



GENERAL INFORMATION

TITLE

Planning and execution of workshops for health tech companies entering the US market

REQUESTING ORGANISATION

Erhvervshus Hovedstaden, Fruebjergvej 3, 2100 København Ø
CVR-nr. 40084711

DATE

13 January 2025

DEADLINE FOR PROPOSAL

3 February 2025

COMMUNICATION

Questions about the topics and facilitation of the workshops and supplier profile may be directed to Business Developer Gert Josephsen, e-mail: gjo@ehhs.dk, phone: 61 88 46 09. Other questions may be directed to Project Manager Pernille Middelboe Frederiksen, e-mail: pfr@ehhs.dk, phone: 61 88 46 81

BACKGROUND

REQUESTING ORGANISATION

Erhvervshus Hovedstaden helps startups and small and medium-sized enterprises reach their full potential through individual sparring and programmes within a range of business areas, e.g. business development, internationalisation, innovation, digitalization, and sustainability. Also, Erhvervshus Hovedstaden is a leading partner in the initiative Lighthouse Life Science.

LIGHTHOUSE LIFE SCIENCE

Lighthouse Life Science was launched in 2022 by a number of public and private organizations including Danish Life Science Cluster, Erhvervshus Hovedstaden, regions, hospitals, municipalities, knowledge institutions, and small and medium-sized enterprises.

The purpose of Lighthouse Life Science is to create innovation that improves health, strengthens business growth and positions Denmark as an international lighthouse within life science. Lighthouse Life Science focuses on developing and scaling new solutions that promote equality in health.

Lighthouse Life Science is funded by The European Regional Development Fund and the Danish Board of Business Development who have granted 73 million DKK to the project during 2023-2026. Learn more at erhvervsfyrtarnlifescience.dk

SCALING HEALTHTECH

Scaling HealthTech is an international scaling programme for 8-12 small and medium-sized health tech companies within Lighthouse Life Science. Over the course of 3-4 months, the programme will prepare the participating companies for scaling their businesses successfully to the US market through workshops, market visit, sounding board meeting and individual sparring.



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Individual sparring from experienced industry business developers from Erhvervshus Hovedstaden throughout the programme

The objective of the programme is for the participating companies to develop an international go-to-market plan for the US market. All activities in the programme must support this objective:

- The workshops must provide the participating companies with concrete and practical insights into the US market. The insights will serve as input to the companies' go-to-market-plan and prepare them for the market visit
- The market visit to the US must enable the participating companies to test the hypotheses of their go-to-market-plan through meetings, networking, and sparring sessions with potential partners, stakeholders, key opinion leaders, and experts
- The sounding board meeting must provide the participating companies with expert feedback on their go-to-market plan

Scaling HealthTech is targeted at small and medium-sized life science companies, including e.g. health tech, digital health, health care and medical devices, but excluding pharma and biotech. The companies participating in the programme are typically characterized by having:

- a health tech solution targeted at the B2G or B2B markets with traction in the Danish or other markets
- international ambitions and potential as well as an international mindset
- financial and organizational capacity for international scaling
- a team of well-educated and experienced founders/employees

DESCRIPTION OF THE ASSIGNMENT

This supplier search concerns the planning and execution of workshops for health tech companies entering the US market. A second supplier search concerns the market visit to the US market. Potential suppliers may submit a proposal for one or both of these assignments.

THE ASSIGNMENT

Erhvervshus Hovedstaden is looking for one or several suppliers or a group of suppliers to plan and execute a total of three workshops that will prepare the participating companies for scaling their business successfully to the US market. Erhvervshus Hovedstaden will be responsible for the overall coordination of the activities in the programme as well as venues and catering.

Workshop 1: Understanding the Market and the Buyers

Workshop 1 must provide the participating companies with concrete and practical insights into the US market for health tech solutions. The workshop should include the following topics:

Topic A (approx. 2-3 hours)

- US megatrends within the health tech sector
- The health insurance landscape, e.g. public vs. private clinics/hospitals, purchasing systems and mechanisms



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- Reimbursement

Topic B (approx. 2-3 hours)

- Regulatory requirements, e.g. FDA approval, GMP, product liability, intellectual property rights, etc.
- Clinical documentation: Requirements and how to scope and run it targeted different decision makers and stakeholders in the US life science sector

Workshop 2: Bringing the Solution to the Market (full day)

Workshop 2 must provide the participating companies with concrete and practical insights into the different aspects of bringing the solution to the market. The workshop should include the following topics:

- Doing business with Americans, including differences between e.g. states, east/west/north/south, urban/rural America, etc.
- Adapting your value proposition to the US market. Understanding your customers and their pains/gains, understanding your competitors, finding your niche, etc.
- Marketing and communicating about your health tech solution: How and what to communicate to primary life science stakeholders in the US market (recipients, channels, content, messages) and legal aspects

Workshop 3: Partnerships and Distribution (full day)

Workshop 3 must provide the participating companies with concrete and practical insights on how to approach partnerships and distribution in the US market. The workshop should include the following topics:

- Partner strategy, partner selection, partner profile vs. customer segments
- Pricing strategy
- Entry modes, e.g. direct/indirect sales, distributors, agents, sales office, subsidiary, alliances
- Pros and cons of different approaches

Facilitation

The workshops must be facilitated in a way that involves and engages the companies in the workshops. This may be through a mix of presentations, practical examples, case stories, short exercises or other formats. It is essential that the suppliers take a practical and tools-based approach to the topics of each workshop, including e.g. practical guides, lessons learned, dos and don'ts, etc. that are relevant to the companies' international go-to-market plans and entry into the US market. Also, the supplier is expected to include a live case story in the workshop with a company that shares its experiences and lessons learned from entering the US market.

The workshops are physical workshops that take place in the Copenhagen area; however, the supplier may include shorter online presentations in the workshops. The workshops are expected to be held in English.

Each workshop is scheduled from 9 am to 4 pm including 45 minutes for lunch. If two different suppliers are chosen for Workshop 1, we still prefer the suppliers to participate in the entire workshop day.

SUPPLIER PROFILE

Erhvervshus Hovedstaden is searching for a supplier (or group of suppliers) with in-depth knowledge of the US market for health solutions. The supplier is expected to have not only theoretical knowledge of market entry to the US market, but also practical experience with the topic. It is important that the supplier can provide e.g. relevant insights, practical tools and guides, lessons learned, dos and don'ts, etc. that are relevant to the companies' international go-to-market plans and entry into the US market.



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The supplier is also expected to have comprehensive experience with planning and executing workshops for small and medium-sized companies, including strong experience with workshop facilitation and different facilitation methods that ensures a varied, interesting and engaging workshop day.

The supplier is expected to engage in an active dialogue with Erhvervshus Hovedstaden – and potentially other suppliers in the programme – about the topics and facilitation of the workshops and adapt the workshop(s) if necessary. The supplier is also expected to ensure coordination between the workshop(s) and the go-to-market plan. This is expected to be included in the price of the assignment.

Potential suppliers may submit a proposal for one or several workshops. A supplier may be a single supplier or a group of suppliers submitting a proposal together. If a group of suppliers submits a proposal together, one supplier must be appointed the primary supplier. The primary supplier will be responsible for the complete delivery of the assignment on behalf of the group of suppliers, including coordination with Erhvervshus Hovedstaden. The contract will be made with the primary supplier.

BUDGET

The total budget for planning and executing the three workshops is up to DKK 160,000 excluding VAT. The total budget is divided between the workshops as follows:

- Workshop 1, topic A: DKK 30,000
- Workshop 1, topic B: DKK 30,000
- Workshop 2: DKK 50,000
- Workshop 3: DKK 50,000

Erhvervshus Hovedstaden may want to buy additional services from the supplier. These additional services will be paid for using an hourly rate. The timeframe of the assignment may be extended if needed.

PROPOSAL

SUBMITTING A PROPOSAL

Erhvervshus Hovedstaden will accept proposals of max. 5 A4 pages per workshop/topic (including appendices) including as a minimum:

A. Qualifications

- Competencies, experience, results, and references in relation to the topic of the workshop
- Experience with the target audience of small and medium-sized enterprises
- Experience with workshop facilitation and different facilitation methods

B. Planning and execution of the assignment

- A draft programme for each of the workshops/topics in question. The draft programme must include a detailed outline of the workshop, including topics/sub-topics, timeline, and facilitation methods
- Any preconditions for the proposal

C: Price

- The price ex VAT for planning and executing:
 - Workshop 1, topic A,
 - Workshop 1, topic B,



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- Workshop 2 and/or
- Workshop 3
- The price ex VAT for repeating the workshop(s)
- An hourly rate for additional services
- Prices must include all expenses related to the assignment

D: Practical information

- Contact information
- Date of the proposal

The proposal must be sent to Project Manager Pernille Middelboe Frederiksen at pfr@ehhs.dk no later than the deadline for the proposal.

EVALUATION OF PROPOSALS

The evaluation of the proposals received will be based on an overall assessment of the suppliers' ability to deliver on the assignment. The overall assessment will be based on the evaluation criteria 'price' (30%) and 'quality' (70%).

The supplier or suppliers that Erhvervshus Hovedstaden consider to be most suitable for the assignment may be invited to give a detailed presentation of their proposal. Hereafter, at final decision will be made.

TERMS FOR SUBMITTING A PROPOSAL

Erhvervshus Hovedstaden is aware of acting in accordance with the administrative principles of objectivity, financially sound management, the prohibition against taking extraneous considerations, the principle of equal treatment, and the principle of proportionality.

Erhvervshus Hovedstaden is conducting this supplier search to meet the EU's requirements to ensure that the service is purchased on market terms and to find a supplier or suppliers who can carry out the assignment in the best possible manner. The purchase concerns goods/services below the threshold values.

Lighthouse Life Science is approved by the Danish Board of Business Development and administrated by the Danish Business Authority. The purchase may be changed or lapse due to administrative changes from the Danish Business Authority. Thus, Erhvervshus Hovedstaden reserves the right to not make use of any of the proposals received.

Erhvervshus Hovedstaden also reserves the right to not choose any of the received proposals if none are deemed qualified for performing the assignment satisfactorily.



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