

# Up and away: Internationalization for Flemish HealthTech Start-ups and Scale-ups

## Edition 2025

### Summary:

Up and Away is a free course for healthtech companies sponsored by the provinces of East Flanders, Antwerp and Flemish Brabant. Organized by MEDVIA, each of the eight in-person sessions is focused on a key aspect of launching healthtech companies on the international market.

The course is targeted to start-ups, spin-offs and young companies based in Flanders. Companies can be at the start of their international market plans or have already broken into a market but want to expand their reach.

*Program date 23 October 2024 (program is subject to change)*

### Contact information:

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# Session 1: Market entry considerations

## Session outline:

Before you decide to work towards entering a certain market, you need to evaluate your market fit. This will vary from country to country, but there are some general considerations to take into account before you can make an informed and strategic choice.

Topics for this session:

- Introductions & get to know the group
- Culture of selected country
- Healthcare system
- Reimbursement models
- Regulations
- How to conduct a market evaluation (relevant parameters: accessibility, size, etc)
- Entry strategies (LLP, distributor, Inc, in-licensing, etc)
- ...

<b>Date</b>	21 January 2025
<b>Time</b>	12h00-17h30
<b>Venue</b>	Province House Flemish Brabant, Leuven
<b>Format</b>	<ul style="list-style-type: none"> <li>• <b>Presentations by experts</b> <ul style="list-style-type: none"> <li>○ Imec.istart</li> <li>○ QbD</li> </ul> </li> <li>• <b>Panel discussion with entrepreneurs that have gone international</b></li> </ul>

- **Proposed agenda:**
  - 12h00-12h15: Arrival
  - **12h15-12h30: Networking activity**
  - **12h30-13h00: Introductions**
  - 13h00-14h00: Lunch
  - **14h00-15h00: Expert presentations**
  - 15h00-15h30: Break
  - **15h30-16h30: Panel discussion**
  - 16h30-17h30: Networking drink

# Session 2: Europe

## Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in Europe. (Strategic overview, regulatory, etc). We will focus on a selection of European countries, in particular:

- France
- Germany
- UK
- Netherlands
- ...

However, based on the interest of the registered companies, this list can be embellished or adapted.

<b>Date</b>	24 February 2025
<b>Time</b>	12h00-17h30
<b>Venue</b>	Wetenschapspark Universiteit Antwerpen, Niel
<b>Format</b>	<ul style="list-style-type: none"> <li>• <b>Regulatory expert presentations</b> <ul style="list-style-type: none"> <li>○ De Clercq &amp; Partners</li> <li>○ Qualix</li> </ul> </li> <li>• <b>Business expert presentation</b> <ul style="list-style-type: none"> <li>○ <a href="#">Luc Kindt</a></li> </ul> </li> <li>• <b>Testimonials from companies</b> <ul style="list-style-type: none"> <li>○ TBC</li> </ul> </li> </ul>

- **Proposed agenda:**
  - 12h00-12h30: Arrival
  - 12h30-13h30: Networking Lunch
  - **13h30-14h30: Regulatory expert presentations**
  - 14h30-14h40: Break
  - **14h40-15h25: Business expert presentation**
  - 15h25-15h40: Break
  - **15h40-16h20: Company testimonies**
  - 16h20-17h30: Networking drink

## Session 3: Americas (US + ...)

### Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in the US and other countries in the Americas as needed by the group.

<b>Date</b>	17 or 18 March 2025
<b>Time</b>	12h00-17h00
<b>Venue</b>	Health Hub Aalst
<b>Format</b>	<ul style="list-style-type: none"><li>• <b>Expert presentations:</b><ul style="list-style-type: none"><li>○ Decimal.health</li><li>○ Crowell &amp; Moring</li></ul></li><li>• <b>Company testimonies:</b></li></ul>

- **Proposed agenda:**
  - 12h00-12h30: Arrival
  - 12h30-13h30: Networking Lunch
  - **13h30-14h55: Expert Presentations**
  - 14h55-15h15: Break
  - **15h15-16h00: Company testimonies**
  - 16h00-17h00: Networking drink

# Session 4: Asia

## Session outline:

Let's take what we learned in Session 1 and apply it to some specific use cases in Asia. Like with Europe, we will focus on a selection of Asian countries. Currently we are looking at:

- China
- Japan
- India
- South Korea

<b>Date</b>	22 April 2025
<b>Time</b>	12h00-17h00
<b>Venue</b>	Province House Flemish Brabant, Leuven
<b>Format</b>	<ul style="list-style-type: none"> <li>• <b>Expert presentations on topics specific to Asia</b>  <b>Henk Joos / Flanders Investment &amp; Trade / Icosa</b> <ul style="list-style-type: none"> <li>○ How to recruit a stable staff</li> <li>○ Beyond diplomas: How to find the right match</li> <li>○ Innovative technologies to attract talent</li> <li>○ Fiscal optimization of hiring your first employees</li> <li>○ Outsourcing work</li> <li>○ IP</li> <li>○ Market entry strategies</li> <li>○ China's impact on overarching strategy</li> </ul> </li> <li>• Company testimonies</li> </ul>

- **Proposed agenda:**
  - 12h00-12h30: Arrival
  - 12h30-13h30: Networking Lunch
  - **13h30-14h55: Expert Presentations**
  - 14h55-15h15: Break
  - **15h15-16h00: Company testimonies**
  - 16h00-17h00: Networking drink

# Session 5: Workshop - Building your internationalization strategy

## Session outline:

Now let's take what we have learned in sessions 1-4 and apply this to our own companies and products. We will organize into four groups, assign fictitious\* products and develop an internationalization strategy together.

\*Can also use products from participating companies as examples

<b>Date</b>	19 May 2025
<b>Time</b>	12h00-18h00
<b>Venue</b>	Ghent
<b>Format</b>	<ul style="list-style-type: none"> <li>• Moderator – Luc Kindt</li> <li>• Recap</li> <li>• Example</li> <li>• Workshop – done in collaboration with coaches             <ul style="list-style-type: none"> <li>○ Select one or two countries to enter (pt 1)</li> <li>○ Define value proposition (pt 1)</li> <li>○ Evaluate market fit (pt 1)</li> <li>○ Identify product classification (pt 2)</li> <li>○ Select entry strategy (pt 2)</li> <li>○ Define business model (pt 2)</li> </ul> </li> </ul>

- **Proposed agenda:**
  - 12h00-12h15: Arrival
  - 12h15-13h00: Lunch
  - **13h00-13h20: Recap of previous sessions**
  - **13h20-14h50: Workshop (pt 1)**
  - 14h50-15h15: Break
  - **15h15-16h45: Workshop (pt 2)**
  - **16h45-17h30: Wrap-up**
  - 17h30-18h00: Networking Drink

## Session 6: Individual coaching on internationalization strategy

### Session outline:

Let's take what we have learned in sessions 1-5 and discuss our plan with coaches and experts. Which countries are a good fit for our products? Why? What is your value proposition? What is your market-entry strategy?

<b>Date</b>	Online session, w/o 16 June 2025
<b>Time</b>	n/a
<b>Venue</b>	n/a
<b>Format</b>	<ul style="list-style-type: none"><li>• Prescheduled 1:1 meetings (20 minutes each)<ul style="list-style-type: none"><li>○ Companies to provide a 1-pager at least one week prior to meetings</li></ul></li></ul>

# Session 7: Financing

## Session outline:

Now that we know where we want to go and how, we need the means to make it happen.

- Investment readiness
- Attracting investment – leveraging your international strategy
- What to disclose to investors (and what not)

<b>Date</b>	September 2025
<b>Time</b>	12h00-17h30
<b>Venue</b>	TBD
<b>Format</b>	<ul style="list-style-type: none"> <li>• Ann Van Gysel – Moderator</li> <li>• Expert presentations               <ul style="list-style-type: none"> <li>○ PwC</li> <li>○ TBD</li> </ul> </li> </ul>

- **Proposed agenda:**
  - 12h00-12h15: Arrival
  - 12h15-13h15: Lunch
  - **13h15-14h35: Expert Presentations**
  - 14h35-15h00: Break
  - **15h00-15h45: Company panel discussion (3 companies)**
  - **15h45-16h30: Practice pitches**
  - 16h30-17h30: Networking drink



# Session 8: Pitching

## Session outline:

In order to secure this financing, we need to pitch our products and company to different audiences. In this session we will practice doing just that!

<b>Date</b>	October 2025
<b>Time</b>	12h00-17h30
<b>Venue</b>	TBD
<b>Format</b>	<ul style="list-style-type: none"><li>• Welcome &amp; ground rules of pitches</li><li>• Pitches &amp; panel Q&amp;A</li><li>• Winners &amp; general feedback</li><li>• Panel (TBC)</li></ul> <p style="text-align: center;">○</p>

- **Proposed agenda:**

- 12h00-13h00: Arrival with sandwich lunch
- 13h00-13h30: First pitch session
- 13h30-14h00: Second pitch session
- 14h00-14h30: Third pitch session
- 14h30-15h00: Fourth pitch session
- 15h00-15h30: Break
- 15h30-17h00: Fifth pitch session
- 17h00-17h30: Final pitch session