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## Deferred Call for Proposals: Entrepreneurship Labs 2020

**Publication of Call: 2 September 2019**

**Submission deadline: 31 October 2019, 16.00 CEST**

### About EIT Health Campus

EIT Health Campus is EIT Health's brand for excellence in innovative health education in Europe. We support students, professionals, executives and citizens in the transformation of health and healthcare. We incubate programmes that would otherwise not have the possibility to become part of the normal curriculum. Our programmes build on the knowledge base of top European universities, global companies and public organisations, as a way to offer EIT Health-branded education that accelerates health innovation and entrepreneurship across Europe.

During the last four years, Campus has built a strong set of activity lines to deliver innovative health education to students, health professionals and executives, entrepreneurs and innovators, and citizens. Some of the resulting activities have already been implemented in the regular curriculum, or have been otherwise adopted by our partners. For more information, please refer to <https://www.eithealth.eu/campus>.

## Call Objective

Within the Campus mission, Entrepreneurship Labs (E-Labs) are a part of our European Network of EIT Health Entrepreneurship Labs. Their primary objective is to inspire and empower health innovators of the future, including entrepreneurs, intrapreneurs and other innovation-minded individuals within organisations, to incubate ideas, health innovation and start-ups. This educational offering provides its participants with alternative ways of thinking and acting that are opportunity-driven and holistic in approach, with the purpose of creating economic, cultural and/or social value for others.

Campus is calling for proposals for semester-long E-Labs that will train a minimum of 50 students using interactive learning-by-doing methods, based on real challenges and needs in the healthcare sector. E-Labs are designed to educate, empower and connect learners from different disciplines to acquire an entrepreneurial mind-set, to increase the exchange of knowledge and best-practices between learners and their peers, to communicate and connect with mentors and other entrepreneurs, and to aspire to create value and innovative solutions for society that will ultimately improve innovation potential on a European level. E-Labs stand in the middle of the innovation journey, offering students, young professionals and entrepreneurs an opportunity to learn about and experience early incubation in their entrepreneurship journey, by connecting them to the knowledge triangle of education, research and business.

Prior to E-Labs, students may take part in trainings such as Innovation Days (1-2 day programmes) and Summer Schools (2-3 week programmes), during which participants are briefly introduced to the skills related to entrepreneurship and innovation. E-Labs, on the other hand, provide the next step in the innovation journey by supporting participants in further developing these skills and applying them to specific challenges within the field of health and healthcare. E-Labs participants gain the unique opportunity to work in a longer time-frame and deeper level to develop solutions to these health challenges, thereby getting a high level of entrepreneurship training. Participants ultimately develop business ideas and/or build prototypes to a maturity that can support them in the next phase of their innovation journey (e.g. Campus programme [Innovation Fellowships](#), Accelerator programme [Bootcamps](#), etc.).

## Call Guideline

EIT Health Campus calls for proposals of individual E-Labs, which will be part of the European Network of EIT Health E-Labs. Each E-Lab proposal should be submitted by a European consortium of EIT Health partners. Regarding the consortium composition, please refer to the section on Eligibility Criteria on page 7. If selected for Business Plan 2020, the consortium will be responsible for the implementation of its individual E-Lab. Each selected E-Lab may implement its training within the local ecosystem, but also virtually, or in multiple locations. Campus asks all partners to incorporate within their curriculum a **minimum set of common educational elements and learning outcomes** that contribute to the overall objectives of EIT Health Campus, thereby inspiring and empowering health innovators of the future. These common elements are to be presented and explained in the proposals. **Please carefully consider the specific requirements below before preparing your application and plan to address these in your proposals.**

## 1. The Training

E-Labs are creative centres that train students, young professionals and entrepreneurs to adopt entrepreneurship skills, while providing them with hands-on opportunities for creating innovations. The training is based on finding original solutions to real-life challenges and health-related fields that ultimately lead to value-creation within the health sector. Through targeted entrepreneurship modules and hands-on, learning-by-doing workshops, learners go through the ideation process of developing solutions to challenges, comparing them and deciding on the best-fit solution in terms of value creation. The training develops their entrepreneurial mind-set, and in parallel, learners create their own ideas through guidance and exchange with teachers, investors, mentors, coaches and also other students.

## 2. Target Group

Participants in E-Labs can be students, such as graduate and PhD students, but also bachelor-level students. Participants can also include young professionals and entrepreneurs. E-Labs participants should be diverse, in order to form inter-disciplinary groups of learners, however it is important to include a minimum of health-focused participants to address EIT Health objectives effectively. E-Labs must be open to participants from the broader local ecosystem. Therefore, participants should **not be only recruited by their own university**. The E-Lab should also provide a European dimension to the participants, whether the participants themselves are recruited from beyond their own CLC (region) or the training provides an exchange with another CLC. How the cross-regional element is incorporated is to be defined by the E-Lab.

## 3. Competences, Skills and Learning Outcomes

Participants in E-Labs shall acquire the following **competences and learn to apply them**, among others:

- Ideation processes, e.g. creating by means of Design Thinking or Trend Research;
- Basic business planning techniques, such as Business Canvas;
- Value proposition and value creation;
- Market research;
- Approaches to rapid prototyping;
- Presentation and pitching;
- Inter-disciplinary and Inter-cultural communication.

Participants in E-Labs shall achieve the following **learning outcomes**, among others:

- Gain knowledge about entrepreneurship (including social entrepreneurship) and creativity, and interdisciplinary team work;
- Gain knowledge about regulation, data privacy, intellectual property, user-driven design, and internationalisation of services;
- Gain knowledge about trials and decision-making in healthcare related to product and service development, and change management;
- Gain knowledge and understanding about challenges related to the healthcare sector, its stakeholders and the complexity of healthcare systems;
- Be empowered to develop and create innovative products and services within the chosen challenge or topic (e.g. training will empower innovators with the latest insights and/or through community building to improve health innovation capacity within Europe);
- Be empowered to turn an idea into a start-up venture or a service within the chosen challenge

or topic and create real value to society (i.e. identify a real need in the healthcare sector);

- Have the potential to share synergies across all pillars of EIT Health: Campus, Accelerator and Innovation Projects (e.g. training will empower citizens involved already in one of the activities through novel training and health awareness and literacy).

#### 4. Curriculum

E-Labs selected for the 2020 EIT Health Business Plan are required to provide their learners with a programme that is adhering to a **minimum set of common educational elements**:

- **Duration:** offer **at minimum a semester-long training**, including a variety of interactive offerings.
- **Methodology:** each E-Lab should offer learners interactive, **learning-by-doing methods**, **“ideation of solution” design methodologies** and **business modelling methodologies** (such as the lean start-up methodology/Business Model Canvas or Steve Blank Customer Development method) to provide participants with the necessary tools to advance their business ideas and prototypes.
- **Delivery:** the training shall be delivered via interactive workshops, seminars, competitions, challenges, semester projects, or extra-curricular modules where students interact with mentors, coaches, investors, teachers, end-users, and challenge-providers, to move forward on their business ideas and prototypes. **Online segments** of the above examples are also encouraged.
- **Competition:** offer participants the challenge to present their business/prototype and solution in a pitch competition with their peers from the same E-Lab. These competitions foster motivation and ambition for the students, as well as a complementary learning experience.
- **Needs-based education:** projects must be **needs-driven**, based on real challenges and needs in the healthcare sector, proposed by non-academic partners such as industry, hospitals, municipalities or other healthcare providers, or based on challenges coming from EIT Health Innovation projects. Participants are also encouraged to propose their own challenges.
- **Local ecosystem:** Each selected E-Lab should actively reach its local innovation ecosystem, to provide participants with the context and challenges of that country or region’s particular healthcare challenges (e.g. biotech, digital health, etc) – and to bring them in touch with local incubators and entrepreneurs.
- **European dimension:** E-Labs are required to incorporate a European dimension to their E-Lab by being accessible to the EIT Health partnership and other E-Labs within the network to foster Cross-CLC expertise and exchange. What form this should take is defined by the E-Lab, e.g. by providing exchange and mobility of learners from different E-Labs; by offering a weekend workshop on a specific topic, such as user experience or specific skills; by offering a workshop led by international experts; by organising an online workshop or other blended learning, etc.

#### 5. Impact

- **Number of learners:** At least **50 learners** shall be trained over the entire Entrepreneurship Lab curriculum.
- **Recommended KPIs:** number of students trained in innovation & entrepreneurship, Programme Exchange, Programme Attractiveness, number of Success Stories submitted to and accepted by EIT, number of start-ups created as a result of your activity.



**6. Optional guidelines** to consider, based on practices that have been beneficial to previous E-Labs:

- For the recruitment of the best students, you may consider requiring pitches, to assess their entrepreneurial qualities from students to present their business idea in front of 3-4 judges. Some of the criteria may include the applicant's motivation, ambition in entrepreneurship, inter-disciplinary qualities and interest in the health sector.
- Collaboration from the university in which the E-Lab resides can facilitate the learners' experience. For example, the university curricula can allow every student entrepreneur to freely access lectures outside of their faculty, or allow the students ample time to work on their E-Lab projects around their full-time curriculum.
- Incorporating and facilitating the interaction and meeting with clients can enhance the students' experience and better prepare them for entrepreneurship.
- Online or blended learning experiences are encouraged, where possible, to support E-Lab students' learning experience.

**7. Focus Areas:**

Applications to this call are encouraged to address one of EIT Health's Focus Areas. For more information regarding these Focus Areas, please read the Focus Areas section on [this web page](#).

**8. Activity Line for E-Labs**

Each selected E-Lab will become part of the Campus Activity Line for E-Labs. The Activity Line Coordinator will facilitate the exchange of ideas and best practices between the different E-Labs and foster their collaboration, for example through the coordination of a joint workshop to promote their exchange and address strategic topics. Additionally, the Activity Line Coordinator will organise a winners' event at the end of 2020, where participants from each E-Lab can be selected to compete for a prize and further enhance the learners' experience.

## Funding Available

EIT Health has secured €950 000 in EIT funding for this Call as part of the EIT Health Business Plan 2020. Therefore, Campus intends to fund E-Labs with a funding budget up to **€100 000 for a new individual E-Lab activity and €75 000 for a re-applying E-Lab activity**.

For partners who are submitting a Re-Application of an already-running 2019 E-Lab, please refer to the Re-Application Criteria on page 8 of this Call for Proposals for the specific criteria concerning Re-Applications.

Please note that beyond 2020, EIT Health will no longer call for E-Labs. However, EIT Health will ensure that the useful material that has been developed by E-Labs will be re-captured and made available to the partnership in 2021 and beyond.

## Application Process

Applying is possible through [EIT Health Plaza](#) system. Please select the Campus segment Coordination and Strategic Initiatives. The deadline for submission is **31 October 2019, 16:00 CEST**. If you have any questions regarding this Call, please contact your local CLC Education Manager. For any questions related to Plaza, please contact Oana Neagu ([oana.neagu@eithealth.eu](mailto:oana.neagu@eithealth.eu)).

## Evaluation Process

All applications must pass the eligibility criteria outlined below. An external review panel will score each proposal based on the evaluation criteria. The results of the remote evaluation and selection into the Business Plan 2020 will be shared with partners no later than early December 2019.

## Eligibility Criteria

In order to be eligible for evaluation, all Campus proposals must:

- Be complete and submitted via the Plaza system before the deadline **31 October 2019, 16:00 CEST**.
- Be submitted by an EIT Health partner.
- Have identifiable KIC Complementary Activities (KCA) and KIC Added Value Activities (KAVA). The ratio of KCA-to-KAVA should be 75% / 25%.
- Include Core and/or Associate Partners who have paid their membership fees for the year 2019.
- Involve Core or Associate Partners from a minimum of two CLC/InnoStars. Location of external project partners does not count toward this requirement.
- Actively involve **at least one** industry or non-academic partner.
- Optional: be able to award ECTS credits.

## Evaluation criteria for new applications: Specific evaluation criteria, and relative value of these criteria

### I. Project Excellence and Strategic Fit (30%):

- Addresses relevance and fit with EIT Health Strategy, Focus Areas and skill needs identified, as described in the Call.
- Addresses innovative educational and training experience, uniqueness of the proposal compared to the state of the art of learning delivery and existing learning offerings – and the specific added value that the proposal would contribute.
- Addresses in detail why this educational offering could not be built up without EIT Health support and demonstrates the critical role that EIT Health's support will play in the proposed activity.
- Addresses the concept of Knowledge Triangle Integration by listing the specific EIT Health activities from the Accelerator and Innovation pillar that will be linked to the educational offering.

### II. Implementation (30%)

- Presents a clear programme design plan linked to the learning outcomes. Justifies the appropriateness of the educational technology or innovation in terms of this design plan, learning outcomes and educational methodology.
- Addresses the feasibility of the activity and provides a detailed workplan to specify how the activity will be implemented, including relevant KPIs, deliverables and outputs. Details the budget and resources, including a financial plan, to explain and specify that all costs are accounted for.
- Addresses a clear marketing strategy and identifies how the right learners will be recruited in a timely manner. Ensures that the activity is easily accessible to the entire partnership.
- Addresses the capacity and strength of the team/network. The proposal needs to prove that the team has the necessary expertise and ability, and that the responsibilities are evenly distributed, and it should preferably include non-academic partners in the project partnership.

### III. Impact (40%)

- Identifies the measurement of impact. The proposal needs to explain and specify the metrics used to measure the impact, to provide evidence of the expected impact created by the activity.
- Addresses the evaluation and monitoring of learners. The proposal needs to explain how it plans to evaluate its learners' involvement and monitor the participants during and after the activity.
- Addresses sustainability. The proposal needs to explain and specify the future of the activity, how the different elements of the proposed educational offering support the sustainability model and prove how it will become self-sustainable beyond EIT Health funding.
- Addresses how the team organises the knowledge transfer of the educational content. The proposal needs to explain how it plans to scale and disseminate the educational offering within the partnership and beyond, and how it plans to share its learnings.

## Evaluation criteria for re-applying projects:

### Specific evaluation criteria, and relative value of these criteria

#### I. Project Excellence and Strategic Fit in 2020 (10%):

- Addresses relevance and fit with EIT Health Strategy, Focus Areas and skill needs identified, as described in the Call.
- Addresses innovative educational and training experience, uniqueness of the proposal compared to the state of the art of learning delivery and existing learning offerings – and the specific added value that the proposal would contribute.
- Addresses in detail why this educational offering could not be built up without EIT Health support and demonstrates the critical role that EIT Health's support will play in the proposed activity.
- Addresses the concept of Knowledge Triangle Integration by listing the specific EIT Health activities from the Accelerator and Innovation pillar that will be linked to the educational offering.

#### II. Implementation & Feasibility in 2019 (20%)

- Details a clear programme design plan linked to the learning outcomes for the activity in 2019. Highlights the work completed so far based on the programme design plan and the expected timeline and work to be done for the remainder of the project. Clear justifications for any delays must be provided.
- Addresses the feasibility of the activity and provides a detailed workplan including relevant KPIs, deliverables and outputs for 2019. Provides an update on progress for 2019 and specifies the metrics used to measure the impact, to provide evidence of the expected impact or impact already created by the activity.
- Addresses the marketing strategy for 2019 and identifies how the right learners will be recruited in a timely manner. Ensures that the activity is easily accessible to the entire partnership.
- Addresses the capacity and strength of the team/network. The proposal needs to clearly explain the contribution of each partner to the activity in 2019, providing details on aspects of the project already completed and aspects that are planned for the remainder of the year.

#### III. Implementation & Feasibility in 2020 (30%)

- Presents a clear programme design plan linked to the learning outcomes. Justifies the appropriateness of the educational technology or innovation in terms of this design plan, learning outcomes and educational methodology.
- Addresses the feasibility of the activity and provides a detailed workplan to specify how the activity will be implemented, including relevant KPIs, deliverables and outputs. Details the budget and resources, including a financial plan, to explain and specify that all costs are accounted for.
- Addresses a clear marketing strategy and identifies how the right learners will be recruited in a timely manner. Ensures that the activity is easily accessible to the entire partnership.
- Addresses the capacity and strength of the team/network. The proposal needs to prove that the team has the necessary expertise and ability, and that the responsibilities are evenly distributed, and it should preferably include non-academic partners in the project partnership.

#### IV. Impact & Sustainability in 2020 and beyond (40%)

- Identifies the measurement of impact. The proposal needs to explain and specify the metrics used to measure the impact, to provide evidence of the expected impact created by the activity.
- Addresses evaluation and monitoring of learners. The proposal needs to explain how it plans to evaluate its learners' involvement and monitor the participants during and after the activity.
- Addresses sustainability. The proposal needs to explain and specify the future of the activity, show how the different elements of the proposed educational offering support the sustainability model, and prove how it will become self-sustainable beyond EIT Health funding.
- Addresses how the team organises the knowledge transfer of the educational content. The proposal needs to explain how it plans to scale and disseminate the educational offering within the partnership and beyond, and how it plans to share its learnings.



## CLC Education Managers: Contact information

For further information and questions on preparing your application, your local CLC is happy to help, and if need be, may direct you further to the Activity Line Coordinator for E-Labs. Please see below for the contact information of CLC Education Managers:

Name	CLC	Email
<b>Montse Delgado</b>	Spain	montse.delgado@eithealth.eu
<b>Annika Szabo</b>	Scandinavia	annika.szabo@eithealth.eu
<b>Chiara Maiorino</b>	InnoStars	chiara.maiorino@eithealth.eu
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Kind regards on behalf of:

**Ursula Mühle** – Director of Education, EIT Health

# Timeline

