

Press release Nov. 24, 2015

**Lund Life Science Incubator and Healthy Habits are launching Health2b, an accelerator environment for innovative teams that will enable ICT to meet classic Life Science with the goal of creating a new generation of companies.**

Digital health, eHealth, mHealth and connectedHealth are all concepts that will play an important role in tomorrow's healthcare systems. As new digital tools become increasingly available, we as citizens will assume a more active role in our own care and greater responsibility for our health. Health care will become an integral part of our daily lives - regardless of whether we consider ourselves to be healthy or sick. This trend will create an increased demand for high-quality accessible information, secure and integrated communication systems, efficient processes and interactive services. A new Life Science sector is emerging, where exciting encounters are occurring and new companies are being created at the interface between ICT and Life Science.

“Lund is one of the best places in the world for this type of accelerator. Cutting-edge expertise from international ICT companies as well as representatives from the life sciences and the Swedish healthcare system can all be found here. Lund University has a strong tradition in the life sciences with world-class research. Now we want to help teams with drive and passion that want to build new companies at the interface between ICT and the life sciences. At the same time, we create value for industries that can become involved at an early stage, follow the progress of our projects and establish contacts with exciting companies,” says Stefan Mossberg, initiator and founder of Healthy Habits.

During the autumn of 2015, Healthy Habits arranged a first test accelerator. Startup coaches Erik Starck and Peter Berggren from Healthy Habits' partner Startup Studio coached a large number of participants during some full-day and half-day meetings called Fast Forward Days that were held prior to the actual selection for the accelerator. The phase ended with a demo. Healthy Habits, together with Lund LSI and Almi, then selected four companies to participate in a 30-day accelerator program, which was financially sponsored by Vinnova with premises provided by Medicon Village. This first program was experienced as extremely positive. Lund LSI and Healthy Habits are therefore now focusing on a larger, more long-term joint accelerator program in Digital Health.

“One of our strategic areas is Digital Health and together with Healthy Habits we are now focusing on an eHealth accelerator for fast-growing Swedish and international high-tech companies in the health field. Lund LSI is contributing its expertise in development of regulated products in health care, a large network of specialists who are familiar with the healthcare system and an environment in which answers to many questions can be found in the staff lounge. We have a unique community within the incubator that is invaluable for IT entrepreneurs who want to focus on health. Together with Healthy Habits we will be a strong team that can help entrepreneurs to develop further,” says Ebba Fåhraeus, CEO at Lund LSI

Accelerator applications will be accepted beginning in December and in early 2016 the selected companies will be able to start the three-month program. Through its partner Almi Invest, which sits on the application jury, the participating companies have the opportunity to apply for a funding base of 200 000 SEK. Health2B (<http://www.health2b.life>) provides access to exciting mentors, sponsorship packages with services from both local companies and international players, and active support in the process of reaching an international market with high regulatory hurdles.

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**About Healthy Habits:**

*Healthy Habits will serve as a catalyst in an arena where new technologies and new methods of social and behavioral expression best promote human health and well-being. We achieve this by helping and supporting innovators and entrepreneurs with health-promoting new products and services (startups) to find approaches and solutions especially at the intersection of tech and life science - Connected Health. Our startup-accelerator Health2B, as we do together with the Life Science Incubator and Startup Studio Malmö, is an example.*

**About Lund Life Science Incubator**

*Lund Life Science Incubator (Lund LSI) helps entrepreneurs and startup companies to develop and commercialize new ideas. Our main task is to support the companies' management teams in their work with business development, financing, recruitment and risk management. Lund LSI is a community consisting of experts, business advisors and incubator companies, which when combined provide a unique opportunity for Life Science Industry startups to benefit from their extensive collective experience. Lund LSI's infrastructure, with offices and conference rooms, along with well-equipped laboratories and advanced instrumentation, is unique in Sweden. Lund LSI is a business incubator based in Medicon Village in Lund.*