

Welcome to Nordic Proof Industry meeting

September 7th 2022



Agenda

- 12:00 Welcome & Presentation of Nordic Proof, *Siri Stabel Olsen*
- 12:10 Denmark as a testbed for international tech companies, *Peter Julius from Public Intelligence*
- 12:20 Innovation Skåne - access to testing opportunities in the Skåne region for exciting new concepts and products, *Fred Kjellson from Innovation Skåne*
- 12:30 Roundtables.
Testing and clinical investigation of products or services
- a) Roundtable 1: ... intended for primary care (B2B)
 - b) Roundtable 2: ... intended for use in rehabilitation hospitals
 - c) Roundtable 3: ... intended for use in certain clinical departments in specialist hospitals
 - d) Roundtable 4: ... comprising Software as a Medical Device
- 1:10 Closing Roundtables and info One2One meetings
- 1:20 One2one meetings between Nordic Proof partners and healthtech companies
- 3:00 End program

Nordic Proof

Consortium of premium test facilities in the Nordics



Norwegian
Smart Care
LAB



NORDIC
EDGE



Intervention Centre



PUBLIC INTELLIGENCE



Operated by



Funded by



Bent-Håkon Lauritzen
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Siri Stabel Olsen
Coordinator Nordic Proof
sso@norwayhealthtech.com



Experience/background

- ❖ Project leader Nordic Public Procurement of Innovation (PCP and PPI) and several procurement projects in Norway
- ❖ Business coach startup companies and project leader lean launchpad program
- ❖ Project leader innovation projects with Municipal sector and hospitals in Norway
- ❖ Lecturing at University of Southeast Norway
- ❖ Development of business parks and incubators
- ❖ Industry development projects for Norwegian Ministry of Foreign Affairs in the Balkan region
- ❖ Previous owner and CEO of Norwegians largest bookstore chain

Experience/background

- ❖ 10+ years experience from industrial R&D chemistry
- ❖ 15+ years in commercial and leadership roles in the diagnostic- and medical device industry
- ❖ International experience - EU, China, USA
- ❖ B2B business development
- ❖ CEO for Skannex AS for 7+ years. A medical device company developing and supplying SW/HW products for point of care diagnostics
- ❖ Master of Science in Polymer Chemistry
- ❖ Master of Management in leadership and strategy



mail@nordicproof.org



Mission

Our network offers easy access to the most renowned health institutions and testing hubs within healthcare in the Nordics.

Professional expertise provides predictability and solid services based on real customer needs.



Main objective

Strategic areas and need driven innovation for Health Institutions, Patients and Citizens

Requests from companies



Effective and better healthcare services

New products and services that are targeted to the market

Why is the Nordics a superior test arena?

Top three core qualities survey results¹⁾

1. The Nordic region provides equitable healthcare to all
2. The Nordic healthcare system is characterized by **high quality and knowledge**
3. Nordic countries are **early adopters** of new treatments and technology



27 million people



One door in

Learn market needs and healthcare systems for future market entry!

1) Report: Strongholds and Qualities of the Nordic Health Tech Ecosystem, Menon Economics, 2018, © Nordic Innovation

What we offer to the health industry

- One point of contact to a network of world class health institutions in the Nordics.
- Efficient, transparent and on time services.
- Tested with Nordic quality and expertise from idea to finished product.

Nordic Proof – a way the get to know the Nordic market and their needs



Nordic Proof Collaboration network

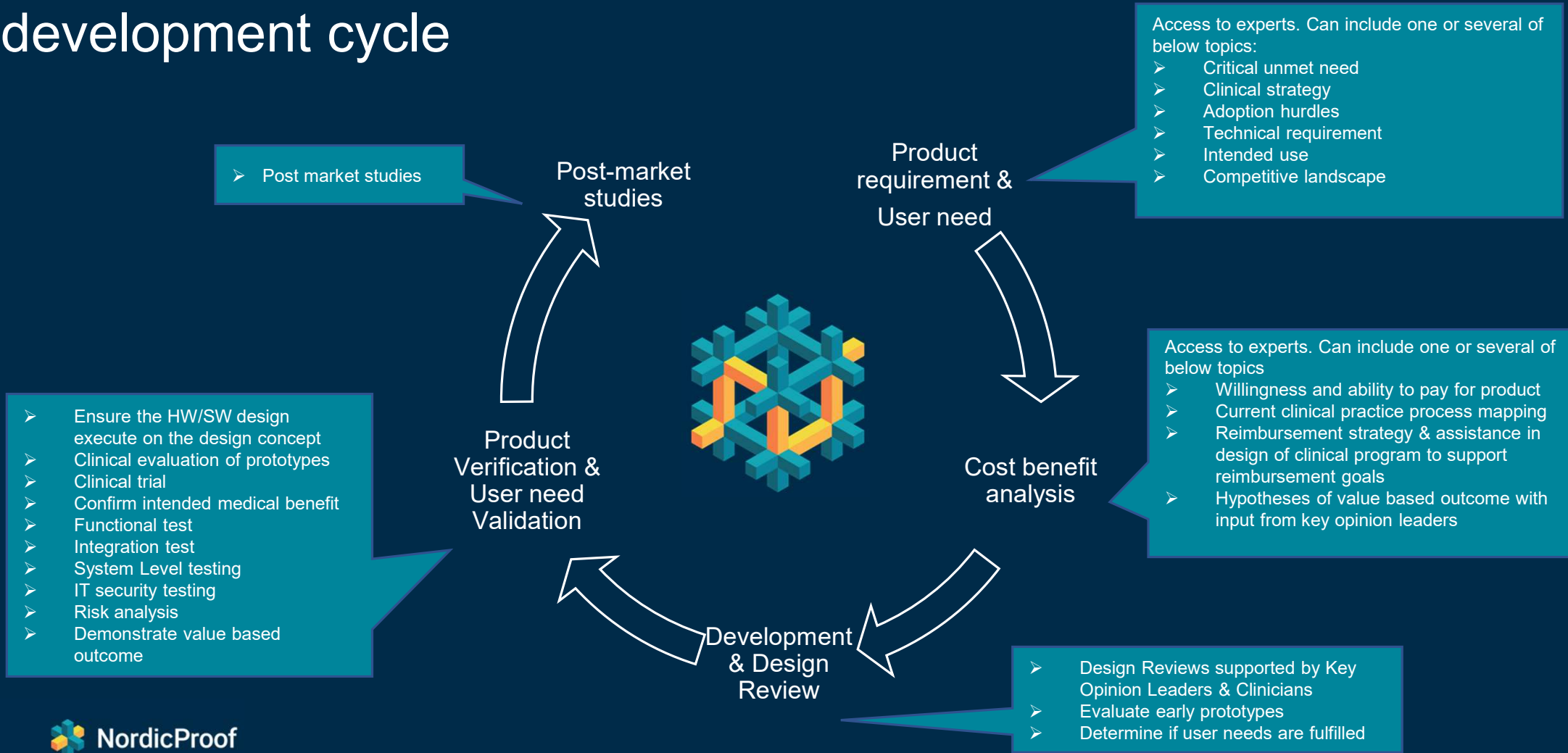
The collaboration network represents companies in need test services throughout their development cycle



Aleap
for health startups



Services throughout your development cycle



Fixed price workshop package



Content and process:

- Order the service package through our website
- Nordic Proof coordinator check availability of experts (2-3 experts per workshop) with relevant Nordic Proof partner(s).
- Nordic Proof coordinator create semi-structured interview guide with input from company.
- Selected Nordic Proof partner(s) recruit relevant experts.
- 1/2 day workshop conducted with company and recruited experts at partner(s) test facility.
- Nordic Proof partner(s) write report with findings and recommendations.

Price:

€3000 for one workshop including the development of interview guide

€2000 per additional workshop



Case – Rabmed – conducting a market study

- 🌟 Early phase prototype of needle-free connector for glass ampoules
- 🌟 Designed an interview guide together with Nordic Proof
- 🌟 Conducting one day on-site interview with health professionals
 - 🌟 Helsinki
 - 🌟 Stockholm
 - 🌟 Oslo
- 🌟 Each test facility wrote a sum up report from the interview
- 🌟 The company got important feedback for their further development process and market strategy



“We came in selling the product as if we were doing a sales pitch. We soon realized that the meetings were most valuable to us if we sat back and allowed them to be brutally honest - almost prompting their most critical feedback”

Marius Andresen, serial entrepreneur

AmpuSeal

The process for Nordic Proof inquiries



1

Fill out the form

The inquiry form is filled in and the more detailed information you can provide, the better we can match you with the right partner(s) that offer the service you are looking for.



2

We connect you

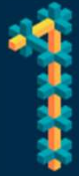
When the inquiry form has been received we will review and connect you to the most suitable partner(s) who will reply directly to you.



3


Testing and documentation

The actual testing will be done at the chosen partner's site, and will also be responsible for all documentation after completion.



Fill out the form

www.nordicproof.org

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PLEASE FILL IN THIS FORM TO SEND INQUIRY

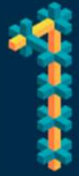
Please fill in the scheme below and send it to our network coordinator.

We would like to know more about your company and get a first description of the test you would like us to perform.
We will get in contact with you as soon as we have feedback.

Your inquiry



• Company name	• Company address(City and country)
<input type="text"/>	<input type="text"/>
• Contact person	• Contact mail
<input type="text"/>	<input type="text"/>
• Contact phone	• Company web site
<input type="text"/>	<input type="text"/>

Product description	Product development status	We would like introduction to
<input type="checkbox"/> Medical device class I	<input type="checkbox"/> Early concept phase	<input type="checkbox"/> HUS-Helsinki University Hospital, FI
<input type="checkbox"/> Medical device class IIa	<input type="checkbox"/> Prototype phase	<input type="checkbox"/> Sunnaas Rehabilitation Hospital, NO
<input type="checkbox"/> Medical device class IIb	<input type="checkbox"/> Pre-market product	<input type="checkbox"/> Aarhus Municipality, DK
<input type="checkbox"/> Medical device class III	<input type="checkbox"/> CE-marked product	<input type="checkbox"/> Sahlgrenska Science Park, SW
<input type="checkbox"/> E-health solution	<input type="checkbox"/> Other	<input type="checkbox"/> The Intervention Center, Oslo University Hospital, NO
<input type="checkbox"/> Rehabilitation / training device		<input type="checkbox"/> OuluHealth Labs, FI
<input type="checkbox"/> Active implantable device		<input type="checkbox"/> Landspítali, IS
<input type="checkbox"/> Non classified / non-medical		<input type="checkbox"/> Norwegian Smart Care Lab, NO
		<input type="checkbox"/> Public Intelligence, DK
		<input type="checkbox"/> Innovation Skåne, SW



Fill out the form

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Provide a short description of your product

You can attach a presentation of the product with more information at the end of the scheme.

Describe intended use of your product

What your product does and is intended to be used for?

Describe your need for testing service(s)

*Please be as detailed as possible about your preferred setup, use of resources, execution and outcome of the test(s). If several tests, please describe them one-by-one. Please prioritize what is the most important. If you have, please attach your test protocol.

Describe your need for testing service(s)


Timeline

Please describe your preferred timeline for the test

Funding

Please describe your funding plan

Other input/comments

 **Attach document**
The file size is not more than 10 MB.
JPEG, PDF, XLS, PPTX

SEND

Roundtables

Nordic Proof wish your input to optimize our services to be of continued relevance for the health- and wellbeing industry

Testing and clinical investigation of Medical devices....

Roundtable 1: ... intended for **primary care (B2B)**

Roundtable 2: ... intended for use in **rehabilitation hospitals**

Roundtable 3: ... intended for use in certain **clinical departments in specialist hospitals**

Roundtable 4: ... comprising **Software as a Medical Device including AI/ML-Enabled Medical Devices**



Think about which one you will join. There will be four breakout rooms at approx. 12:30 pm





Welcome to Nordic Proof

www.nordicproof.org



Bridging today's health solutions with the
unlimited potential of tomorrow

