

# INTERNATIONALIZATION PROGRAM for MEDTECH START-UPS & SPIN-OFFS 2023



STRUCTURAL PARTNER

Flanders is exceptionally strong in the Life Sciences sector. This position can be further strengthened through internationalization. This is why the provinces of Flemish Brabant, East Flanders and Flanders Investment and Trade have joined forces with MEDVIA and Leuven.Inc Foundation to host a program on Internationalization for Medtech Start-ups & Spin-offs.

This program consists of eight sessions. All sessions require the active participation of those who register. At least 80% overall attendance is required to be allowed to present during the closing and final public pitch session. Preferably all sessions will be attended by the same person.

If you are unable to attend or the topic is more relevant for a colleague within your company, you can be replaced, if the organizer is informed beforehand.

Thanks to the financial support of the provinces of Flemish Brabant and East Flanders, there is no registration fee. However, a no-show fee of 100€ (excl.VAT) will be charged by Medvia for all non-attended sessions.

After your registration, you will be invited for a selection interview. The interviews will take place early January 2023.

The program is only open tot Medtech companies that bring innovative solutions to the market, not to service providers.

Location for the in-person sessions: the location will vary and will be communicated beforehand to the participants.

# Introduction to the program

Innovation is one of the keys to success. But it is not the only key; market access is equally important to long-term growth, as it helps boost sales and generate a return on investment for entrepreneurs. Companies must embrace and incorporate market access strategies early in the product development cycle to thrive in today's value based, payer-dominant healthcare environment.

The **first session focusses on market access strategies and value proposition.**

Session 2 will take a closer look at **regulatory, quality and legal aspects.**

Sessions 3, 4, & 6 **provide an overview of key markets – EU, USA and Asia, respectively** – and the necessary steps involved in developing a solid market access strategy.

Session 5 will be reserved for an **intermediate feedback discussion with the coaches.**

In session 7, participants will **pitch their product to investors and get more information on financing internationalization.**

In the closing final public session 8, participants will get **final feedback from participants and coaches** and have the chance to pitch in front of a larger audience.

# 06/02/2023 Session 1: Market access and strategic partnerships, pricing & value proposition

This session is all about strategy. Even starters with a solid product strategy plan too often have no market access strategy. We will help you understand your customers' needs, get a focus on payer perspectives and develop pragmatic, viable solutions. We will show you how to evolve with market dynamics and changes in device pricing, reimbursement, and regulations. We ask you to bring along your product strategy plan so that you can immediately put all theory into practice.

(exact start and end times subject to change)

**Session 1 will start at 12:30 and end at 17:30** - location: Biocartis in Mechelen

## Key speakers:

**Luc Kindt** (CEO, LK Investment)

**Wim Pappaert** (International Business Strategy Consultant, Flanders Investment & Trade)

**Herman Verrelst** (CEO, Biocartis)

# 13/02/2023 Session 2: Regulatory and quality affairs, legal aspects and contract fundamentals

This session will provide insights into regulatory and quality requirements to bring Medtech products to the market. Learn to align your regulatory strategy with your product strategy and get insights into regulatory timelines.

In the legal session, you will learn how to set up agreements with an investor or how to build a strong relationship with a subcontractor. You will learn how to protect your IP and trade secrets in collaborative relationships and the do's and don'ts of exclusivity (international) agreements. Specific legal aspects to consider when doing business in USA and Asia will also be discussed.

(exact start and end times subject to change)

**Session 2 will start at 14:00 and end at 17:30** - location Ghent/Aalst (to be defined)

Key speakers:

**Ruth Beckers** (Founder, Qualix)

**Yannick Verrycke** (Partner, Cambrian)

**Isabelle Decroos** (CFO, FEops)

# 27/02/2023 - Session 3: Focus on internationalization in Europe

How do you prioritize a geographical focus? What cultural or business differences should be taken into account, especially as a high-tech company? What are the key elements of reimbursement in medtech across the member states of the European Union?

(exact start and end times subject to change)

**Session 3 will start at 14:00 and end at 17:30** – location Leuven

Key speakers:

**Luc Kindt** (CEO, LK Investment)

**Pieter De Maeght** (Technology Attaché Digital & Health Tech in Munich/Germany, Flanders Investment & Trade)

**Ingrid Maes** (Managing director, Inovigate)

**Marc Claesen** (CEO, Aspect Analytics)

# 13/03/2023 Session 4: Focus on internationalization in the USA

Which cultural differences and approaches to business should be taken into account, especially as a high-tech company? Which internationalization options are best for a high-tech company in the USA (e.g. local agent or set up an international business unit)? What are specific requirements in terms of HR management and business structure? What are the key elements of the American healthcare system and the reimbursement in medtech in general as well as in the different states? What other issues are important to know before doing business in the USA?

(exact start and end times subject to change)

**Session 4 will start at 16:00 and end at 19:00** - location to be defined

Key speakers/presenters:

**Luc Kindt** (CEO LK Investment)

**Vanessa Vankerckhoven** (CEO, Idevax)

**Anne Degheest** (Founder & managing director, Health Tech Capital & MedStars)

# March 2023 Session 5: Feedback session

What have you learned so far? Are you really ready? Where do you want to go? What exactly do you need and who might help you? The effectiveness of your existing marketing strategies will be evaluated, so that it will be clear what you need. All participants will again bring their product strategy plan, as well as their market access plan and have a one-on-one with a coach to determine what changes might be needed (20'). Participants' regulatory strategy and any remaining questions can also be addressed as part of the feedback session. Session to be planned individually by the participating company.

## 17/04/2023 Session 6: Focus on internationalization in Asia

Which cultural differences and approaches to business should be taken into account, especially as a high-tech company? Which internationalization options are best for a high-tech company in Asia (e.g. local agent or set up an international business unit)? What are specific requirements in terms of HR Management and business structure? How does the healthcare system in Asia work, are there many differences among the countries? What other specificities are important in the Asian market?

(exact start and end times subject to change)

**Session 6 will start at 09:30 and end at 12:30** - location to be defined

Key speakers/presenters:

**Luc Kindt** (CEO, LK Investment)

**Els Verhulst** (Technology Attaché in Japan, Flanders Investment & Trade)

**Peter Tanghe** (Technology Attaché in China, Flanders Investment & Trade)

**Johan Fournier** (EVP, Surgical&Modality, Barco)



# 08/05/2023 Session 7: How do you finance internationalization?

This session will provide an overview of (governmental) measures and organizations in Flanders that support internationalization. Additionally, our speakers will tackle aspects such as shareholder and investor roles, international partnerships and joint ventures. Our VC representatives will provide useful tips & tricks, and all participants will have the opportunity to ask specific questions to investors in one-on-one sessions.

(exact start and end times subject to change)

**Session 7 will start at 14:00 and end at 17:00** - location Leuven

Key speakers/presenters:

**Katrin Geyskens** (Partner, Capricorn Partners)

**Ilse Vanhulle** (Venture Acceleration Manager, imec.istart) tbc

**Kristine Debruyne**, VLAIO tbc

Investors: PMV, HERAN Partners, imec.xpand, Thuja Capital Management, Vesalius, Newton Biocapital, White Fund, ... tbc



# June 2023 Session 8: Final pitch session & networking reception

Evaluation session in an informal setting, followed by a final public pitch session in front of an (international) jury.

Matchmaking: an opportunity to test your ideas and plans with an expert, and to talk to healthcare professionals, VCs, ... during the networking reception.

(exact start and end times subject to change)

**Session 8 will start at 16:00 and end at 20:30** - location Ghent

16:00-17:00 Feedback session behind closed doors (participants & organizers only!)

17:00 Break

18:00-20:30 public pitch for an (international) panel & networking reception

# Practical information and enrollment conditions

This program consists of eight sessions.

All sessions require the active participation of those who register.

At least 80% overall attendance is required to be allowed to present during the closing and final public pitch session.

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Location for the in-person sessions: the location will vary and will be communicated beforehand to the participants.

## Do you want to join or receive more information?

If you are interested in joining the program, please register [here](#).

If you have questions, please contact:

Nicole De Smyter – Leuven.Inc Foundation at + 32 486 50 40 35 or [info@leuveninc.com](mailto:info@leuveninc.com)

Ruth Beckers – Medvia at [ruth.beckers@medvia.be](mailto:ruth.beckers@medvia.be)

This program is only open to MedTech/HealthTech companies that bring innovative solutions to the market, not to service providers.



Supported by Innovation Playground  
& Leuven.Inc

