Transforming Sleep

HealthWorks Startup Program

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We are looking for groundbreaking entrepreneurs!

Early stage health technology startups with groundbreaking hardware, software, services in the professional health and personal care domain.

We generally take teams that have;
- validated their technology
- have a working prototype
- more than 1 founder
- and are now focusing more on their go-to-market strategy and approach.

Our Startup program in early 2019 will focus on Personal Health and Sleep with a particular interest in personalized content and intelligent coaching.

healthworks.philips.com
Our Startup Program enables deep collaboration

A unique vehicle to **build, test, de-risk and scale** breakthrough HealthTech innovation

- Themed cohorts around strategic challenges
- Dedicated space for incubation
- Customized modules
- Access to a our HealthTech ecosystem
- Access to in-house capabilities and assets
- Deep 121 coaching from experts
- Assessment of collaboration models for scaling-up
- Early stage funding

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Philips HealthWorks is searching for the best **Sleep startups** in the world

For the first time ever, the world renowned Philips HealthWorks will be running a program focused on **direct-to-consumer Sleep solutions** across two locations, including the US and Europe, and we are looking for the very best startups to join our 12 week acceleration program beginning in January 2019.

You will have access to experts both from within Philips and our incredible ecosystem of hospitals, clinicians, investors and partners as well as hands-on guidance from HealthWorks coaches.

Philips is a well recognized leader in **Sleep & Respiratory Care** and this is your opportunity to participate in a truly special program that will provide potential access to multiple markets and really accelerate your solution with guidance from Philips coaches.

If you are as excited as we are about solving some of the world’s biggest Healthcare problems then we want to hear from you.
Our Focus Areas
Transforming Sleep

The quality of our Sleep has a tremendous impact on the health and wellbeing of each individual. Philips Sleep & Respiratory Care is a leader in Sleep with a focus on clinically backed and personalized solutions. Given the trend that consumers increasingly engage with their own health and show interest in the quality of their sleep, there is a need for solutions that can help improve sleep, optimize physical and cognitive performance.

We are looking for direct-to-consumer Sleep startups with a focus on Personalized Content and Intelligent Coaching to join our startup program starting in January 2019. We generally take teams that have; validated their technology and have a working prototype; more than one founder and full-time team member and are now focusing more on their go-to-market strategy and approach.

Interesting applications range from engagement, tracking and monitoring to complete solutions for increased performance (optimized physical or cognitive performance). Focus is on digital and data-enabled solutions, including services and application of AI, predictive analytics, gamification and machine learning. Special attention is given to superior consumer and patient experience.
Intelligent Coaching Focus Area

Behavioral coaching has taken an evolutionary journey from original face to face coaching sessions with therapists or coaches, to self-completed pencil and paper workbooks and now into the digital age. However, individualized coaching is not a simple task in a digital environment when numerous data inputs are needed to deliver and assess the adoption and success of coaching programs.

Startups addressing these challenges with innovative strategies, including AI, predictive analytics, machine learning and gamification, are of particular interest.

- Delivery of coaching programs in a personalized digital format for each user (no cookie cutter coaching programs!)
- Acquisition, aggregation and assessment of user data to determine which coaching program elements or topics need to be addressed
- Assessment each user’s learning style and readiness to change in order to augment coaching programs
- Utilizing of AI to test user’s understanding and application of coached skills and behaviors (ex: expert system or deep learning “flight simulator”)
- Incorporation of predictive analytics to track user trend behavior to intervene when a negative pattern is detected and early intervention can be initiated to course correct
Personalized Content Focus Area

Customer expectations continue to rise and each interaction needs to be personal. Generic segmentation is a thing of the past, being replaced by individualization: understanding users at an individual level, including their unique preferences and behaviors. Not only should we be paying attention to customer behavior, but we need to anticipate customer needs and get them the content they didn’t even know they wanted or needed, across every channel and touchpoint. Our content needs to be personalized to a segment of one, be refreshed in real time based on individual profiles and be constantly updated based on user behaviors and preferences.

Startups addressing these challenges with innovative strategies are of particular interest.

- **Aggregating and mining user data from internal and external sources** to create a deeper understanding of users as individuals
- **Delivering relevant content** based on user behavior at the relevant moments
- Understanding **what content is most relevant and engaging to users** in order to optimize content delivery strategies, incl. content sequencing
- **Content modification and aggregation** to create and direct users to individualized digital content experiences
Why join the program?
Why should I join the program?

If you believe, like we do, that to solve some of the hardest problems in Healthcare requires partners. Partners who can not only provide potential funding, but most importantly guidance and expertise that is really required to grow your solution. Philips HealthWorks provides this.

You will have access to experts and an innovation ecosystem we have not previously provided. We will be bringing together our experts in AI and Sleep domains, as well as providing access to our eco-system partners within Europe and the US to help validate your solution. You will be able to also share your learnings and experiences with a cohort of like-minded entrepreneurs.
Program Benefits

• Access to HealthWorks partners and Expert Network providing insights and validations

• Connections to hospitals and clinicians including onsite visits

• Hands on personalized coaching by HealthWorks coaches

• Join a community of your peers, supporting each other on your journey

• Exposure to senior stakeholders and ecosystem players through Breakthrough Day
Program overview

Phase 1: Immersion period
- Initial pitch
- Deconstruct output
- Updated pitch
- Confirm and prioritize key assumptions
- Experiments designed
- Set objective

Phase 2: Experiment and learn
- Consolidation of insights
- Updated pitch
- Course correction?

Phase 3: Pitch week and Breakthrough Day
- Final pitch
- Objective results
- Validated key assumptions
- Go-to-market scenario

Sprints
- Sprint 1
- Sprint 2
- Sprint 3

Key deliverables
- Progress board + Progress reports
- Specialized training sessions and expert access
“I'm very pleased with the program. We've received great feedback on our business model and strategy. This is the most comprehensive curriculum for startups I've ever seen. You guys have got the tools and materials nailed”

Graham Randall, Noninvasix
Eindhoven 2017 Cohort
Program Dates and Deadlines
Program dates and deadlines

- **October 22nd**: Applications open
- **November 2nd**: Applications close
- **December 10-12th**: Deconstruct & selection
- **January 14th**: Program start, Eindhoven, Cambridge, Bangalore
- **April 3rd**: Breakthrough Day, Eindhoven, Cambridge, Bangalore
How do I get involved?
Startups

Are you an early stage startup specializing in Sleep with a focus on Personalized Content or Intelligent Coaching? Then Philips HealthWorks would love to hear from you.

Apply to join the program today. Send us an email to lana.caron@philips.com and tell us about your solution.

Partners & Experts

Are you an expert in Sleep, Personalized Content and Intelligent Coaching? Do you have clinical or entrepreneurial experience?

Pay it forward and share your expertise with innovative healthcare startups. Join the HealthWorks Expert Network. Send an email to lana.caron@philips.com.
Any questions?

Why not check out the [FAQ page on our website](#)? If you can’t find the answer you can always email us to lana.caron@philips.com.