

On the way to India

CB HEALTH ACCESS project and Tartu Biotechnology Park Ltd offer for Health technology and medical Companies a unique opportunity to start or speed their business in **India** - representing emerging and rapidly growing markets.

Our partner in India is InnovatioCuris

InnovatioCuris (IC) is a unique organization, which brings deep healthcare expertise, a scientific rigour on applying global innovation models & management processes by leveraging IT to deliver healthcare at an optimum cost. IC has partnered with world class academic institutes, government bodies, NGOs and healthcare organizations to create a collaborative ecosystem for piloting new interventions (systems and processes) to improve the healthcare delivery.

InnovatioCuris Consultants for CB Health Access

Sachin Gaur is director of operations in InnovatioCuris. He is a researcher and entrepreneur in space of mobile and Internet solutions. He was in top 10 innovators in India under India Innovates Growth Programme 2013 by FICCI. He has founded/invested in multiple ventures in the domain of Healthcare, digital marketing, mobile solutions and Internet of Things.

Sachin Gaur has a double M. Sc. (tech) in Mobile Security and Cryptography from Aalto University, Finland and University of Tartu, Estonia. He has worked in past with organizations like Adobe, C.E.R.N. and in research at the Aalto University in security related topics.

Sachin has also one dozen patents issued/pending in UPSTO apart from contributing book chapters in two books on topics on Innovation and Healthcare. As an alumnus, he is also a member of IQAC committee of Jamia Millia Islamia, New Dehli.

For companies:

- Kick off and possibility to gain business on new market area outside of the EU
- Assisted and networked entry to Indian markets
- Local and external training in business culture, regulation, reimbursement and other important issues related to entering successfully into India
- External consultation and input with market information, opportunity search and market prep (regulation, reimbursement etc.), market related information based on companies' interests
- Local and international coaching
- Participation in Business MISSION to a specifically chosen event in India

Preliminary time schedule and activities planned:

- Kick off Seminar for the companies September 2016
 - Presentation of project
 - Introduction to the India
 - Introduction to local regulatory affairs and reimbursement
 - estimation and planning of companies needs for consultation
- Selection of 17 companies from 4 partner countries October 2016
- Information gathering for selected companies from the target markets to prepare for the market entry Nov/Dec 2016
- Market specific training Nov 2016 – Jan 2017
 - All local companies together
 - Training in creating regulatory and/or reimbursement pathways
 - Planning the hand outs, brochures
- Market specific coaching Jan – Aug 2017
 - Coaching for individual companies' given by local and native Indian coaches
- Business MISSION to India Feb – Sept 2017
 - pre-agreed business meetings
 - Separate partnering event for customers and partners of companies
- Coaching 2018 Nov 2017 – Aug
 - Following up activities and achieved deals

Pricing

- Kick-off seminar – free
- Full programme for one company - 1200€ (EST, LV), 1300€ (FIN, SWE) + 15% of the travelling costs to the target market for the business mission (one person per company), i.e. ab 330€.
- The costs of additional people from participating company need to be covered by the company 100%.
- Companies need to have sufficient budget to cover their time needed to prepare for market access and modify their product and marketing, sales materials for the target market.

Payment schedule

- 10% of the programme fee 14 days after registration (120 or 130€)
- Travelling costs 100% (ab 2200€) by Dec 15, 2016 and 85% refunded after the business mission, i.e. ab end of October 2017
- 60% of the programme fee (720 or 780€) by the end of August 2017 (half of the programme done)
- 30% of the programme fee (360 or 390€) by the end of May 2017.

Explore and enter Indian markets with CB Health Access

- Register for the kick-off seminar by September 8th 2016
- Apply for the full programme by September 30th 2016