

DigitalHealth.London Launchpad cohort 5 application questions

1. Company Name
2. Contact details
 - a. Full name
 - b. Job Title
 - c. Email
 - d. Contact telephone number
3. Company details
 - a. Company website
 - b. Company Type
 - i. Private Limited by Shares
 - ii. Private Limited by Guarantee
 - iii. Limited Liability Partnership
 - iv. Community Interest Company
 - v. Other
 - c. Are you a registered UK Company?
 - i. Yes
 - ii. No
 - d. Company Registered Number
 - e. Date Incorporated (m/d/y)
 - f. Company house registered address, including postcode
 - g. Trading address, including postcode

Please note that companies wishing to participate in the DigitalHealth.London Launchpad must be based in London

4. Are you considered a Small and Medium-sized Enterprise?

To be eligible to take part, companies must fit the definition of an SME, as provided by the European Union (<http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/>). According to this definition, an SME is defined as a business that: employs fewer than 250 persons, has an annual turnover below €50m (approximately £43m), and / or its balance sheet is below €43m (approximately £37m). Conversion rates can be found at the following link:

<http://ec.europa.eu/budget/graphs/inforeuro.htm>

Please confirm, by ticking the appropriate boxes, that to the best of your knowledge, the company meets the above definition of an SME.

Please note that we are unable to offer support through a DigitalHealth.London Accelerator if you do not meet the criteria for an SME.

- a. Employs fewer than 250 persons
 - i. Yes
 - ii. No
- b. Annual turnover is below €50m
 - i. Yes
 - ii. No
- c. Balance sheet is below €43m
 - i. Yes

- ii. No
- d. Business is not a subsidiary and/or under the control of a larger SME entity (25% or more)?
 - i. Yes
 - ii. No

5. De Minimis State Aid in the current and last two fiscal years

The benefits you are being offered 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 Euros 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 programme is estimated to be worth the equivalent of £3,000. This figure is equivalent to €3,517 based on a conversion rate of £1 to €1.17 in December July 2021. You will receive a State Aid certificate at the end of your involvement with the programme, confirming how much De Minimis aid you received.

- a. Have you received De Minimis State Aid in the current and last two fiscal years?
 - i. Yes
 - ii. No
- b. If yes, please give details of the following for each award:
 - i. Funding Body
 - ii. Purpose
 - iii. Amount (£)
 - iv. Date of award (DD/MM/YY)

6. Diversity and equality

We are committed to the recording of equality and diversity data on individuals receiving support through the European Regional Development Fund, to ensure that there is no inherent bias in the provision of help through the funding stream and that it is accessible by all groups. Please note that the following data is captured in order for the DigitalHealth.London Launchpad to measure how they are supporting the needs of the UK's diverse business communities and is treated as strictly confidential.

- a. Would you consider your business to be Black, Asian or Minority Ethnic owned (i.e a business with over 51% shares, ownership or management)?
 - i. Yes
 - ii. No
 - iii. Prefer not to say
- b. What is the ethnicity of the business ownership?
Please tick all that apply
 - i. White
 - ii. White British
 - iii. Any other white background
 - iv. Mixed
 - v. Asian
 - vi. Asian British
 - vii. Bangladeshi
 - viii. Indian
 - ix. Black
 - x. Black British
 - xi. Caribbean
 - xii. African

- xiii. Any other Asian background
 - xiv. Any other black background
 - xv. Other ethnic group
 - xvi. Prefer not to say
- c. What is the gender majority of the ownership (i.e. a business with over 51% shares ownership or management)?
- i. Male
 - ii. Female
 - iii. No clear majority
 - iv. Prefer not to say
- d. Is the business partly or majority owned by a person or persons with a disability?
- i. Yes
 - ii. No
 - iii. Prefer not to say

7. Policies in place

We are committed to respecting the principles of sustainable development, equality and anti-discrimination. This is also an area that DigitalHealth.London Launchpad is required to monitor as a programme part funded by European Regional Development Fund.

All participants in the programme will confirm compliance with the requirements to dispose of waste using a registered waste collector, and observe and comply with Waste Electrical and Electronic Equipment (WEEE) regulations. Further, Delivery Partners and SMEs will be encouraged to use paperless correspondence wherever possible.

If you select 'no' to any of the following questions, we will commit to working with you to achieve these standards.

- a. As an organisation we are committed to equality and diversity, including being a fair and inclusive employer. As an organisation, are you committed to equality and diversity?
- i. Yes
 - ii. No
- b. Does your business dispose of waste using a registered waste collector?
- i. Yes
 - ii. No
- c. Do you comply with the Waste, Electrical and Electronic Equipment (WEEE) regulations?
- i. Yes
 - ii. No
- d. As an organisation we are committed to valuing sustainability, including a commitment to minimising energy consumption, minimising travel and promoting public or green transport where travel is unavoidable. As an organisation, are you committed to sustainability?
- i. Yes
 - ii. No
8. Company Profile
- a. Latest annual turnover
 - b. Number of employees
 - c. Please indicate which area of innovation your company operates in. Select all that apply
 - i. Addiction

- ii. Ageing / Palliative
- iii. Allergies
- iv. Cancer
- v. Cardiovascular disease / Stroke
- vi. Communication
- vii. Covid - 19
- viii. Dermatology
- ix. Diabetes
- x. Diagnostic support
- xi. Digitalising the system
- xii. Ear / Nose / Throat
- xiii. Gastro / Digestion
- xiv. Genomic medicine
- xv. Health records
- xvi. Infection control
- xvii. Imaging
- xviii. Improving system flow
- xix. Learning disabilities and autism
- xx. Long term conditions
- xxi. Medicines optimisation
- xxii. Men's health
- xxiii. Mental health
- xxiv. Musculoskeletal
- xxv. Neurological conditions
- xxvi. Nutrition / weight management
- xxvii. Ophthalmology
- xxviii. Paediatrics
- xxix. Pathology
- xxx. Patient safety and quality improvement
- xxxi. Personalised care
- xxxii. Pharmacy
- xxxiii. Point of care testing
- xxxiv. Prevention
- xxxv. Renal
- xxxvi. Respiratory disease
- xxxvii. Self-management
- xxxviii. Sexual health
- xxxix. Surgery
 - xl. Women's health
 - xli. Workforce education
 - xlii. Workforce resource optimisation
 - xlili. Other

d. Please indicate which sector your company operates in. Select all that apply

- i. Primary
- ii. Secondary
- iii. Tertiary
- iv. Social care
- v. Community
- vi. Clinical trials
- vii. Other

e. Please indicate which technology company uses. Select all that apply

- i. App

- ii. Assistive technology
- iii. Artificial intelligence
- iv. Data analysis
- v. Hardware
- vi. Medical devices
- vii. Remote monitoring
- viii. Software
- ix. Other

9. Information about your company and its products

- a. Your "elevator pitch" (80 characters)

Please briefly describe the problem faced and explain how your company / digital health solution addresses it or has the potential to address it. Where possible, include facts and figures that support your explanation.

- b. We always find a 60-second pitch video a nice way to better understand a product - if you'd like to share one, please put a link below to either a YouTube clip or a dropbox/cloud/google drive file.

- c. Name and detail of new product/s to be launched by March 2023

- d. Timeline and milestones to launch, including progress to date

Please be specific about the stage of development the product is at and when you plan to bring it to market.

- e. Description of the market/s being targeted

Please be specific about the market that you are targeting.

- f. Please tell us what you have done to engage with users of your product (this might be patients, public or staff groups)

Please be specific about the market that you are targeting.

- g. Details of evidence generated to date and future plans

Please share any links of evidence that is publicly available, and describe any particular areas of interest that you would like to achieve with academic institutions around evidence generation

- h. Key competitors and intellectual property

Please detail relevant competitors and intellectual property (IP) information for each of your product, and how you differentiate yourself from your competitors.

- i. What are your key blockers and technical challenges for the product in development that could prevent you from launching by March 2023?

- j. Please give a brief description of the skills and expertise within your team?

- k. Final question, what are your 3 specific asks from the DigitalHealth.London Launchpad Programme to aid in launching the new product?