

PRESS RELEASE

May 2024

Start-ups in the spotlight at MedtecLIVE 2024

- **Start-up pitch: top-class prizes for innovative ideas**
- **Sponsored joint stand: 'Young Innovators'**
- **International start-up area: 'International Innovators'**

AI, apps or even a completely new business model? The products and ideas of start-ups are as diverse as the challenges they want to solve. At MedtecLIVE from June 18 to 20, 2024 in Stuttgart, exciting young companies from Germany and around the world will come together to present their innovations. An absolute highlight will be the START HEALTHCARE start-up pitch on the first day of the trade fair.

Start-up pitch: START HEALTHCARE

START HEALTHCARE is a competition for medical technology start-ups that takes place as part of MedtecLIVE 2024. Founders can present their innovations and visions to a top-class jury in an online preliminary round. The best participants will be invited to the final on June 18 in Stuttgart, where they will compete for an attractive main prize of 9,000 euros from EIT Health Germany-Switzerland CLC GmbH. The competition offers an excellent platform to gain visibility and build valuable networks for start-ups. Among other things, the judges Matthias Schwarz and Peter Lutsch will record podcasts with the founders at the trade fair, thus ensuring further visibility outside of the trade fair participation.

"MedtecLIVE is an outstanding opportunity for innovators and start-ups from all over Europe to connect with key stakeholders, decision-makers, potential investors and cooperation partners in the attractive healthcare markets of the DACH region and beyond," says Dr. Kurt Höller, Managing Director of the EIT Health Germany-Switzerland CLC GmbH. "The start-ups supported by EIT Health have always had very good experience with their participation in recent years."

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Young Innovators from Germany

The 'Young Innovators' joint stand, sponsored by the Federal Ministry for Economic Affairs and Climate Protection, offers special conditions for German start-ups so they can introduce themselves to public and present their product innovations. They receive funding of up to 60 percent of the investment in their trade fair appearance.

A total of 14 young companies will be showcasing new laser technologies, AI-based patent research tools and innovative silicone developments, among other things. Christopher Boss, Managing Director of MedtecLIVE GmbH and Executive Director of the event is delighted with the great interest shown by the start-up companies. "The 'Young Innovators' pavilion has proven to be the perfect stage for innovative ideas and products: The joint stand is already booked out."

International Start-up Area

The International Start-up Area called 'International Innovators' offers the ideal environment to present newcomers' products and services and also serves as a networking platform. "We are particularly pleased that the International Start-up Area is supported by our partner Medical Valley," says Boss. Start-ups can register for the joint stand 'International Innovators' and receive a very attractive subsidy of more than 50 percent of the costs. In addition to the stand space, the package also includes the stand's construction. "Thanks to the support of Medical Valley, we can offer the same conditions for all start-ups from Germany and abroad in addition to the Young Innovators Pavilion for German start-ups," says Boss.

Bus shuttle service: travel comfortably, safely and sustainably

For a comfortable journey to the start-ups and all the other highlights, a shuttle service from Tuttlingen to Messe Stuttgart will be offered daily during the entire trade fair period of MedtecLIVE from June 18 to 20. Another shuttle bus will run from Nuremberg on the second day of the trade fair. MedtecLIVE offers the bus shuttle free of charge in cooperation with Medical Valley, Bayern Innovativ and Medical Mountains, but registration is requested at www.medteclive.com/en/arrival-and-orientation.

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MedtecLIVE

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EUROPEAN EXHIBITION
FOR MEDICAL TECHNOLOGY

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