

5 Opportunities to Maximize the Value of Health Accelerators

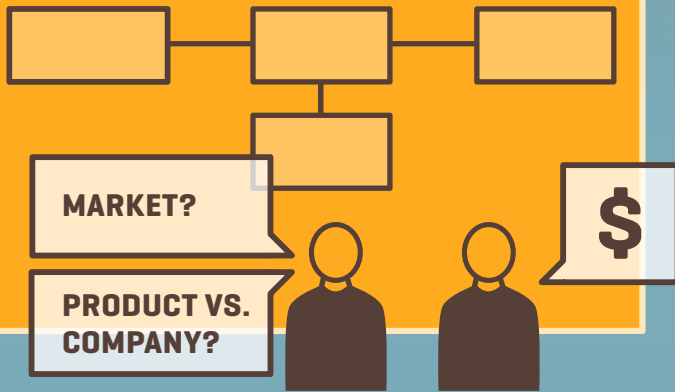
Health accelerators are programs devoted to helping digital health technology startups launch and grow. Accelerator program leaders, sponsors, and health technology startups should consider these five key opportunities.

Bring Health Experts In-house

Health care is a complex and entrenched industry. Have a health expert in residence to tackle daily questions and guide strategy.



BUSINESS MODEL

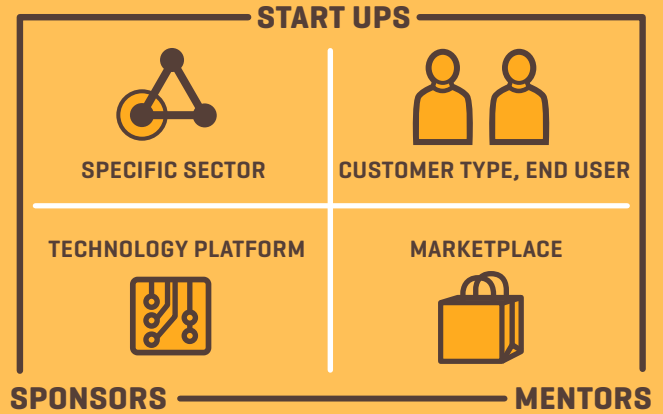


Confront the Difficult Questions

What is the problem being addressed? What is the market size? How will you make money? Is this a viable stand-alone business or a product to sell or license?

Create Market Synergies

Specialization can help align startups, mentors, sponsors, and the market. Consider emphasizing a specific sector, customer type, end user, or technology platform.



Define Clear Endpoints

Narrowly define the program objective by collaborating closely with sponsors and partners to identify specific business needs in the target market.

Tailor Programs for Phases of Development

From idea germination, to startup, to maturity, companies have different requirements as they grow. Founders may need more than one accelerator; accelerators may need to customize and diversify their programs.

