

## **RYSE Digital Health Call supported by DigitalHealth.London**

### *Frequently Asked Questions*

#### **1. What is DigitalHealth.London?**

DigitalHealth.London is a partnership between MedCity and the three London Academic Health Science Networks, UCLPartners, Imperial College Health Partners, and Health Innovation Network. Together we speed up the scaling and adoption of digital innovations across health and care, by matching innovators with NHS need, and support them to navigate the UK health environment.

#### **2. Who is RYSE Asset Management?**

RYSE Asset Management LLP (RYSE) is an FCA authorised and regulated investment manager. RYSE identify, support, and invest in early stage digital health companies, to commercialise and scale within the NHS and other healthcare delivery systems. To maximise the probability of success, RYSE provides companies and investors with a unique offering driven by an incredible deal flow, NHS access, distribution and exit capabilities. For further information, please visit <http://www.ryseam.com/en/>.

#### **3. Who is eligible to apply?**

- High growth companies who are ready to scale and looking for equity funding (circa £250K – £5m typically).
- Committed teams. Single founders considered. Companies with non-healthcare specific teams considered.
- Broad therapeutic & technology focus (although companies with offers centred around Robotics should contact us before applying)
- Companies with a proposition centred around software with an application in public or private healthcare
- Device and Diagnostics based companies will be considered
- Established company status preferable
- Pre-revenue or revenue generating
- No geographical limits (however applicants must agree to work in UK, and a member of the team must be willing to be based in the UK)

#### **4. What is the application process?**

Interested companies must apply by completing an online application form. Applicants are strongly advised to also submit an accompanying 90 second video pitch, and/or a pitch deck.

Applications will be reviewed, evaluated and scored by experts spanning a variety of disciplines including Commercial; Clinical; Operational; Financial.

A shortlist of a minimum of 8 successful applicants will be invited to interview with the RYSE Asset Management team in November 2019.

**5. Can you tell me more about what I need to do in the 90 second elevator pitch?**

The application recommends a 90 second video pitch – this is your opportunity to really sell your business and tell us how your innovation meets a known health need and why you want to meet RYSE. We're not looking for super high-quality films, just a short piece on a smartphone device and your story told in a compelling way is all we're looking for. It's important to make sure you get across the problem you are looking to solve within healthcare, its scale and your solution to it.

Take a look at our four steps to creating the perfect pitch:

<https://digitalhealth.london/four-steps-90-second-pitch/>

**6. Is this a grant?**

No, this is equity funding from digital health venture company, RYSE. This means that RYSE will invest in your company (not a specific solution or project) in exchange for an equity stake in your business, agreed between you and them, based on an appropriate valuation also agreed between you and RYSE. There is no obligation to repay the money and there is no financial burden on you. They are looking to invest in companies that have long-term growth potential and companies will also benefit from advice and support in assisting them to reach their next stage of growth, including follow on capital.

You can read more about Claudio D'Angelo, co-founder, RYSE at:

<https://digitalhealth.london/investing-in-the-digital-health-sector/>

**7. Does my company need to be based in London?**

We accept applications from companies based in or outside of London. We are also delighted to receive applications from companies based outside of the UK. However; in this situation, the applicant must agree to work in the UK, and a member of the team must be willing to be based in the UK.

**8. My company applied last time. Can we apply again?**

Yes of course. If you applied last time, wherever you got to in the selection process is irrelevant to your application now. We will assess your application with fresh eyes. The last call was a year ago and much would have changed in the life and development of your company. Please do apply.

**9. How many companies are RYSE looking to invest in?**

RYSE are looking to invest in 5 – 10 high growth companies that are in fundraising mode. They are keen to hear from companies that are already having a significant impact on patient outcomes and are ready to scale.

**10. Why did RYSE only invest in a small amount of companies last year?**

RYSE exchanged initial terms with nine companies and invested in three in the first Digital Health Call. Unfortunately, they missed out on some opportunities as this was the pilot year. The programme is now geared up to be quicker and they are looking to invest in 5 – 10 companies.

**11. If I am invited to interview, am I guaranteed investment?**

No. As with any application for funding, being shortlisted for an interview means that you have been selected as a strong candidate for consideration of funding. Ultimately it will be down to your performance during the interview, and how RYSE assesses how investible your company is as a result of the interview plus the additional information that you have submitted as part of your applications.

**12. Can I get any advice about completing the financial model?**

If you haven't prepared a cashflow forecast for your business before, then feel free to drop an email to RYSE for a template at [filippo.falaschi@ryseam.com](mailto:filippo.falaschi@ryseam.com)

**13. Can I arrange to speak with someone about my application and will this affect my chances of success?**

We welcome any questions to [ryse@digitalhealth.london](mailto:ryse@digitalhealth.london) and this will not affect your chances of being selected for equity investment. If you require specific support with regard completing your application, someone on the DigitalHealth.London team will be able to schedule a call with you to discuss.

**14. Do I have to finish my application in one go?**

No. You can start your application and return to complete it at any time before the deadline on Friday 30 August 2019.

**15. I would rather use my own template to provide the requested financial information, is this allowed?**

For consistency, when reviewing the applications, we would prefer it if you could submit your financial information using the template provided. However, where this is proving difficult, if you have an alternative template that provides the same level of information that you would prefer to use, please upload this to support your application.

**16. I am finding the application form long and complex. Do I have to answer all of the questions?**

To allow RYSE to review your company for equity investment, we request that you answer all questions on the application form. The information that has been requested we believe is no more or less than what would be expected to be captured in a standard business plan, and which one might typically send to a potential investor ahead of any commitment to investment. If you are having problems with a specific question, get in touch at [ryse@digitalhealth.london](mailto:ryse@digitalhealth.london)

**17. What happens if I don't give my explicit consent for the various uses of data requested in the application process?**

If you do not wish to give consent, DigitalHealth.London will delete all of your details within 5 working days after the Call has completely closed on 20th December 2019. If your information is deleted this means that neither DigitalHealth.London nor our partners will be able to notify you of other relevant opportunities and services that may be deemed useful for your commercial and product development and growth.

**18. Why has the deadline changed?**

Companies gave us feedback that they were finding it difficult to complete their application as it was the summer holidays. We wanted to make sure everyone has the chance to put their best foot forward, and show us the true potential of their company. Due to overwhelming interest in the Call and to allow all applicants to submit a stellar application, we decided to extend the Call deadline by 4 weeks to 30 August at 23:59.

If you have any further questions, please contact us at [ryse@digitalhealth.london](mailto:ryse@digitalhealth.london)