

GO-TO-MARKET

ACCELERATION PROGRAM

FOR HEALTHCARE



August 2019

Introduction

"Go-to-market Acceleration Program" aims to strengthen and accelerate businesses with solutions to the problems of the healthcare sector, connecting the industry with startups in an environment that favors the adoption of innovation in hospitals.

Managed by techtools ventures and led by Santa Casa de Misericórdia in Porto Alegre, this is the only acceleration program that **operates in network** and was designed to **reduce the impacts caused by the Unified Healthcare System (SUS)** in Brazil and **ensure the best patient care, providing to partners a broad systemic view of the use of innovations and startups and projects for robust validation of their solutions.**



Who is it for

Partners, startups and investors

Since partnering with organizations focused on the health area will be selected startups and hospitals to attend the Program that are looking for innovative solutions implementation from Brazil and abroad.

It will select **40 startups and projects in 2019:**

20 **EARLY STAGE**

Projects based on Intellectual Property with research and academic development, aiming to deliver an MVP

10 **PRE-OPERATIONAL**

Projects under construction to make MVP of a project into a sustainable business (breakeven phase)

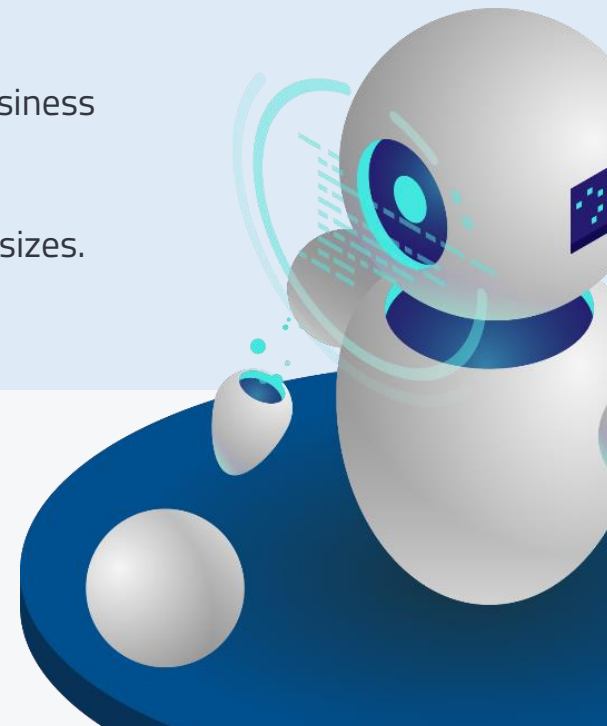
10 **OPERATIONAL**

Existing projects with proven traction and application in different company sizes. Each project will be validated in Santa Casa as a reference for the network

Each project cycle **can vary between 4 and 24 months**, depending on the complexity of the market and the maturity of the projects, according to the proprietary methodology of techtools ventures.

All the startups will be analyzed as candidates to receive investments.

By 2021 the goal is to accelerate until **100 healthcare solutions.**



Healthcare is a global challenge

WORLD

Health is a global economic problem due to aging population, obesity and sedentary lifestyle and increased complexity of diseases. All countries are looking for solutions to reduce the impact of health in the economy and improve the offered assistance.

Healthcare expenses is predicted to reach US\$ 8,7 trillion by 2020¹. The percentage of **American GDP** spent on healthcare in 2018 is **17,8%²**

BRAZIL

It has the largest universal health system in the world (SUS), serving **71.1% of its population³** of **214 million inhabitants** and is recognized in the world due to its management model with broad access to the healthcare structure. The system has a significant impact on the economy and nowadays expenses in this sector represents **9.5% of GDP** (USD\$ 140 billion) with the possibility to reach **25% by 2035⁴**.

¹U.S. Health Care Deloitte, 2016

² Statista. US health expenditure as % GDP from 1960 to 2019

³ Healthcare Ministry Survey 2015 & IBGE

⁴ Coalizão Saúde survey cited at Exame



Innovation at philanthropic hospitals

Our program focuses on introducing innovations tried and approved in philanthropic hospitals as they are private hospitals serving the public system in a relevant way.



Santa Casa de Misericórdia
de Porto Alegre frontage

It means the adoption of innovations with more agility than in the public system serving the two universes – public and private. **SUS represents 47% of the health products purchasing in the country.** By joining this chain, it is possible to access a network with more than **100 million patients** expecting to reach a volume of purchases of **USD\$ 33 billion** for 2019.

Brazil has **6,820 hospitals**, i.e. 1.96 beds per thousand inhabitants. 4,397 of them are private¹ and more than half (2,600) provide philanthropic services².

Today, the philanthropic hospitals of Santas Casas represent **2,172 non-profit hospitals**, of which **1,704 serve SUS**. Together, these institutions account for more than **50% of the primary care** and more than **70% of medium and high complexity attendance** at SUS³.

¹ FBH 2018

² FEMIPA

³ CMB



Program guidelines

Acting in network, this program may be extended to other partner hospitals.

Our challenge is to achieve the sustainability of the Brazilian healthcare system. Therefore, we analyzed 198 areas of care offered by the Santa Casa de Misericórdia of Porto Alegre for SUS and grouped 42 of them in priority areas that will be considered as an innovation criteria, responding for 95% of the SUS deficit.

Selection criterias

- Patient safety
- Medical and care empowerment
- Care quality
- Definition of new products and services
- Value capture in projects
- Operational efficiency
- Sustainability

Reasons to bring your project to Santa Casa



In order to validate innovations in healthcare, the Santa Casa de Misericórdia de Porto Alegre opens its doors so that industry partners or selected startups can test their solutions in a complete environment.

Santa Casa complex encompasses **eight owner hospitals and one under management** with **1,260 beds** and a medical community of **2,600 professionals** who performed more than **6 million procedures** in 2018, serving more than **one million patients** from all Brazilian states.

Santa Casa also offers an **Innovation Center** with 500m² and **70 working positions**, in addition to **Maker Space** and **realistic simulation laboratories** so that the partners, startups and professionals of Santa Casa can develop innovative solutions for the healthcare market.



Innovation Center

Innovation Center Facilities

This space is available for partners and startups to develop their projects within a robust environment:

- 70 workstations
- Maker space, with laser cutting equipment, router and 3D printing room
- Simulation area with
 - Surgery room (ICU) with Command Center
 - Experimental Practice
- Debriefing room (observation)
- Emergency simulation room
- Surgical techniques practice room
- 3 meeting rooms, with capacity for 8 people each
- 3 class rooms for 20, 26 and 36 students
- Administrative management room with 16 workstations



**The Innovation Center is also integrated with the
Universidade Federal de Ciências da Saúde de Porto Alegre.**



For Partners

The most complete healthcare acceleration



We provide the real environment of a network of hospitals with a variety of specialties.

Being a partner of the Santa Casa de Misericórdia de Porto Alegre allows to test solutions in an environment that contemplates **public and private care**; in addition to a **large volumes of patients and procedures**.



+ than 6 million procedures



+ than 1 million patients



67% of patients are SUS users



For Startups

The most complete healthcare acceleration

Accelerators offer activities such as training, mentoring, consulting and networking. Our Program stands out for the opportunity to test and sell the innovations as the initial stage to important hospitals that make up the network led by the Santa Casa de Misericórdia de Porto Alegre.

Our innovation network includes more than **100 participants**; in addition to **100 research, development and innovation centers** around the world, allowing an **efficient value comparison** of the selected innovations.

It considers from **USD\$ 50k to USD\$ 200k** for each selected startup or project for **go-to-market consulting, governance in all levels, strategy improvement and support to exponential growth** from the technological perspective and businesses model.

SUSTAINABILITY AND COMPETITIVENESS IN HEALTHCARE



Accelerated solutions by the Program can also perform scale tests and get investment return indicators to be applied/used in potential customers – always following the global standards of competitiveness mapping, according to the **Sustainability and Competitiveness in Healthcare Index**, created and managed by techtools ventures.

This index will serve as a reference for analysis of management, innovation and operation opportunities in all healthcare organizations from Brazil and worldwide.



For international Startups

The most complete healthcare acceleration

Our process for international startups includes:

- Translation and adaptation (tropicalization) of the solution for the Brazilian market entry
- Go-to-market budget planning
- Homologation support with the Brazilian Health Regulatory Agency (Anvisa)
- Study on the feasibility of importing X manufacturing or local assembly
- Commercial distribution





Partner program

Partners who want to validate their innovations in the Acceleration Program should cover part of the team's budget of innovation specialists through sponsorship quotas. This budget is dedicated to the management of resources and professionals who play a fundamental role in matching the needs of Santa Casa and hospital network connected with their interests and the startups or projects willing to be validate. This team is also responsible for presenting the opportunities to the Executive Committee of Innovation (CEI), validating them and giving progress to its implementation, accompanying the results and generating feedback to all involved.

Standard

- Prioritization in the indication of up to two projects for the Program coordinators
- Access to the annual report on Executive Committee of Innovation (CEI) results
- Minimum 2 years length contract

Premium

- Prioritization in the indication of projects (unlimited quantity) directly to the Executive Committee of Innovation
- Access to the results of all projects of innovation implemented in the Program
- Indication of projects to be invested by techtools ventures funds
- Minimum 2 years length contract



Startup program


When applying to the Program and having adherence to the innovation needs of Santa Casa de Misericórdia de Porto Alegre, this negotiation will take place in the design phase of the Acceleration Proposal.

Equity stakes in Brazilian and foreign startups or projects according to their different stages in business cycle.

The contributions and earnings of each party will be defined according to the aggregate value generated for the network of hospitals, startup and partners.

We are looking for

This Program is dedicated to partners, entrepreneurs, startups, scientists and corporations in Brazil or foreign countries that are willing to validate one healthcare solution in the following areas:



**"We are looking for
the best healthcare
innovation solutions"**

- Critical analysis of hospital infection indicators
- Fire prevention and Protection Plan (PPCI) and abandonment simulations
- Hospital infection control in risky procedures of infection
- Improvement of the multidisciplinary therapeutic plan
- Improvements in the analysis of mandatory commissions: death, medical records and hemotherapy
- Operational efficiency, cost reduction, performance gain and/or value generation in some business unit
- Processes improvement for: hospitalization unit, Intensive Care Unit (ICU), surgical center, emergency room, ambulatory and therapeutic Diagnostic Support Service (SADT)
Improvement of safety in surgical and anesthetic processes
- Promotion of balanced lifestyle
- Safety of the pharmacy chain, including clinical pharmacy
- Security protocol management
- Training monitoring effectiveness
- Transfusion process
- Water and air quality in the hospital environment

These topics are of interest, but we are also open to other solutions directly related to the development of innovation in the healthcare sector.

Methodology

This Program is based on a unique methodology of techtools ventures that prepares innovation projects and startups for exponential growth and global performance.

- Strategy and businesses model
- Intellectual Property
- MVP (Minimum Viable Product)
- Regulation
- Technology
- Mentoring
- Governance
- Marketing and communication
- Fund raising needs
- Business development
- Strategic alliances
- Institutional relations
- Internationalization

This methodology ensures that the innovations implemented can be references to services or technological adherence in other hospitals and healthcare networks.

Science

Technology

Resources

Economics

Management



Steps

Projects are designed in 4 to 24 months cycles– depending on the complexity of each innovation and the necessary references of the network to validate a project.

PARTNERS

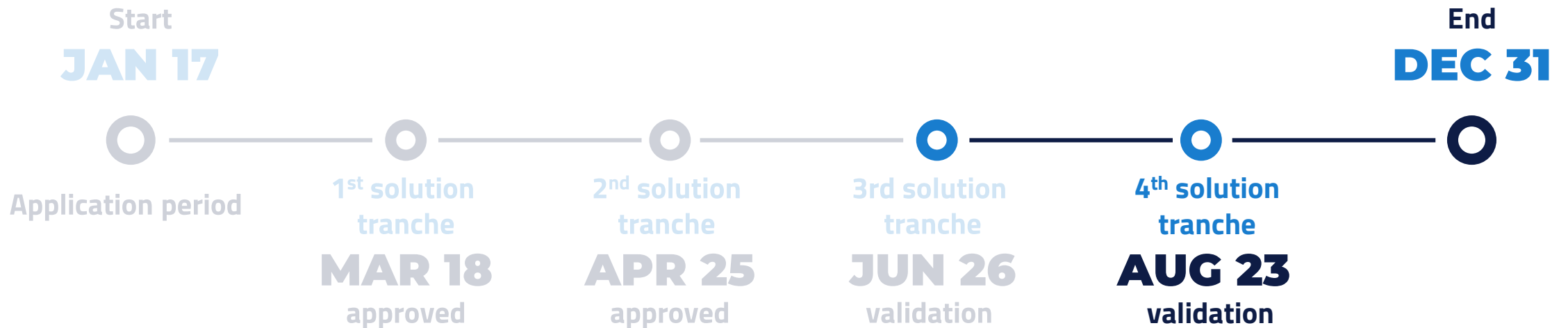
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1. Expresses interest to join the Program as a partner
 2. Meeting scheduling with Santa Casa de Porto Alegre and techtools ventures to identify synergies
 3. Presentation of Program's details and Partnership Agreement
 4. Partnership approval by Executive Innovation Committee
 5. Signature of the Partnership Agreement
 6. Partnership kick-off of with Acceleration Program coordinators

STARTUPS

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1. Application for the Program
 2. Pitch scheduling (online or in-person)
 3. Definition of the applicability and prioritization of innovation by Program Coordinators
 4. Referral submitted to Executive Committee's evaluation (4 tranches during the year)
 5. NDA signature
 6. Acceleration Proposal negotiation (defining contributions for startup and Santa Casa)
 7. Contract signing
 8. Acceleration program starts

2019 project selection

Permanent calling



4 months minimum acceleration period

Every selection process will be audited, projects and startups will follow techtools ventures compliance rules.

Accelerated Startups



HelpBell is a solution company for Internet of Things (IoT), API, Cloud Computing and Artificial Intelligence (AI). With a solution of robotic processes (RPA), it operates in Santa Casa to allow reducing the total billing time, the amount of errors and the reimbursement length from healthcare operators.

www.helpbell.com.br



Laura is an artificial intelligence company to identify and prevent sepsis risk. At Santa Casa, robot Laura solution should help to solve one of the main challenges of this disease – the early identification, preventing the cases from worsening and can generate ICU admissions and possible deaths. Today sepsis is responsible in the world for approximately 25% ICU hospitalizations. This project aims to measuring and enhancing care in this area, improving the quality of patient treatment in the hospital complex.

www.lauranetworks.com



Megical is a Finnish artificial intelligence company with a platform that supports the processes of checking the teams working in surgical centers through tablets. Its implementation at Santa Casa enhance patients' safety in surgical processes and reduces operating costs. In addition Megical solutions, which are being implemented at Hospital da Criança Santo Antônio, should reduce adverse events caused by possible errors at the surgical centers, increasing the occupancy rate and expanding revenues.

www.megical.com

Accelerated Startups



Melrisk is a certifying information company that allows identification and transaction in a securely way based in official public bases. At Santa Casa, it will allow the patient to request and authorize access to services through a mobile application that authenticates the realization of any and all procedures through facial recognition and verification codes with double checking – by the patient's cell phone and hospitals' services. By making this system available, patient initiates and accompanies his/her care, the ability to track, authorize and prioritize the consultations will be significantly incremented – everything in real time.

www.melrisk.com.br



Terve is an artificial intelligence company focused on the management of quality of life and corporate health data to reduce casualty costs through employee engagement in cost control and performance improvement programs. For Santa Casa, the company is developing internal programs to promote a balanced lifestyle for its employees and, consequently, reduce absenteeism indexes, medical clearance and turnover. The first 4 months will be developed special campaigns to support the obesity program with volunteer collaborators of the Santa Casa complex, integrating the actions to the ERP People Management software, along with a program of awareness and education; besides mapping the physical and mental health of the collaborators from Hospital Dom João Becker, in Gravataí.

www.terve.com.br



Wateffy is a solution company for water significant consumption reduction and treatment without the use of chemical products, generating total reuse of effluent in the wastewater industry. At Santa Casa, the company is designing a project for the water treatment and reuse as well as analyzing the opportunities to reduce its consumption through use of Nanobubble. Its being implemented and should generate an economy of approximately 35% to 60% in the values spent today with use and movement of water in the hospital complex.

www.wateffy.com.br

Accelerated Startups



Zero Glosa is a financial solutions company for hospitals that has a platform for the management of glosses and automatic reconciliation of credits.

At Santa Casa, the integration with the care management system allows the organization to plan, error check and submit guides to the main healthcare operators.

This web application uses artificial intelligence (AI) to track causes of glosses and significantly reduces its occurrence.

www.zgsolucoes.com.br



An internal project of Santa Casa that was originated by the donation of an artificial Intelligence (AI) algorithm to set and check of medical prescription in the processes of the clinical pharmacy. Under implementation in all the hospitals of Santa Casa complex, this project aims to reduce the incidence of errors arising from medical prescription, increasing the patient safety.



An internal project of Santa Casa that consists of a platform for the management of patients' transportation hub, monitoring performance and ensuring the security of historical information and patient locations that have been transported.

A web system integration with the care system to manage and support patients transport processes are being initially implemented at Santa Rita and São José hospitals in order to reduce the waiting time for transporting patients at all levels.

Innovation Executive Committee (CEI)



DR. ANTONIO KALIL

Medical director of Santa Casa de Misericórdia de Porto Alegre, was a Fellow of the Hepato-biliary Center of the University of Paris and is an honorary member of Academie Nationale of Chirurgie, in France



JADER PIRES

Administrative director of Santa Casa de Misericórdia de Porto Alegre with several formations In the areas of business management, economic and administration by Fundação Getúlio Vargas, Ohio University and University of Chicago



JAN JARNE

Executive with experience in international financial institutions and industry, was honorary Consul General of Finland in São Paulo and is chairman of the Brazil-Finland Chamber of Commerce and Industry. Is a techtools ventures member



JEFF PLENTZ

Entrepreneur and executive with 28 years of experience in business development, innovation, government relations and consultancy. He founded, developed and sold six companies, negotiating with VC&PE funds. Is the techtools ventures founder



RICARDO ENGLERT

Financial director of Santa Casa de Misericórdia de Porto Alegre, he worked at Rio Grande do Sul Treasury secretariat, Badesul and Banrisul. He is graduated in economics (UFRGS) and president of the Union of Charitable, Religious and Philanthropic hospitals of the State



A Venture Capital (VC) firm focused on managing equity participations and hospital's innovation network, developing scientific and technologic base projects in the healthcare industry - from angel to series A/B investments - for businesses with global potential and high financial and social returns.

We accelerate the go-to-market by increasing sales and business potential of startups and projects in our network. This process takes place through a proprietary methodology (STREM™) that contemplates the best practices of risk management, governance, financial return and social impact, transforming accelerated companies into exponential startups.

Launched in 1995, the company moved into a Venture Capital firm focus in impact innovation for the healthcare industry in 2015.

techtools.vc



The largest hospital complex in Rio Grande do Sul, integrated by eight owner hospitals and another under management, with emphasis in the areas of medical clinic, general surgery, cardiology, neurosurgery, pulmonology, oncology, pediatrics and transplantation.

In 2018, Santa Casa de Porto Alegre did more than 6 million health procedures, being more than 67% of this volume directed to Brazilian public unified healthcare system (SUS). The organization also stands out in the areas of teaching and research at the hospital-school of Federal University of Health Sciences of Porto Alegre since its founding.

The Innovation Center and the Clinical and Surgical Realistic Simulation Center are also part of the complex.

santacasa.org.br



Supporters

In every business it is essential to maintain a good network of partners. We believe that engaging and working together is the solution to overcoming challenges in the healthcare field.

**BUSINESS
FINLAND**





Thank you ×

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ACCELERATION PROGRAM
FOR HEALTHCARE

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