

Start your mining expedition: Connect to the Population Intelligence Lab program and Business Plan competition

Find out what biobank and population health data can do for your startups or SME and win 10K for the best business plan.

Business plan competition

There is something to win!

The winning business plan will be granted a **10k voucher** to cover (part of) the fee for services to get access to specific datasets.

Submit your proposition

Convincingly explain how data from one of the Groningen biobanks and population cohorts can support your business development.

You can expect support

1-on-1 support from dedicated business in biobanking experts.

Y.M.van.der.geld@umcg.nl

Venture Lab support to polish business proposition and to receive pitch training.

Business plan competition

Format: The proposal will focus on the following sections:

1. Adherence to Biobank guidelines and strategic fit
2. The problem and feasibility – realistic and feasible in proposed timeframe
3. The market – clear market need/challenge
4. The competition – current/future solutions or companies that compete in the market
5. The team – who is the management team
6. Business Model – what is your business plan

Deadline – November 23rd

Jury – biobank and business experts, regional as well as (inter)national.

Following the online application form link: [online application form](#)

Deadline: 23rd of November 2018

5 themes: *Oncology | Cardiovascular & Metabolic | Birth cohorts | Real-word evidence | Mental Health*

For startups and SMEs working with samples from biobanks and patient/citizen cohorts for business development represents a largely unknown opportunity. But that's to change!

Get business support

Are you a startup or SME in search for specific types of samples /data or analyses that can support your venture? Then connecting to BiomarkerBay (Pointlab's Support Hub) is a wise thing to do!

Apply for the business plan competition

There's more to explore. As part of the Pointlab program we launched a business plan competition. Central in the competition is the use of a specific set of samples or data.

How to move forward?

1. First answer the question what type of samples/insights could support your enterprise's development
2. Than connect to BiomarkerBay (y.m.van.der.geld@umcg.nl) to find out whether
 - ..these or similar samples are available in Groningen
 - ..your idea is feasible and fits rules and regulations of specific biobanks
3. Start writing your application, coached by BiomarkerBay and Venture Lab experts

More information:

Population Intelligence Lab program an EIT Health sponsored activity (www.eithealth.eu)

The event (<https://biomarkerbay.com/events/pointlab-eithealth-2018/>)