



EP PerMed

European Partnership
for **Personalised Medicine**

EP PerMed Venture Creation

Call for Applications

10.12.2024

EIT Health



**Co-funded by
the European Union**

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1. Change Log

The EP PerMed Venture Creation Call for Applications was published on 10 December 2024. Any changes implemented after this date will be tracked below. If no information is included, it means no changes have been made since the launch of the call.

ID	Date	Description of Change	Location in the document

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3. Introduction and aims of EP PerMed

Personalised Medicine (**PM**) represents a paradigm shift from a “one size fits all” approach to an optimised strategy for the prevention, diagnosis and treatment of disease for each individual, based on their unique characteristics, including biological features (e.g., phenotype, endotype, genotype), as well as lifestyle and environmental factors. Accordingly, PM puts the patient at the very centre of healthcare, aiming for optimised health promotion, treatments and management of disease or predisposition to disease. Today, the field of PM has been advancing rapidly and the range of technologies, methodologies and information utilised is much broader, supporting improved healthcare, diagnostics and tailormade treatments, including rehabilitation, and prevention strategies.

The European Partnership for Personalised Medicine, EP PerMed, is a platform for joint programming of national and European regional research and innovation (R&I) programmes putting into action “The Strategic Research & Innovation Agenda (SRIA) for Personalised Medicine (2023)”¹, SRIA for PM (2023), through dedicated research, development and innovation funding.

¹ *Strategic Research & Innovation Agenda for personalised medicine (2024) European Partnership for Personalised Medicine - EP PerMed.* Available at: <https://www.eppermed.eu/action-areas/sria/> (Accessed: 05 December 2024).

Definition of Personalised Medicine

EP PerMed adheres to the definition stated in the PerMed SRIA: 'Shaping Europe's Vision for Personalised Medicine' (2015), adopted from the Horizon2020 Advisory Group:

"Personalised Medicine refers to a medical model using characterisation of individuals' phenotypes and genotypes (e.g., molecular profiling, medical imaging, lifestyle data) for tailoring the right therapeutic strategy for the right person at the right time, and/or to determine the predisposition to disease and/or to deliver timely and targeted prevention."

Some additional information can be found in the 2018–2020 Advice of the Horizon 2020 Advisory Group for Societal Challenge 1, "Health, Demographic Change and Well-being":

"Different synonymous terms have been used alongside 'personalised medicine', most commonly 'precision medicine' and 'stratified medicine'. While there may be subtle differences in the literal meanings of these terms, they usually refer to the same concept when applied in practice. Stratified medicine (mainly used in the UK) is more treatment-dependent, while precision medicine (mostly used in US) has a relatively broad meaning as it refers to 4P (predictive, preventive, personalised and participatory) medicine. We use the term personalised medicine because this term best reflects the ultimate goal of effectively tailoring treatment based on an individual's 'personal profile', as determined by the individual's genotype and phenotype data. Based on individuals' profiles, PM aims to identify the optimal treatment regime by avoiding the treatment-failure approach commonly used in current evidence-based medicine."

4. Programme Timeline

Date	Event
10 December 2024	Opening of the Call for Applications
13 March 2025	Deadline for applications submission
14-18 March 2025	Eligibility check
19-31 March 2025	Remote evaluation
1-11 April 2025	Online interviews
18 April 2025	Admission notification
May 2025	Programme kick off – The Meeting place
June 2025	Deep Dive
September-November 2025	Business Model Validation
December 2025	End of the programme

5. Rationale of the call

Translating breakthrough innovations in Personalised Medicine into commercialised solutions that directly benefit patients is a critical need in the healthcare industry. While research in personalised medicine offers scientific advancements and innovative breakthroughs, often the lack of tailored business support hampers translation of the findings into marketable solutions.

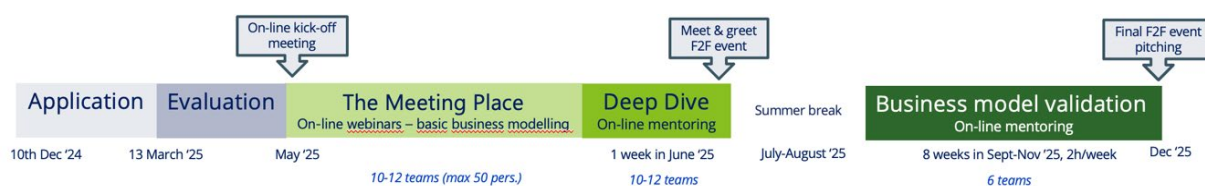
The EP PerMed Venture Creation Programme will provide guidance by experienced mentors, ensuring that each project is mentored on its journey. By equipping researchers with robust business validation techniques and strategic insights, we guide them so their pioneering work can reach the market effectively, benefiting patients and driving forward the field of Personalised Medicine.

6. Programme overview

This ‘learning-by-doing’ programme will bridge the gap between research and commercialisation, fostering the development of impactful healthcare solutions. The programme deploys a proven format to speed up the process, ensuring that resources are concentrated where they can make the most significant impact. Knowledge building is expected on topics central to PM development including regulatory and product development, patient centric design, clinical validation, utilisation of (aggregated) data, market access, reimbursement by payers, funding options and building the equity story, IP, company formation, etc.

The programme is deployed in three modules:

- I. The Meeting Place** –ten to twelve qualified teams or early stage start-up will get acquainted with basic business modelling concepts, and each other. A series of webinars on business, investment, clinical design in Personalised Medicine will be organised for participants, and delivered online by invited experts
- II. The Deep Dive** – with a mixed format of an in-person *meet and greet event* and an intense online mentoring programme this phase’s objective is to build cohesive and strong teams; validate projects’ value proposition with the support of mentors and select a maximum of six teams to continue to the next phase of the programme – Business Model Validation.
- III. Business Model Validation** – a maximum of six teams and projects qualified in the Deep Dive will undertake an eight-week guided customer discovery journey, formulate hypotheses, and test them with potential customers, buyers and users. At the end of this phase teams will pitch to a panel of experts at an in-person event. The location of this event will be confirmed closer to the time of the event.



7. Aim of the Call

The EP PerMed Venture Creation Programme aims to accelerate the formation of business ventures in the field of Personalised Medicine.

Participants for the programme will be selected via an open call, ensuring transparency and inclusivity. This approach invites a diverse range of innovative ideas and talents, fostering a competitive and merit-based selection process. By allowing open submissions, the programme ensures that promising projects and individuals are chosen to receive the necessary support and resources to succeed.

8. Expected outcomes and impacts

Upon completing the EP PerMed Venture Creation Programme, new ventures will emerge with robust business models based on customer feedback, and cohesive, well-formed teams ready to bring the solutions to the market.

The structured process ensures that each project has undergone rigorous validation and refinement, significantly increasing their commercial viability and potential. As a result, these projects will be better positioned to attract investment, achieve product-market fit, and ultimately deliver impactful Personalised Medicine solutions that benefit patients and advance the healthcare industry.

The methodology participants will learn in the EP PerMed Venture Creation Programme will provide them with essential skills in business validation and commercialisation that are invaluable and applicable across all future projects. These skills will equip them with the expertise to successfully navigate future entrepreneurial endeavours. By mastering these methodologies, participants will be better

prepared to turn innovative ideas into successful ventures, thereby making lasting contributions to the field of Personalised Medicine and beyond.

9. Application

The EP PerMed Venture Creation Programme is open to teams and early stage start-ups who seek support in spinning out their Personalised Medicine venture.

For the teams' structure, the programme welcomes applications from small teams of up to five members with proposed solutions (typically on the proof-of-concept stage (scientifically and technically)). The team shall consist of individuals with diverse backgrounds, including technical/scientific, clinical, product design/development, and business. Each team member should demonstrate relevant experience and a strong commitment to advancing personalised medicine.

Applicants must submit their applications via EIT Health Application Platform: [https://apply.eithealth.eu/s Login.jsp](https://apply.eithealth.eu/s>Login.jsp). In case the applicant is new to the system, please follow the instructions to complete the registration of account properly. In case of questions, please look at the "[Guide for applicants](#)" or contact smartsimple@eithealth.eu.

10. Eligibility criteria

For an application to proceed to evaluation, it must meet all the below eligibility criteria. Each application will be reviewed for this eligibility criteria by EP PerMed Partners.

- Applicants must submit their applications via the EIT Health Smart Simple application platform before the deadline on 13 March 2025 at 16:00 CET.
- Applicants must be citizens or residents of the [EU Member States countries or Horizon Europe associated countries](#).
- Applications must be formulated in English.

If you are unsure about your eligibility, please do not hesitate to contact us using the information provided below.

11. Evaluation process and criteria

The evaluation criteria for admission onto the EP PerMed Venture Creation Programme **are focused on (I) team quality and completeness and (II) solution excellence**. These criteria will be also applied in further phases of the programme, i.e., the selection of six teams into the Business Model Validation phase.

I. Team

Founder Fitness: Applicants will be assessed based on their skills, knowledge, and experience relevant to founding a start-up. This includes technical/scientific, clinical, product design/development, and business expertise.

Commitment: The programme seeks individuals and teams who demonstrate strong resilience, drive, and a commitment to advancing Personalised Medicine.

Coachability: Applicants should show an openness to learning from mentors, advisors, and feedback, and the ability to incorporate these insights into their projects.

Teamwork: Effective communication and collaboration skills are essential. Teams should complement each other's strengths and work well together.

II. Solution Excellence

Innovativeness: The proposed solution should offer a novel and significantly improved approach to addressing a need in Personalised Medicine.

Feasibility and Sustainability: The solution must be practical, implementable, and have a clear pathway to reach patient care.

Potential Impact: The solution should have the potential for a significant positive impact on patient care, such as improving outcomes, reducing costs, or optimising healthcare pathways.

The evaluation process will include a formal eligibility check by EP PerMed Partners, remote evaluation by independent experts, and may involve an online

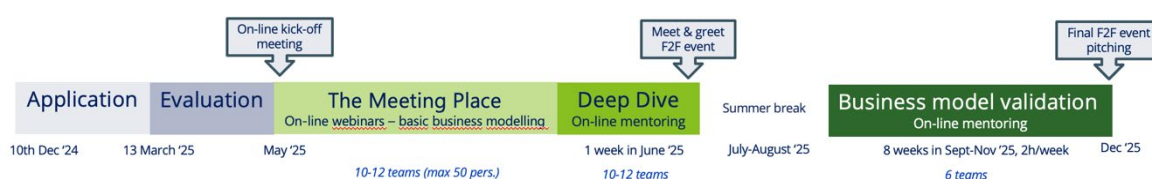
interview with EP PerMed Partners to further assess the suitability of applicants for the programme.

Only proposals passing the eligibility check will enter into evaluation by external experts.

12. Programme admission

The final admission decisions will be made by combining the scores from the remote evaluation and, if applicable, the online interview. Applicants will be notified of their admission status via email. Successful candidates will receive detailed information about the next steps and programme participation.

13. Commitment anticipated from participants



Phase 1 of the programme includes the **Meeting Place** and the **Deep Dive**, engaging all selected teams. Between May and June 2025, participants will undergo an online training, followed by a brief one-week mentoring session in June. This phase is concluded at the end of June with a Meet & Greet face-to-face event.

Phase 2 focuses on **business model validation**, with 50% of the teams advancing to this stage. Running from September to November 2025, Phase 2 features an eight-week, part-time acceleration programme, consisting of weekly two-hour online sessions, with each team assigned a dedicated mentor. The programme will conclude in December 2025 with a final Face-to-Face Pitching Event.

Participation in the 'learning-by-doing' programme is free of charge, attendees just need to cover their travel costs to the events.

14. Conflicts of interest (Evaluation panel)

The EP PerMed Venture Creation Programme is committed to maintaining the highest standards of confidentiality and managing conflicts of interest throughout the admission process. All application materials and information provided by applicants will be treated as strictly confidential. EP PerMed Partners, EIT Health staff and independent evaluators are required to sign confidentiality agreements, ensuring that sensitive information is not disclosed to unauthorised parties.

To further safeguard the integrity of the evaluation process, EIT Health implements rigorous conflict of interest policies. Evaluators and staff involved in the selection process are required to declare any potential conflicts of interest. Any evaluator with a conflict of interest will be recused from assessing the relevant application to ensure an unbiased review. This commitment to confidentiality and conflict of interest management guarantees a fair and transparent selection process, fostering trust and integrity within the programme.

15. Redress procedure

Applicants can appeal against the final award decision if they suspect a breach in the evaluation and selection procedures. This redress procedure only covers the procedural aspects of the call. The redress will not call into question the scientific or technical judgement of experts/evaluators.

Applicants should submit their appeal to EIT Health via email (appeals@eit-health.eu) within seven calendar days following notification of the application outcome. The outcome notification email containing the results of the evaluation will give information on the appeals procedure, which is described below.

I. Admissibility of appeals

For an appeal to be admissible the following conditions must be met:

- The appeal must be submitted by the team or the start-up to which the appeal relates;
- Only one appeal per proposal will be considered;

- The appeal must be submitted via email within seven calendar days of the outcome notification email. The appeal must contain the following minimum information:
 - The name of the Call for Applications;
 - The proposal acronym;
 - The title of the proposal;
 - A description of the alleged shortcomings of the evaluation procedure.

The appeal must demonstrate a procedural irregularity, factual error, manifest error of assessment, misuse of powers, or a conflict of interests. Appeals that do not meet the above conditions, or do not deal with the evaluation of a specific proposal or express mere disagreement with the result or the reasoning of the evaluation may be judged as not suitable for redress.

II. Procedure

Upon receipt of an appeal, an acknowledgement of receipt will be sent by EIT Health within seven calendar days. The acknowledgement shall report the redress process and the anticipated date by which a decision on the appeal will be communicated to the appellant.

All appeals received within the seven calendar days deadline will be processed together. The decision will be communicated to the appellant within seven calendar days from the deadline for submitting the appeals.

16. Call contact information and on-line webinar

Join the on-line webinar for interested applicants of the Venture Creation Call on **28 January 2025, 11am - 12pm CET**. Register [here](#).

You can also register for our **Q&A**, before the Call closing date on **6 March 2025, 11am - 12pm CET**. Join us [here](#).

For further information:

- Please visit <https://www.eppermed.eu/funding-projects/calls/venture-creator/>

- or contact: Mohammed Ilyass Rahmouni at calls_eppermed@eithealth.eu