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ICEBERG+



SHIFT-HUB INNOVATION DAY

BUCHAREST - ROMANIA & ONLINE

06 May 2025 - 10:00-16:00 (EEST)



AGENDA (1/3)

10.00 – 10.15

Opening remarks

Professor Viorel Jinga, MD-PhD Rector of the University of Medicine and Pharmacy "Carol Davila" Bucharest
Luminita Valcea, PhD, executive director, Coalition of Patients Organization with Chronic Disease

10.15 – 10.25

Insights from the SHIFT-HUB project

Alena Bubeck, PhD
Coordinator of SHIFT-HUB and project manager at Steinbeis Europa Zentrum

10.25 – 12.00

Start-up Pitch Session Kick off

Pitch of 10 health start-ups presenting their Smart Health Solution and business plan

Moderator: Paul Stefanut, PhD
Managing Partner, Booster Labs

12.00 – 13.00

UNITE - SHIFT-HUB - Workshop on Exploring Innovation Challenges in Health

Key topics:

- Deep-tech innovations for health equity
- Digital innovations for personalized and remote patient-centered care
- Advancing the European Health Data Space
- Digital solutions for addressing the healthcare workforce crisis



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13.00 – 14.00

Lunch



shifthubprojecteu



www.shift-hub.eu

AGENDA (2/3)

14.00 – 15.30

Living lab - Simultaneous Demonstrations

Feedback from potential users – practitioners and other medical establishment representatives and patients.

CardiOnline App – Remote Medical Rehabilitation

The application monitors patients and their interaction with the medical team. Activity levels, sleep quality, and vital signs (heart rate frequency and regularity, oxygen saturation) are tracked via a smartwatch.

Conf. Dr. Ștefan Bușnatu, MD-PhD Vice-Rector of the University of Medicine and Pharmacy "Carol Davila" Bucharest

ELDIE - virtual friend of seniors

Eldie slows down mental deterioration among seniors using AI, scientifically proven mental games and quizzes. It helps middle-aged adults keep track of the evolution of seniors.

Teofil Sturzoiu, CEO and co-founder Eldie

SymptoChat

SymptoChat is a cutting-edge health management platform designed to deliver a highly accurate experience. Powered by an advanced diagnostic API, SymptoChat provides users with personalized symptom analysis, actionable health insights, and recommendations on when to seek medical care. Key features include a unique memory system that tracks health trends over time, precise image analysis for visible conditions.

Victor Constantinescu, Co-founder SymptoChat

EmoMonitor

EmoMonitor is a system intended for both medical specialists (psychologists, doctors, therapists) and patients, adapting to their needs through a personalized and multidimensional approach. It integrates advanced technologies of artificial intelligence, IoT, facial recognition, voice analysis, providing a complete picture of the emotional state of users.

Ing. Marilena Ianculescu, Health Department Head, National Institute for Research & Development in Informatics - ICI Bucharest

Ing. Andreea Gușatu - Programmer at ICI Bucharest

Ing. Liudmila Valeanu - Programmer at ICI Bucharest

Ing. Corina Petean - Programmer at ICI Bucharest



AGENDA (3/3)

ONCOSCREEN

ONCOSCREEN develops non-invasive technologies for early colorectal cancer detection, including ONCO- VOC, an AI-powered breath analyzer that detects specific VOC patterns in exhaled breath, alongside other innovative screening tools, as well as the CAWA and NELI mobile applications, which facilitate data collection, risk assessment, and citizen engagement to improve screening accessibility and awareness.

Cosmina Stalidi, R&D Engineer at BEIA International

15.30 – 15.45

Q&A session & discussion

15.45 – 16.00

Closing remarks

