

Application - Vision Health Pioneers Incubator

Welcome to Vision Health Pioneers Incubator!

Please read through the following questions carefully. Our program is publicly funded and therefore includes eligibility criteria.

- **Be prepared** - we are going to ask you to upload degrees, visas and slide decks. It is a lot, so get comfy and free some time to complete everything.
- **Before you start** - we are going to ask you to share a 1-minute video of the team. Film it on a phone, on a Zoom call or whatever works for you. It doesn't need to be an epic, we just want to get to know you.
- **There is no "I" in team** - every member of your team who wants to join the program needs to complete this form. Some questions about your startup will overlap - to save time, just copy and paste the same answer.

Deadline: Please complete and submit your application by **Friday July 21, 2023**.

We process the personal data you enter for the purpose of handling the application process. The processing is primarily carried out electronically. If a cooperation is established, the transmitted data will be stored for the purpose of processing the contractual relationship in compliance with the legal provisions. If we do not conclude a contract, the data will be deleted in accordance with the statutory retention obligation.

The legal basis for the proceeding is the decision to conclude a contract in accordance with Art. 6 I lit. b GDPR.

The data you enter will be treated confidentially and will not be disclosed to third parties. An internal selection group of "jury members" will evaluate the application teams.

If you get stuck or have any questions on the process, please contact Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

We look forward to receiving your application.

* Indicates required question

1. Startup Name *

2. How many people in your team will join the program? *

Mark only one oval.

- 2 team members
- 3 team members
- 4 team members
- I'm not sure yet

About You

Let's get to know you

3. First Name *

4. Last name *

5. Gender (m/f/d) *

Mark only one oval.

- Male
- Female
- Other

6. Email address *

7. Where do you currently live (city and country) *

8. Nationality *

Your Visa Situation

To benefit from our program you need a certain visa. If you are from an EU Member state, you are entitled to work in Germany.

9. What's your visa situation? *

Not sure? Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

Tick all that apply.

- I'm an EU citizen and don't need a visa
- I'm on a spouse visa, so I can work in Germany
- I'm an international, but allowed to work in Germany
- I graduated from a German University, I have a job seeker's visa
- I'm currently looking for a job in Germany and I have a job seeker visa without graduating from a German University
- I'm a student and have a student visa
- I do not have a visa and would appreciate your support in obtaining one for the program
- I'm not sure, let's chat

10. Please upload a copy of your ID or passport

For all EU and non-EU citizens

Files submitted:

About You continued

Your current work status

11. Current position *

Not sure? Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

Mark only one oval.

- Employed
- Freelance
- Still a student, graduating in 2023
- Unemployed. Registered as not-working at Agentur für Arbeit and receiving grants from them
- Unemployed. Registered as not-working at Agentur für Arbeit but NOT receiving grants from them
- Unemployed. But NOT reported as not-working at Agentur für Arbeit
- Finishing military service or civil service
- Not sure, let's chat

12. Do you have the capacity to commit full-time to the program? *

Don't forget we're a 9 month program. Not sure? Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

Mark only one oval.

- Yes
- No
- Not sure, I have other commitments. Let's chat

13. What is your current financial situation? How much would your founder journey * depend on our financial support?

The financial support should be your main income. We want to support young founders who really need the support and have no other source of income. Please do think if you really need this financial support

Tick all that apply.

- I don't have any other financial support, this would be my main income
- I'm currently employed, but will leave my job for this opportunity
- I have some savings and I'm currently bootstrapping
- I have some early investment e.g. from Antler/Entrepreneurs First/Prize money, but it's not enough for growth
- I currently receive unemployment support but I will stop that if I join the program
- Other

14. Share your LinkedIn profile *

15. Pick your three favourites - which of these are closest to you? *

Tick all that apply.

- Data nerd
- Sporty
- Creative
- Business driven
- Networker
- Curious
- Competitive
- Quiet time
- Do it myself
- Delegate to others

Education

Let's find out more about your studies

16. Latest degree obtained, subject, year of graduation and name of the University or Institution *

Please specify and mention ongoing or unfinished degrees as well

17. Upload corresponding degree certificates *

Files submitted:

Important for Eligibility

18. You need to be in Berlin for our program, can you move to the city for the duration? *

Not sure? Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

Tick all that apply.

- Yes
- No
- Not sure, let's chat

19. Have you already received any other governmental grants like EXIST or BSS (Berlin Startup Scholarship)? *

Not sure? Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

Mark only one oval.

- Yes
- No
- Not sure, let's chat

20. Have you joined an incubator or accelerator before? *

If yes, which program? If you haven't, just say no

21. Have you already founded a startup before? *

If you have founded before, please share with us. If you haven't, just say no

Your Startup

This is where it gets fun!

Our sweet spot = medical devices, but don't be scared if you have a complex idea, pitch it to us! We have a great network of experts who can support medical devices which are low to medium risk

22. Give us your best elevator pitch! *

23. Which problem do you want to solve with your startup? *

In relation to the German market

24. What is the value proposition of the solution you want to develop? *

25. P.s. Do you know what medical device class your product is in? What class applies for you? Only share if you know

There are **four main classes of medical devices (Class I, IIa, IIb, III)**, grouping devices **from the lowest to the highest risk**

Tick all that apply.

- Class I devices
- Class IIa devices
- Class IIb devices
- Class III devices
- Not sure yet

26. What have you done so far to validate your idea? *

27. Please upload your pitch deck *

Not created one before? No problem, check this out for inspiration:

<https://www.youtube.com/watch?v=WqnLU-lzy9g>

Files submitted:

28. Share a link to a 1-minute video introducing your team and what you do *

Be spontaneous, real and authentic! Make sure the video is 'Unlisted' if you're using YouTube

29. Is your company incorporated already? If yes, please share with us your company ID *

Please note that you cannot join if you have been incorporated/commercially active for more than 3 months - if this is the case, let's chat. Ping Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com)

30. Does your startup have social media? *

If yes, please share with us the links (LinkedIn, Instagram, Twitter, Facebook)

Your Team

We want to know how you will work together

31. List your other team members *

32. Explain your role in the startup team *

33. How do you see your team working together? *

Give us one or two examples of where you've had to work together as a team

34. Why do you think your team would be able to successfully create a viable product and business out of your early-stage idea? *

35. Is your team lacking any expertise? If so, what? *

36. Do you have any German speakers in your team? If yes, who?

Access to the German healthcare market is easier with German speakers

Medical Expert

The German healthcare system is complex and requires an understanding of Germany and beyond. Teams with medical experts within the team or advising them usually have a higher chance of success. If you don't have anyone, we will help you find someone in our ecosystem

37. Who's the healthcare expert in or advising your team? *

Tell us about them, their role in the team and share their LinkedIn Profile. If it's an adviser, how active will they be with you?

Product Development

38. Who takes care of the product development in your team? *

39. What is the level of your startup? *

Technology readiness levels (TRL):

Tick all that apply.

- 1. Concept Evaluation - E.g. first pitch deck
- 2. Technology Evaluation - E.g. wireframe / first sketch of the technical implementation / build on existing proven technology
- 3. Proof-of-Concept Research - E.g. talked to patients / users
- 4. Early-Stage Prototype Development - E.g. demo / first prototype or app or website
- 5. Late-Stage Prototype Development - E.g. tested with first patients / users
- 6. Simulated Environment Pilot - E.g. pilots with partners / tested in a larger safe environment
- 7. Operational Environment Demonstration - E.g. scale up / bigger pilots / more patients
- 8. Final Testing and Evaluation - E.g. it's all ready to go / scaling up further / go to market
- 9. Successful Deployment - E.g. ready to go

40. What are the next steps of your product development? *

41. Have you IP-protected your product? *

Business and Market Research

Your startup should to be applicable for the German market.

42. How would you describe the market for your product idea in Germany? *

Do you know the size of this market?

43. How do you plan to market your product idea in Germany? *

Outline what you would love to do to get your product out there

44. What alternative options are currently available in the market? Who are your competitors, if any? *

45. What is the greatest opportunity right now in the German healthcare market? *

E.g. What's been happening with DiGA, DiPA, ePA etc. Are these the greatest disrupters? Where's the gap for your solution?

Success Goals

46. Which top 5 traits do you think, as an entrepreneur, make for a successful startup? *

47. Tell us 3 things you want to achieve in our incubator *
Personal goals - you as an entrepreneur

48. If you were not enrolled in our incubator, what would you do? *
What is your plan B?

Tick all that apply.

- Keep going and find another route to build the startup
- Return to traditional employment
- Return or decide to go freelance
- Return to studying

49. How did you find out about Vision Health Pioneers Incubator? *

50. Who is your favourite healthcare startup and why? *

Last question! Choose a startup from anywhere in the world

Consent

51. I understand that my answers will be processed with the upmost confidence and only shared with the Vision Health Pioneers Incubator team and selected jury members who evaluate the application. *

Tick all that apply.

Yes

52. I have been given the opportunity to ask questions about my application and my potential participation in the program (contact addresses Ben V Butler (ben@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com) *

Tick all that apply.

Yes

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