

Beat: Business

## NEXT HEALTHCARE FRENCH STARTUPS CONQUERING THE NORTH AMERICAN MARKET

BY BUSINESS FRANCE AND BPI FRANCE

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**USPA NEWS** - Business France and Bpifrance, organized the NEXT French Healthcare program selects the best French digital health startups for immersion in North America. On June 11, after two months of deliberations, the jury for the NEXT French Healthcare program announced the names of the 13 winning French startups. They will embark on a digital bootcamp, followed by a face-to-face roadshow in the United States and Canada, in order to meet potential partners and investors.

NEXT French Healthcare: the importance of digital health in times of health crisis Despite the health crisis and the cessation of international travel, Business France and Bpifrance have decided to maintain the 2020 edition of the NEXT French Healthcare program, this edition counting the applications of more than 20 French digital health startups. Innovation in digital health takes on its full meaning during this pandemic period. The growth and development of medical solutions and devices, such as telemedicine solutions, tools for remote diagnosis or monitoring of patients, are among the spearheads in the fight against COVID-19.

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Through this program, Business France wishes to be the engine of the HealthTech revolution. Even if the assessments of new health markets amount to several billion euros, French startups in the sector are still struggling to materialize their offers and products due to lack of available funds and support.

This is the context for the NEXT French Healthcare program. Its objective: to give visibility to projects, real sources of growth, employment and influence abroad.

Note: This program, which has already supported more than 80 companies in previous editions, has enabled more than 50% of the laureates to initiate North American collaborations.

The excellence of French digital health expertise invests in North America

Business France wishes to bring the excellence of French digital health expertise to the international scene, the program enabling startups to develop on the American and Canadian markets.

Thus, the 13 winning startups of the 2020 edition will participate in two complementary events:

- A digital bootcamp, from June 22 to July 10. On the program: three weeks of collective and in-depth sessions with the aim of improving the skills of the start-up on all subjects related to entrepreneurship (regulatory, marketing, communication, fundraising, HR, operations, etc.) , allow it to create a network and benefit from feedback from experts ...

- And a roadshow, organized from October 15 to 23 in the United States and Canada. The key: more than a hundred business meetings, organized by Business France, aimed at establishing partnerships and meeting potential clients with the 13 winning startups.

With its network of sectoral experts as close as possible to local decision-makers and opportunities, Business France is a catalyst for innovation that knows how to connect French companies looking for international business with investors looking for excellence. Elsa

Rive, director of the Business France North America health division and responsible for the NEXT French Healthcare program, explains: "The major North American groups acclaim and are committed to the vitality of French companies in the health sector - in particular with the NEXT French Healthcare program - to innovate. The French HealthTech confirms its place among the world leaders, with emblematic startups like Voluntis, Cardiologs distinguished by the MIT Review, or very promising emerging ones like Tilak Healthcare, Owkin. As France becomes "the paradise of startups", a transatlantic program seems more than ever necessary. French startups think of the international too often too late. You have to think global from the start. And for that, there is only one solution when you are a HealthTech company: having a presence in North America. "

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For Bpifrance, supporting innovative French companies internationally is a strategic issue, with the main objective of enabling them to successfully establish themselves on the external markets in the long term.-----

Paul-François Fournier, Executive Director in charge of Innovation at Bpifrance, underlines: "The US market represents the major and essential market for medtech and digital health startups. The NEXT French Healthcare program brought together, for this 2020 edition, many high-quality candidates. It is reassuring to note that the health crisis that we have been going through for several weeks has not impacted the interest and enthusiasm of startups for export. The American jury was thus able to select 13 tricolor nuggets. One of the winners, Pixium Vision, is also a participation of Bpifrance, which is a particular delight for us. "-----

Ashish Narayan, innovation manager at the prestigious Mount Sinai Hospital in New York, member of the Jury 2020, returns to the reasons for the hospital's involvement in the program: "It is a beautiful program on an international scale which offers opportunities for collaboration and promotes the emergence of new ideas. French startups are able to meet the needs of the healthcare market in America. The digital health sector is maturing and the timing is perfect. I am happy to participate in this emerging scene. "vWinners at the forefront of innovation to represent France across the Atlantic. In the fall of 2020, the winning startups will represent France in North America to defend the excellence of French digital health. Source: Choose Farncce

**Article online:**

<https://www.uspa24.com/bericht-17113/next-healthcare-french-startups-conquering-the-north-american-market.html>

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