



Social Alpha Quest for Healthcare

A program by Social Alpha and Tata Trusts – PATH Impact Lab

Program Document

I. Setting the Scene & Philosophy of the Program

The Indian healthcare system faces several challenges ranging from immense disease burden in both infectious and non-communicable diseases to lack of proper infrastructure and availability of skilled staff, high out of pocket expenditure for healthcare and overall access to healthcare products and services.

There is therefore a need for innovations in public health especially including diagnostics and devices where products combine high quality, affordability, and provide access such that an equitable healthcare system is built.

Over the last 5-7 years, there is indeed an effervescence of startups and innovators who are attempting to build products that will have significant relevance for many areas of public health. With support from several programs of the public and private sector agencies, at least 500-600 innovators and entrepreneurs have been nurtured across India through early stage funding and incubation support. Consequently, a significant part of early stage challenges in the Indian medtech ecosystem have been bridged through funding and incubation.

However, several other hurdles, especially in adoption, introduction and scaling of medtech products remain. These primarily include limited access to product engineering, clinical validation and testing beds, and understanding of regulatory requirements (both Indian and other geographies). Further, the understanding of business model and market dynamics amongst entrepreneurs needs improvement. Together these challenges severely impinge upon adoption and scale of many innovations that have the potential to change the “needle of public health” in the positive direction.

It was with the intention to bridge this felt gap that Social Alpha and PATH Impact Lab have joined hands to launch **Social Alpha Quest for Healthcare – A program by Social Alpha and Tata Trusts’s PATH Impact Lab**

The philosophy of the program is to accelerate development, adoption and scaling of innovative products to positively impact public health outcomes in India and beyond.

These objectives will be accomplished through multitude of means including funding support in the form of a grant for conducting clinical validation studies along with intensively focused mentoring to the selected startups in business model, regulation, global technology and market dynamics. Social Alpha Quest for Healthcare will also facilitate access to hardware shop for product engineering and interface the selected startups with other private funding agencies for next level of investments.

This unique program, thus, endeavors to provide end-to-end support - which is contextual, appropriate and which will play a catalytic role in scaling the innovation.

II. Program Duration

The selected startups will be supported by Social Alpha, PATH and their network of mentors under the Social Alpha Quest for Healthcare program for a period of up to 15 months, depending on the stage of the product development.

III. Offerings of the Program

A bouquet of support both, in cash & kind will be provided to “5 selected startups” through various means such as:

- Funding support for validation studies (up to **INR 25 lakhs that is Milestone based**)
- Access to PATH’s expertise in design of clinical studies for validation and facilitated access to clinical testing hospitals/PHCs.
- Social Alpha & PATH engineering technical support either in-house or through connecting to vendor network
- Support in design of the product through access to Design Alpha and TPIL's product shop in a highly subsidized manner
- Additional grant funding support up to **INR 25 lakhs for Design for Manufacture & Assembly (DFMA)** and achieving other standards upon successful due diligence
- Hands on operational support for commercial grade product development and go to market strategy
- Customized mentoring to selected startups in refining their business model, navigating regulatory landscape, understanding national & global market dynamics.

- A 2-day “Barrel” - twice during the program - for the founder(s) of the selected startups. Barrel is envisaged as a highly intensive program aimed at the founders of the startups that can help tease apart all aspects of their business and strategize for future growth
- Quarterly meeting “Surgery” with Regulator, Government/ Policy, Key opinion leader (KOL)
- Assignment of a dedicated Social Alpha and PATH resource as one point of contact
- Opportunity for dilutive investments by Social Alpha (pending due diligence)
- Eligibility to receive support by Social Alpha in raising the next round of funding (pending due diligence)
- Opportunity to visit PATH Seattle and Silicon Valley, and have facilitated access to funders, investors, collaborators, and lawyers

IV. Who can apply?

- The program is for Indian startups* and not for individual innovators
- Innovations related to point of care devices & diagnostics that combine affordability with high quality in areas of infectious and non-communicable diseases
- Products should have crossed proof of concept and reached TRL-5 or beyond (where TRL defines the Technology Readiness Level and TRL 5 describes that the Technology has been put together and can be tested in a simulated environment)

*Note:

1. As per the Department of Industrial Policy and Promotion (DIPP), Union Ministry for Commerce and Industry 2018 notification on definition of start-ups – an entity in the biotechnology sector (including medical devices) shall be considered a start-up for up to a period of 10 years from the date of its incorporation/registration as defined in the Companies Act, 2013/Section 59 of Partnership Act, 1932/Limited Liability Partnership Act, 2008 in India - as the case may be.
2. A company has to be owned by resident Indian citizen *i.e.* atleast 51% of capital in the company is owned beneficially by resident Indian citizen or by Indian companies eventually controlled & owned by resident Indian citizen
3. A Project Investigator should be clearly identified and represent each Company/LLP's application.

V. Process and Timelines

- The call for application - 19th July, 2018
- Last date for application submission - Midnight of 23rd August, 2018 IST
- The applicant will be required to submit an online application following registration on complete web-link. Only the applications submitted online will be accepted for further evaluation. No e-mail or hard copy application will be entertained.
- Preliminary screening for eligibility checks and appropriateness for further evaluation of application - 1st week of September, 2018
- Communication to short-listed applicants for in-person presentation to an Expert Panel - 10th October, 2018
- Date of final presentation and pitch in the 4th week of October 2018
- Final announcement of selected startups - 31st October, 2018

VI. Points to Remember

- The submission of online application will close at midnight (IST) of 23rd August, 2018. No request for extension will be entertained.
- The applications should be submitted well in time without waiting for the last date to avoid any last minute hitch. Applicants can save drafts of the application before final submission.
- The applicants are recommended to provide sufficient information in their applications to enable a fair evaluation.
- All information shared will be confidential.

Implementation Team

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