# 4C ACCELERATOR

## TO **ENABLE** YOUR MEDTECH STARTUP

### WHAT IS IT ABOUT?

**C1 | Commercialization:** How do I generate revenue in the healthcare industry?

**C2 | Certification:** How do I get my product and company certified?

**C3 | Clinical Studies:** How can I provide the necessary evidence by collecting clinical data?

**C4 | Copyright:** How can I leverage data and intellectual property rights to my advantage?

**Regulatory Thinking®:** How do I integrate these 4Cs into a regulatory plausible business model?

### WHAT IS THE GOAL?

- You will have identified corresponding barriers to **shorten the time-to-market** and addressed them in an individual project plan.
- You will be familiar with the **reimbursement options** in the healthcare market (e.g., self-pay, selective contracts).
- You will understand how **quality management systems** (e.g., ISO 13485, GMP) and regulatory processes become a strategic concept and how they effectively lead to the **approval of your product** (e.g., Medical Device Regulation, In-Vitro-Diagnostic Regulation).
- You will be able to assess whether and what kind of **clinical studies** you need and how to best implement them (e.g., ISO 14155, ISO 13612).
- You will know how to deal with **data protection** requirements (DSGVO) and how to **strategically protect** and exploit intellectual property rights (e.g., patents).

### HOW IS THE PROCEDURE?

| **Apply!** | **Assessment** | **Feedback** | **Kick-off** | **4C Workshops** | **4C Coaching** |
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| by Jan 19, 2024<br>mi-icubator.com | by the Idea Evaluation Board | to all applicants<br>on Mar 11, 2024 | in Tübingen, DE<br>on Apr 4-5, 2024 | Apr 12 - Jul 19, 2024<br>Fridays, 9am-5pm | with top coaches<br>over one year |

Organized and hosted by the Stiftung für Medizininnovationen | Provided by the MII

### GOT QUESTIONS? CONTACT US!

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