

ANDHEALTH+ 2017 PROGRAM APPLICATION QUESTIONS

This is a PDF of the ANDHealth+ program application questions. All applications **must** be submitted through our online system by clicking the “Apply here” button on our website <http://andhealth.com.au/program/> . You may save the online form and return to it.

The ANDHealth+ program is focused on assisting Australian mid-stage digital health companies to meet key investor, partner and customer requirements around clinical and commercial validation. The program is unique in that it requires no equity consideration and that each cohort company’s advisory panel and project is tailored specifically to that company.

ANDHealth acknowledges that each applicant will have different levels of detail available to answer each of the questions, and each will have a different technology.

These questions are designed to provide an overview of the company. It is acceptable for applicants to provide brief answers if the information is not yet available or the applicant believes the question is not relevant to their business.

Please answer the questions directly and concisely- dot points are fine- and use the wordcount as a *maximum* recommendation. Face to face interviews with the shortlisted teams will provide an opportunity to elaborate.

Instructions to applicants are accessible on the ANDHealth website, www.andhealth.com.au/program. Please **download and read** the PDF Instructions to Applicants presentation before answering the questions. To ask specific questions of the Program Director visit the ANDHealth website to book in a time.

All information submitted will be treated as commercial in confidence and will be circulated to the ANDHealth+ Selection Panel and ANDHealth team only.

SECTION 1: ELIGIBILITY

1. How many months of operational runway do you currently have? You must have at least 6-12 months to be eligible.
2. Do you have a full time executive?
3. Are you or a member of your team available for the shortlist pitch session in Melbourne on the 11th or 12th of July 2018?
4. The applicant must be a registered company and must be able to demonstrate that they are authorised to use any IP required to perform the project. Tick
5. Tick here to verify that you have read the cohort company expectations document. Tick

SECTION 2: APPLICATION

Please keep responses concise; word limit is a guideline for maximum – less is more

2.1 Company Details

Company Name, Website, Address, ABN (required), Video link (if available)

Key contact- Name, Phone, Email, Role

Please provide a two-sentence summary of your company:

Should you be selected for the ANDHealth+ Program, this description will be used for future marketing material.

Upload: An investor pitch deck for your company, limit 20 slides



Upload: Download and complete the lean canvas template document available [here](#). This should be a dot point summary of your answers below, on one page. Complete this **last**. Upload as A3 PDF.

Upload: A one page fictional press release, detailing the impact of the successful completion of your project with ANDHealth.

2.2 Problem (maximum 300 words per answer)

Describe the unmet need you are solving.

What is the clinical/ health problem you are solving? How many people does this affect?

How is the problem being solved today? Show evidence of the financial cost currently spent on inferior solutions/work-arounds.

If there is not a current solution, why?

2.3 Solution (maximum 300 words per answer)

Describe your solution: at a high level, how does your technology work, what is the use case, and how does it meet the need?

ANDHealth is interested in technologies with a clear patient outcome. Please be clear who the end-user of your solution is.

2.4 Product Maturity

How mature is your product? Please outline the remaining development stages for your technology to be market ready and a high-level timeline of remaining product development activities.

Please also mention any technical certification and quality standards achieved.

Have you participated in any accelerator style programs previously? Please name and outline the support provided

Previous/ co-current participation in other programs is permitted under the ANDHealth program.

2.5 Clinical Outcomes Data

Provide a summary of any clinical outcomes data that you have. *In Gust, ability to upload publications/ papers/ figures*

Please provide details of the basis on which clinical data was gathered, locations of any clinical programs/ trials and links to any scientific publications.

Describe any additional testing that has been completed.

This includes validation, pre-clinical, clinical, and any other pilots.

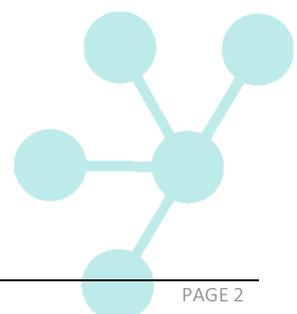
2.6 IP and Regulatory

What Intellectual Property assets support your technology? *In Gust can upload patent docs*

Please provide details of patents, trademarks, copyright and other intellectual property, outline your strategy for protecting IP and outline details of any IP assignments or licenses if the IP is not owned by your own entity.

Describe any regulatory milestones achieved thus far. What will your regulatory strategy be moving forward?

If you consider that your device does not need to comply with medical device or other regulatory requirements please explain why. If you are proposing a 510(k) strategy, please identify the predicate devices you propose to reference.



2.7 Market Size and Traction (approximately. 400 words per answer)

Market: Who is/ are your customer(s) (as opposed to end-user), how will revenue be generated from the customer base, which market segment will you target first and why?

Please also include the size of your market, locally and internationally, and briefly how this was calculated. Also clarify whether reimbursement is a necessary component of your pricing/ revenue model, locally and internationally.

What evidence do you have of market appetite for your solution? Outline any Voice of Customer data you have collected.

e.g. already in discussions with channel partners, or letters of support from customer groups, pilot use in a clinical setting. Have you done quantified voice of customer studies in multiple markets? How many clinicians/medical administrators/customers have you interviewed and what is the result? Has your product been used in a clinical setting?

Briefly list any traction or use of your solution in a market setting.

2.8 Finance and revenue streams (approximately. 300 words per answer)

Please outline your business model and financial model.

What is your cost of goods or cost to serve? How much will you charge and what is your pricing strategy? How long is your sales cycle? What is/ are your exit strategy/ies?

Upload a 3-5 year financial model (*compulsory upload in Gust*)

If applicable, what is your current sales revenue? What is your projected revenue over the next 12 months?

If not applicable, please write N/A.

How much funding have you received to date?

Please include a current cap table or outline sources of capital including dilutive and non-dilutive funding sources.

2.9 Team, Risks and Competition

Describe the competitive landscape. What are the key differentiators which provide competitive position and product advantage?

Is anyone else active in the space? How advanced is their technology? How advanced is their business & market entry strategy? What advantages does your technology and business model have?

How many people are on your team on a regular basis, and what are their roles?

Please be clear about the distinction between full time and part time staff.

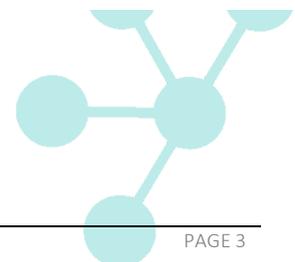
Please provide 2 sentence biographies of your management team and Board, plus any official advisors, including links to LinkedIn profiles.

Outline how their expertise and experience is suited build your business. Briefly identify any gaps and your plans to address this.

Are you planning to expand or change your team in the next 6 months?

Risks: List your key risks and perceived barriers to market entry and how you plan to overcome them?

This may include access to capital, regulatory requirements (no predicate device), reimbursement challenges, lack of willingness to change at the frontline of healthcare, access to international channel partners and markets, lack of management and service provider expertise etc.



2.10 Proposed Project for ANDHealth (approximately 600 words)

Please summarise your proposed project which aims to overcome current clinical and/or commercial evidence based roadblock(s) to commercialisation which you have identified, where ANDHealth assistance can result in improved ability to raise growth capital and/or progress your market entry strategy.

Project Outlines should include:

- Outline the specific problem/ challenge to commercialisation that will be solved by undertaking this Project with ANDHealth,
- Key milestones of the proposed project
- How the proposed project will positively affect the clinical and/or commercial readiness of the project,
- How the success of this project will form an inflection point for the technology and improve the ability to raise growth capital and/or execute upon a market entry or growth strategy,
- An indication of any third-party suppliers that you feel may be required and approximate costs (maximum budget A\$60,000)
- An outline of which services and support from ANDHealth members you feel would be required and would add value to the project
- A high level Gantt Chart of the project with proposed timelines and resource/budget allocation is encouraged and should be uploaded as an attachment (points above may be addressed by a detailed Gantt)

Where the Selection Panel is impressed by an opportunity/ technology, but feels the opportunity may be better served by focusing on a different type, or structure, of project, the panel may choose to approach the applicant to co-develop a project plan for agreement and contracting.

(Optional) How did you hear about ANDHealth+ Program?

Please be specific

Optional attachments:

You may attach up to 6 supporting documents. These may include:

- Suggested: Gantt Chart for the proposed project
- Optional: IP & Regulatory documents
- Optional: Peer reviewed publications
- Optional: Clinical publications
- Optional: Commercial reports/ validation

