

## Focus Area: HealthTech

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### Tagline

Kickstart is looking for disruptive technologies and business models in HealthTech.

### Focus Area Description *(for the website, presentations, social media)*

Amidst the global pandemic, **global healthcare funding hit a record in 2020 and healthcare technology companies raised a record of \$15.3 billion in 2020\***, and for the first time digital health companies surpassed biopharma for the number of deals. Switzerland has a dynamic, rapidly developing startup landscape in the digital health sector with major pharmaceutical companies, insurance players, hospitals and medtech companies investing in healthtech innovation. The **digitalization of health is necessary** to provide access to personalized and connected care.

Kickstart's HealthTech Vertical, co-founded by [Swiss Healthcare Startups in 2019](#), is interested in innovative digital health startups with a validated business-model and the potential to disrupt the healthcare industry. We welcome startups that are eager to enter the Swiss market or scale in Switzerland who provide new services, products, or software that help reshape medical related processes, care coordination, health data, lifestyle innovation, wellness and disease management.

### Partners (7)

- Axa (Global)
- Migros (iMpuls/Klubschule/fitness/Medbase/Global)
- Mobiliar (Global)
- PostFinance (Global)
- Coop (Global)
- Sanitas (Fellow)
- Stadt Zurich (Fellow)

### Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Augmented Reality (AR)
- Virtual Reality (VR)
- Data analytics / predictive analytics
- Internet of Things (IoT)
- Robotics
- Blockchain
- Conversational interfaces (ie chatbots, digital coaches, etc.)

- Wearables / Bio-sensors and portable devices
- 5G Technology

## Areas


- Lifestyle Innovation/Prevention
- Care Coordination
- Health System and Process Optimization
- Health Data
- Health & Wealth
- Diagnostics
- Corporate Wellbeing Management

## Collaboration Opportunities

**Global Partners:** AXA, Coop, Migros, Mobiliar, PostFinance

**Fellow Partners:** Sanitas, Stadt Zurich

### **Lifestyle Innovation/Prevention:**

- Mental Health (self assessment, self care, etc.)
- Relaxation & Mindfulness
- Holistic Wellbeing (mental, physical, emotional, sexual health)
- Lifestyle innovation & Prevention
- Sleep
- Nutrition & Fitness (blood sugar level mgmt)
- Sustainable and ecological dietary plans 
- Digital health coaching (ie. intersection of financial and health literacy)
- Women's Health & FemTech (pregnancy, post natal)
- AgeTech
- Children's Health

### **Care Coordination:**

- Remote support/monitoring (Telehealth)
- Outpatient care
- Chronic Disease Management (digital therapeutics for diabetes, cancer, etc)

### **Health System and Process Optimization:**


- Process optimization (esp in primary care)
- Conversational interfaces (virtual chatbots)
- Health systems coordination (doctor, patient, private caregivers)

- Automatization and digitization of medical examinations for personal accident insurance

## **Health Data:**

- Health scores/ Measurement tools (weight loss, muscle growth)
- Engagement solutions (loyalty programs, fitness rewards, points)

## **Health & Wealth:**

- Eldercare (financial provisions, pension, retirement)
- Health data banking (privacy)
- Health crowdfunding services 

## **Diagnostics:**



- Dental Innovation ie. alignment
- On-demand health solutions (at home testing, etc)

## **Corporate Wellbeing Management**

- Employee wellness (motivation, engagement, etc.)

**HealthTech Collaboration Opportunities 2021** (CE potential = )

**KICKSTART**

A - Lifestyle Innovation/Prevention	B - Care Coordination:	C - Health System and Process Optimization	D - Health Data	E - Health & Wealth	F - Diagnostics	G - Corporate Wellbeing Management
<p><b>A1 - Mental Health</b></p> <ul style="list-style-type: none"> <li>• Self assessment</li> <li>• Self care</li> </ul> <p><b>A2 - Relaxation &amp; Mindfulness</b></p> <p><b>A3 - Holistic Wellbeing</b></p> <ul style="list-style-type: none"> <li>• Mental</li> <li>• Physical</li> <li>• Emotional</li> <li>• Sexual health</li> </ul> <p><b>A4 - Lifestyle innovation &amp; Prevention</b></p> <p><b>A5 - Sleep</b></p> <p><b>A6 - Nutrition &amp; Fitness (blood sugar level mgmt)</b></p> <p><b>A7 - Sustainable and ecological dietary plans</b> </p> <p><b>A8 - Digital health coaching</b></p> <ul style="list-style-type: none"> <li>• Intersection of financial and health literacy</li> </ul> <p><b>A9 - Women's Health &amp; FemTech</b></p> <ul style="list-style-type: none"> <li>• Pregnancy</li> <li>• Post-natal</li> </ul> <p><b>A10 - Agetech</b></p> <p><b>A11 - Children's Health</b></p>	<p><b>B1 - Remote support/monitoring</b></p> <p><b>B2 - Outpatient care</b></p> <p><b>B3 - Chronic Disease Management</b></p> <ul style="list-style-type: none"> <li>• Digital therapeutics</li> <li>• Services for diabetes, cancer, etc.</li> </ul>	<p><b>C1 - Process optimization</b></p> <ul style="list-style-type: none"> <li>• Primary care</li> </ul> <p><b>C2 - Conversational interfaces</b></p> <ul style="list-style-type: none"> <li>• Virtual chatbots</li> </ul> <p><b>C3 - Health systems coordination</b></p> <ul style="list-style-type: none"> <li>• Doctor</li> <li>• Patient</li> <li>• Private caregivers</li> </ul>	<p><b>D1 - Health scores/ Measurement tools</b></p> <ul style="list-style-type: none"> <li>• Weight loss</li> <li>• Muscle growth</li> </ul> <p><b>D2 -Engagement solutions</b></p> <ul style="list-style-type: none"> <li>• Loyalty programs</li> <li>• Fitness rewards</li> <li>• Points</li> </ul>	<p><b>E1 - Eldercare</b></p> <ul style="list-style-type: none"> <li>• Financial provisions</li> <li>• Pension</li> <li>• Retirement</li> </ul> <p><b>E2 - Health data banking</b></p> <ul style="list-style-type: none"> <li>• Privacy</li> <li>• Storage</li> </ul> <p><b>E3 - Health crowdfunding services</b> </p>	<p><b>F1 - Dental Innovation</b></p> <ul style="list-style-type: none"> <li>• Alignment</li> </ul> <p><b>F2 - On-demand health solutions</b></p> <ul style="list-style-type: none"> <li>• At home testing</li> </ul>	<p><b>G1 - Employee wellness</b></p> <ul style="list-style-type: none"> <li>• Motivation</li> <li>• Engagement</li> </ul>

## Technologies

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## Areas

- Prevention/ Lifestyle innovation
- MedTech
- Disease management
- Telehealth / Telemedicine
- Diagnostics
- Patient Practice / Hospital communication
- AI Engagement Solutions
- Health Data (Insurtech)