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2022 Business Plan Call

All Calls at a Glance

INNOVATION			
	Partner-driven project	Start-up driven project	High Value Care project
Goals	Transform the way healthcare is delivered (introduction of new standards of care or gold standards)	Transform the way healthcare is delivered (introduction of new standards of care or gold standards)	Transform healthcare systems
Description	Develop products and/or services that will generate revenues and costs savings when introduced in the market.	Develop products and/or services that will generate revenues and costs savings when introduced in the market Offer a model where partners and start-up companies can collaboratively accelerate innovation uptake. Start-up must be at the core of the project as applicant to the Start-up Amplifier instrument.	Focus on both value (improving health outcomes that matter most to patients) and reimbursement (paying for the outcomes that we aim to have) using existing technology that requires appropriate efforts on IS (Information Systems: data integration, software integration, etc.) (i.e. no technology development).
KPIs The timeframe for mandatory KPIs will be detailed in the Plaza Guidance for Innovation projects	Mandatory: <ul style="list-style-type: none"> Marketed Innovations- EITHE02.1 At least one customised KPI linked to Patient Reported Outcome Measure (PROM) Number of citizens/patients impacted positively by solutions developed and implemented in EIT Health activity - KPI13 	Mandatory: <ul style="list-style-type: none"> Marketed Innovations- EITHE02.1 At least one customised KPI linked to Patient Reported Outcome Measure (PROM) Number of citizens/patients impacted positively by solutions developed and implemented in EIT Health activity - KPI13 	Mandatory: <ul style="list-style-type: none"> Number of countries where technology, product or service is commercialized or implemented - KPI06 At least one customised KPI linked to Patient Reported Outcome Measure (PROM) Number of citizens/patients that benefitted from solutions developed or implemented in EIT Health activity - KPI13
Financial Sustainability	Specific Co-funding requested for Innovation projects (see annex) Success based financial contribution to EIT Health ecosystem requested.	Specific Co-funding requested for Innovation projects (see annex). Financial contribution to EIT Health ecosystem by granting EIT Health financial options in the start-up.	Specific Co-funding requested for Innovation projects (see annex), Success based financial contribution to EIT Health ecosystem requested (can be compensated by impact and co-funding),
Indicative Grant Amount	Maximum €2.5 million for project duration with maximum of €850,000 in years one and two, and €800,000 in year three.	Maximum €2.5 million for project duration with maximum of €850,000 in years one and two, and €800,000 in year three. For Start-up-driven projects the grant allocated for the start-up must be included in the range [300k€-500k€]	Maximum €2.5 million for project duration with maximum of €850,000 in years one and two, and €800,000 in year three.
Application by	<ul style="list-style-type: none"> Consortia of EIT Health partners with the possibility to include external project partners New projects 	<ul style="list-style-type: none"> Start-up applying to Start-up Amplifier instrument. New projects 	<ul style="list-style-type: none"> Consortia of EIT Health partners with the possibility to include external project partners New projects

EDUCATION		
	Co-create!	Degree Programmes
Goals	The goal of the Co-create! Call is to design, create, and deliver innovative, impactful, and high-quality education interventions to educate and equip the healthcare workforce, entrepreneurs, citizens, patients, and talents across Europe to tackle public health challenges.	The goal of the EIT Health Degree Programmes Call is to develop and support pan-European Master and Doctoral programmes that deliver innovation and entrepreneurship skills to students. The ultimate aim is to nurture the talents of tomorrow (entrepreneurs, change agents, professionals) to boost innovation in the healthcare ecosystem.
Description	Theme 1: Sustainable health workforce Theme 2: Global Pandemic – Innovation and Technology Theme 3: Impact of Climate change on human health	New Degree Programmes and re-applications
KPIs	<p>Mandatory KPIs</p> <ul style="list-style-type: none"> Number of participants in (non-degree) education and training Number of EIT RIS participants with (non-degree) education and training Programme attractiveness and demand <p><i>It is mandatory to select at least one optional KPI from the following list.</i></p> <p>Optional KPIs</p> <ul style="list-style-type: none"> Number of students trained by EIT Health (non-degree) education programmes Number of professionals trained (Number of healthcare professionals trained by EIT Health non-degree education programmes or Number of executives trained by EIT Health non-degree education programmes) Number of citizens/patients trained Number of Start-ups created by participants in (non-degree) education programmes Employment success Number of citizens/patients involved Number of citizens/patients reached <p>Please refer to the KPI Guidance for the definition of the KPIs.</p>	<p>Mandatory KPIs for Labelled MSc/PhD Programmes:</p> <ul style="list-style-type: none"> Number of Start-ups created of EIT labelled MSc/PhD Programmes Number of EIT RIS Start-ups created of EIT labelled MSc/PhD programmes Number of EIT RIS Countries – Start-ups created of EIT labelled MSc/PhD programmes Number of Graduates from EIT labelled MSc/PhD programmes Number of EIT RIS Graduates from EIT labelled MSc/PhD programmes Number of EIT labelled MSc/PhD students and graduates who joined Start-ups <p>Number of EIT RIS EIT labelled MSc/PhD students and graduates who joined Start-ups.</p> <p>Optional KPIs:</p> <p><i>It is mandatory to select at least one optional KPI from the following list:</i></p> <ul style="list-style-type: none"> Number of jobs created in new business organisations as a direct result of your programme Number and type of jobs and/or employment in existing businesses Marketed Innovations Investment attracted by KIC supported start-ups/scale-up <p>Please refer to the KPI Guidance for the definition of the KPIs.</p>

<p>Financial Sustainability</p>	<p>All Co-Createl programmes must generate revenue that EIT Health will reinvest into the ecosystem. This shall happen on two levels:</p> <ul style="list-style-type: none"> • Level 1: Partners are responsible to manage marketing, the distribution and commercialisation of programmes themselves. Revenue split: 70% stay with Partner / 30% reinvested in the ecosystem by EIT Health • Level 2: Furthermore, partners are encouraged to share content with EIT Health to further distribute and scale. EIT Health provides further support with marketing, distribution and commercialisation of programmes. EIT Health hosts the education material on the EIT Health Academy platform and is fully responsible for the maintenance of the platform and data management. Revenue split: Partners will receive 30% of revenue generated from this mechanism either directly or through reduced co-funding in the next business plan cycle. EIT Health will reinvest in the ecosystem the 70% revenue split. <p>EIT Health will not strive for IP. Appropriate arrangement will be made (license agreement).</p>	<ul style="list-style-type: none"> • For Degree programmes financial contribution is optionally: • Partners have the opportunity to generate revenue from modules by hosting them on the EIT Health Academy platform. This can be done by repurposing the content. • Revenue split: 70% to EIT Health / 30% to Partners. • Partners will receive revenue generated from this mechanism either directly or through reduced co-funding in the next business plan cycle based on their preferences
<p>Indicative Grant Amount</p>	<ul style="list-style-type: none"> • 8-10 programmes (multi-annual business plans) • 2 programmes maximum 1.5M EUR for 2022 • 3-4 programmes between 100.000EUR and 300.000EUR for 2022 • 3-4 programmes between 300.000EUR and 500.000EUR for 2022 	<p>New degree programmes are supported for one development year plus 4 years, provided they obtain EIT Labelling.</p>
<p>Application by</p>	<ul style="list-style-type: none"> • Consortia of partners • New and Reapplications 	<ul style="list-style-type: none"> • New and Reapplications

BUSINESS CREATION		
	Bootcamps	Continuation Projects
Goals	Provide an intensive incubation programme for European teams. Bootcamp Programmes should have a clear thematic focus.	Support continuation activities (excluding Bootcamps) within the Accelerator portfolio in alignment with the EIT Health Strategic Agenda.
Description	Examples may broadly include medtech, biotech or digital health, or they could draw on the EIT Health Focus Areas. They can also target a specific need domain identified in the innovation healthcare domain across Europe (e.g. patient innovation, neurology, A pharma etc.).	Any Accelerator activity that is willing to continue its work in 2022 will have to apply and undergo a full evaluation procedure. This requirement ensures high quality standards and continuous improvements from year to year. Budgets can only be confirmed for the following calendar year. In view of the current strategic developments most of the continuation activities are required to fit into an aligned framework (e.g. in terms of selection process, financial commitment etc.).
KPIs	<ul style="list-style-type: none"> • number of start-ups supported by KICs (EITHE03.1)(mandatory) • number of start-ups created • number of jobs created • Programme Attractiveness and Demand • # of citizens/patients involved • # of citizens/patients reached • # of citizens/patients trained 	<ul style="list-style-type: none"> • number of start-ups supported by KICs (EITHE03.1) (mandatory) • Number of jobs created • Percentage of Programme Attractiveness and Demand • # of citizens/patients involved • # of citizens/patients reached • # of citizens/patients trained • Number of products brought forward by your project that reach market readiness • Investment attracted in KIC-supported services and companies (€) (EITHE06.1) (within 3 years after activity completion) • Number of countries where technology, product or service is commercialised.
Financial Sustainability	<ul style="list-style-type: none"> • Specific Co-funding requested (see annex) • Success based financial contribution to EIT Health Ecosystem requested 	<ul style="list-style-type: none"> • Specific Co-funding requested (see annex) • Success based financial contribution to EIT Health Ecosystem requested
Indicative Grant Amount	The Bootcamp programme must be carried out to a high standard with an EIT Health financial contribution in the range of €100,000-€150,000	Depends on individual activity (range approx. 100k€-3Mio€ per activity)
Application by	<ul style="list-style-type: none"> • Consortia of partners with expertise in the area of specialisation • New and Reapplications 	<ul style="list-style-type: none"> • Consortia of partners that are already contributing to the EIT Health portfolio besides Bootcamps