



GENERAL INFORMATION

TITLE

Facilitation of workshops for companies with health care or health tech solutions on entering the German market

REQUESTING ORGANISATION

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

DATE

6 June 2024

DEADLINE FOR PROPOSAL

23 June 2024

COMMUNICATION

Questions may be directed at Project Manager Pernille Middelboe Frederiksen, e-mail: pfr@ehhs.dk, phone: 61 88 46 81

BACKGROUND

REQUESTING ORGANISATION

Erhvervshus Hovedstaden (EHHS) help startups and small and medium-sized enterprises (SMEs) reach their full potential through individual sparring and programmes within a range of business areas, e.g. business development, innovation, digitalization, sustainability, and internationalisation. We are approximately 100 employees including business developers and project managers with specialized experience and in-depth knowledge of developing and growing SMEs.

LIGHTHOUSE LIFE SCIENCE

Lighthouse Life Science was launched in 2022 by a large number of public and private actors including e.g. 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. The Lighthouse Life Science focuses on developing and scaling new solutions that promote equality in health with a focus on mental health and obesity.

The 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 erhvervsfyrtårnlifescience.dk

THE PROGRAMME

Within Lighthouse Life Science a number of companies will have the opportunity to participate in an international scaling programme that strengthens the companies' international capabilities and enables them to scale their solution successfully to a specific international market.

The programme is expected to consist of two workshops followed by individual sparring with





business developers and market experts, a market visit, and a market board. The objective is for the participating companies to develop an actionable international go-to-market plan targeted at the specific market. The programme has a duration of approximately 5 months.

The programme will include three cohorts of 10-15 companies. Each cohort will be targeted at a specific international market and are expected to take place in October 2024-February 2025, February 2025-June 2025, and October 2025-February 2026 respectively.

This supplier search concerns the facilitation of workshops targeted at the German market for the first cohort expected in October 2024-February 2025. A second supplier search concerns the market visit and market boards for the first cohort. Potential suppliers are invited to submit a proposal for one of these assignments or both of them.

TARGET AUDIENCE

The Lighthouse Life Science is targeted at companies that develop and market health care or health tech solutions (including e.g. health tech, digital health, health care and medical devices, but excluding pharma) that promote equality in health including mental health and obesity.

The companies participating in the international scaling programme are expected to:

- Have a health care or health tech solution targeting B2G or B2B markets that already has traction on the Danish market and has the potential for successfully scaling the solution internationally
- Have an international mindset as well as the financial and organizational capacity for internationalization
- Be committed to investing time and effort into participating in the programme as well as developing the company and the team behind it

DESCRIPTION OF THE ASSIGNMENT

CRITERIA OF SUCCESS

The workshops must prepare the participating companies for entering the German market with their health care or health tech solution. Thus, after participating in the workshops, the companies are expected to:

- Have in-depth knowledge of the German market for health care and health tech solutions in terms of e.g.
 - Market structure, types of customers, relevant stakeholders
 - Buying criteria and individual value proposition
 - Sales channels and sales mechanisms
 - Reimbursement models, payment structures, revenue models and pricing
 - Regulatory requirements
- Understand the implications of the above-mentioned aspects for their solution, business model and international go-to-market plan
- Understand the resources (e.g. team, funding) required to succeed in an international market

The workshops may also include ideas on how to apply new digital tools such as AI to optimize the way small and medium-sized companies approach a new market.

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



THE ASSIGNMENT

The supplier is expected to facilitate two workshops that prepares the participating companies for entering the German market with their health care or health tech solutions. The workshops are the first activities in the programme and will be followed by individual sparring with business developers and market experts, a market visit, and a market board.

The workshops must be facilitated in a way that involves and engages the companies in the workshops through presentations, practical examples, cases, and exercises that are relevant to the companies' international go-to-market plan and entry into the German market.

Erhvervshus Hovedstaden will be responsible for the overall planning and coordination of the international scaling programme (including venue and catering). However, the supplier is expected to take an active part in making the whole programme a success. This is expected to be included in the cost of the workshop facilitation and may include:

- engaging in an active dialogue with Erhvervshus Hovedstaden about the themes, methods, and timeline for the workshops, based on a draft programme prepared by the supplier
- adapting the workshops to the activities in the rest of the programme, if necessary
- giving qualified input to the draft go-to-market plan prepared by Erhvervshus Hovedstaden
- ensuring a close interaction between the workshop facilitation and the go-to-market plan

The workshops are expected to:

- be held in English
- take place in the Copenhagen area
- have a duration of approximately 6 hours each
- be held in week 41 and week 45 of 2024 (timeline may be subject to changes)

BUDGET

The budget for the facilitation of two workshops is up to DKK 70.000 excluding VAT.

Erhvervshus Hovedstaden may want to include additional workshops in the programme. Any additional workshops will be paid for separately. Erhvervshus Hovedstaden may also want to buy additional services from the supplier. The supplier is welcome to suggest additional services that supports the companies' development of an international go-to-market plan within a budget of up to DKK 40.000. These additional services will be paid for using an hourly rate. The timeframe of the assignment may be extended if needed.

The assignment will be awarded to one supplier.

The international scaling programme is co-funded by The European Regional Development Fund. Therefore, the participating companies are required to fill out a number of mandatory EU documents prior to their participation. The collaboration with the supplier must not result in any additional documentation for the companies.

SUPPLIER PROFILE

Erhvervshus Hovedstaden is looking for a supplier to facilitate two workshops that prepare the participating companies for entering the German market with their health care or health tech solutions.

The supplier is expected to have in-depth knowledge as well as practical experience with entry into the German market for health tech and health care solutions. The supplier is also expected to have comprehensive experience in working with small and medium-sized enterprises, e.g. facilitation of



workshops, sparring and consultancy.

In addition, the supplier is expected to be experienced in workshop facilitation and methods that involve and engage the participating companies. This may include having a relevant network of companies for case presentations.

PROPOSAL

SUBMITTING A PROPOSAL

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

A. Qualifications

- Competencies, experience, results, and references in relation to the theme of the assignment
- Experience with the target audience of small and medium-sized enterprises
- Experience with similar assignments e.g. facilitating workshop and consultancy of SMEs

B. Execution of the assignment

- A draft programme for the two workshops, including themes, methods, and timeline
- Any preconditions for the proposal

C: Price

- The price for facilitating two workshops
- The price for additional workshops
- An hourly rate for additional services
- Prices must be excluding VAT and 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' (35%) and 'quality' (65%) where quality will be based on the supplier's description of 'qualifications' and 'execution of the assignment' in the proposal.

The supplier or suppliers that Erhvervshus Hovedstaden consider to be most suitable for the assignment will 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 who can carry out the





assignment in the best possible manner. The purchase concerns goods/services below the threshold values.

The Lighthouse Life Science is approved by the Danish Board of Business Development and administered by the Danish Business Authority. Due to administrative changes from the Danish Business Authority the purchase may be changed or lapse and 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.