence in innovative health education in Europe. We support students, professionals, executives and citizens in the transformation of health and healthcare. We incubate programmes that would otherwise not be possible to become part of the normal curriculum. Our programmes build on the knowledge base of top European universities, global companies and public organisations, as a way to offer EIT Health-branded education that accelerates health innovation and entrepreneurship across Europe.

During the last three years, Campus has built a strong set of activity lines to deliver innovative health education to students, health professionals and executives, entrepreneurs and innovators, and citizens, out of which some have already been implemented in the regular curriculum, or otherwise adopted by our partners. For more information, please refer to <https://www.eithealth.eu/campus>.

Call Objective

Within the CAMPUS mission, Entrepreneurship Labs (E-Labs) are a part of our European Network of EIT Health Entrepreneurship Labs. Their primary objective is to inspire and empower health innovators of the future, including entrepreneurs, intrapreneurs and other innovation-minded individuals within organisations to contribute to health innovations. This educational offering offers its participants alternative ways of thinking and acting that is opportunity driven and holistic in approach, for the purpose of creating economic, cultural and/or social value for others.

Campus calls for semester-long E-Labs that will train a minimum of 50 students through interactive learning-by-doing methods, based on real challenges and needs in the healthcare sector. E-Labs are designed to educate, empower and connect learners from different disciplines to acquire an entrepreneurial mind-set, to increase the exchange of knowledge and best-practices between learners and their peers, and to communicate and connect with mentors and other entrepreneurs, and finally to aspire for creating value and innovative solutions for society that will ultimately improve innovation potential on a local level and on a European level. E-Labs offer students, young professionals and entrepreneurs an opportunity for learning about and experiencing early incubation in their entrepreneurship journey, by connecting them to the knowledge triangle provided by education, research and business.

E-Labs stand in the middle of the innovation journey offering opportunities for early incubation. Prior to this, students may find trainings such as Innovation Days (1-2 day programmes) and Summer Schools (2-3 week programmes), during which students are briefly introduced to the skills related to entrepreneurship and innovation. E-Labs, on the other hand, provide the next step in the innovation journey by supporting students in further developing these skills and applying them to specific challenges within the field of health and healthcare. E-Labs students gain the unique opportunity to work in a longer time-frame and deeper level to develop solutions to these health challenges thereby getting a high level of entrepreneurship training. Students ultimately develop business ideas and/or build prototypes to a maturity that can support them in the next phase of their innovation journey (e.g. Campus programme [Innovation Fellowships](#), Accelerator programme [Bootcamps](#), etc.).

Call Guideline

EIT Health Campus calls for proposals of individual E-Labs that will be part of the European Network of EIT Health E-Labs. Each E-Lab proposal should be submitted by a European consortium of EIT Health partners. If selected into the Business Plan 2019, the consortium will be responsible for the implementation of its individual E-Lab. Each selected E-Lab may implement its training within the local ecosystem, but also virtually, or in multiple locations. Although each E-Lab may vary in form and delivery, Campus asks all partners to incorporate a **minimum set of common educational elements and learning outcomes** that will contribute to the overall objectives of EIT Health Campus, thereby inspiring and empowering health innovators of the future. These common elements are to be presented and explained in the proposals. **Please carefully consider the specific requirements below before preparing your application and plan to address these in your proposals.**



1. The Training

E-Labs are creative centres that train students, young professionals and entrepreneurs to adopt entrepreneurship skills, and to provide them with hands-on opportunities for creating innovations. The training is based on finding original solutions to real-life challenges and health-related fields that ultimately lead to value-creation within the health sector. Through targeted entrepreneurship modules, hands-on, learning-by-doing workshops, learners go through the ideation process of developing solutions to challenges, compare them and decide on the best-fit solution in terms of value creation. The training develops their entrepreneurial mind-set, and in parallel, learners create their own ideas through guidance and exchange with teachers, investors, mentors, coaches and also other students.

2. Target Group

Participants in E-Labs can be students, such as graduate and PhD students, but also bachelor-level students. Participants can also include young professionals and entrepreneurs. E-Labs participants should be diverse in order to form inter-disciplinary groups of students, however it is important to include a minimum of health-focused students to address EIT Health objectives effectively. E-labs must be open to students from an entire eco-system, therefore not only recruited by their own university.

3. Learning Outcomes

Participants from E-Labs shall acquire the following **competences and skills to apply them**, among others:

- Ideation processes e.g., by means of Design Thinking or Trend Research
- Basic business planning techniques, such as Business Canvas
- Value proposition and value creation
- Market research
- Approaches to rapid prototyping
- Financing and negotiation
- Presentation and pitching
- Inter-disciplinary and Inter-cultural communication

Participants from E-Labs shall acquire the following **learning outcomes**, among others:

- Gain knowledge about entrepreneurship (including social entrepreneurship) and creativity; and interdisciplinary team work;
- Gain knowledge about regulation, data privacy, intellectual property, user-driven design, and internationalisation of services;
- Gain knowledge about trials and decision-making in healthcare related to product and service development, and change management;
- Gain knowledge and understanding about challenges related to the healthcare sector, its stakeholders and the complexity of healthcare systems;
- Gain practical knowledge and understanding related to EIT Health's first two **Focus Areas: Bringing Care Home** and **Harnessing the power of Real World Data** (e.g. knowledge or skills that improve the health literacy of older patients, citizens or professionals in line with one of the Focus Areas);



- Be empowered to develop and create innovative products and services within the chosen challenge or topic (e.g. identify and empower innovators with the latest insights and/or through community building to improve health innovation capacity within Europe);
- Be empowered to turn an idea into a start-up venture or a service within the chosen challenge or topic and create real value to society (i.e. identify a real need in the healthcare sector);
- Have the potential to share synergies across all pillars of EIT Health: Campus, Accelerator and Innovation projects (e.g. empowering citizens involved already in one of the activities through novel training and health awareness and literacy).

4. Common Elements

E-Labs selected for the 2019 EIT Health Business Plan are required to provide their learners with a programme that is adhering to a **minimum set of common educational elements** of EIT Health E-Labs. This will ensure not only the potential to scale E-Labs to other locations across the partnership in the coming years, but also allow for cross-activity evaluation and assessment of learnings and best practices at the end of 2019.

E-Labs should integrate the following common elements in their proposals to be included in their **E-Lab curriculum**:

- **Duration:** offer **at minimum a semester-long training**, including a variety of interactive offerings
- **Methodology:** each E-Lab should offer learners interactive, **learning-by-doing methods**, **“ideation of solution” design methodologies** and the **business modelling methodologies** (such as the lean start-up methodology/Business Model Canvas or Steve Blank Customer Development method) to provide students with the necessary tools to advance their business ideas and prototypes.
- **Delivery:** the training shall be delivered via interactive workshops, seminars, competitions, challenges, semester projects, or extra-curricular modules where students interact with mentors, coaches, investors, teachers, end-users, and challenge-providers, to move forward on their business ideas and prototypes
- **Needs-based education:** projects must be **needs-driven**, based on real challenges and needs in the healthcare sector, proposed by non-academic partners such as industry, hospitals, municipalities or other healthcare providers, or challenges coming from EIT Health Innovation projects. Participants are also encouraged to propose their own challenges.
- **Local context:** Each selected E-Lab shall take into account the local context and challenges of that country or region’s particular healthcare challenges (e.g. biotech, digital health, etc.)

5. Format requirements:

The following **format requirements** must be incorporated into proposals for E-Labs:

- At least 50 learners shall be trained over the entire Entrepreneurship Lab curriculum
- Organisers are highly encouraged to put together multi-disciplinary student teams, including some students with a focus of study on health and healthcare topics (e.g. public health, life sciences, medicine, nursing, etc.)
- offer openly available **creative spaces** (either physical or online) where E-Lab participants can



be creative, dynamic and work collaboratively on their innovative projects with other students through learning-by-doing methodologies

- offer students the challenge to present their business/prototype and solution in a pitch competition with their peers from the same E-Lab. These competitions foster motivation and ambition for the students, as well as a complementary learning experience
- E-Labs shall be accessible to the EIT Health partnership and other E-Labs within the network, e.g. by providing exchange and mobility of learners, offering a weekend workshop on a specific topic, such as user experience or specific skills, or an international workshop of experts, among others

6. **Optional guidelines** for consideration which have been beneficial to previous EIT Health E-Labs:

- For the recruitment of the best students, you may consider requiring pitches to assess their entrepreneurial qualities from students to present their business idea in front of 3-4 judges. Some of the criteria may include the applicant's motivation, ambition in entrepreneurship, inter-disciplinarity qualities, and interest in the health sector
- Collaboration from the university in which the E-Lab resides can facilitate the learners' experience. For example, the university curricula can allow every student entrepreneur to freely access lectures outside of their faculty, or allow the students ample time to work on their E-Lab projects around their full-time curriculum.
- Incorporating and facilitating the interaction and meeting with clients can enhance the students' experience and better prepare them for entrepreneurship.
- Online or blended learning experiences are encouraged where possible to support E-Labs students' learning experience.

7. **Focus Areas:**

Applications to this call are encouraged to address EIT Health's first two Focus Areas: **Bringing Care Home** and **Harnessing the power of Real World Data**. For more information regarding these Focus Areas, please refer to the [EIT Health Call for Proposals 2019](#).

8. **Activity Line for E-Labs**

Each selected E-Lab will become part of the Campus Activity Line for E-Labs. An activity line coordinator for E-Labs will be appointed in early 2019. The Activity Line Coordinator will facilitate the exchange of ideas and best practices between the different E-Labs and foster their collaboration, for example through the coordination of a joint workshop to promote their exchange and address strategic topics, as well as tackling sustainability in the coming years. Additionally, the Activity Line Coordinator will organise a winners' event at the end of 2019, where winners from each E-Lab will get to compete for a prize and further enhance the learners' experience.

Funding Available

EIT Health has secured €700.000 in EIT funding for this Call as part of the EIT Health Business Plan 2019. Therefore, Campus intends to fund **up to seven** E-Labs with a funding budget of as much as **€100.000 for an individual 2019 E-Lab activity**.



Sustainability

As EIT Health begins to focus on the sustainability of its educational offerings, it is important for E-Lab proposals to address how they intend to be sustainable in the future without the financial support of EIT Health, by offering concrete solutions in their proposals. In the case of a re-application in the future (2020), E-Labs shall receive decreased funding as compared to 2019.

One crucial element for E-Labs' sustainability will be their integration within a university's curriculum. It is therefore important for selected E-Labs to already begin such discussions with the university hosting the E-Lab and working to get the buy-in from their side. Other options for sustainability include buy-in from a non-academic partner (i.e. a hospital), other external sponsorship, grants or tuition fees.

Application Process

Applying is possible through **EIT Health PLAZA**. Please select the Campus segment Training for Students. The deadline for submission is **22 October 2018, 16:00 CEST**. If you have any questions regarding this Call, please contact your local CLC Education Manager. For any questions related to Plaza, please contact Oana Neagu (oana.neagu@eithealth.eu).

Evaluation Process

All applications must pass the eligibility criteria outlined below. An external review panel will score each proposal based on the evaluation criteria. The results of the evaluation and selection into the Business Plan 2019 will be shared with partners no later than early December 2018.

Eligibility Criteria

In order to be eligible for evaluation, all Campus proposals must:

- Be complete and submitted via the Plaza system before the deadline **22 October 2018, 16:00 CEST**.
- Be submitted by an EIT Health partner.
- Have identifiable KIC Complementary Activities (KCA). The KCA-to-KAVA ratio should be 75%-25%.
- Include Core and/or Associate Partners who have paid their membership fees for the year 2018.
- Involve core or Associate Partners from a minimum of two CLC/Innostars (NB: not counting external project partners).
- Involve both academic and non-academic partners
- Provide a sustainability strategy for sustained funding without EIT Health
- Optional: be able to award ECTS



Evaluation Criteria

I. Project Excellence and Strategic Fit (30%). The proposal:

- Addresses the Relevance and Fit with EIT Health objectives, as described in the Call.
- Addresses Innovative Educational & Training Experience, uniqueness of the proposal compared to the state of the art, the added-value that the proposal contributes.
- Addresses the critical need for EIT Health's support, demonstrating that the activity could not run without the support of EIT Health.
- Addresses the concept of Knowledge Triangle Integration, in terms of how the educational offering is connected with Business Creation and Innovation activities of EIT Health

II. Implementation (30%). The proposal:

- Addresses the capacity and strength of the team/network. The proposal needs to prove that the team has the necessary expertise and ability, and that the responsibilities are evenly distributed and preferably include non-academic partners in the project partnership.
- Addresses the feasibility and the workplan. The proposal needs to prove the feasibility and provide a detailed workplan to specify how the activity will be implemented.
- Addresses budget & resources, including a financial plan, to explain and specify that all costs are accounted for.
- Addresses a recruitment and marketing strategy. The proposal needs to explain how the activity identifies and recruits the right learners in a timely manner and ensures that the activity is easily accessible to the entire partnership.

III. Impact (40%). The proposal:

- Identifies the KPIs. The proposal needs to ensure that the chosen KPIs, Deliverables and Outputs fit with the activities' objectives and timely implementation.
- Identifies the measurement of impact. The proposal needs to explain and specify the metrics used to measure the impact, to provide evidence of the expected impact or impact already created by the activity.
- Addresses the evaluation and monitoring of learners. The proposal needs to explain how it plans to evaluate its learners' involvement and monitor the participants during and after the activity.
- Addresses sustainability. The proposal needs to explain and specify the future of the activity and prove how it will become self-sustainable beyond EIT Health funding.
- Addresses how to ensure knowledge transfer. The proposal needs to explain how it plans to scale and disseminate the educational offering within the partnership and beyond, and how it plans to share its learnings.

CLC Education Managers: Contact information

For further information and questions on preparing your application, your local CLC is happy to help and if need be, may direct you further to the Activity Line Coordinator for E-Labs. Please see below for the contact information of CLC Education Managers:

| Name | CLC | Email |
|--------------------------|------------|--------------------------------|
| Montse Delgado | Spain | montse.delgado@eithealth.eu |
| Titti Ekegren | SCAN | titti.ekegren@eithealth.eu |
| Chiara Maiorino | Innostars | chiara.maiorino@eithealth.eu |
| Akvile Zalatoryte | BENE | akvile.zalatoryte@eithealth.eu |
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| Claire Nassiet | France | claire.nassiet@eithealth.eu |
| Emma Cowley | UK/Ireland | emma.cowley@eithealth.eu |

Kind regards on behalf of:

Ursula Mühle – Director of Education, Campus



Timeline

