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MedPhab

Photonics Solutions at Pilot Scale for Accelerated Medical Device Development

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Investor user ecosystem development strategy

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RE	Restricted to a group specified by the consortium (including the Commission Services)	
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Executive Summary

In accordance with Task 9.3 (*Investor Engagement*) of WP9 (*Dissemination & Communication*), the consortium presents here an Investor user eco-system development strategy in support of MedPhab's goal to establish Europe's first pilot line dedicated to the manufacturing, testing, validating and upscaling of new photonics technologies for medical diagnostics. The main aim of this task is to **identify** companies that are already prototyping photonics technologies for medical diagnostics and are ready to ramp up to pilot production (users) and investors seeking to invest in the opportunities offered by such companies; and to **enable** these users to engage with these investors.

The strategy proposed includes:

1. Identifying and individually contacting target users, e.g. from EPIC's own network and from leads provided by consortium partners.
2. Providing identified users with coaching material and tips to interact with investors to maximize their chances of raising investment and creating improved business certainty.
3. Strengthening the photonic investor ecosystem e.g., by inviting investors to meet photonic companies through EPIC events or directly contacting investors who prefer to operate in private.
4. Establishing mechanisms that will enable target users and investors to work successfully together, initially by setting up meetings at EPIC events or in private and following up with open and one-to-one coaching events, for example, in conjunction with the European Photonic Venture Forum (EPVF).

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1. Introduction

The ultimate goal of MedPhab is to develop Europe's **self-sustainable pilot-line** dedicated to the manufacturing, testing, validating and upscaling of new photonics technologies for medical diagnostics to enable companies to ramp up production of photonic-based medical diagnostic devices. Accordingly, the goal of Task 9.3 *Investor engagement* is to facilitate contact between target users that are already developing photonic-based medical diagnostic products and would like to accelerate the production of photonic-based medical diagnostic devices using the MedPhab Pilot Line and investors interested in investing in this kind of technologies.

This document includes strategies for identifying and contacting the key players in both investors and target users groups; defining the offer made to them; elaborating material for coaching users in raising investment and accessing other forms of investor support. Further the document elaborates on events and other strategies that will facilitate contact between investors and users. The events will be organized e.g. in collaboration with the European Photonic Venture Forum (EPVF) and will be recorded and documented as coaching materials for users. To address investors' potential concerns about risks from the investment perspective in photonics technologies the investors from other technological fields will be invited to EPIC-organised technology meetings and other MedPhab events.

2. Strategies for reaching users looking for funding

The objective is to identify users developing photonic-based medical diagnostic products that are looking for investment to ramp up production. The estimated budget to cover the Demo Cases for the pilot phase is €1.85M, providing a partial support for up to 18 business cases. The target group will include MedPhab prototyping customers, companies participating Demo Case program and as well as other companies. After identifying them, interested companies will be offered coaching material and participation in coaching sessions followed by enabled contact with potential investors.

2.1. Offer to users

The aim of Task 9.3 is to facilitate contact between investors and users looking for funding to scale up production, taking advantage of MedPhab partners' network and services. The number of companies requiring investment for pilot production phase and at the same time matching MedPhab profile is not very high. Thus, it is important to efficiently identify all these potential users and contact them through different dissemination channels in order to not overlook any option. MedPhab will support EU company stranded in the prototyping phase due to insufficient capital. MedPhab services offered to the identified users will comprise:

- Providing target users with coaching material and/or coaching session for "investment readiness" and "pitch making" to maximize their chances of raising investment and creating improved business certainty.
- Sending target users' finalised business plan to three investors selected from the EPIC Venture and Finance Workgroup.
- If feedback is positive, a meeting will be arranged at an event where both the user and investor will attend. When the investor prefers to maintain confidentiality, a private meeting will be arranged.

To attract these companies, the main marketing strategy will consist on promoting the service through e.g. "Open service for companies requiring investment to move from prototyping to full production for Photonics-based medical devices", to encourage the companies to apply and contact the Pilot Line. A draft of the email/press-release to announce could be:

"MedPhab offers a service to help companies developing Photonics-based medical devices, to move forward to the Pilot Production Phase. MedPhab connects these users with investors interested in photonics, provides coaching material and thus, increase the chance to raise capital. If you are already working with medical devices based on photonic technologies, MedPhab can help you to find capital to move to full production by connecting you with investors interested in photonics technologies. "
To find out more, info@medphab.eu.

The service will be promoted through MedPhab's website and social media, press releases and via banners and flyers for use at exhibitions/events and emails footers. The service will be launched at MEDICA 2021 and at LASER World of PHOTONICS 2021.

2.2. Criteria for target users

Support will be given to businesses seeking to prototyping and manufacturing in Europe, and a particular focus will be given to SMEs. Ideally, users that wish to use MedPhab's investor services for pilot production would already be working in Photonics-based medical device and have completed the prototyping..

2.3. Strategies for identifying target users

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MedPhab's strategy for identifying target users will be to advertise MedPhab's offer, sent via email, website, social media, flyers and announced in MedPhab events. For this task, three different lead levels have been identified as can be seen below. Leads obtained through this task will be also considered leads for the Pilot Line, and will be incorporated to the CMP (Community Management Platform) in WP8.

1. Companies that have already completed the prototyping phase with MedPhab (first level users). These users will be contacted by direct email via leads provided by the MedPhab front office WP1.
2. Companies that have completed the prototyping phase using companies outside of the MedPhab consortium (second level users). These users will be contacted through meetings, exhibitions and conferences. They will be considered as part as the MedPhab CMP so a first call will schedule to discuss technical requirements through WP1.
3. Companies that have not yet completed the prototyping phase - (third level users) could be selected to be introduced to an investor and start working with MedPhab with a view to them becoming MedPhab users at a later date.

Different dissemination actions will be carried out for the different levels considered.

2.4. Summary of Action/Channels to contact target users + timetable + KPIs

Level of lead	Action/Channels	Timetable	KPIs
All lead levels	Open calls to attract users looking for investment. Supported by press releases, banners, flyers and promotion at exhibitions/events.	First call will be made on June 2021	Identify 35 companies during the whole duration of the project (10-15 from each of the three lead levels as below)
1. Companies that have completed the prototyping phase, using MedPhab.	Direct contact through leads provided by MedPhab through WP8 + supporting channels	From June 2021	Identify 10-15 companies during the whole duration of the project
2. Companies that have completed the prototyping phase using companies outside MedPhab consortium, e.g. Universities and other EU projects	Direct contact through EPIC meetings at exhibitions and conferences + supporting channels. Send to WP3 to be included in the CRM. Contact with WP9 for technology scouting	From June 2021	Identify 10-15 companies during the whole duration of the project
3. Companies that have not yet completed the prototyping phase	These companies will be advised to start working with MedPhab with a view to them joining MedPhab at a later date.	From June 2021	Identify 10-15 companies during the whole duration of the project

For the 35 companies identified during the whole duration of the project, we expect to get 18 users for MedPhab via Demo Case program and from them, 5-10 raising investments through the MedPhab investment service.

2.5. Elaboration of coaching session for companies

In order to maximize user chances of raising investment and creating improved business certainty, MedPhab will organize coaching sessions in collaboration with European Photonic Venture Forum

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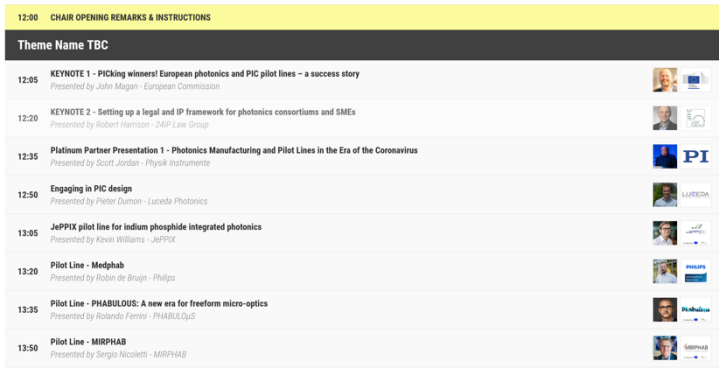

(EPVF). The goal is to complement the training EPVF offers by organizing coaching sessions the day before EPVF to encourage the interaction of the companies with investors.

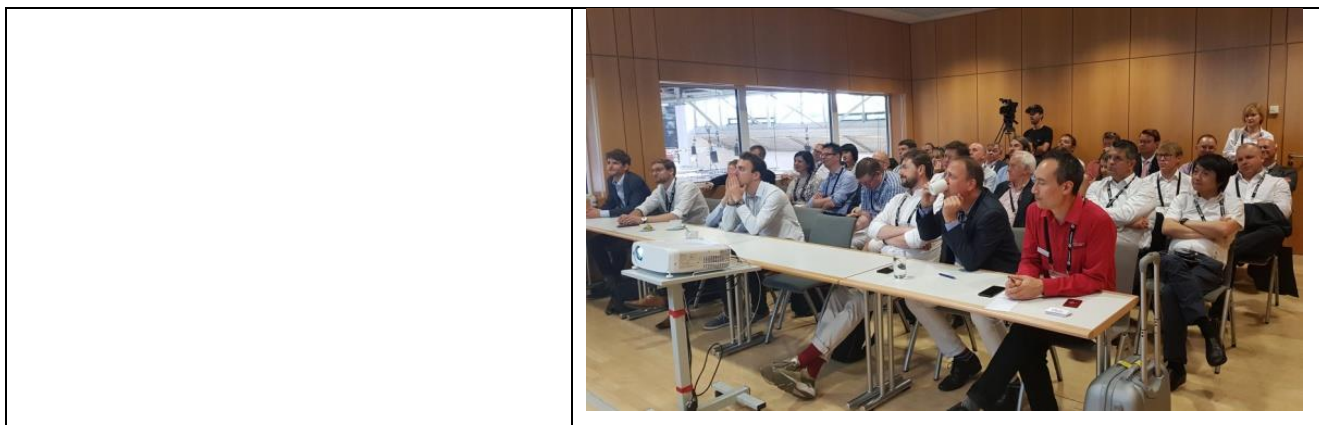
The coaching events and workshops will typically be around one hour in length and organised in a seminar format around presentations from high-level coaches and investors. After that, a social event will be organized (coffee break or a lunch) to allow the attendees to interact with the speakers. The coaching sessions will be video recorded and kept as material for the coaching of companies. Different kind of events are envisioned for the future EPVF editions e.g. at EPIC investor breakfasts, Business angel dinners and presentations. When original meeting is no longer possible, the training sessions could be converted into a digital format.

MedPhab has already organised the first of these events during the AngelTech Online Summit - May 19th, 2020 (<https://onlinesummit.angel-tech.net/breakout/pic-pilot-lines>).

Moreover, MedPhab will organize an event and a coaching session at Laser World of Photonics (Munich 2021) with entrepreneur/s familiar with photonic technology and medical industry, on how to build strategies and how to raise capital. Each meeting targets 20-25 participants and the recorded videos will be available through the MedPhab Community platform and/or MedPhab website. Articles summarizing the investor tips will be also written to form part of the coaching material (see 2.6).

Summary examples of coaching sessions:

<p>AngelTech Online Summit - May 19th, 2020 Presentation - Pilot Line MedPhab (Robin De Bruijn – Philips)</p>	<p>Agenda Tuesday 19th May 2020 starting at 12:00 GMT (13:00 BST / 14:00 CEST)</p> 
<p>EPIC Coaching Session at Laser World of Photonics 2021</p>	<p>Coaching session at Laser World of Photonics 2021 - Munich, with entrepreneur/s familiar with photonic technology and medical industry, on how to build strategies and how to raise capital</p>
<p>Picture of EPIC Coaching Session organized for other EU Pilot line at Laser World of Photonics 2019.</p>	



2.6. Summary of strategies for providing users with coaching sessions and material + KPIs

The material will be prepared based on the annual coaching session that will take place in conjunction with EPVF, and other interactions with investors. Articles, interviews, videos will be produced and classified in the different topics of interest when looking for investment, during all MedPhab life cycle. We aim to create a collection of material able to give an overview of what needs to be considered when trying to grow a company. This material will be provided to the users of the service and could be available through the MedPhab Community Management Platform upon registration.

Summary of coaching strategy:

Channel	Action	Timetable	KPIs
Coaching sessions	Coaching activities at EPIC events and in conjunction with EPVF: talks, presentations, networking breakfasts	1 time per year, in conjunction with EPVF.	Number of participants (target 20-25 participants)
Coaching material	Videos based on above coaching activities, articles, interviews, etc	Videos to be prepared from June 2021 meetings.	Number of times videos are viewed (target number of views 10 per month)

3. Strategies for developing investor ecosystem

MedPhab ambition is to identify and attract new private and public investors who are interested in photonics and could provide investment to the identified target users. This task also includes strategy on how to educate investors to trust in photonic technologies, specifically for medical devices.

3.1. Offer to investors

Investors will be invited to participate at MedPhab-focused meetings to be updated in the latest developments of photonics technologies. Some investors are already regularly attending meetings with this purpose e.g. Mike Powell from Renevo Capital Limited attended previous EPIC World Photonics Technology Summit. As part of the service, the investors will be contacted with users looking for investment that are already prototyping photonics technologies for medical devices to enable them to ramp up to pilot production. Investors will be encouraged to register in the MedPhab community platform on their own volition to have additional access to MedPhab developments.

3.2. Investor Preparation

Investors will be made aware of MedPhab through presentations at EPIC's open investor meetings, technology meetings and other meetings and events, e.g. EPVF's annual forum where companies pitch to investors in front of a public audience. These events will be followed up by direct, one-to-one contact with MedPhab and/or senior EPIC personnel to identify investors interested in investing in the MedPhab target users. Interested investors will receive the users' finalised business plans for consideration.

If feedback is positive, a meeting will be arranged at an event that both the user and investor will attend or if the investor prefers to maintain confidentiality, a private meeting will be arranged.

3.3. Current members of EPIC's Investor Network

MedPhab pilot line can benefit from EPIC investor network and EPIC Venture and Finance Workgroup. Investors currently in EPIC's network are mainly VC or corporate and of two types: (1) Public Investors, i.e. those investors who operate in the public domain, they are members of EPIC through EPIC membership and attend the EPIC Meetings and (2) Private Investors, i.e. those who want no publicity and who prefer to work in a confidential and private environment, but are members of the EPIC Venture and Finance Workgroup.

EPIC currently counts on around 70 members in the EPIC Venture and Finance Workgroup.

3.4. Strategies for increasing Public investors

Strategies for increasing the number of Public Investors engaging with MedPhab pilot line include direct, one-to-one contact via introductions from EPIC members, EPIC's open investor meetings and other meetings and events, e.g. EPVF's annual forum in which companies pitch to investors in front of a public audience. Public investors interested in MedPhab will be identified by senior EPIC personnel and matched with target users.

EPIC has investor members that actively participate in the meetings and use EPIC networks to contact companies. These EPIC members work in the public domain and are openly interested in investing in photonics businesses. An example of these investors is:

Jolt Capital SAS, which is a fully independent Private Equity firm that specializes in Growth Capital Technology Investing and is authorized & regulated by the AMF (*Autorité des Marchés Financiers*). Jolt Capital generates returns for its investors by enabling mid-sized technology-rich companies with

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strong fundamentals to execute their growth strategies, in sectors that offer good exit potential across software, mobility, cloud and Internet of Things (IoT). <https://jolt-capital.com>

3.5. Strategies for increasing Private Investors

MedPhab will adopt a strategy for increasing Private Investors to the MedPhab through confidential, one-to-one contact with MedPhab and EPIC. New investors will be identified via leads discreetly obtained from various events and meetings. Among others leads will also be obtained from EPIC's invitation-only investor meetings and from attendees of EPIC's VIP dinners for EPIC Corporate Investors and Business Angels. Private investors interested will be identified MedPhab and matched with target users.

3.6. Summary of Channels/Action for attracting new investors + KPIs

Type of Investor	Channel /Action	KPIs
Public Investors (i.e. who operate in the public domain)	Invite to EPIC investor and other MedPhab meetings to expand EPIC's network of investors interested in photonics, particularly in medical devices	Finding 2 new investor organizations outside of current (EPIC) network during the whole duration of the project
Private Investors (i.e. who prefer privacy and do not want publicity and prefer confidentiality)	Obtain leads from EPIC investors and companies at various meetings and events and personal contact	Through the whole duration of the project engage 10 private investors interested in providing capital to MedPhab customers

4. Conclusions

This deliverable provides details of MedPhab strategies to develop the user/investor ecosystem to enable a sustainable ramp up of photonics-based medical diagnostic devices production using the MedPhab Manufacturing Pilot Line.

The first part of **Section 2 (2.1-2.4)** concerns strategies for obtaining users for the MedPhab Pilot Line and covers eligibility and selection criteria, strategies for identifying target users via open calls and direct mailing. This part concludes with a summary of actions and channels to contact target users including a timetable for action and KPIs. The second part of section 2 (2.5) deals with strategies for providing users with investment readiness and pitch making coaching and concludes with a summary (2.6) of actions an action timetable and KPIs.

Part 3 looks at strategies for developing the investor ecosystem in respect of both public and private investors and concludes with a summary channels and actions to achieve this objective together with an action timetable and KPIs.

Part 4 concerns strategies for facilitating contact between investors and target users and to secure long-term sustainability in ramp up of PIC technologies through follow-up coaching both one-to-one and at group events.

As to the progress, the task has started on time (M5, 2020) with the presentation of the Pilot Line at the AngelTech Online Summit on May 19th, 2020.

We are confident that all the other activities detailed in this deliverable will start on the dates specified and that the proposed KPIs will be achieved.

5. Degree of Progress

Task 9.3 started on time (M5, 2020) with the presentation of the Pilot Line at the AngelTech Online Summit - May 19th, 2020.

We are confident that all the other activities will start on the dates specified in the summary tables shown in 2.4, 2.6 and 3.4 above.

The deliverable D9.9 is 100% fulfilled.

6. Dissemination Level

The Deliverable D9.9 *Investor user ecosystem development strategy* is a confidential deliverable, available only for members of the consortium, including the Commission Services.