



Digital Advanced  
Technology Accelerator  
Yong Loo Lin School of Medicine

In partnership with

**2 Health**  
VENTURES

# NUS Medicine Digital Accelerator Programme



**NUS**  
National University  
of Singapore

National University of Singapore

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*Digital health innovation is the future of medicine. Artificial intelligence and digital technologies will create the next medical breakthrough and catalyse the growth of new therapeutics, treatments and vaccines. The NUS Medicine Digital Advanced Technology Accelerator (DATA) aims to encourage the growth of promising ideas in digital healthcare, bring them to fruition and make an impact on global healthcare. By partnering with 22Health, we aim to foster and support a culture of continuous healthtech innovation and enable a thriving digital healthcare ecosystem. The Accelerator is expected to have a significant and sustainable impact on the Singapore innovation community, and we are proud to be a leader in this objective.*

**Prof Chong Yap Seng**  
Dean, NUS Medicine

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# Objectives

- ▶ Empower early stage startups with entrepreneurial skills and knowledge to scale to the next level.
- ▶ Provide pre-seed funding to facilitate growth.
- ▶ Connect entrepreneurs with experts and professionals that enhance product development.
- ▶ Impart guidance on market access to the United States and position startups to be globally competitive.
- ▶ Offer access to supportive mentors and community in digital health.

# Programme Outline

WEEK 1 [INTENSIVE]	
DAY 1	DAY 2
Practical Guide to Primary Market Research and Market Segmentation Matrix	Market Discovery; End User Profile and Persona
TAM/SAM/SOM	High level product specification- Features, Functions, and Benefits; Quantify value proposition/product market fit
Why the US healthcare market?	Working Session with 22Health team and advisors to answer questions about product market fit and validate assumptions on end user profile
How Innovation Into US Health Systems works	Define MVP and Product Development Plan
Adapting to US Business Culture & Networking	US Hospital Economics; How Health System Revenue Cycle Works and How to Get a CPT code
Panel of successful NUS Medicine Entrepreneurs	

# Programme Outline

WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11
Meet with dedicated 22Health mentor	Design business model and pricing; estimate customer lifetime value and acquisition cost	Meet with dedicated 22Health mentor	Competitive Position	Meet with dedicated 22Health mentor	US Tax and Accounting; Immigration; Employment Law	Meet with dedicated 22Health mentor	Sales Cycle Optimization; Channel Partnerships	Fundraising, Valuation, and Pitch Deck Creation	Pitch Event/ Graduation
	US Healthcare Regulatory Landscape		Content Marketing/PR		Executive Leadership		Scaling Your Team	Meet with dedicated 22Health mentor to review pitch deck	

# Programme Expectations

- ▶ In-person attendance for all mandatory sessions
  - ▶ Week 1 includes intensive full day Saturday and Sunday sessions
  - ▶ 6 additional Saturdays
  - ▶ Additional estimated time commitment of 3 hours per week
- ▶ Once-a-week sessions with mentors
- ▶ Demonstrable product for Demo Day

# Representative Mentors



**SCOTT ASHWORTH**  
Experienced Global Chief  
Commercial Officer



**JONATHAN BANDEL**  
Managing Director,  
22Health Ventures



**ERIC DWORKIN**  
Advisor, US Payors,  
22Health Ventures



**DR. SUNIT JARIWALA**  
Director of Clinical and Research  
Innovation, Einstein College of Medicine  
and Montefiore Medical Center



**ENG TAT KHOO**  
Associate Professor, National  
University of Singapore



**DOROTHEA KOH**  
Founder & CEO,  
Bot MD



**JULIAN KOO**  
Assistant Vice President,  
Singapore Economic  
Development Board (EDB)



**DR. ZSOLT KULCSAR**  
System Medical Director of  
Virtual Health, Lee Health



**DR. TERENCE TAN**  
Healthcare & Life Sciences Lead,  
Amazon Web Services (AWS)



**DR. CHERN CHET YONG**  
Head of Asia Ecosystem,  
22Health Ventures

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# IMPORTANT DATES

- ▶ Applications Open: **1 Jul 2024**
- ▶ Application Deadline: **2 August 2024**
- ▶ Programme Start: **28 September 2024**
- ▶ Programme End: **7 December 2024**
- ▶ Demo Day: **14 December 2024**
- ▶ Graduation Ceremony: **14 December 2024**



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At 22Health, we believe that investing in transformative health-tech companies is increasingly important for global health. The Accelerator is well-positioned to accelerate the transition to next-generation health and care and thereby to improve health and wellness for all people.

22Health is proud to collaborate with NUS Medicine. We appreciate that the leading scientific and technology research and academic capabilities of our partner will provide early-stage support and clinical validation to enable Singapore's entrepreneurs to reach increasing levels of global competitiveness.

**Paul Scibetta**  
Co-Founder & Managing Partner,  
22Health Ventures

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# THANK YOU



<https://medicine.nus.edu.sg/digital-accelerator>



[NUSMedDATA@nus.edu.sg](mailto:NUSMedDATA@nus.edu.sg)

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