



## Meet & Match.Dx – Health Innovation Hub & Holding GmbH

The quest for better solutions to healthcare's greatest challenges starts with and depends on diagnostics. The advancement in diagnostic technologies and techniques is a driving force for many European companies to change the pace of healthcare service delivery.

If you are interested in working with them to change the way diseases are detected and diagnosed, join Meet & Match.Dx, a challenge-based acceleration programme that connects SMEs developing breakthrough diagnostic solutions with major pharmaceutical and medical technology companies in Europe through tailored workshops and one-to-one pitch sessions, with the aim to explore partnership opportunities. Check out the challenges in specific areas posed by our Pharma and MedTech partner companies and apply today!

### What you get



One-on-one access to Pharma & MedTech decision-makers



Training and workshop with Pharma & MedTech partners and renowned experts



Demo Day to pitch your diagnostics solution to external Pharma & MedTech companies

## How it works

The programme will consist of a set of pre-defined challenges by the Pharma & MedTech companies and SMEs are invited to apply to the challenges with an operational product/technology. Once the call is closed, the Pharma & MedTech companies will select the SMEs with whom they would explore partnership opportunities within the programme. Selected SMEs will be invited to participate in 4 programme modules, including a week-long training, pitch session with the challenge owner and a Demo day to showcase their solution to external Pharma & MedTech companies.

Module 1 - Training	Module 2 – Individual meetings	Module 3 Deepening contacts	Module 4 – Final Demo Day
<p>Aim: provide the tools to SMEs to better tailor &amp; present their proposal to the challenge owners</p> <ul style="list-style-type: none"> <li>• Training in different skills</li> <li>• Workshops offered by the Pharmas &amp; MedTech explaining in deep their challenge</li> </ul>	<p>Aim: get to know each other through individual meetings in which the SMEs present their tailored solution to company representatives</p> <ul style="list-style-type: none"> <li>• 1:1 with all the SMEs enrolled in the programme in individual meetings divided in two parts: <ul style="list-style-type: none"> <li>• Pitch</li> <li>• Q&amp;A</li> </ul> </li> </ul>	<p>Aim: selected SMEs have meetings at the corporates location to go into details of a possible collaboration</p> <ul style="list-style-type: none"> <li>• SMEs will pitch at the Pharma &amp; MedTech companies premises</li> <li>• 1:1 of SMEs with relevant people inside the company</li> </ul>	<p>Aim: enhance SMEs visibility letting them present their solution &amp; the developments accomplished during the programme to other corporates</p> <ul style="list-style-type: none"> <li>• SMEs pitch in front of Pharma &amp; MedTech company representatives, Health Innovation Hub partner &amp; stakeholders</li> </ul>
Sep 2022 / Online	Oct 2022 / Online	Nov 2022 / companies' premises	Dec 2022 / Online

### Challenges for 2022

1. **Non-invasive tools to measure nutrient status in children and adults** in collaboration with Abbott
2. **Accurate, real-time visualization of tumors during oncology resection surgeries** in collaboration with Medtronic
3. **Point-of-care test for allergy** in collaboration with ThermoFisher Scientific
4. **Disruptive solutions for early disease identification and interdisciplinary treatment of eosinophilic diseases** in collaboration with GlaxoSmithKline GmbH & Co. KG

Full description of the challenges is available in [Annex 1](#).

### Programme dates

**Module 1 – Training:** September 2022  
**Module 2 – Pitching sessions:** October 2022  
**Module 3 – Roadshow:** November 2022  
**Module 4 – Demo Day:** December 2022

### Eligibility criteria

Small and medium-sized companies with a product/technology that addresses one of the challenges released by Pharma & MedTech companies.

### How applicants are selected

Applications are selected based on the quality of the business idea, fit for the programme challenges, and team's motivation and level of commitment.

### How to apply

Fill in the [application form](#) & send it to [codex4smes@innovationinhealth.eu](mailto:codex4smes@innovationinhealth.eu) until 4 September 2022, 23:59 CEST.

### Deadline to apply

4 September 2022, 23:59 CEST

### Webinars

Get more info about the programme and the application process:

- 1 September 2022 (11:00 AM CEST) – [register here](#)

### Programme location

Online/hybrid

### Programme cost

Free of charge

### Partners

Health Innovation Hub & Holding GmbH

### Contact

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