

## EQUIP VentureLift Grant Support Areas

The VentureLift Grant will support the following commercialization-enabling activities (up to \$25,000). Applicants may use the funding toward the total cost of these activities and may select their own provider:

### 1. Business and Strategy Development

- **Early Health Technology Assessment (HTA):** Initial evaluations of the product's potential in the healthcare market.
- **Market Entry Strategy:** Support in developing strategies for entering different geographic markets, including assessing market access barriers, distribution channels, and partnerships.
- **Governance / Management Strategies:** Development of governance and management strategies for start-up companies.
- **Human Resources / Team Building:** Expert advice on recruitment, team building, and talent management for the early stages of the company; including legal support.
- **Customer Validation:** Running pilot programs or small-scale studies with potential customers or end-users to validate the product's market fit.
- **Opportunity / Needs Assessment:** Evaluation of market needs and identification of opportunities for product or service alignment, competitive landscape assessments, comparative product analyses, and accessible market size assessments

### 2. Product Development and Technical Support

- **Product Development Plans:** Initial consultations on Target Product Profile (TPP) analyses.
- **Clinical Trial Design and Strategy:** Assistance with designing preclinical or clinical trials, including choosing appropriate endpoints, population selection, and trial methodology.
- **Technology Licensing and Partnerships:** Exploring opportunities for licensing technology to third-party companies or forming strategic partnerships, especially with organizations with biomanufacturing capacity.
- **Scale-up Manufacturing Planning / Strategies:** Expert advice on scaling up manufacturing processes.
- **Prototype Development and Refinement:** Direct support for prototype development and/or refinement (e.g., consumables to build prototypes).
- **Access to Specialized Facilities and Facility Support:** Provide access to advanced facilities (e.g. manufacturing facilities), alongside expert support for product development, including prototyping, testing, and scale-up.

### 3. Regulatory and Compliance Support

- **Regulatory Strategy Development:** Guidance on navigating regulatory requirements (e.g., FDA, EMA) to ensure the product complies with industry standards and regulations early in the process.
- **Legal and Compliance Consulting:** Ensuring legal compliance in contracts, employment law, and other business matters as the startup grows and scales (e.g. incorporation documents, employment work plans)

### 4. Operational Planning and Sustainability

- **Supply Chain Development:** Support in designing and securing a reliable supply chain, especially for critical components or materials.
- **Quality Assurance:** Assistance with ensuring that product quality standards are met.
- **Computing and Web-Related Services:** Support for necessary digital tools and infrastructure required for commercialization.
- **Sustainability Strategy:** Advising on how to integrate sustainability considerations into the commercialization and product development process.