III eHealth Roadshow

11th October 2017
Odense, Denmark

HOW IT WORKS

The eHealth Roadshow is a public session in which a maximum of
12 innovative companies who will have the opportunity to expose
their digital health solutions in 5 minutes pitch presentations.

The presentations will be followed by a Q&A session in which the members
of the committee will also give feedback on the solutions.

Companies interested in this free service need to apply online.
Each application will be reviewed and companies will be selected
and invited to pitch at the eHealth Roadshow.

WHY PARTICIPATE

in an eHealth Roadshow

1. You will engage with potential collaboration partners and cross-border contacts.

2. You will increase the visibility of your solution at European level.

3. You will receive direct feedback from high-calibre stakeholders, who can in turn provide access to potential customers and procurers.

4. You will profit from expert support and business facilitators, all free of charge.

REQUIREMENTS

to participate in an eHealth Roadshow

Your company must be a start-up or an SME (max. 250 employees and less than EUR 50 million in annual revenues).

Headquarters **must be located in Europe**.

Physical attendance to the live event in case your solution has been selected (invited companies will need to cover their travel and accommodation expenses).
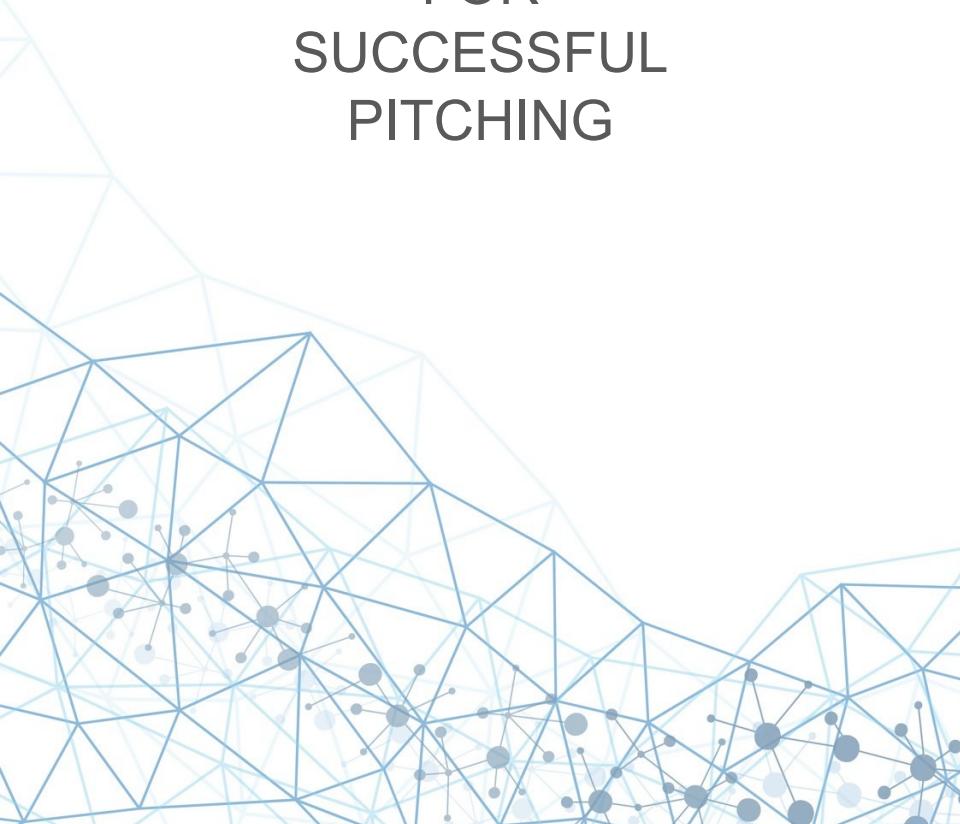
Are you ready? Apply here!

https://ehealth-hub.typeform.com/to/pOiLNC
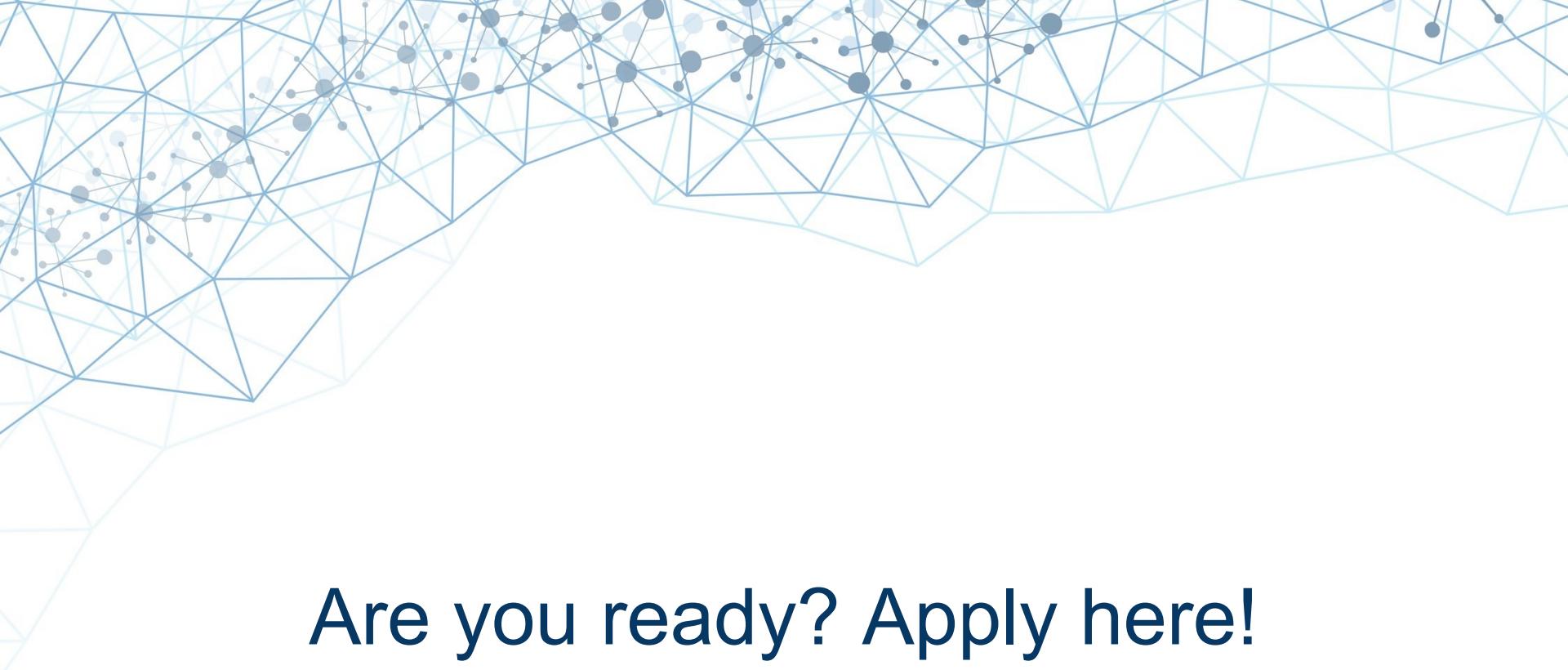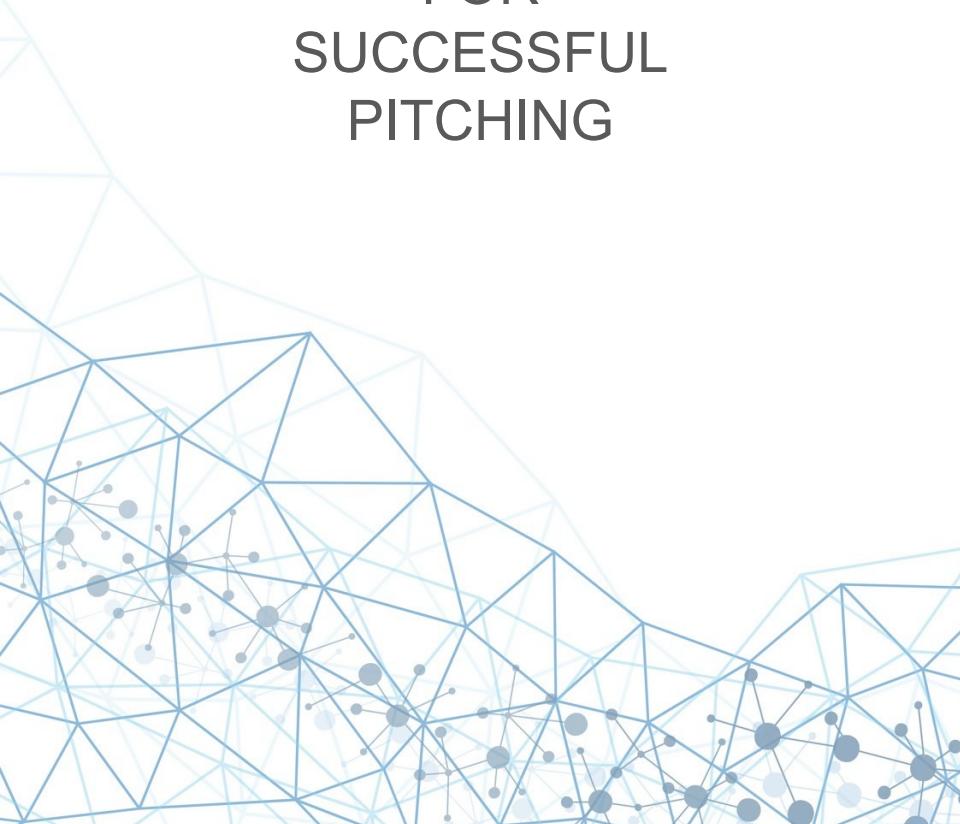
TIPS
FOR
SUCCESSFUL
PITCHING

Time. Prepare your presentation such that you will be able to show all slides within your time limit. You don't want to rush in the last few slides nor skip any due to lack of time.

Be concise. Focus on the information requested in the presentation template. Don´t stuff your slides with too much text, technical data or information. That would distract your audience and you would lose their interest in what you are actually saying.

Wording. Avoid jargon, speak in plain English so that even non-experts are able to understand you.

Storytelling. A good story well told keeps the audience intrigued. Begin showing the problem that you address, explain why you want to solve it. Then introduce your product and explain how it solves the existing problem. Explain what makes your product/service unique and how it is better than the competition and how it is protected and does not infringe other rights (IP Status). Finally, show what your solution will lead to. What will be the impact of your product and what do you need to achieve that?

Practice! Practice in front of the mirror and, if possible, in front of colleagues or friends. Ask them for feedback and questions on the presentation content. You will have no time to explain one idea more than once, so prepare your speech carefully.

TIPS
FOR
SUCCESSFUL
PITCHING

Dresscode. It might sound unfair, but the first impression you will give is visual. You will never have a second chance to make a first impression, so dress up! You will be meeting business people, so casual wear is not an option.

Adapt to your audience. Tailor your presentation to your audience. Find out who will attend and adapt your slides accordingly.

Pace. Make sure you speak slowly enough for the listeners to understand what you are saying.

Body language. Be aware of your posture and hand gestures. Instead of keeping your hands in your pockets, you can rather use them to emphasize important information (for instance, you can visualize numbers). Keep your palms open (fists would be unconsciously interpreted as aggression).

Passion. You want to raise your audience´s interest, so show them your passion for your product.

Anticipate questions and prepare good answers in advance.

Don't forget to bring your business cards!

III eHealth Roadshow

11th October 2017
Odense, Denmark

https://ehealth-hub.typeform.com/to/pOiLNC