



Vision Health Pioneers Incubator Application Form

Welcome to Vision Health Pioneers Incubator!

Please read through the 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 may seem like a lot, so we recommend finding a comfortable spot and setting aside some time to complete everything. *Please note that open questions requiring your inputs have a character limit of 2000 characters.*
- **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 / Loom or whatever works for you. It doesn't need to be an epic, we just want to get to know you.
- **Teamwork is key** 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 **Wednesday, April 3, 23:59 CEST**.

If you get stuck or have any questions on the process, please contact Vision Health Pioneers Team at hello@visionhealthpioneers.de

We look forward to receiving your application.

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. Please refer to our [Privacy Policy](#) for more.

Information:

- If the question is marked with a bulletpoint ●, it indicates an open text question or a field to upload files or share links
- If the question is marked with a toggle/arrow ►, it indicates a Multiple-Choice-Question with the options provided below.
- **Please be aware that this document is solely a preview of the questions. We will only accept and consider applications that are submitted through our [online application form](#).**

▼ Application Form Start

- **Startup Name**
- ▼ **How many people in your team will join the program?**

Options:

- 2 team members
- 3 team members
- 4 team members
- I am not sure yet

▼ About You

We would like to learn more about you

- **First Name**

- **Last name**

- ▼ **Gender**

Options:

- Male
- Female
- Diverse

- **E-mail address**

- **LinkedIn profile**

- **Phone number**

- **Where do you currently live (city and country)?**

- **Nationality**

- **What is your English language level?**

- ▼ **Employment status**

Options:

- Employed
- Freelance
- Still a student, graduating in 2024
- 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

▼ **Do you have the capacity to commit full-time to the 9-month program?**

Options:

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

▼ **What is your current financial situation and 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

Options:

- 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

▼ **Pick your three favourites - which of these resonate the most with you?**

Options:

- Data nerd

- Sporty
- Creative
- Business driven
- Networker
- Curious
- Competitive
- Quite time
- Do it myself
- Delegate to others

▼ Eligibility Questions

▼ Can you be based in Berlin for the full duration of the program?

You must to be in Berlin during the whole 9 months of the program

Options:

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

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

Options:

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

• Have you joined an incubator or accelerator before?

If yes, which program? If no, please write "no"

- **Have you already founded a startup before?**

If you have founded before, please share with us. If you haven't, please write "no"

▼ Your Visa Status

To benefit from our program you need the right visa/residence permit. If you are from an EU Member state, you don't need visa and are entitled to work in Germany.

▼ What's your visa status?

Options:

- 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

- Other
- **Please upload copies of your ID or passport, as well as of your visa (if relevant)**

For all EU and non-EU citizens

▼ Education

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

Please specify and mention ongoing or unfinished degrees as well

- **Upload corresponding degree certificates**

▼ Your Startup

We are excited to hear more about your startup! Our sweet spot is 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

- **Give us your best elevator pitch!**
- **Please upload your pitch deck**

Your pitch deck should answer the following questions:

- What customer problem/unmet need does your startup solve?
- How does your startup provide a solution to your customer's problem?
- What is the value proposition of the solution you want to develop?
- How would you describe the market for your product idea in Germany? What is the market size?
- What do you think will be your business model? (it is ok if this is just an assumption. We want to understand what you currently think, it will most probably change in the future).
- Who are your competitors? What's your unique value among your competitors?

- **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

- **What do you see as 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?

- ▼ **What will be the medical device class of your future product? Please share only 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

Options:

- Class I
 - Class IIa
 - Class IIb
 - Class III
 - Not sure yet
- **What have you done so far to validate your idea? Tell us about any traction you've had so far**

E.g. Who believes in your idea? What proof do you have that it will work out?

▼ What is the maturity level of your startup?

Options:

1. Concept Evaluation - E.g. first pitch deck
2. Proof-of-Concept Research - E.g. talked to patients / users
3. Technology Evaluation - E.g. wireframe / first sketch of the technical implementation / build on existing proven technology
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

- **What are the next steps of your product development?**
- **Have you protected your product's IP? If yes, please explain how.**
- **Is your company incorporated already? If yes, please share with us your company ID**

Please note that if you have been incorporated/commercially active for more than 3 months - we should have a chat and discuss options.

- **Please share links to your startup's social media (LinkedIn, Instagram, Twitter, Facebook)**

▼ Your Team

We want to know more about your team and how you work together

- **List your other team members (name, role, short background)**
- **Explain your role in the startup team and how it relates to your previous background**
- **How does your team work together?**

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

- **Why do you think your team will be able to successfully create a viable product and business out of your early-stage idea?**
- **Is your team lacking any expertise? If so, in what?**
- **Do you have any German speakers in your team? If yes, who?**

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

- **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

Who takes care of the product development in your team (who will be actually building the product)?

- **Who takes care of the product development in your team (who will be actually building the product)?**

Tell us about them, their role in the team and share their LinkedIn Profile.

▼ Success Goals and Final Questions

- **As an entrepreneur, what are the three key qualities you believe contribute most to the success of a startup?**
- **Tell us 3 things you want to achieve in our incubator**

There should be personal goals for you as an entrepreneur

▼ **If you were not enrolled in our incubator, what would you do?**

Options:

- Keep going and find another route to build the startup
- Return to traditional employment
- Return or decide to go freelance
- Return to studying
- Other
- **How did you find out about Vision Health Pioneers Incubator?**
- **What is your favourite healthcare startup and why?**

Last question! Choose a startup from anywhere in the world

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.

I have been given the opportunity to ask questions about my application and my potential participation in the program (contact addresses Kseniia Choni (kseniia@visionhealthpioneers.de) and Maren Lesche (maren.lesche@startupcolors.com))