



global innovation  
and new technology  
health event

## GUIDANCE FOR BEANSTALKS APPLICANTS

[beanstalks@GIANT.health](mailto:beanstalks@GIANT.health)

15 - 16 October 2019

Chelsea Football Club Stadium, London, England

### About GIANT Health

GIANT's vision is to improve the health & wellbeing of people around the world by promoting healthcare innovation and supporting HealthTech entrepreneurs... Like you.

GIANT is designed by and produced for a community of people whose business is health and it centres on an annual flagship event, held this year on 15 & 16 October at Chelsea FC Stadium. Each of our tracks is curated by clinicians, entrepreneurs and service providers who are dedicated to delivering change for the better.

Half a day is dedicated to Beanstalks finalists to pitch their concept to our expert judges and a crowd of investors, clinicians, advisers and other useful people.

It's not just Innovation, but impact we strive for. We care that you make progress towards your goals to make healthcare better. And we'd like you in our community too.

### About Beanstalks

Sometimes, you just need a little magic to help your business to grow.

BEANSTALKS™ at the GIANT Health Event is an international "competition for prizes" for health and care tech start-ups. The competition is part of the GIANT Health Event 2019 – Europe's largest and most valuable HealthTech innovation festival.

We welcome early stage businesses to enter to get exposure to a prestigious panel of Judges under a range of categories around applying technology to better outcomes for health and care. The BEANSTALKS™ team selects competition finalists to pitch their solutions on stage in front of a panel of judges and a live audience at the event.

### Why enter?

This competition is in the overall context of a community of 175k people whose business is health. All eligible entrants (HealthTech, incorporated, shareable in public domain, no-one else's IP and fit with our early stage business criteria) get listed on our website and our event magazine. As you progress through the process, we promote stories from Beanstalks participants culminating with the presentations in front of a live and live-stream crowd, packed with investors.

We are putting together a goody bag of useful prizes, which include a feature in our Healthy Innovators live TV show and advice and connections to useful people.



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### Award Categories

As we are a mission-driven organisation, we have selected award categories to reflect both the best in science & technology for health and to reward companies and projects that go beyond the status quo to meet the needs of diverse and underserved groups.

There is a Winner and Runner Up (aka "Runner Bean") for each Award Category and overall winners for each of the different start-up stages.

We have 5 different award topics and 3 different stages of business growth:

### 2019 Award Topics

Don't worry about which award topic to choose – we may adjust these a little going forward depending on the profile of entries.

We will always put you in the category where you have the best fit.

- Advanced Diagnostics & Therapies
- Breakthrough Medical or Healthcare Device
- Addressing Health Inequalities
- Best Co-Creation with Patients and / or Healthcare Workers
- Intercepting Disease and Improving Healthspan

### Beanstalks Stages

Most early stage businesses in health and care will be eligible – at the earliest stage you should be a registered business (any country) and at the upper end, not have had more than 1 round of equity funding and not to exceed \$1m. Support from grants, bursaries and accelerators / labs is exempt. Please contact us if you have a case to make.

Stage	Product	Evidence	Expected Dimensions
Pollen	A clear proposition and early prototype for testing	Defined customer need Business case	Pre revenue, Pre-seed or no funding Micro-entity or collaborative project Looking to get going
Bean	A robust MVP (Minimum Viable Product) Ready for trial	Proven user acceptance. Ready to deploy for clinical or other user group evidence.	Resourced beyond the founding team to set up and manage trials Little or no sustained revenue Possible seed stage funding or grant
Sprout	A functioning product, deployed with live customers, ready to scale	Successful active trials for at least 1 use case and now ready to roll-out	SME or Collaboration Generating revenue Resources in place /process to scale



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### The Application Process

We charge a nominal fee of £50, which gives you two direct benefits:

ALL entrants meeting the core criteria get a complimentary listing in the GIANT website and event magazine (seen by thousands of people)

We deduct £50 off our hugely subsidised Beanstalks delegate pass or Beanstalks exhibition stand package if you would like to be part of the event.

You don't need to buy a ticket or stand to win the competition, however it's a fantastic way to meet people who can help your business to grow.

- Individual delegate ticket – normally £495, Beanstalks £100 (you get for £50)
- start-up exhibitor package – normally £695, Beanstalks £200 (you get for £150)

The Start-up package includes 2 delegate passes, exhibitor table / 2 chairs/ space for your own banner, electricity, wi-fi and Exhibitor listing on website and event magazine.

Once we have received your application, we will send you a code to purchase either an individual ticket or exhibition package. You can wait until the semi-final round to decide which is better for you. Finalists can present by video if unable to travel.

### Apply Online

Initial applications are via an online form, accessed via the "[Beanstalks Application](#)" ticket page. It works just like buying an event ticket, except that we ask you some questions before check-out so you can explain your concept and business.

We contact around 10 semi-finalists per award for additional information, we then discuss on calls with judges, before selecting the finalists (3 - 5 per award) who will pitch at the event. Winners go on to present at the Main Stage finale on 16 October.

