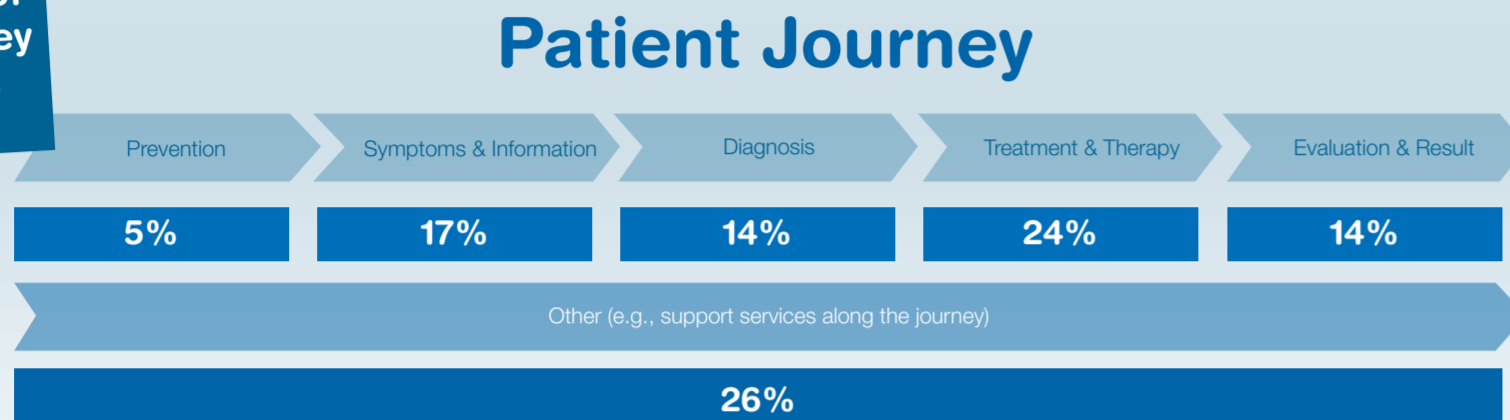


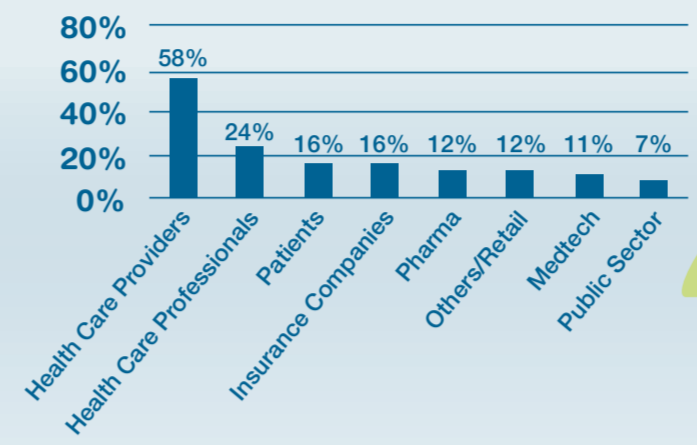
WELCOME TO OUR SWISS DIGITAL HEALTH STARTUP STORY

On which areas of the patient journey do the startups focus?



74% of Swiss digital health startups focus on the core areas of the journey and offer solutions such as digital symptom checkers, online information platforms (e.g., for doctors and therapists) or diagnosis and therapy solutions, mainly with a special focus on certain chronic diseases. In addition, some startups also provide support services such as storage/analytics of data or ehealth solutions.

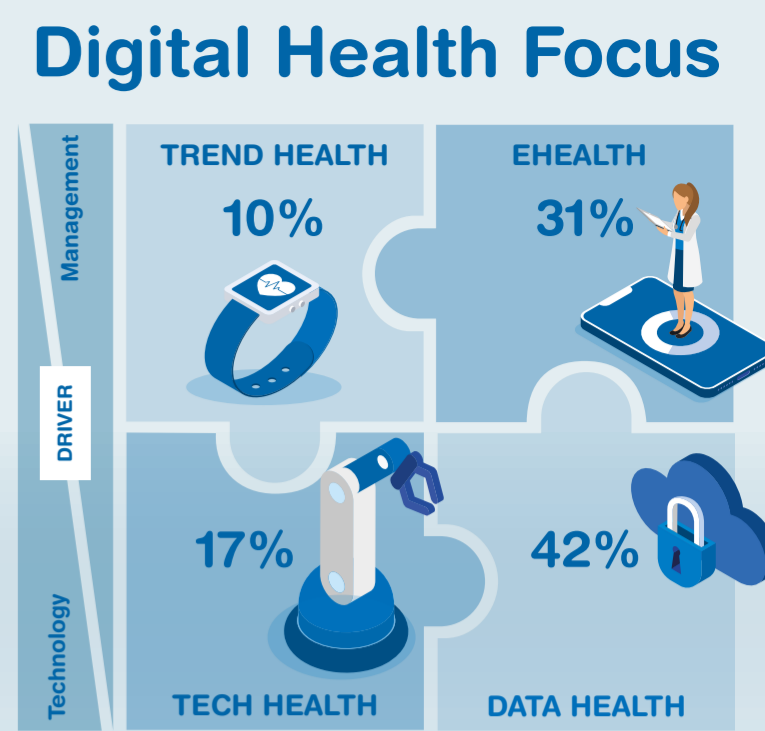
Industry and Customer Focus



Most of the startups focus on health care provider (e.g. hospitals) and professionals (e.g. doctors) as direct customers. Patients are only focused by 16% directly.

What kinds of direct customer are served in the healthcare system?

How are the startups distributed across individual digital health sectors?

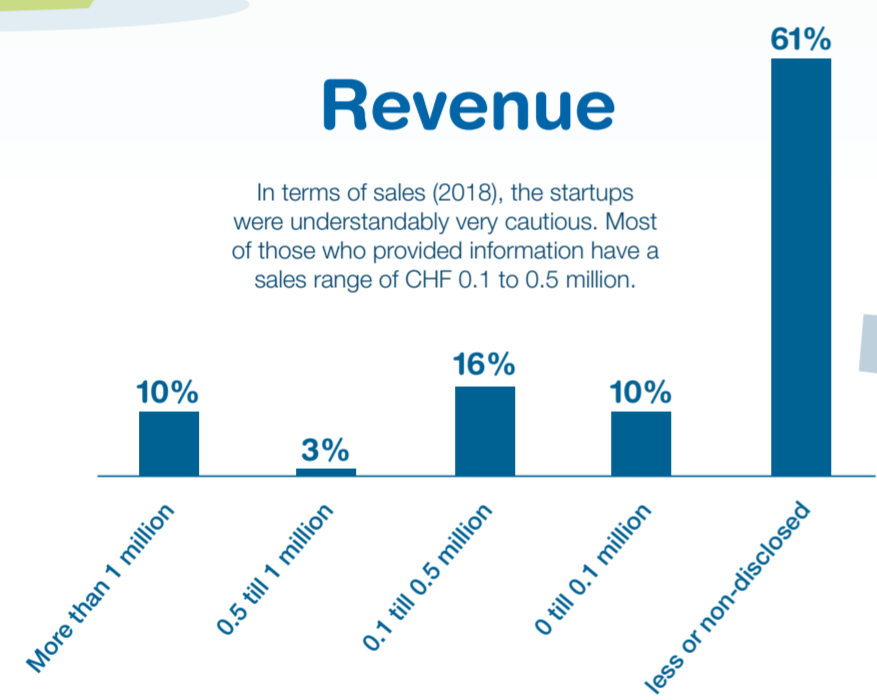


60% of startups focus on the two technology-driven fields of tech, Tech Health and Data Health. This shows the importance of developing high-tech competencies to create innovations. As patients are seldomly targeted as direct customers, the area Trend Health is rather underdeveloped.

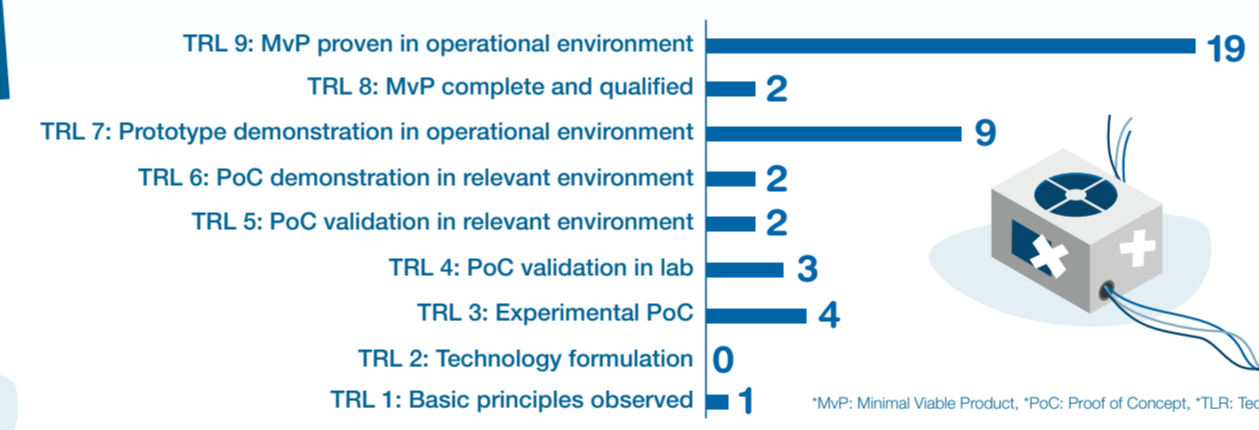


Revenue

In terms of sales (2018), the startups were understandably very cautious. Most of those who provided information have a sales range of CHF 0.1 to 0.5 million.



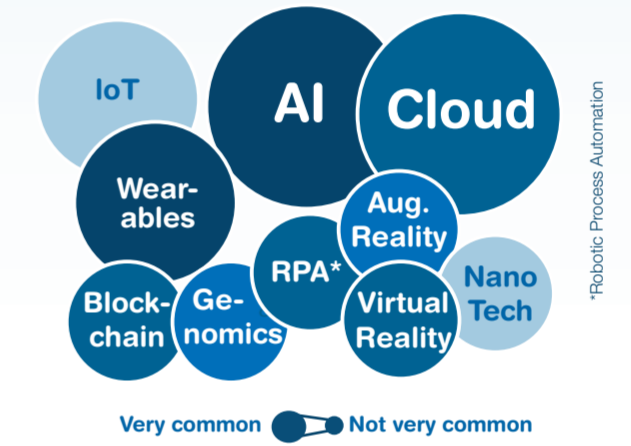
Maturity of Service or Solution



Among other things, the startups were asked about the maturity (measured by technology readiness level) of their solution or service. Around half of them stated that they had fully developed and tested their solution or service (TRL 9). In addition, around a quarter of all startups are in the prototyping phase of their service or solution (TRL 7).

What is the maturity of the offered solution or service?

Technology Focus



The surveyed startups mainly use technologies such as Artificial Intelligence (AI), Cloud, and the Internet of Things (IoT), which are useful for the generation/analysis of data and access to data.

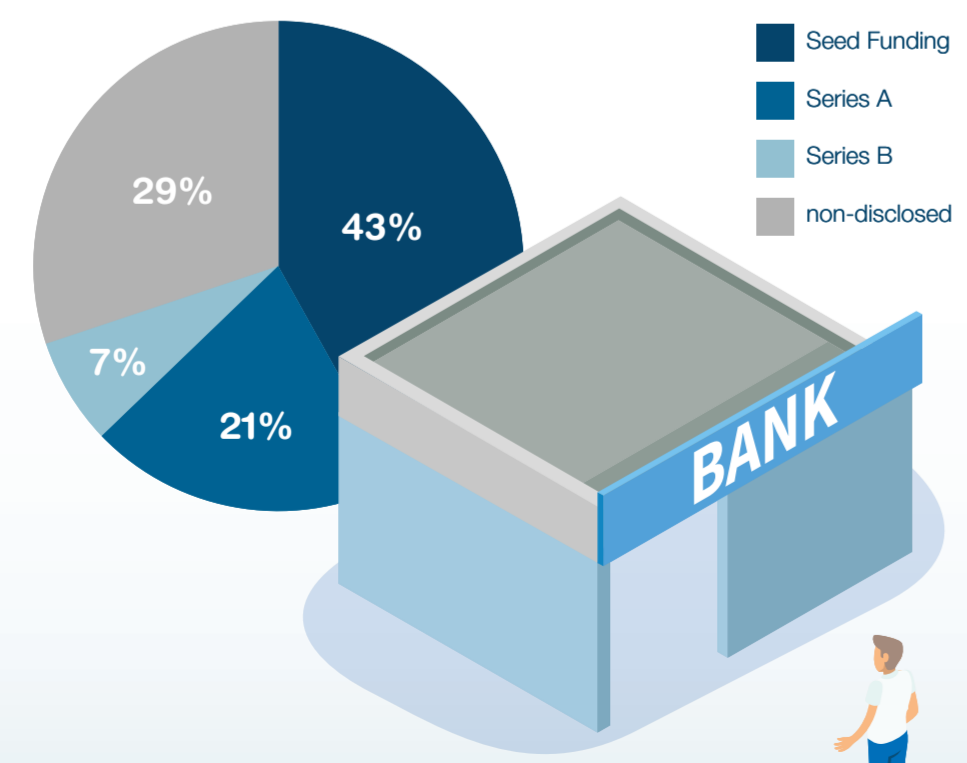
What technologies are used for value creation?



Funding

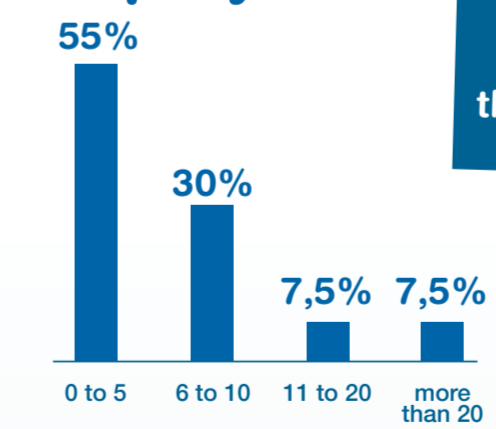
In 2018, most of the startups were in the early stages of funding. Only a quarter of the startups had already completed an A round or even a B round.

How much funding was achieved?



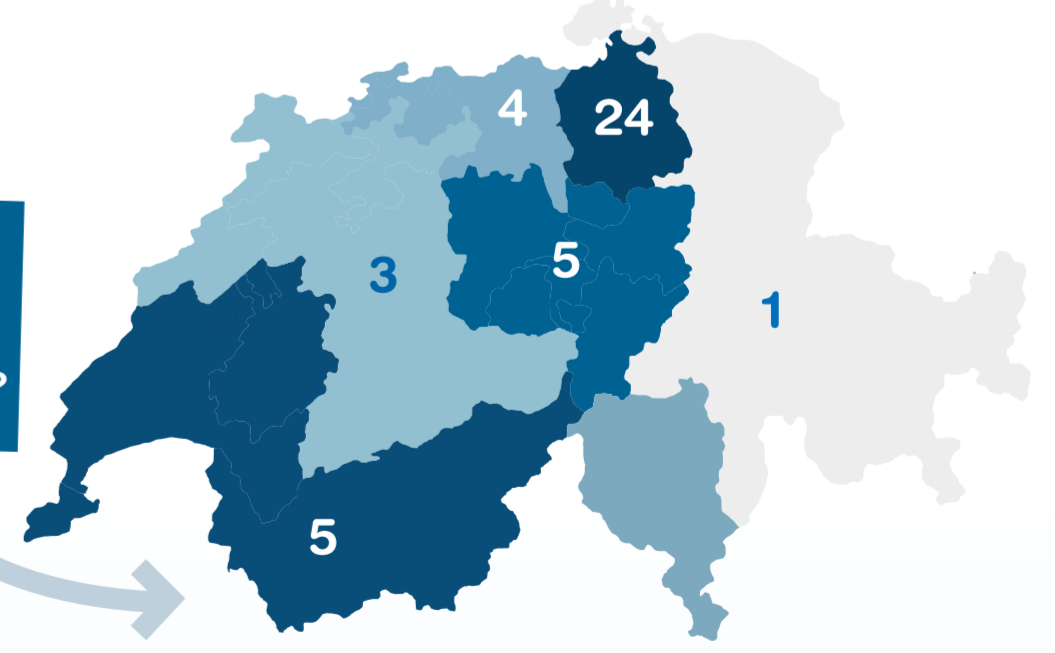
How many people did the startups employ?

Number of Employees



Most startups have a small staff with a maximum of 5 employees (2018).

And finally: Where in Switzerland do the startups have their headquarters?



The greater Zurich area is by far the most important region in Switzerland for digital health startups which participated in our study. In addition, Western Switzerland, Central Switzerland and the Basel region also have a sizable number of startups.

*Authors: Alfred Angerer, Matthias Mettler, Sarah Schmelzer, Laura Meierhof (2020). Based on the Online Survey of Swiss Digital Health Startups (N=42) In cooperation with www.health-trends.ch and www.zhaw.ch/digitalhealth

