



STARTUP CAMPUS

Digital Health Portfolio 2018

Visit us at MEDICA,
at booth: 15B57-7



#Real-time personalized prevention
#Reporting platform, #Angiography,
#Digital therapy

STARTUP CAMPUS

Digital Health Portfolio 2018

Startup Campus Berlin will represent the following 6 promising Hungarian startups from the field of Digital Healthcare at MEDICA 2018 in Düsseldorf. On the further pages of the catalogue you can find a short introduction about these innovative enterprises.

There are different options to get in touch with them, for more information please check the agenda below:

	Monday 12th	Tuesday 13th	Wednesday 14th	Thursday 15th
10-11h	STARTUP CAMPUS GRAND OPENING Visit us in the START-UP PARK in hall 15 (no registration required)	HEALTHCARE BROKERAGE EVENT MEDICA 2018 Organise B2B meetings at the platform of Enterprise Europe Network Healthcare Brokerage Event	HEALTHCARE BROKERAGE EVENT MEDICA 2018 Organise B2B meetings at the platform of Enterprise Europe Network Healthcare Brokerage Event	STARTUP CAMPUS Visit us in the START-UP PARK in hall 15
11-12h				MEDICA CONNECTED HEALTH CARE FORUM Hall 15 C24
12-13h				
13-14h				
14-15h	GESUNDHEITSCAMPUS BOCHUM Startup Pitch Session at CCD Süd, Room 28 (no registration required)	BUSINESS LUNCH Restaurant Schnellenburg, Rotterdamer Str. 120, 40474 Düsseldorf (please make a reservation, limited capacity)	BUSINESS LUNCH Restaurant Schnellenburg, Rotterdamer Str. 120, 40474 Düsseldorf (please make a reservation, limited capacity)	BUSINESS LUNCH Restaurant Schnellenburg, Rotterdamer Str. 120, 40474 Düsseldorf (please make a reservation, limited capacity)
15-16h				
16-17h	STARTUP CAMPUS Visit us in the START-UP PARK in hall 15	HEALTHCARE BROKERAGE EVENT MEDICA 2018 Organise B2B meetings at the platform of Enterprise Europe Network Healthcare Brokerage Event	STARTUP CAMPUS Visit us in the START-UP PARK in hall 15	STARTUP CAMPUS Visit us in the START-UP PARK in hall 15
17-18h			DINNER Im alten Bierhaus, Alt-Niederkaassel 75, 40547 Düsseldorf (please make a reservation, limited capacity)	
18-19h				
19h-				

Please give us a short feedback on your attendance via email or phone:

Cornelia.Hainer@startupcampusberlin.com
 +49 163 9542651

PROBLEM/DEMAND/SOLUTION

Through working with many startups over the years, we have found that one of their biggest problems is global expansion. They are unsure about: HOW? WHEN? WHERE?...Therefore, there is a significant demand for a professional service that helps with global expansion and guarantees local presence for the startups. We operate as a decentralised incubator to build bridges between countries, markets and connect the ecosystems!

CONNECTED LOCATIONS WITH INDUSTRY FOCUS

London, Berlin, Budapest, Singapore, Hong Kong, Shenzhen, Chengdu and more to follow! Whereas our competitors usually focus on one country or industry, our biggest advantage is, that our bases are all connected, and our local teams focus on the key industries in their respective city. In London, the market is highly tech-focused, as the tech industry has dominantly received 80% of the total VC investments last year. In Germany, the market is highly focused on digitalisation, as the online retail and software & analytics industry has dominated the major part of the investments last year. Thus, we focus on **Life Science** and **Industry 4.0** in Berlin.



SOFT LANDING PROGRAM

Our Soft Landing Program serves as a talent and modelling agency for startups and investors to help mature businesses to enter the German market in a smooth way. It creates a push and pull system for local and foreign startups to enhance their global expansion initiatives. The program has three stages:

1. PRE-VALIDATION:

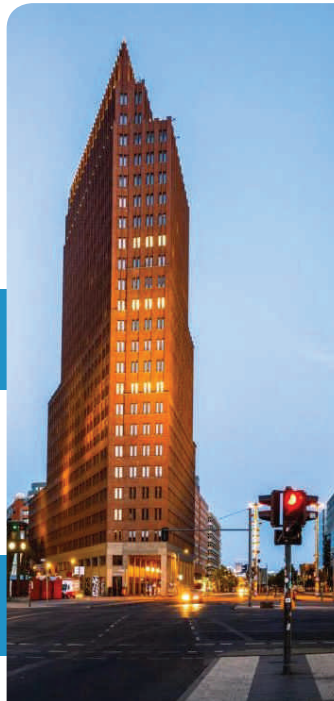
After successfully completing the application process, we compile the startups and their competencies and assess them with regards to market selection. This includes:

- Consulting with our local mentors
- Competence mapping based on the detailed analysis of the selected competitors
- Identification of the group of potential partners on the target market

2. VALIDATION (MIN. 3 MONTHS)

Includes a detailed screening of the startups and their markets. At this stage, we find potential customers, distributors and start to prepare the business for market entry. We assess possible funding opportunities, get them applied for relevant events and connect them with our local partners:

- VCs / Corporate investors – Plan development for next investment round
- Potential business partners
- Accelerators / Incubators / Mentors - For the validation



3. BUSINESS DEVELOPMENT (MIN. 9 MONTHS)

Following a successful market validation, this stage is dedicated to market entry and business development services, including:

- Expansion of existing network
- Market entry procedures; legal, professional and other business administration
- Assistance with sales, marketing and recruitment procedures
- Participation and exhibition at local trade fairs and other relevant events

ORGANIZED BUSINESS TRIP

Focused, fast-paced, three-day business trips to connect startups with key players of the particular market.

For the Investors: Cost and time reduction, an effective way to select talent, business intelligence and market awareness.

For the Host Country: Increased job opportunities and taxpayers, enhanced knowledge transfer and boosted innovation ecosystem.

We believe that this new kind of comparative advantage¹ in the DACH and CEE regions, which multinational companies have been using for years, is also applicable to the startup ecosystem. Relatively short distances, similar regulations and business cultures, as well as a market size of nearly 300 million people can provide good conditions for working together to form a European tech ecosystem.



¹Testing, shared services, and production are cost-effective in the CEE region, applied research and word wide sales are effective in the DACH region.

What We Can Provide to Our German Partners

EXPERTS OF THE CENTRAL AND EASTERN EUROPEAN STARTUP ECOSYSTEM

- Business intelligence service
- Trend and investment monitoring
- Development of a European technology network

HOSTING OF THE BEST CENTRAL AND EASTERN EUROPEAN STARTUPS IN GERMANY

- Industry specific selection and portfolio² design
- Event participation and organization in Germany
- Providing a space for technology and knowledge sharing

PARTNERS TO SUPPORT DEMAND-BASED COLLABORATIONS

- Help for CEE startups to develop the legal liability in Germany
- Prepare, execute, and analyze pilot projects with German partners
- Involvement in next round venture capital funding for global growth



Carl-Philipp Wackernagel

Startup Unit Coordinator at Berlin Partner GmbH

"Berlin and Budapest, Berlin and Hungary, are connected and are working together to form a European tech ecosystem."



Dr. Dirk Bessau

Head of InnoEnergy Office Berlin

"The Startup Campus program is very good for those startups that want to have a larger view of the European companies and the European markets."



Maria Gross

Director Operations at GTEC Berlin

"Berlin as a startup ecosystem is exploding but we cannot ignore what is happening around us."



spirocco

Activity:

Spirocco develops smart devices-based solutions for the pulmonary market to change for the better.

Description:

Spirocco's solution is a smart device with Bluetooth connection that attaches to standard metered dose inhalers. It monitors the dosage of the medication by recording a timestamp and measuring the air velocity within the inhaler during its activation. Moreover, it can predict the efficiency of the deposition in the airways from these data. A LED array gives direct feedback on the proper use of the device. Historical data and trends are available both for the patients (via a smartphone app) and the doctors. The device improves healthcare by supporting adherence and compliance to the prescribed therapy.



Employs	CE marking	Patent	User	Revenue 2017	Fund already raised €	Country
2	in progress	Yes	100	-	400k €	Hungary

Current Status:

- > Prototype
- > Beta-testing
- > **Pilot**
- > On the market

Potential Partners

Hospitals, MDs, Pharma co, CROs,

Key Words

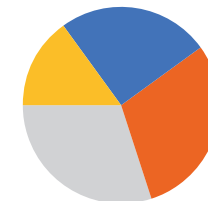
- # Smart inhaler
- # Asthma, COPD
- # Digital therapy

Investment Needs

Mainly for business development in the EU, but also to expand our product spectrum, find corporate partners, and develop the online sales process.



Attila Kerekes
CEO



Investment of 2M €

- >> Research & Development
- >> Market access
- >> Salaries
- >> Operation

²Digital Health, e-Commerce, Fin.& Insurance Technologies.



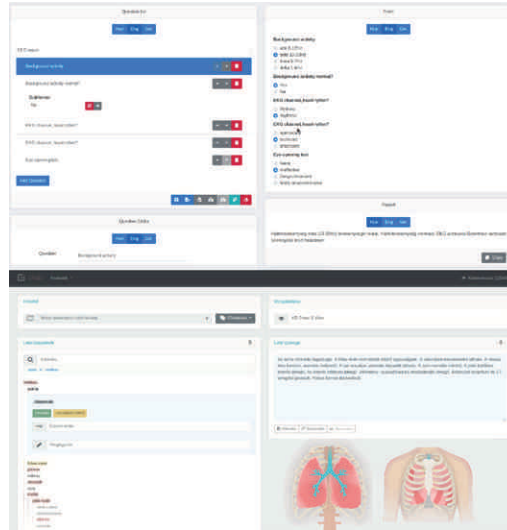
Sineko

Activity:

Radiology reporting with AI, Structured medical data generation and providing

Description:

Sineko was founded in early 2018 to create a multilanguage structured reporting platform. It aims to reduce time spent on creating and organizing medical reports with the help of deep learning, and also to facilitate international remote reporting.



Employs	CE marking	Patent	User	Revenue 2018	Fund already raised €	Country
4	No	No	0	-	0 €	Hungary



Activity:

Kinepict is a spin-off medical device developer SME from Budapest, Hungary. Our vision is to improve the quality of life through our technological contribution in dramatically reducing the radiation exposure during medical imaging procedures without affecting the X-ray images' medical relevance.

Description:

Angiography is a powerful method to diagnose cardiovascular diseases and to assist vascular surgery. It requires radiation exposure equivalent of 250-3500 chest X-rays. At the scale of 10 million angiography annually in the Western World it is a leading cause of cancers due to X-ray exposure. Besides, the blood flow becomes visible during angiography by the injection of iodinated, radio-opaque contrast media. This substance, however, is the third leading cause of hospital-acquired kidney injury.



Employs	CE marking	Patent	User	Revenue 2018	Fund already raised €	Country
16	Yes	Yes	Field coverage: 36 independent user	-	1,5 M €	Hungary

Current Status:

- > Prototype
- > **Beta-testing**
- > Pilot
- > On the market

Potential Partners

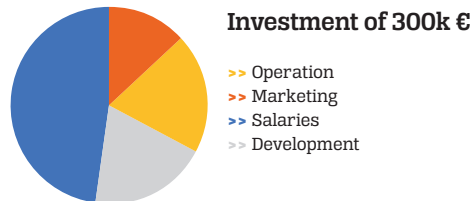
Teleradiology centers, Individual radiologists, Researchers, Clinics

Key Words

- # Structured reporting
- # AI image analysis
- # Automatic text generation

Investment Needs

An investment of 300.000 € would cover development, salaries and expansion over ca. 12 months.



Current Status:

- > CE II marked medical device
- > Quarterly release of software product
- > Conducting 2 multicenter clinical trials
- > Development of an associated Hybrid Injector System prototype

Potential Partners

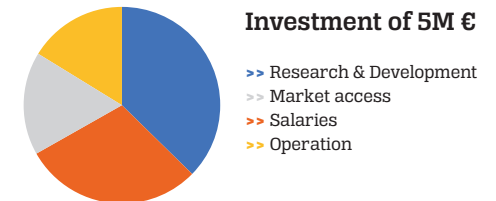
Hospitals and clinics R&D institutes Angiography device manufacturers Contrast media manufacturers

Key Words

- # X-ray dose reduction
- # Contrast media dose reduction
- # More accurate diagnosis and interventions

Investment Needs

Develop a "smart contrast agent" with reduced iodine-based contrast media dosage. The goal is to create a hardware system for the injection of CO₂ and iodinated contrast media as a sandwich-like administration. #ProFIT IBB.



Gábor Bagyó, MD
CMO, Radiologist



Lilian Zsákai
Field Application Scientist

"Smart calendar –facilitates the lives of coaches and athletes"



Activity:

Spomoco is a new generation application, management software, and motivational platform for sport trainers, and small studios.

Description:

With Spomoco trainers can manage their bookings, communicate with their clients and easily motivate them. Spomoco's AI automates your bookings, re-fills your spots, so you will always have fully booked classes without the most hated administration. With Spomoco you can focus on the thing you love the most: training.



Employs	CE marking	Patent	User	Revenue 2018	Fund already raised €	Country
6	No	No	2500	-	450k €	Hungary

Current Status:

- > Prototype
- > Beta-testing
- > **Pilot**
- > On the market

Potential Partners

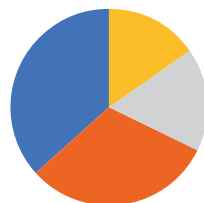
Sport licens owners, Sport trainer schools, Sport clothing companies, Sport equipment manufacturers, Sport department stores, Nutritional supplement manufacturers

Key Words

- # Facilitates the lives of Coaches and athletes
- # Platform for sport trainers
- # Smart Calendar for team motivation

Investment Needs

To focus on business development in Germany and acquire the first 1000 active users. The further goal is to find corporate partners offline and develop the online sales process.



Investment of 1.5M €

- >> Operation
- >> Salaries
- >> Sales & Marketing
- >> Collaborations



Géza Bánfalvi
CEO, Founder

"The race is your business, leave fuelling with Enduraid!"

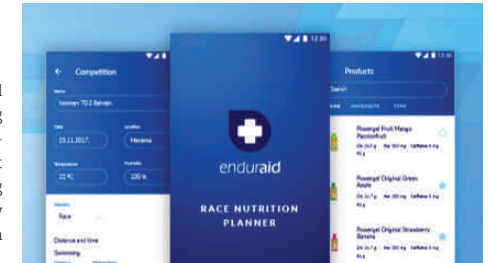
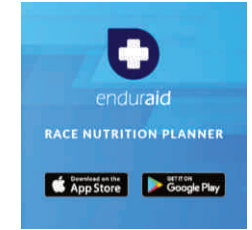


Activity:

Enduraid helps athletes to draw up the most optimal race and training nutrition protocol. What to eat and drink DURING the training workout or competition.

Description:

The conscious formation of hydration and energy-intake is essential to athletes (both amateur and professional level) training and racing for long hours, because energy reserves in the body do not fully provide the necessary resources. Enduraid tells athletes precisely what and when to eat and drink during the race and/or training assuring not only the successful finish but also the maximum performance. By using Enduraid, dehydration, heatstroke, nausea, spasm, brain edema can all be avoided.



Employs	CE marking	Patent	User	Revenue 2017	Fund already raised €	Country
2	No	No	>1000	3k €	-	Hungary

Current Status:

- > Prototype
- > Beta-testing
- > Pilot
- > **On the market**

Potential Partners

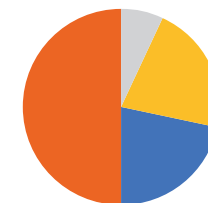
Sport clubs, health campuses, sport laboratories, Event organizers (e.g. Düsseldorf Marathon, Berlin Marathon)

Key Words

- # Race nutrition plan
- # Training/workout nutrition plan
- # Real-time on course nutrition plan

Investment Needs

Mainly for the business model clarification, IT development of the app., and marketing activities worldwide.



Investment of 500K €

- >> Marketing
- >> Operation
- >> Product development
- >> Business development



Gábor Kindl
Co-founder



Activity:

Digital workplace health prevention for employees.

Description:

The heart of our service is a mobile app, which can be used with all kind of wearables, fitness trackers and smart watches. Fitpuli collects lifestyle-related data, provides personalized analysis & feedback as well as individual motivational tools to achieve better employee wellbeing. It creates a digital platform for health promotion on the enterprise level, gives continuous feedback on the effectiveness of in-house health programs and offers a live contact with employees and customers.



Employs	CE marking	Patent	User	Revenue 2018	Fund already raised €	Country
8	Yes	Yes	6000	70k €	120k €	Hungary

Current Status:

- > Prototype
- > Beta testing
- > **Pilot**
- > On the market

Potential Partners

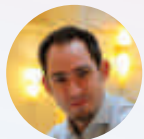
Smart enterprises, Private healthcare providers, Health insurance companies

Key Words

- # Employee wellbeing health
- # Exclusive digital health service
- # Real-time personalized prevention plan

Investment Needs

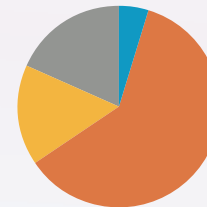
The next investment ticket will be available from Q4 2019.



Dr. Gergely Fügedi
MD, PhD
Sales Manager

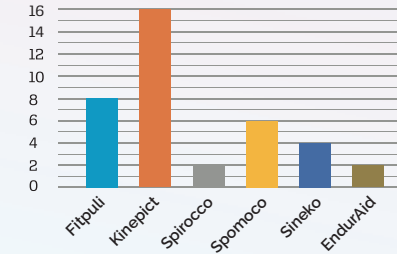
Major data's about: Startup Campus Digital Health portfolio

Fund already raised
2,470,000 €

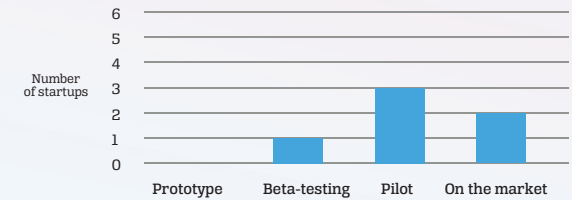


- Fitpuli
- Kinepict
- Spirocco
- Spomoco
- Sineko
- EndurAid

Number of employees



Current status



Latest News from the Hungarian Startup Ecosystem

Acquisition

One Identity, a Quest Software business and proven leader in helping organizations get identity and access management (IAM) right, announced the acquisition of the Hungarian tech. startup the Balabit Corp. Based on the calculation of the Forbes Magazine, the amount of the exit volume was approximately \$100 million.

Series C

Almotive, the full-stack autonomous vehicle technology company, has closed of its \$38 million USD/€32 million Series C funding round, led by B Capital Group and Prime Ventures, with participation from Cisco Investments, Samsung Catalyst Fund, and Series A and B investors Robert Bosch Venture Capital, Inventure, Draper Associates and Day One Capital.

Series D

Organica Water, a global provider of innovative solutions for the treatment and recycling of wastewater, today announced that it has recently completed its \$21 million Series D financing. The round was led by CITIC Capital Silk Road Fund ("CCSRF") with substantial participation from existing investors.



**Startup
Campus**
Berlin

