

DigitalHealth.London Launchpad, FAQs

1. What is the difference between the DigitalHealth.London Launchpad and the DigitalHealth.London Accelerator?

- The DigitalHealth.London Launchpad is designed to provide targeted support to a small number of digital health companies specifically around the period of time leading to the launch of a new product(s) or process(es).
- The DigitalHealth.London Accelerator provides a broad spectrum of support for digital health innovators over a one year period. Like the Launchpad, it covers product refinement and launch, but also extends into a learning programme around the inner-workings of the health system, developing evidence and evaluation, and introductions to key NHS decision-makers.
- Both programmes are open to London-based small and medium sized companies, and companies may join either or both of the programmes, which are run independently.

2. How are companies selected?

- Companies are invited to apply for the programme through a short application form.
- Applications will be scored by DigitalHealth.London team members, before shortlisting. Shortlisted candidates will be offered an interview with a senior member of the team and a DigitalHealth.London digital health consultant.
- At both the application form stage and at interview, applications will be scored for their suitability for participation in the DigitalHealth.London Launchpad in four areas:
 - The companies must be London-based, and fit the European Commission's definition of a small and medium-sized enterprise
 - Credibility of the company to develop and deliver the product
 - NHS need for the product or process
 - Potential to benefit from the programme.

3. What support will participants get?

The project will provide up to 12 hours of support to participants over a three-month period. Support will consist of:

- Workshops
- Bespoke 1:1 advice from DigitalHealth.London digital health consultants
- Advice from key founding and strategic partners to bring rich and diverse expertise across healthcare innovation

4. What are the eligibility criteria for companies to be considered?

- Companies that have a product or solution in development and a launch date of on or before 1 March 2019 can apply.
- Companies must be based in London, and will be required to provide evidence of this.
- Companies must demonstrate compliance with the EU definition of "small and medium-sized enterprise (SME) at the time of embarking on the programme <http://ec.europa.eu/growth/smes/business-friendly-environment/sme->

[definition_en](#). If you are not sure whether or not you meet the criteria, we will be able to make a judgment based on your responses to questions in the form.

- Businesses must be registered with Companies House to join DigitalHealth.London Accelerator. We can accept sole-traders, providing you have a unique tax reference number. If you are a charity, please contact dhla@digitalhealth.london to discuss before applying.

Please note that as part of the project, participating companies will be required to sign an agreement with DigitalHealth.London, provide declarations of their London-base and SME status, and supply details to inform the Launchpad's metrics collection.

5. Does the Launchpad provide funding for companies?

- The Launchpad does not provide direct funding and cannot formally advise on funding or make specific introductions.

6. How does participation affect compliance with state aid rules?

- The benefits offered through the DigitalHealth.London Launchpad classify as assistance under the European Commission's De Minimis Regulation (Commission Regulation (EU) No 1407/2013 of 18 December 2013) on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid; Official Journal L 352/1 of 24.12.2013). This allows an undertaking to receive up to €200,000 worth of assistance over any three year fiscal period (i.e. fiscal years used by the undertaking in the UK). The amount of de minimis aid that your company will receive through the DigitalHealth.London Launchpad is estimated to be worth the equivalent of £3,000. You will receive a State Aid certificate at the end of your involvement with the accelerator programme, confirming how much de minimis aid you received. More information can be found [here](#).

7. How is the Launchpad funded?

- The Launchpad is a partnership between London's three AHSNs (Health Innovation Network, Imperial College Health Partners, UCLPartners), MedCity, and CW+. It is supported by the Mayor of London.
- The Accelerator is receiving up to £1.7 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014–2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit www.gov.uk/european-growth-funding