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No idea– *no matter how brilliant* will find it's way to a customer without help



**SCALE-UP**  
**DENMARK**

**ACCELERACE**  
**Morten Heide PhD**  
**Partner**

# EUROPE'S LEADING ACCELERATOR



# WHAT WE DO

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SPOT

WE ATTRACT AND SELECT THE BEST STARTUPS AND TALENTS IN THE WORLD

TRAIN

WE DEVELOP STARTUPS IN ORDER TO UNLEASH THEIR FULL POTENTIAL

INVEST

WE FINANCE THEIR ROUTE TO SUCCESS

ENGAGE

WE DEVELOP & FACILITATE EFFECTIVE CORPORATE STARTUP ENGAGEMENT



ACCELERACE

7  
YEARS

+ 5.000 STARTUPS

+300 ALUMNI

88% SURVIVAL RATE

67 INVESTMENTS

65% INVESTMENT RATIO

(AND MUCH MORE...)

# ACCELERACE ALUMNI STARS



DEVELOPMENT OF  
MEMBRANES FOR  
WATER TREATMENT.



A NEW MARKET FOR  
COLON CAPSULE  
ENDOSCOPY, BY  
BUILDING A SERVICE  
BUSINESS THAT  
PROVISIONS THE  
PROCEDURE AT THE  
HOME (OR A SIMILARLY  
CONVENIENT  
LOCATION FOR THE  
PATIENT) AND  
CENTRALIZES THE  
DIAGNOSTIC.



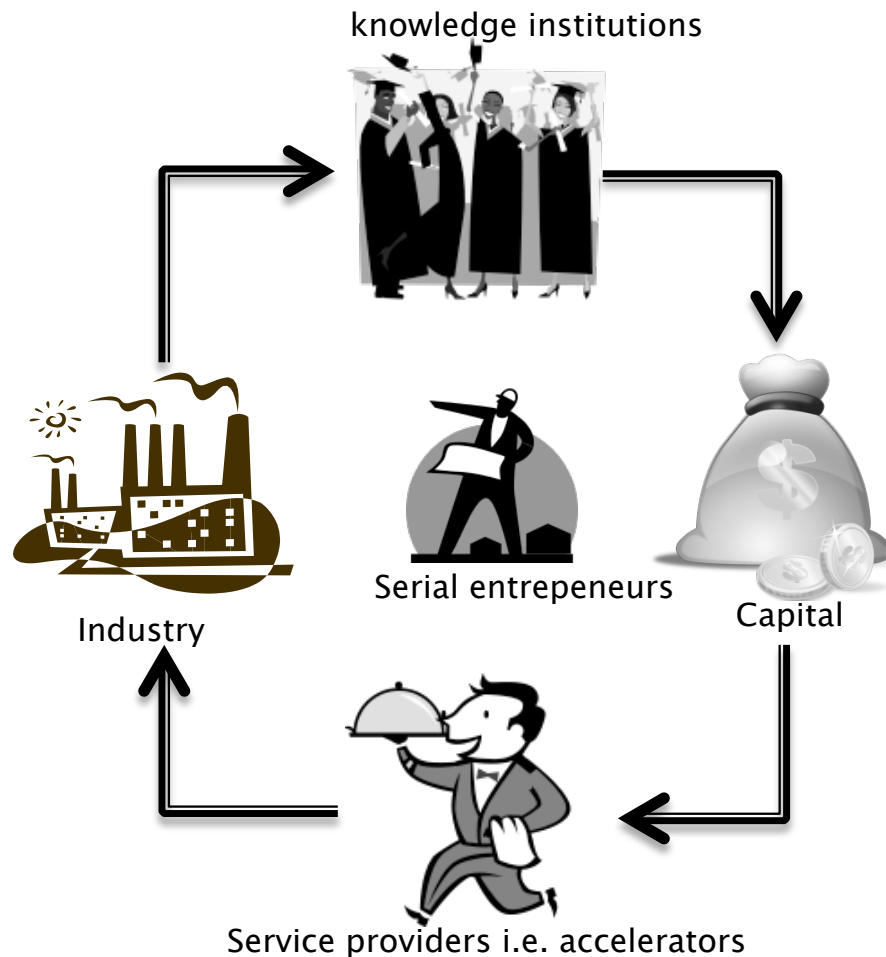
FOR USE IN WOUND  
HEALING OF CHRONIC  
ULCERS BY TREATMENT  
WITH AUTOLOGOUS  
BLOOD.



# New Mindset

- ▶ IT IS not about lack of capital
- ▶ Entrepreneurship can be learned
- ▶ Picking the winners is hard so create them!
- ▶ Do not go for the 10X but reduction of loss
- ▶ Treating managements of investments as a business not a portfolio
- ▶ Invest in the ecosystem and critical mass not only the project

# Ecosystems



- Quality and interaction between stakeholders is important
- Serial entrepreneurs have central role- 500 entrepreneurs have a hand in 80 pct. of all successes in SW
- Existing Successful companies are important - marked and customers..
- Ecosystems are regional-non are national
- Ecosystems are narrow-not broad
- Successful ecosystems are self sustainable, creating positive spiral, people, attract projects, attract vc's , attract industry, attract people...
- You do not have to be big to be an ecosystem; Boulder has 250K inhabitants
- Accelerators seems to increase the turnover in ecosystems
- Time to develop an ecosystem is 7-15 years





300+ startups  
28 batches  
28 countries  
92% is still alive  
€34M invested

## Join Accelerace Life Sciences & Biotech

### Award winning accelerator program

Accelerace has won several prestigious awards and is ranked number 1 accelerator in Europe and top 10 globally

### Access to corporates

Do business with industry leading corporates

### Building traction

Secure lean business- and product development focused on value creation

### Customized program

A customized acceleration program to match your startups situation and needs

### Serial entrepreneurs

The program is built by entrepreneurs for entrepreneurs

### No equity or fee

### 6-10 months program

The program is 6-10 months long to make sure that we actually take your startup to the next level

### 1:1 concept

Direct access to your own business accelerator who will invest more than 200 hours in your startup

### Camps

Participate in camps that are addressing major agendas for startups

### Fundraising

Introduction to the Nordic landscape of investors and soft funding opportunities and active help to secure investments

### Investment

Accelerace has invested more than €34M in startups - maybe you are next?

### Mentorship

Potential access to leading mentoring through the NOME mentor network



### Partners:



NORDIC MENTOR NETWORK  
for ENTREPRENEURSHIP

SEED  
CAPITAL

DANSKBIOTEK

medicon valley alliance  
Creating Opportunities

Sunstone

COBIS  
Copenhagen Bio Science Park

Novo Seeds

Syncona

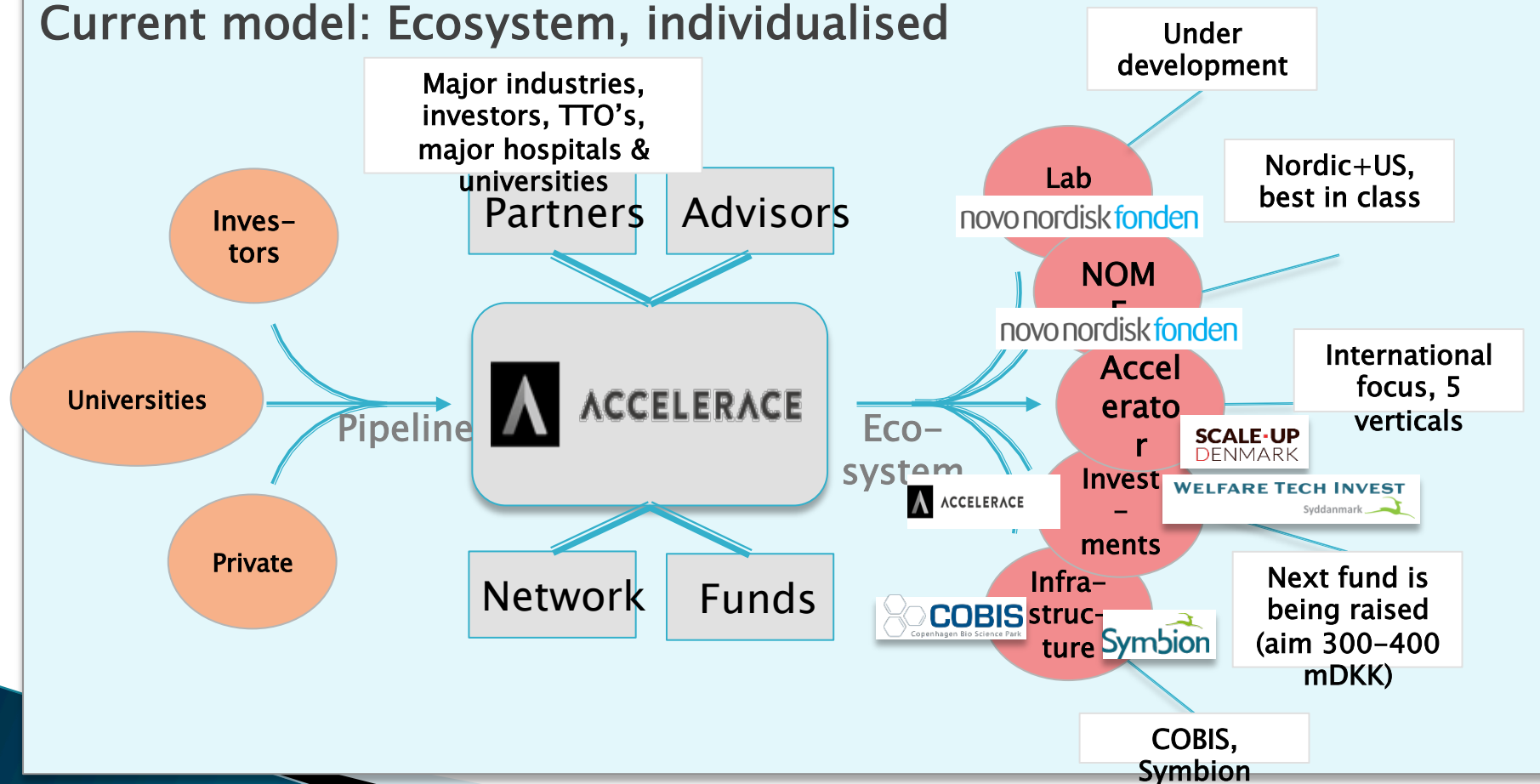
Merck Ventures

SCALE-UP  
DENMARK

[accelerace.dk/accelerators/life-science-biotech](https://accelerace.dk/accelerators/life-science-biotech)

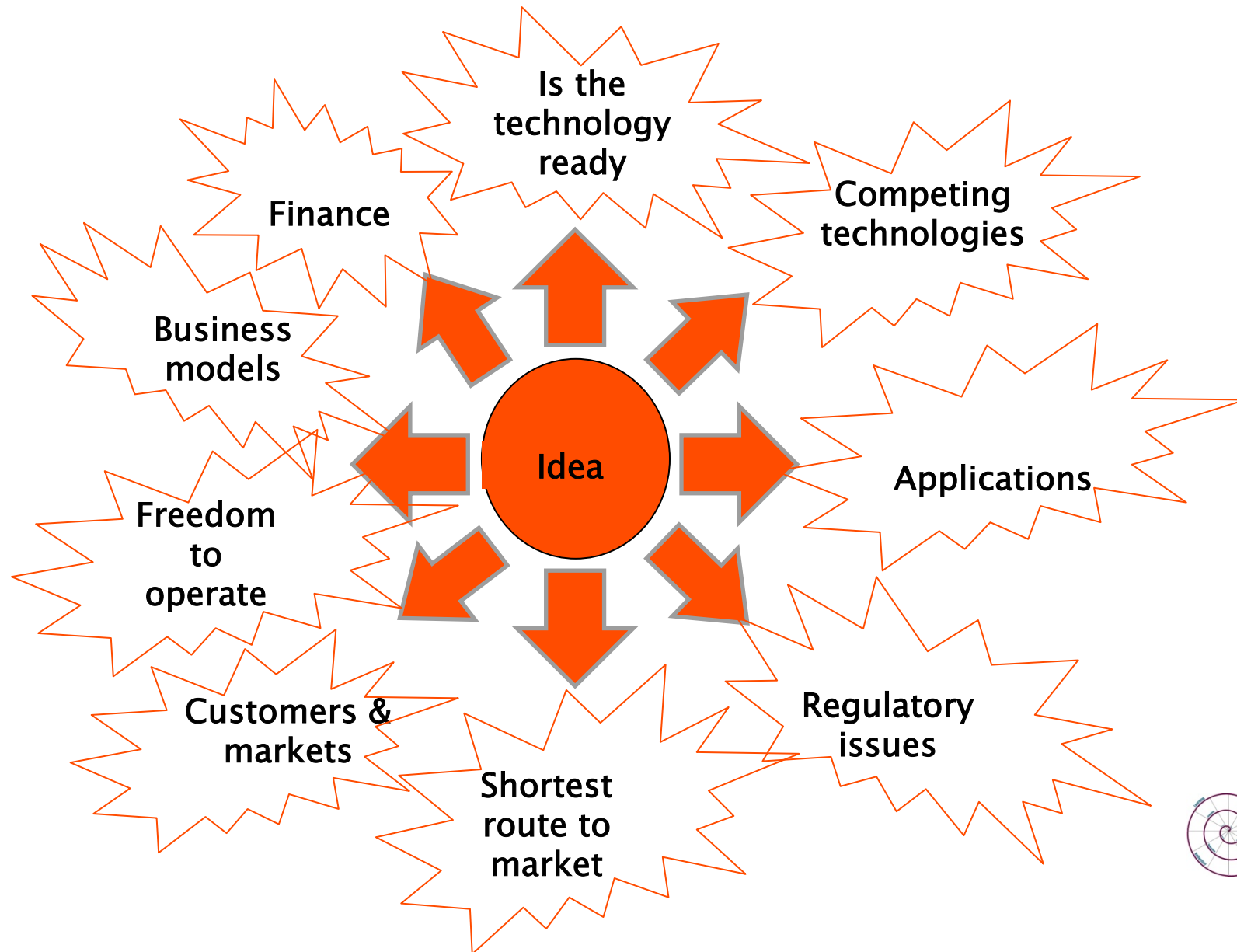
# The ACCELERACE ecosystem

## Current model: Ecosystem, individualised

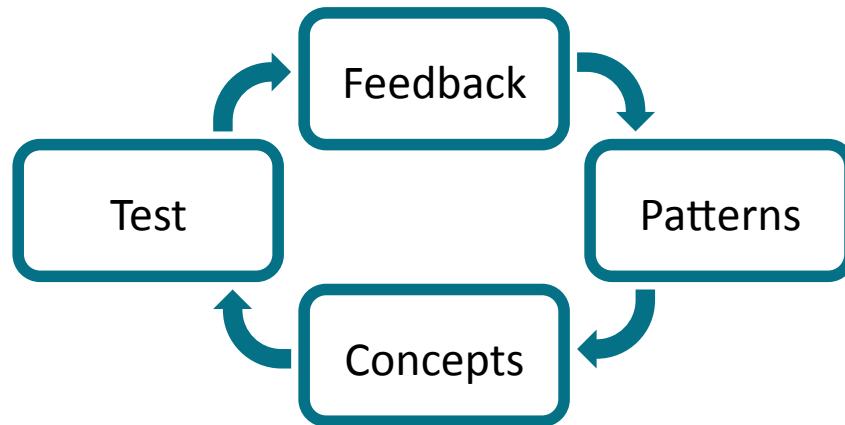


# Early projects, a bright new idea and

....



# Learning from the serial entrepreneurs



Searching for a scalable business model through:

- Constant building assumptions
- Testing assumptions with live experiments
- Constant gaining new learning's and data
- Ongoing validation and proof
- Potential of multiple site testing
- Adding experienced resources from partner team
- Driven by monthly milestone planning
- 4-6 iterations

**Means**  
BIRD-IN HAND



**Affordable Loss**

FOCUS ON  
DOWNSIDE



**Co-Creation  
Partnership**

CRAZY QUILT



**Leverage  
Contingencies**

LEMONADE

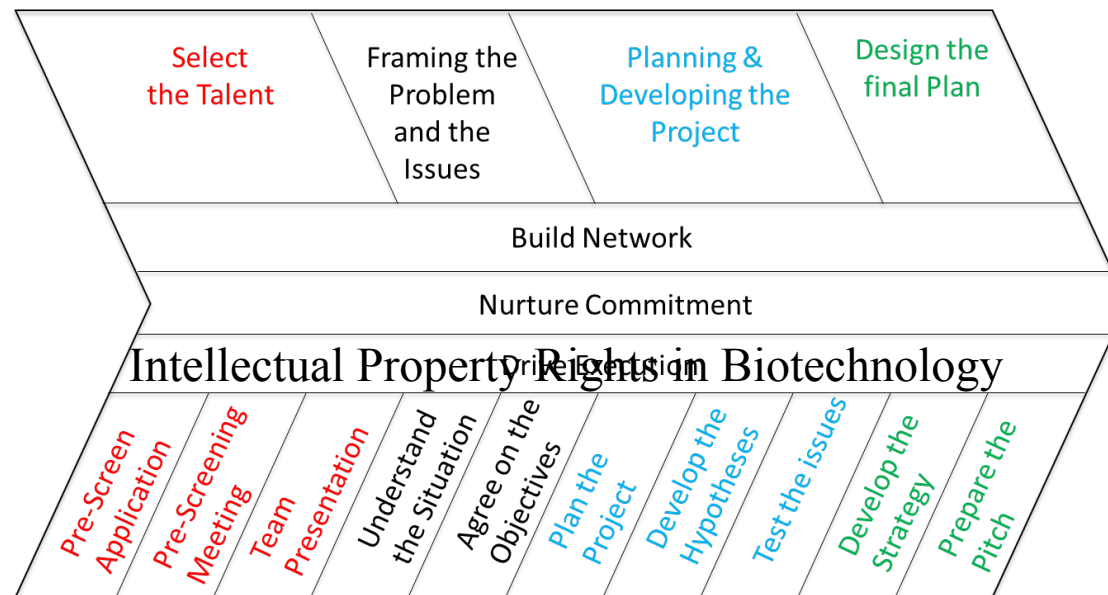


**Worldview:**

CONTROL VS. PREDICTION



# The Life Science Business Development model



- 10 specific steps
- Each venture receives coaching by one of our consultants 1 day/ week for the duration of program (3–8 months)
- If Accelerace funds will invest, we continue to collaborate for the next 2–4 years
- We apply our team business development approach, where your venture receives mentoring by the rest of the team when it is appropriate
- We grow your relations to our extensive network as your project



- ▶ [www.reapplix.com](http://www.reapplix.com), team 1
- ▶ [www.hedia.dk](http://www.hedia.dk), team 2
- ▶ [www.medichanical.com](http://www.medichanical.com), team 3
- ▶ [www.cathvision.com](http://www.cathvision.com), team 4




# Getting started

- ▶ Think hard about your technology and its applications
  - ▶ It is an “answer”, what is the question
  - ▶ The first idea/application is most often wrong
  - ▶ Brain storm
  - ▶ **NOT ONLY THE INVENTOR (s)!!!!**
  - ▶ List the customers and stakeholders—discuss with outsiders—revisit many times
  - ▶ Interview experts that hate your idea—several!
  - ▶ **OUTSIDE THE BOX**
- 
- ▶ iterate, iterate, iterate




# Assignment

What is the need it is solving  
Who has this problem, are there others  
What is it worth to the customer  
How is it solved today/Why is this better  
What are the steps from here to the market  
What are the two–three basic assumption for your case  
How can you test assumptions right away



Read your case  
Google tonight  
List your ideas for  
the group–work  
tomorrow



Work in groups  
tomorrow,  
Present findings  
and discuss

Need  
Approach  
Benefit  
Competition  
Maria Andersson  
Wednesday





[www.accelerace.dk](http://www.accelerace.dk)

**Morten Heide PhD, Senior Partner**