



D3.1.

SHIFT-HUB Catalogue of Services

- Submission date: 29.09.2023
- Authors: Antonios Angelakis, Efi Bakogianni, Yiannis Geragotellis

Project SHIFT HUB (101095720): D3.1 SHIFT-HUB Catalogue of services

Project acronym	SHIFT-HUB
Project title	Smart Health Innovation & Future Technologies Hub
Name	SHIFT-HUB Catalogue of services
Number	3.1.
Work package	WP3. – SHIFT-HUB service offer
Due Date	30/09/2023
Submission Date	29/09/2023
Lead Partner	KiNNO
Contributing partners	-
Author name(s)	Antonios Angelakis, Efi Bakogianni, Yiannis Geragotellis
Version	0.2
Status	Final version
Type:	<input type="checkbox"/> R – Document, Report <input type="checkbox"/> DMP – Data Management Plan <input checked="" type="checkbox"/> DEC – Websites, patent filings, videos, etc
Dissemination level:	<input checked="" type="checkbox"/> PU - Public <input type="checkbox"/> SEN - Sensitive

Document History			
Version	Date	Modified by	Comments
0.1	08/09/2023	Antonios Angelakis	First draft
0.2	28/09/2023	Efi Bakogianni	Proof reading, Editing, Final Version

Abstract

The present document outlines the general conceptual description of the Services Offer and the Catalogue of Services. In that prism, the document illustrates an integrated model for the SHIFT-HUB services provided under a holistic approach designed to enable the co-creation and the deployment of innovative ideas and solutions in various kinds of open innovation activities within the area of Digital Health and Smart Health Ecosystem.

Keywords

Service Offer, Services' streams, Involvement services, Growth services, Route to market services, Open innovation.

DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

Table of contents

1. Introduction	6
2. Services' streams framework: from task-oriented to service-oriented architecture.....	7
2.1 Involvement services	9
2.2 Growth services.....	9
2.3 Route to market services	10
3. Beneficiaries per targets markets	11
4. Catalogue of Services	14
Conclusion	23

List of Figures

Figure 1: Services architecture: three streams of services	8
Figure 2: Services architecture: pre-services and core services levels	8
Figure 3: The major building blocks of the service offer	11

List of Tables

Table 1: Services' streams	6
Table 2: Connecting beneficiaries to services	12
Table 3: Detailed description of the streams of services	13

Abbreviations and Acronyms

Abbreviation, Acronym	Description
OI	Open Innovation
SMEs	Small & Medium Enterprises
EU	European Union
KPIs	Key Performance Indicators
MoU	Memorandum of Understanding

1. Introduction

The present document outlines the general conceptual description of the Services Offers and the Catalogue of Services. In that prism, the document illustrates an integrated model for the SHIT HUB services provided under a holistic approach designed to enable the co-creation and the deployment of innovative ideas and solutions in various kinds of open innovation activities within the area of Digital Health and Smart Health Ecosystem.

The major objectives of this deliverable Catalogue of Services can be listed as follows:

- To introduce the logical framework of SHIFT-HUB Service Offer and its interconnections with other WPs in a systemic view.
- To introduce the main concept, the objectives and the expected outcomes of each service stream.

More specifically, this Deliverable provides a walkthrough of the different services provided by the SHIFT-HUB project.

The offering is comprised of three streams:

- the first stream focuses on the involvement services challenges
- the second stream focuses on how to mature and empower the growth of the selected cases and solutions and manage the collaborations.
- the third stream is focused on the route-to-market services.

Table column	Table column
Involvement services	To prepare the involvement of stakeholders and beneficiaries
Growth services	To provide services assisting the maturity of activities
Route to market services	To support the further diffusion of technology solutions

Table 1: Services' streams

The implementation of the services' streams includes three major key phases:

1. Engage with a critical mass of stakeholders (and their needs) and digital health providers, solutions etc.
2. Prepare and support technology providers for co-creation and OI as well as scaling up and investment through offering Support & Connect services.
3. Offer value-added services to facilitate development and uptake of Smart Health solutions.

2. Services' streams framework: from task-oriented to service-oriented architecture

The proposed offering is comprised of three streams of services which are interlinked with the major tasks of the Work Package 3 and Work Package 5. The description of the services includes a shift from a task-oriented architecture to a service-oriented architecture putting at the epicentre the services provided to the stakeholders and the beneficiaries.

More specifically, the three streams of services include (Figures 1 and 2):

1) Involvement services

T3.1: Stakeholder promotion, cooperation and procurement opportunities

T5.1: Stakeholder needs analysis

T5.2: Scouting EU digital health tech solutions and providers

T5.3: Setting up a network of EU Partners

T5.4: Creating focus groups

2) Growth services

T3.2: Open innovation/co-creation to accelerate solution development and uptake

T.3.4: Smart Health literacy, learning and skills

T5.5: Fostering exchange of knowledge and best practices

T.3.6: Living Labs to empower patients and citizens

3) Route to market services

T3.3: Access to funding

T.3.5: Discover, demonstrate and test before invest

T5.6: A gamified user journey for the adoption of digitally-enabled Smart Health solutions

Services architecture: 3 streams of services

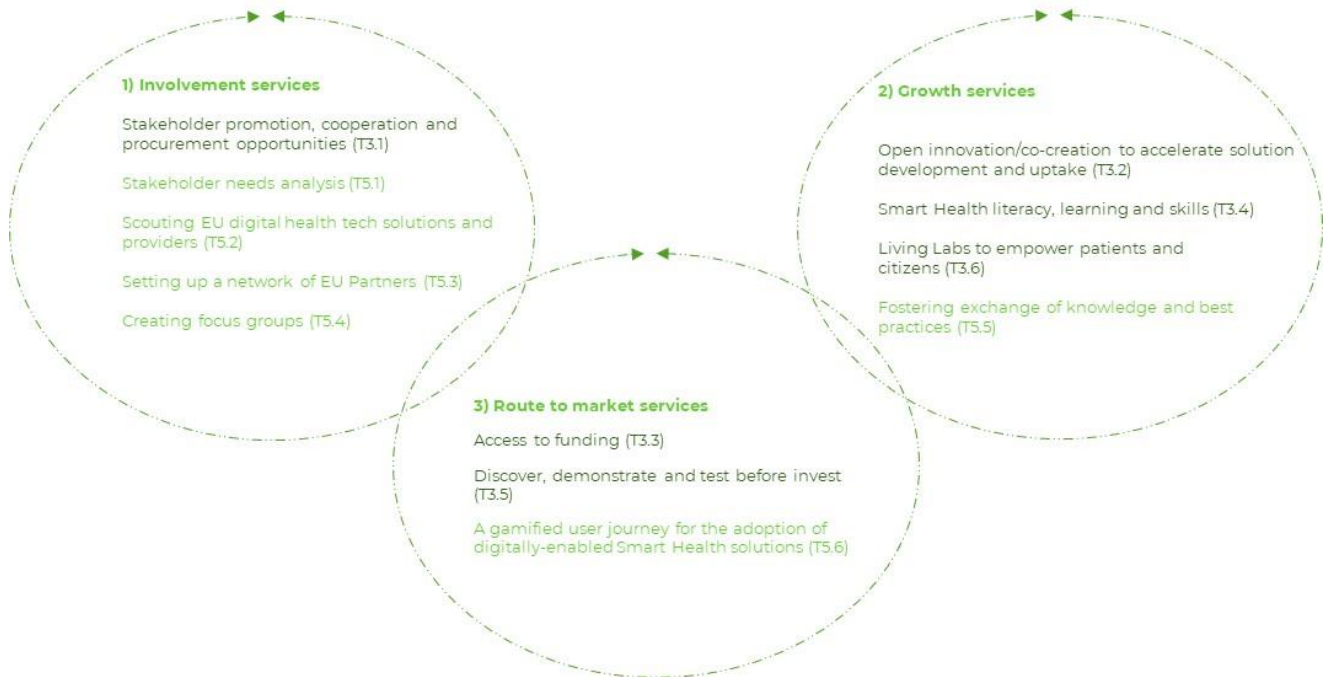


Figure 1: Services architecture: three streams of services

Following the described services architecture regarding the three streams of services, the Figure 1 illustrates the streams as will be developed and provided based on the timeline and the level of support. As it is illustrated in the Figure 2, there are two major levels: i) the Preparatory services which refer to the Involvement services and the ii) Core services level which includes the Growth services and the Route to market services.

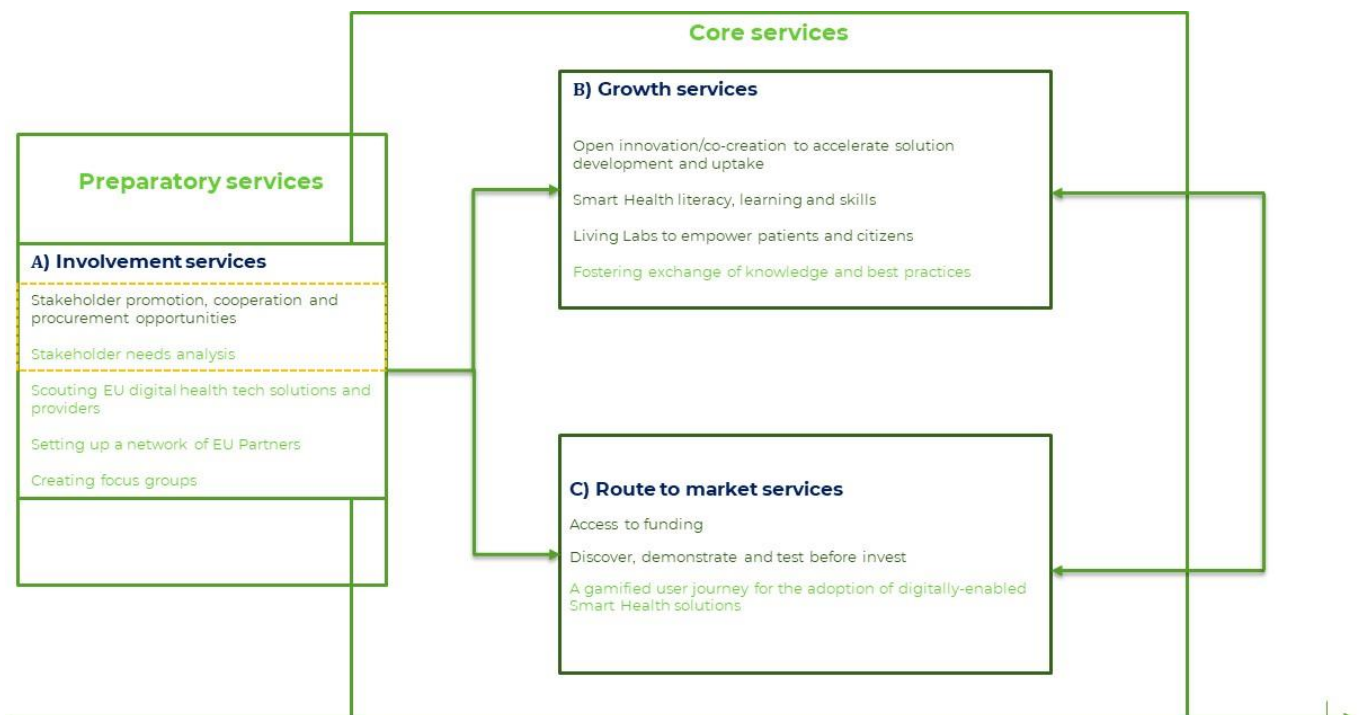


Figure 2: Services architecture: pre-services and core services levels

2.1 Involvement services

The general concept

SHIFT-HUB adopts the Involvement services approach with the objective of establishing a network of EU partners and stakeholders, to identify technological solutions and stakeholders needs as well as to enhance promotion, cooperation and procurement opportunities.

The major feature of the Involvement service line has been created with a practice-driven nature, fostering open, collaborative, and user-centric innovation facilitating the on the involvement of end users and their interaction with providers.

The specific services provided within the stream of Involvement services include:

- A1 Stakeholder promotion, cooperation and procurement opportunities
- A2 Stakeholder needs analysis
- A3 Scouting EU digital health tech solutions and providers
- A4 Setting up a network of EU Partners
- A5 Creating focus groups

The major objective of the Involvement services stream is to prepare the whole system of support and the field of stakeholders and beneficiaries for the provision of the Growth and Route to market services.

2.2 Growth services

The general concept

SHIFT-HUB adopts the Growth services approach with the objective of accelerating solution development, enhancing learning and skills, empowering the involvement of patients and citizens and fostering knowledge exchange.

The major feature of the Involvement service line has been created with a practice-driven nature, fostering open, collaborative, and user-centric innovation facilitating the on the involvement of end users and their interaction with providers.

The specific services provided within the stream of Growth services include:

- B1 Open innovation/co-creation to accelerate solution development and uptake
- B2 Smart Health literacy, learning and skills
- B3 Living Labs to empower patients and citizens
- B4 Fostering exchange of knowledge and best practices

The major objective of the Growth services stream is to provide well-designed services in order to support open innovation, knowledge exchange and skills.

2.3 Route to market services

The general concept

SHIFT-HUB involves the Route to market services approach with the objective to formulate an integrated framework of supporting activities in order to facilitate access to funding for technology providers and solutions, to support discovery, demonstration and test before invest activities as well as to enhance a gamified user journey for the adoption of digitally-enabled Smart Health solutions.

Specific Services

- C1 Access to funding
- C2 Discover, demonstrate and test before invest
- C3 A gamified user journey for the adoption of digitally-enabled Smart Health solutions

The major objective of the Route to market services stream is to provide technical support to the beneficiaries regarding access to funding, testing technologies before investing and gamification.

3. Beneficiaries per targets markets

The service offer has a differentiated level of provision towards different segments of the market combining a supply-driven and a demand-driven approach. On the one side, the supply-triggered level is directed to SMEs, startups, spinoffs, technology providers and Research Organizations. On the other side, the demand-triggered level is mostly directed to Hospitals, Health services providers, pharmaceutical/biotech companies, and healthcare practitioners (Figure 3). Moreover, a third block includes independent ad hoc parties such as Investors and Health organizations.

D3.1 CATALOGUE OF SERVICES

The major building blocks of the Service Offer

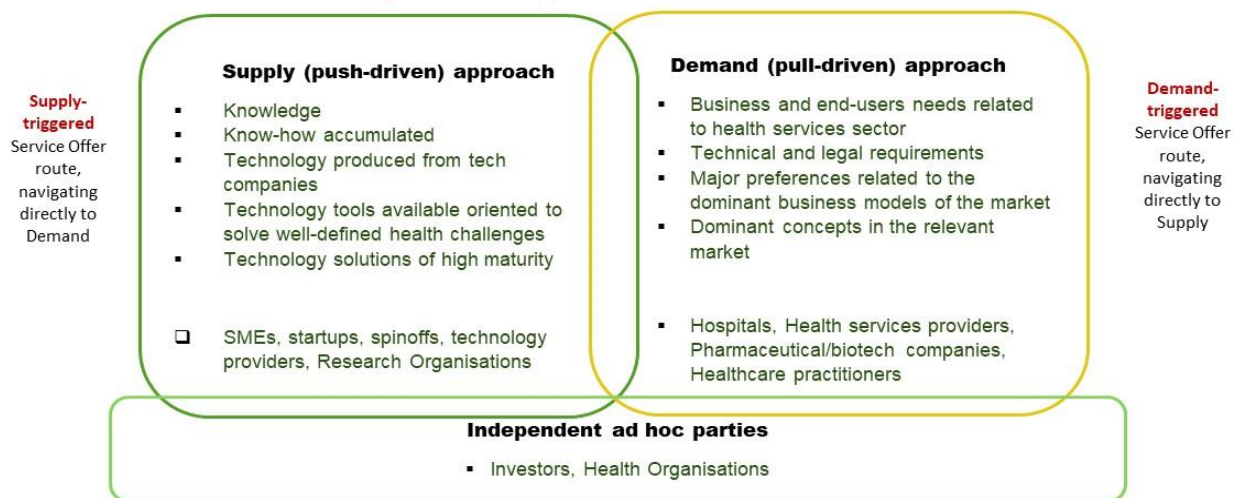


Figure 3: The major building blocks of the service offer

As the Table 2 illustrates, there are three major beneficiaries' categories including: i) Technology providers, SMEs, startups, spinoffs and Research organizations, ii) Hospitals and pharmaceutical/biotech companies and iii) Independent parties. In other words, each stream of service provides specific added value to each category of beneficiaries according to the nature of each services stream.

Beneficiaries' categories	Involvement services					Growth services				Route to market services		
	Services											
	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3
SMEs, startups, spinoffs, technology providers, Research Organisations	<ul style="list-style-type: none"> Networking and cooperation with stakeholders and end-users Having access to identified needs of stakeholders Access to information for EU digital health tech solutions and providers Being part of a network of EU partners Involved in the execution of multi-actors focus groups 					<ul style="list-style-type: none"> Participate to open innovation/co-creation to accelerate solution development Empower internal skills and competences Participate in Living Labs to get information on patients' needs and relevant trends Involved in knowledge exchange 				<ul style="list-style-type: none"> Getting support to achieve access to funding Exploit opportunities to discover, demonstrate technology solutions and test before invest (demo days) Exploit novel tools to present technology solutions (e.g. gamified user journey) 		
Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners	<ul style="list-style-type: none"> Getting support at the level of building up stakeholder cooperation and procurement opportunities Stakeholder needs analysis Gain access to a wide digital health tech solutions and providers Setting up a network of EU Partners Being part of the focus groups to provide information and receive feedback 					<ul style="list-style-type: none"> Being involved in Open innovation/co-creation to accelerate solution development and uptake Participate in Living Labs to empower patients and citizens Being part of the knowledge exchange 				<ul style="list-style-type: none"> Getting information from the technology demonstration and test solutions before invest Having the opportunity to test digitally-enabled Smart Health solutions through the gamified user journey 		
Independent parties, Investors, Health Organisations	<ul style="list-style-type: none"> Being part of a wide network and identify investing opportunities Having a detailed picture on stakeholder needs analysis 					<ul style="list-style-type: none"> Receiving information through the execution of the Living Labs and the fostering of knowledge exchange and the diffusion of best practices 				<ul style="list-style-type: none"> Having the opportunity to identify investment-ready cases through and test before invest 		

Table 2: Connecting beneficiaries to services

Similarly, the Table 3 provides a detailed description for each stream of service provided by the services offering for each service level. The description provides a detailed analysis for each service level according to the character of each service stream.

Streams of services	Services	Description
Involvement services	A1. Stakeholder promotion, cooperation and procurement opportunities (T3.1)	<ul style="list-style-type: none"> ▪ Connect with stakeholders to identify technology and procurement opportunities ▪ Identify market niches and develop a critical mass of collaborations
	A2. Stakeholder needs analysis (T5.1)	<ul style="list-style-type: none"> ▪ Define the main parameters of the stakeholders' needs ▪ Connect the needs identified to services offering and formulate the usability of the offering
	A3. Scouting EU digital health tech solutions and providers (T5.2)	<ul style="list-style-type: none"> ▪ Identify novel applications at EU level for digital tech solutions ▪ Analyse and illustrate the major novel features
	A4. Setting up a network of EU Partners (T5.3)	<ul style="list-style-type: none"> ▪ Identify EU partners ▪ Develop a framework of collaboration ▪ Create a roadmap of further collaboration steps
	A5. Creating focus groups (T5.4)	<ul style="list-style-type: none"> ▪ Establish focus groups with the involvement of various stakeholders of the quintuple innovation helix ▪ Implement focus groups and receive feedback
Growth services	B1. Open innovation/co-creation to accelerate solution development and uptake (T3.2)	<ul style="list-style-type: none"> ▪ Formulate and standardise an open innovation method to accelerate solution development through the application of open innovation practices amongst different actors ▪ Develop networks of open innovation actors ▪ Work with pilot cases
	B2. Smart Health literacy, learning and skills (T3.4)	<ul style="list-style-type: none"> ▪ Identify core skills sets for Smart Health ▪ Enhance the development of relevant skills through targeted actions and crash courses
	B3. Living Labs to empower patients and citizens (T3.6)	<ul style="list-style-type: none"> ▪ Develop downstream networks ▪ Organise Living Labs to receive feedback and diffuse knowledge ▪ Create a knowledge base aggregating the information and feedback received from Living Labs
	B4. Fostering exchange of knowledge and best practices (T5.5)	<ul style="list-style-type: none"> ▪ Develop a tool set to disseminate knowledge, best practices and lessons learned ▪ Develop dissemination networks
Route to market services	C1. Access to funding (T3.3)	<ul style="list-style-type: none"> ▪ Identify funding sources ▪ Offered tailored support on funding exploitation along the necessary steps
	C2. Discover, demonstrate and test before invest (T3.5)	<ul style="list-style-type: none"> ▪ Work with pilot cases ▪ Determine final technical details of the selected cases ▪ Standardise the product, services and processes of the selected cases ▪ Demonstrated final solutions through the demo and networking events
	C3. A gamified user journey for the adoption of digitally-enabled Smart Health solutions (T5.6)	<ul style="list-style-type: none"> ▪ Define and specify the specs of the gamified user journey ▪ Identify new applications of the solutions ▪ Offered tailored solutions to adopters

Table 3: Detailed description of the streams of services

4. Catalogue of Services

A. Involvement services	
<i>A1 Stakeholder promotion, cooperation and procurement opportunities (T.3.1)</i>	
	<p>This service focuses on making the community members, their solutions and services visible and bridging the market gap. A particular emphasis will be put on creating procurement opportunities for Smart Health solutions and services providers.</p> <p>To that respect, an active involvement of practitioners and strong links with Health and Care establishments will be built by leveraging the existing collaborations of the consortium stakeholders, and in particular the 20 French University Hospitals that are a part of MIPIH's portfolio of clients and the 8 German University Hospitals involved in the HiGHmed (www.highmed.org) initiative alongside the UKOLN.</p> <p>Through the demonstrations organized (T3.5) for the professionals in the community, along with the marketplace established (T4.4) and the involvement of patients and citizens through the network of Living Labs (T3.6), we will be able to maximize the visibility of the community members, have at least 1000 matchmaking activities and generate on the overall 100 successful cooperation.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

A. Involvement services	
<i>A2 Stakeholder needs analysis (T.5.1)</i>	
	<p>This service aims to analyse in depth and understand the current and future landscape of Smart Health and in particular in the needs of the targeted stakeholders. The analysis covers the value and supply chains, to allow understanding the structure of the Healthcare industry (the links between the offer and the demand, the profit pools, the reshaping of the industry due to emerging trends) and implement effective actions to connect the demand and the supply.</p> <p>The major aim is to understand the main pain points and challenges of each category of stakeholders, to identify and validate through stakeholder feedback the best solutions for the existing challenges, collectively allowing to achieve a leadership position for European stakeholders and consolidate their competitiveness.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ Healthcare industry

A. Involvement services	
<i>A3 Scouting EU digital health tech solutions and providers (T.5.2)</i>	
	<p>This service adopts a bottom-up approach to identify the best Smart Health technologies and solution providers that fit within the emerging needs (collected in T5.1) and evolving trends in the Healthcare industry.</p> <p>The efforts will start with the analysis and aggregation of the data sources of the consortium members, stemming from their involvement in landmark initiatives in the field of Healthcare and related technological areas such as EIT Health, HiGHmed, S3 Industrial Modernisation partnership on Medical technology and numerous EU projects, coupled with calls to our external partners (see T5.3) to highlight the most representative companies in their portfolios and the solutions they provide. In addition, a targeted scouting will be performed, based on desktop research coupled with the participation to thematic conferences, trade shows, fairs (in correlation with the activities performed in T2.3).</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners

A. Involvement services
A4 Setting up a network of EU Partners (T.5.3)

	<p>In order to increase the outreach and the impacts at the pan-European level, this service aims to establish a pan-European network of multidisciplinary partners representing stakeholders across the dimensions of the quadruple helix able to participate to the value co-creation process.</p> <p>The service capitalizes on the current partnerships, collaborations and dense networks of the consortium members that cover extensively all the target groups. From the technological perspective, the network leverages:</p> <ol style="list-style-type: none"> 1) a pool of 1000 Technology Transfer Centres worldwide integrated in the Steinbeis Foundation's ecosystem (https://www.steinbeis.de/en/network/searching-for-steinbeis-experts.html), further enriched by thematic communities established in the scope of projects conducted by S2i like the Enterprise Europe Network that allowed to establish public mappings bringing an important value to community members seeking cooperation; 2) 30 networks members of the Digital SME Alliance (EDSA) weighing for 45.000 companies across Europe in the field of Digital Technologies; 3) the strong cooperation of Cleyrop with Gaia-X and some of its 333 members (https://www.gaia-x.eu/membership) working together for the development of a sovereign European cloud offer, as well as with IDSA (https://internationaldataspaces.org); 4) a pool of over 150+ active Living Labs across 5 continents members of ENoLL (among a network of 440+ Living Labs built over the last 14 years).
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

A. Involvement services

A5 Creating focus groups (T.5.4)

	<p>This service aims to tackle specific challenges associated to the development of Smart Health solutions for specific classes of pathologies (cancer, cardiovascular diseases, infectious diseases, NCDs) by cross-fertilizing the knowhow of practitioners and technology developers.</p> <p>The efforts of these groups aim to align the overall efforts of SHIFT-HUB members with the work done at a broader scale in the sector, in order to stay at the state-of-the-art level and bring representative contributions while representing the interests of the hub members.</p> <p>The cross-fertilization process will leverage the existing activities of the consortium partners - starting with the HiGHmed initiative and the working groups (https://www.digitalsme.eu/working-groups) established by EDSA - to involve the representatives of the most relevant technological areas (AI, Big Data/Cloud, Cybersecurity, IoT etc) in collaboration of practitioners and the establishments they represent in a co-creation process allowing to tackle the sectorial challenges.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

B. Growth services

B1 Open innovation/co-creation to accelerate solution development and uptake (T.3.2)

	<p>This service focuses on creating a cross-fertilization process among representative stakeholders of the Smart Health community, across the dimensions of the quadruple helix, to co-design and co-develop solutions answering the current sectorial challenges.</p> <p>The service leverages an SME-centric open innovation methodology, the expertise and the network developed by the project coordinator (S2i) in collaboration with KINNO in the scope of the https://inviteproject.eu, https://inspire-smes.com and https://pitcch.eu projects.</p> <p>Open Innovation workshops will be organized to allow technology providers (and in particular technology-oriented SMEs and start-ups), healthcare practitioners and other supportive partners stakeholders (RTOs and other DIHs, technology parks, industry associations, regional innovation agencies) to address together major challenges of the Healthcare industry.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners

B. Growth services	
<i>B2 Smart Health literacy, learning and skills (T.3.4)</i>	
	<p>This service aims to create a pool of resources allowing the community members - and in particular the Healthcare practitioners and their patients - to become proficient in the exploitation of emerging solutions in the field of Smart Health and leverage them to facilitate their daily tasks.</p> <p>Based on the existing activities of the task leader and the consortium partners - such as the WG Skills36 established by EDSA and its involvement in the Digital Skills and Jobs Coalition37 - we aim to support the SHIFT-HUB community members to close the digital skills gap.</p> <p>On the one side, the consortium partners will set up an on-line repository integrating material on key topics for the community members, along with a continuously updated list of resources and training opportunities made available by external organizations.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners

B. Growth services	
<i>B3 Living Labs to empower patients and citizens (T.3.6)</i>	
	<p>This service aims to create an immersive and interactive process that will allow citizens and patients to discover emerging Smart Health solutions and provide valuable feedback to the developers that will allow to make them fit their needs and consequently boost the adoption.</p> <p>By leveraging the Living Lab approach and ENOLL's dense network of 150 members and more than 400 partner Living Labs across Europe (a mapping is available at: https://enoll.org/network/livinglabs), showcasing and demonstration opportunities will be offered to technology providers by offering the possibility to participate to local demonstrations and events will also be sought.</p> <p>The consortium will directly organize at least 5 living lab workshops, where at least 250 participants will be involved in total. Based on the Living Lab methodology, these workshops will be co-designed with the practitioners and technology providers to facilitate the experimentation process, make it easy and ergonomic, consequently allowing to stimulate end-user engagement and foster a sustainable adoption.</p> <p>These activities will be further emphasized by matchmaking the technology providers and practitioners with local Living Labs from ENOLL's network, that will allow them to participate to regional demonstration and events they organize.</p>

Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations
----------------------	--

B. Growth services

B4 Fostering exchange of knowledge and best practices (T.5.5)

	<p>This service aims to engage the SHIFT-HUB consortium partners in a process of mutual learning and an exchange of knowledge and best practices with external partners – in particular DIHs and their members, that will produce common benefits for the stakeholders and the members of their ecosystems.</p> <p>At least 2 workshops will be organized every year to promote our activities and services, raise awareness and educate about our methodology and tools and engage an open dialogue with peers (at least 20 participants per workshop) about the approach and services implemented to support technology development, transfer, access to markets and funding and the results obtained.</p> <p>This will allow to promote the transfer of our approach, while integrating “state of the art” practices from the emerging community of European Digital Innovation Hubs. By presenting the resources and support made available by SHIFT-HUB and inviting external partners and community members to present their experience valuable feedback will be collected and integrated in the perspective of a continuous improvement process.</p> <p>The most impactful results will be identified and the practices that allowed to achieve them will be reverse engineered, formalized and made available for replication.</p> <p>The insights will be made available to the community during the events and through a formal best practices guide published in the projects resource repository.</p> <p>The service will also allow to deliver capacity building and “train the trainers” services to less advanced nodes of the pan-European network by leveraging the expertise of more experienced members of the hub, that have successfully demonstrated impacts for their ecosystems.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

C. Route to market services	
<i>C1 Access to funding (T.3.3)</i>	
	<p>This service aims to facilitate the access to private and public funding for the community members to support the development of their solutions and services. First, we will elaborate a set of services to support startups and SMEs to assess and enhance their investor readiness.</p> <p>An in-depth scouting will be performed to identify and present in a clear way the available private funding offer – debt and venture capital available at different stages of growth and for specific projects. Support services will be elaborated to allow the companies seeking funding to understand better the instruments and the funding mix possibilities.</p> <p>The emerging measures to financially support SMEs (https://ec.europa.eu/growth/access-finance-smes_en) along with the existing financial instruments and the guarantees offered through the programs supported by the EIB (https://www.eib.org/en/products/index.htm) and the EIF (https://www.eif.org/what_we_do/resources/funds_of_funds/index.htm), in correlation with the external support such as the services offered by InnovFin Advisory and other expert organizations at the national levels.</p> <p>The organizations in charge of such programs and the funds focused on the Healthcare sector will be identified, in addition to the existing contacts of the consortium partners, through specialized repositories (Dealroom, VC listings made by organizations such as Hello Tomorrow) or Serena Capital (https://www.ultimatevclist.com) and platforms like the EU Access to Finance portal (https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/index_en.htm).</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

A. Route to market services	
<i>C2 Discover, demonstrate and test before invest (T.3.5)</i>	
	<p>This service focuses in particular on setting up the conditions allowing to showcase the solutions developed by the members of the SHIFT-HUB community to healthcare organizations, practitioners, as well as patients and citizens.</p> <p>In collaboration with external DIHs that will be enrolled as official partners of the project and whose infrastructures, knowhow and services will be promoted to the community of technology providers (in particular the start-ups and SMEs), the consortium will create a portfolio of selected solutions that will be promoted to potential users.</p> <p>On the one side, we will focus on collaborating with the external partners, and in particular the ones playing a role in the development of these solutions, to include them in their permanent showrooms to allow a continuous interaction with the stakeholders from their ecosystems.</p> <p>The solutions will be made available, according to their nature, on the premises of these organizations, and/or on-line, by leveraging the pilot platform implemented in the scope of WP4.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

A. Route to market services
C3 A gamified user journey for the adoption of digitally-enabled Smart Health solutions (T.5.6)

	<p>A gamified user journey for the adoption of digitally-enabled prevention and self-management solutions.</p> <p>This service addresses the objective to raise the awareness of patients and citizens, engage them in the project through educational activities about emerging digital solutions and induce a behavioural change that will lead to an improved prevention and a more efficient self-management of the most common classes of targeted pathologies. Based on the massive experience acquired by the task leader and sister companies through numerous projects (https://www.jogroup.eu/en/groups-projects) (see Section 1.2) we will develop a digital platform and a personalized journey, specific to their condition, allowing citizens to learn about the importance of preventive actions to maintain their health by adopting more healthier behaviours and lifestyles and discover the most suitable apps in the repository to support them in the process.</p> <p>A virtuous behavior will be emulated via gamification and rewards for which, in addition to the apps made available by the community members through the repository, partnerships with consumer brands in the field of nutrition, sports, well-being able to offer prizes and discounts will be sought. Such incentive-based citizens and stakeholders will support the engagement scheme and will be further correlated with the immersive experimental activities foreseen with the support of the Living Labs in the scope of T3.6. Synergies with governmental programs aiming to stimulate a healthy lifestyle and prevent diseases will be sought to increase the incentives for the community.</p>
Beneficiaries	<ul style="list-style-type: none"> ▪ SMEs, startups, spinoffs, technology providers, Research Organisations ▪ Hospitals, Health services providers, Pharmaceutical/biotech companies, Healthcare practitioners ▪ Independent parties, Investors, Health Organisations

Conclusion

The present document outlines the general conceptual description of the Services Offer and the Catalogue of Services.

The document illustrates an integrated model for the SHIFT-HUB services provided under an holistic approach designed to enable the co-creation and the deployment of innovative ideas and solutions in various kinds of open innovation activities within the area of Digital Health and Smart Health Ecosystem.

For this purpose, the Deliverable describes three streams of services which are connected and interlinked with the Tasks and the relevant Work Packages. The streams of services include: Involvement services, Growth services and Route to market services.

The Deliverable “Catalogue of Services” constitutes the roadmap for the detailed and effective allocation of work tasks amongst partners under a timely and systematic perspective.



SHIFT-HUB

Catalogue of services



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them. Project: 101005720