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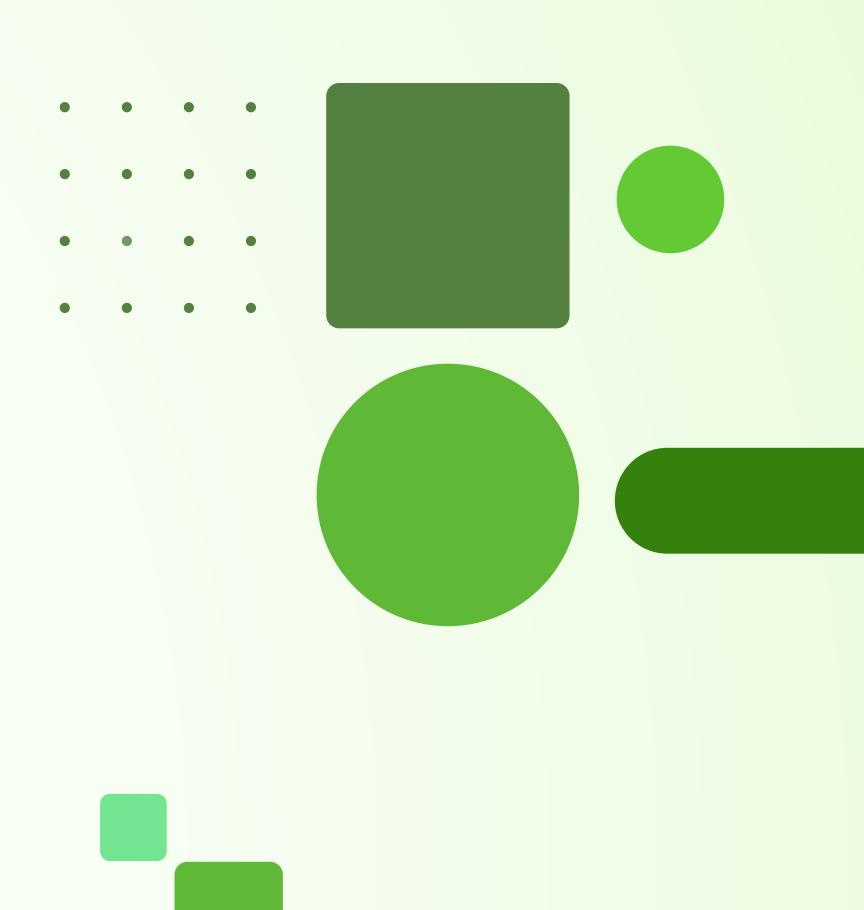## SHIFT-HUB's Best Practice

Demo Days and Test before Invest Services

Why Demo Days?

Demo Days are dedicated to **creating the ideal conditions for showcasing the innovative solutions** developed within the Smart Health community.
They function as interactive, real-time demonstration events where selected technologies can be experienced, tested, and discussed directly with their creators.

By bringing together startups, SMEs, researchers, clinicians, and ecosystem partners, Demo Days offer a **structured, yet dynamic environment** that highlights practical use cases, accelerates understanding of technological capabilities, and supports informed decision-making. These events not only give visibility to emerging solutions but also help validate their relevance, foster early adoption, and stimulate meaningful dialogue between technology providers and potential users.

The main objectives are:
· to showcase technological solutions and
· to foster large scale visibility and interactivity with the healthcare network

Who to target?

The **Key Target Stakeholders** who benefit from participation in Demo Days are:

❧ Technology Providers
❧ Healthcare Professionals & Health Organizations
❧ Patients & Citizens

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Best Practices – **How to do it best**

Ensure clear management, diversified funding, and continuous learning to sustain long-term service quality and ecosystem impact.

Governance & Sustainability

Test solutions with real users early to reduce development risks and strengthen both product and business-model fit.

Early Validation & Risk Reduction

Help startups adapt their pitch and demo to audience needs, balancing technical, clinical, and commercial expectations.

Value Proposition & Tailored Preparation

Use coordinated feedback from investors, users, mentors & experts to turn demonstrations into actionable development milestones.

Structured Feedback and Continuous Iteration

Provide mentoring, coaching & investment-readiness support to maintain momentum after the event.

Structured Post-Event Support

Include clinicians, investors, policymakers, researchers, and patients to ensure solutions reflect real needs and opportunities.

Inclusive Stakeholder Engagement

Tailored preparation

Early Validation

Data-driven Monitoring

Stakeholder engagement

Data-Driven Decision-Making & Monitoring

Ecosystem Connectivity & Collaboration

Track engagement, investor interest, and outcomes to improve transparency, identify challenges, and refine the service model.

Collaborate with regional incubators, accelerators, clinical sites, and innovation networks. Strong ecosystem linkages accelerate validation, adoption, and cross-sector learning.

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In short...

Test Before Invest and Demo Days are **critical bridges between innovation and real-world impact**.

By enabling early testing, validation, and direct engagement with investors and end users, they **accelerate the startup journey.** Maximising their value requires integrated, iterative, and data-driven approaches, supported by structured feedback, ecosystem connectivity, sustained mentorship, and diversified funding — providing strong innovation support that transforms Europe's Smart Health ecosystem.

Want to learn more?

Please find more information in the Resources section of the SHIFT-HUB website.

Take a closer look at **SHIFT-HUB's Best Practices Guide**

And explore detailed findings in the **Capacity Building Workshop report**

Ready to apply it yourself?

For specific questions related to the replication of Demo Days, please contact:

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SHIFT-HUB's Best Practice
Demo Days and Test before Invest Services

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European DIGITAL SME Alliance

BOOSTER LABS — ACCELERATE YOUR GROWTH

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