

MedTech start-ups need to excel in the following areas to attract investment.

Checklist to success:

 Medical Innovation	 Earning Logic	 Team	 Business Model	 Protection	 Regulatory
<ul style="list-style-type: none">✓ Does the innovation solve one of the most urgent issues of the patient or care giver?	<ul style="list-style-type: none">✓ Is the solution reimbursable?✓ Is the pricing strategy competitive?	<ul style="list-style-type: none">✓ Does the team have all necessary complementary skills?	<ul style="list-style-type: none">✓ Has the start-up sound expertise in its target markets and customers?	<ul style="list-style-type: none">✓ Is there global patent protection?	<ul style="list-style-type: none">✓ Is there a regulatory pathway?
<ul style="list-style-type: none">✓ Does it significantly exceed the state of the art?	<ul style="list-style-type: none">✓ Is the return on investment promising?	<ul style="list-style-type: none">✓ Is the team highly motivated in the long term?	<ul style="list-style-type: none">✓ Is the business model scalable and can the product be industrialized?	<ul style="list-style-type: none">✓ Is there freedom to operate?✓ Does a trade secret create a competitive edge?	<ul style="list-style-type: none">✓ CE MDR: classification, notified body?
<ul style="list-style-type: none">✓ Does it fit into today's healthcare workflows and procedures?	<ul style="list-style-type: none">✓ Is there a roadmap for global market access?	<ul style="list-style-type: none">✓ Are there value-adding stakeholders: clinical specialists, advisors, investors and board members?	<ul style="list-style-type: none">✓ Are strategic partnerships in place and is there an exit strategy?	<ul style="list-style-type: none">✓ Do protection measures for company's property exist (e.g., cyber security)?	<ul style="list-style-type: none">✓ FDA: category, pre-submission meeting?✓ Has a quality management system been set up?