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Health revolution companies of the future gathered in Lund

Representatives from eight new-generation Life Science and Information and Communication Technology (ICT) companies met last week at the Lund Life Science Incubator to participate in Health2b.

Ill-health rates and costs to society are enormous and helping to develop more businesses that can promote public health is one reason that the Health2b startup accelerator is now a reality. The event was arranged by Healthy Habits and Lund Life Science Incubator together with Startup Studio Malmö.

“Our vision is to make a real contribution toward improving health. The participants were chosen because they have shown a special passion and driving force for their business concept,” says Stefan Mossberg, Accelerator Manager for Health2b.

Almi Invest is on the jury that selects participants and provides participating companies with the opportunity to apply for basic financing of SEK 200,000.

“At Lund Life Science Incubator we have an exciting innovation environment with over 800 companies within a ten-minute walking distance. We play matchmaker between entrepreneurs from various backgrounds and our Life Science expertise. We offer a unique network of people who have a solid understanding of health care and world-class research,” says Ebba Fåhraeus, CEO of Lund Life Science Incubator.

The eight participating companies come from Sweden, Denmark and Estonia.

One of the companies is HealthCircle from Estonia. Its business concept is to provide professional support to patients with cardiovascular disease with the aim of helping them achieve a longer and better life. The Health Coach tool is an interactive service that will help them to avoid problems and improve their health and lifestyle.

“Medicon Valley and Lund offers knowledge and expertise when it comes to building new companies within Life Sciences, software and IT and we hope to be able to take advantage of this experience to build our product. Our small and young team would like to broaden our network and meet interesting people, other start-ups and get to know smart and educational mentors,” says Pirko Konsa, from Health Circle

Another is C-me health, which has developed a mobile app for cancer patients and their relatives. The idea is to help patients who are under treatment feel that they are regaining control of their lives. The app allows close friends and family to follow the patient’s journey. The initial launch will focus on childhood cancer to help parents use a playful approach to give the child a better understanding of the care process.



“My hopes are that Health2B should support us and facilitate access to relevant networks to quickly get started with the business and test our ideas,” says Edith Sanchez, CEO at C-me health

Facts:

- Innovative companies on the borderland between ICT and Life Science are gaining ground.
- The Health2B initiative is an accelerator environment for innovative teams with a passion for tomorrow's eHealth.
- Health2B is a three-month long initiative that offers participants mentors from all over Sweden with experience in various industries, sponsorship packages with services from both local companies and international stakeholders, and active support in the process of reaching an international market with high regulatory hurdles.

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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, which is a joint initiative together with the Life Science Incubator and Startup Studio Malmö, is one such example.

Lund Life Science Incubator (LundLSI) helps entrepreneurs and startup companies to develop and commercialize new ideas. Our main task is to help the management teams of these companies to navigate the complexities of business development, financing,



recruitment and risk management. LundLSI 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.

LundLSI's infrastructure, with offices and conference rooms, along with well-equipped laboratories and advanced instrumentation, is unique in Sweden. LundLSI is a business incubator based in Medicon Village in Lund.

Startup Studio Malmö AB helps established companies to achieve innovation and growth by learning from and approaching startup companies through custom accelerator programs and internal startup studios, as well as through coaching for management or product development teams. We establish a "10x mindset" and help organizations to take controlled risks. Whether the purpose is innovation, cutting edge product development or digital transformation, the goal is always the same: long-term and sustainable growth.



Business Incubation 2020 is a project with the mission to support entrepreneurship in southern Sweden through increased collaboration within the innovation system and with established trade and industry. This project is partially financed by the European Union.