

Application Form

Advisory & Innovation Brokerage Scheme for HealthTech Startups & Scale-ups



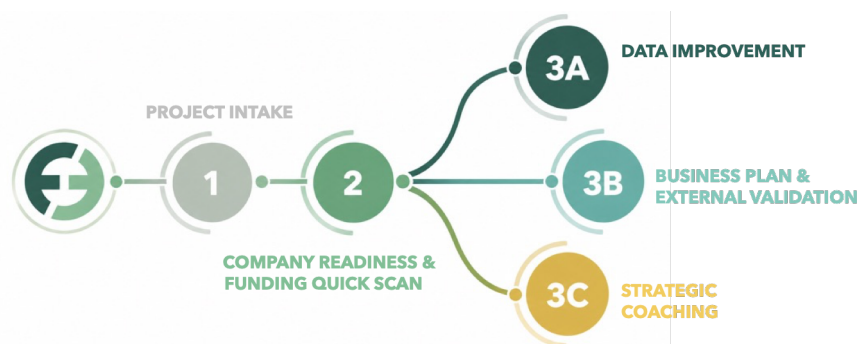
About the programme

The Municipality of The Hague, Zorginnovatiehub Den Haag and FFUND offer a fully funded advisory programme for selected HealthTech startups and scale-ups. The programme helps participating companies address a clearly defined strategic, commercial, financial, intellectual property or regulatory challenge and take practical next steps towards validation, implementation, financing, market access or scaling.

Each selected company will receive:

- a project intake on **3rd of November 2026**;
- a Company Readiness Assessment and Funding Scan;
- one specialized advisory service under Route A, B or C; and
- a concise advisory report with findings, recommendations and practical next steps.

Selected companies receive expert support at no cost to the company. The advisory services are funded by the Municipality of The Hague. The final service and voucher level will be confirmed before the advisory trajectory begins and remain subject to the available programme budget.



Who can apply

Applications are open to HealthTech startups and scale-ups that:

- Companies established in The Hague region or demonstrably connected to The Hague through a customer, user, pilot, collaboration partner or concrete implementation opportunity;
- develop a Digital Health, MedTech (up to Class IIb) or social-domain innovation; this includes technological or digitally enabled solutions that contribute to healthcare, wellbeing, prevention, social support or independent living. The following are excluded: biotech; pharma, pharmaceutical and drug development companies; consultancy services without a proprietary technological solution; consumer wellness solutions without demonstrable healthcare, wellbeing or social impact.
- have the potential to create societal and economic value for The Hague's healthcare ecosystem;
- have a clearly defined need for business, IP or regulatory advice; and
- are available to actively participate in the advisory trajectory during November 2026

Selection criteria

Applications will be assessed against the following criteria:

- **Target group (required):** You are a KvK-registered HealthTech startup or scale-up
- **Connection with The Hague (25%):** the applicant is established in the region or has a demonstrable collaboration with an organization based in The Hague;
- **Relevance and added value (25%):** the solution responds to a relevant healthcare or societal need and has the potential to create societal or economic value for The Hague and its healthcare ecosystem;
- **Development stage (20%):** the company is sufficiently developed to benefit from and complete the advisory trajectory within the programme period;
- **Advisory need (20%):** the company has a clearly defined advisory question that fits within one of the available services; and
- **Commitment (10%):** the company can provide the required information and participate actively within the proposed timeframe, including being present for the Intake on the 3rd of November 2026.



Submitting an application does not guarantee selection or the allocation of the applicant's preferred service. Applications will be assessed in accordance with the selection procedure and the available programme budget. Please complete every section in English or Dutch and return the form as a single PDF **before the 23rd of October at 17:00H**. Incomplete applications will not be considered.

01 COMPANY DETAILS

LEGAL COMPANY NAME		TRADE NAME (IF DIFFERENT)
KVK (CHAMBER OF COMMERCE) NO.	YEAR FOUNDED	NO. OF FTES
REGISTERED ADDRESS		
WEBSITE / LINKEDIN		
CONTACT PERSON – NAME & ROLE	E-MAIL ADDRESS	PHONE NUMBER

02 CONNECTION WITH THE HAGUE

Tick the statement that applies to your company (see selection criteria).

- ☐ The company is located within the municipality of The Hague.
- ☐ The company is demonstrably connected to The Hague through a customer, user, pilot, collaboration partner or concrete implementation opportunity

NAME OF HAGUE-BASED PARTNER ORGANIZATION(S) & REFERENCE CONTACT PERSON(S) WITH PHONE NUMBER(S)	NATURE OF THE COLLABORATION (IF APPLICABLE)
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3D PHARM  CHANGE
DEDICATED DRUG DEVELOPMENT EXPERTS



Technologie
voor thuis



03 COMPANY & TECHNOLOGY

SHORT DESCRIPTION OF YOUR TECHNOLOGY / SOLUTION

Development stage (tick one):

☐ Early-stage / concept

☐ Market entry

☐ Prototype / pilot-ready

☐ Scaling

EXPECTED SOCIETAL AND ECONOMIC ADDED VALUE FOR THE HAGUE HEALTHCARE ECOSYSTEM

04 ADVISORY NEED

Every advisory trajectory consists of a common programme foundation followed by one specialized advisory service. The available services are grouped into three routes:

- **Route A – Data Improvement:** targeted analysis or documentation to strengthen the company's evidence base;
- **Route B – Business Plan & External Validation:** support to strengthen the company's strategic presentation, external validation or due-diligence readiness; and
- **Route C – Strategic Coaching:** senior expert advice on one clearly defined business, IP or regulatory question.

Please select:

- one service as your first choice; and
- one service as your second choice.

The first and second choices may be selected from the same route or from different routes. FFUND will consider the company's stated preferences, advisory question, development stage and available programme budget when confirming the appropriate service.

Route and voucher level	Available service	First choice	Second choice
ROUTE A – DATA IMPROVEMENT For companies that need to strengthen specific data, analyses or strategic documentation.	Get-started voucher (consulting value €7000,- excl. VAT)		
	Market analysis and competition – desk research across up to 6 target markets/use cases, incl. market survey report	☐	☐
	IP: Patent Infringement Risk Scan – a targeted search and high-level assessment of possible patent infringement risks in one selected region	☐	☐
	IP: Concept Patent Application – an initial assessment of the invention and preparation of a first proposal for the patent claims	☐	☐
	Regulatory: Classification Opinion – assessment of whether the product qualifies as a medical device and its expected classification under the MDR	☐	☐
	Regulatory: MDR Readiness Gap Scan – high-level review of the available documentation against relevant MDR requirements	☐	☐
	Accelerator voucher (consulting value €8000,- excl. VAT)		



	Financial sales forecast – pricing and bottom-up revenue forecast (builds on the market analysis)	☐	☐
	Company valuation – DCF, market comparables and financing/deal-activity review	☐	☐
	IP: Extended Patent Infringement Risk Scan and Advice	☐	☐
	IP: Patentability Analysis and Extended Concept Patent Application	☐	☐
	Regulatory: Route-to-CE Roadmap – definition of the anticipated conformity-assessment and certification pathway, including indicative timelines	☐	☐
	Regulatory: ISO 13485 and Minimum-Viable QMS Gap Assessment – assessment of the quality system and a prioritised implementation plan	☐	☐
ROUTE B – BUSINESS PLAN & EXTERNAL VALIDATION	Get-started voucher (consulting value €7000,- excl. VAT)		
For companies that need to strengthen how their strategy and value proposition are presented and validated.	Optimized business plan & pitch deck	☐	☐
	Data-room preparation for due diligence – structuring and reviewing the virtual data room	☐	☐
	Accelerator voucher (consulting value €8000,- excl. VAT)		
	Validation through KOL / stakeholder interviews – up to 4 expert or end-user interviews	☐	☐
ROUTE C – STRATEGIC COACHING	Strategic business coaching and expert advice	☐	☐
For companies with a substantial evidence base already in place that need senior strategic guidance to determine next steps. (consulting value: €4750,- excl. VAT)	Strategic IP coaching and expert advice	☐	☐
	Strategic regulatory coaching and expert advice	☐	☐

Please describe the main issue, decision or barrier for which your company requires support.

05 AVAILABILITY

The advisory trajectories will take place during November 2026. Selected companies must be available to participate actively and provide the required information within this period.

Please confirm:

- ☐ The company is available to participate in the advisory trajectory throughout November 2026.
- ☐ At least one representative of the company is available for the intake session on **3rd of November 2026, between 13:00 and 17:00.**

Companies that cannot confirm their availability for the intake session on 3rd of November may still apply but will not be prioritized during the selection process.



06 DECLARATION

- ☐ I confirm that the information provided in this application is complete and accurate.
- ☐ I have read and accept the conditions of the advisory scheme. I understand that, if selected, the participating company and FFUND or one of its partners will enter into a separate agreement defining the selected service, working arrangements, confidentiality obligations and applicable terms.
- ☐ I acknowledge that FFUND, the Municipality of The Hague and Zorginnovatiehub Den Haag will process the information provided in this form for the assessment of the application and administration of the programme.

07 SIGNATURE

NAME	POSITION
DATE	SIGNATURE

Please return the completed and signed form to info@ffund.nl. Questions about this form or the scheme can be directed to the same address.