

## Back on the 4<sup>th</sup> edition of MedFIT | December 7<sup>th</sup> – 10<sup>th</sup>, 2020 | Digital format

### MedFIT 2020: A special digital edition

For this 4<sup>th</sup> edition, MedFIT, the European partnering event for innovation partnerships and investment rounds in the MedTech, diagnostic and digital health sectors, was organised for the first time in a digital format and was a real success. In this pandemic context, the importance of facilitating collaborations between MedTech companies and the academic world as well as the importance of supporting early-stage innovations have been highlighted. In the unique context of this year, MedFIT organisers and its Steering Committee have made the decision to organise MedFIT together with BioFIT, the equivalent of MedFIT in the Life Sciences sectors.

This digital experience over 4 days has allowed participants to take away new ideas, new collaborations and new funding opportunities from their participation, all to build the innovations of tomorrow in the MedTech and Life Science industries. Over **1,000 attendees** from over **36 countries** have attended MedFIT/BioFIT Digital 2020. During the 4 day-event, **9,000 one-to-one meetings** have been generated, **70 speakers** have debated the ways to get the innovations financed, the route for market access for innovative products, the best practices to innovate and collaborate, and about the specificities of digital innovation, **70** entities have increased their visibility through exhibition virtual **stands**, and **62 innovative projects** previously selected have had the opportunity to pitch.

### A successful digital edition

Launched in June 2017, MedFIT enables partnerships between big companies and start-ups/big companies and academic actors. MedFIT is also the place for start-ups to find investment opportunities by pitching in front of investors and big companies. MedFIT was created to encourage academic and industrial actors to build partnerships, to source innovative and competitive early-stage R&D projects, to facilitate the emergence of collaborative projects, to increase licensing opportunities, to obtain funding and to facilitate market access.

Organised by Eurasanté and the three competitiveness clusters, Clubster-NHL, BioValley France and Medicalps, MedFIT was held for its 4<sup>th</sup> edition in a fully digital format and has gathered, along BioFIT, more than 1,000 participants from more than 36 countries. TTOs, research institutes, academics, MedTech, digital health and diagnostic companies, suppliers and subcontractors, professional and consulting services and investors were there to discover the latest trends of the sector and contribute to develop tomorrow's innovative products and services in the MedTech, diagnostic and digital health sectors.

In this uncertain time of pandemic, our community needed a framework to meet and interact with international key players in order to accelerate innovation in healthcare: deals needed to be done, new ideas needed funding and business meetings needed to happen. That is why MedFIT organisers and its Steering Committee had decided to organise this year's edition in a 100% digital format in order to attract as many participants as possible, and in particular our international delegates. Going online allowed us to fulfil our promise: to bring satisfaction to our participants and our partners in terms of meeting opportunities, deals achieved, partnerships launched...

MedFIT was held this year thanks to the support of the institutional partners who financed the event in these circumstances: the Hauts-de-France Region and the European Metropole of Lille. Lille and the Hauts-de-France region are a dynamic hub for MedTech in Europe. Indeed, the MedTech sector in the Hauts-de-France region benefits from the presence of both big players such as Bio-Rad, Medtronic, etc. and of a dense network of SMEs. It is boosted by the Eurasanté Bio-incubator. The main areas of expertise in the Hauts-de-France region are: Implantable medical devices, innovative textile, hospitech and diagnostic. In 2018, with a turnover of 2.2€ billion, the MedTech sector in the Hauts-de-France region counted 520 biomedical companies (Macopharma, Diagast, Cousin Biotech, MDMS, NewCard, Japet Medical Devices, Lattice Medical...) and a total of 8,900 employees. The Northern France also consist of research teams of excellence in the fields of biosensors, biomedical and hospital engineering, nanotech applied to life sciences, biomaterials and academic institutions of excellence such as the Lille University Hospital, the University of Lille and the University of Compiègne.

### [AVATAR MEDICAL, awarded the most innovative start-up in MedTech](#)

Among 60 applications received, 30 start-ups were selected to pitch during the Start-up Slams at MedFIT in different categories such as e-Health, implantable devices, tools (research, delivery, clinical development), monitoring, wearable device, IVD, imaging and surgical tools. **AVATAR MEDICAL, a French start-up involved in Imaging, represented by Elodie Brient-Litzler, Chief Operating Officer, is the winner of this year's edition of the Start-up Slams:**

“We applied to the MedFIT Start-up Slams soon after AVATAR MEDICAL’s incorporation in July 2020 and we were honoured to be selected to pitch. This gave us a great visibility among members of the MedTech ecosystem and led to a number of interesting meetings and opportunities that we will explore in the coming months. We are proud to have been awarded the title of “MedFIT 2020 Most Innovative Start-up” which acknowledges the potential of our virtual reality technology and our approach to deliver it to surgeons. Thank you MedFIT!”



AVATAR MEDICAL, a ground-breaking spin-off from the Institut Pasteur and Institut Curie, leverages virtual reality and standard medical images (e.g. CT-scan, MRI) to instantly create realistic to-scale patient avatars for surgeons to use in pre-operative planning. Developed hand-in-hand with leading surgery departments, AVATAR MEDICAL radically changes how surgeons access, interpret and act upon the valuable clinical information contained in medical images. Benefitting from three years of advanced computer vision & AI research, AVATAR MEDICAL was incorporated in Paris in July 2020 by an experienced team of French and American founders, and also operates in the USA. The company currently focuses on improving the preparation of breast cancer surgeries and will explore further applications in oncology in 2021 in several pilot sites. The full commercial deployment of the regulatory approved (FDA and CE) version of the software platform is expected in 2022.

### University of Greenwich, awarded the most promising technology in MedTech

20 TTOs, universities, research institutes and companies applied to the MedFIT Collaborative and Licensing Opportunity Presentations to showcase their technology in front of potential partners in order to entail a collaborative project and / or a licensing deal. 8 of them have been selected to pitch during MedFIT in 4 different categories: implantable devices and woundcare, drug delivery, IVD and smart technology. **The University of Greenwich, a British project involved in implantable devices and woundcare, represented by Prof. Dennis Douroumis, received the “Most Promising Technology” award:**

“The University of Greenwich is very proud and honoured for receiving the Award for the most promising technology after our pitch presentation at MedFIT 2020. The award gives strength to continue our work with our collaborators from the IMODE project (INTERREG 2seas) for further development of our 3D printed bioresorbable drug eluting scaffolds.”



The University of Greenwich has developed a 3D additive manufacturing process for printing polymeric bioresorbable drug eluting scaffolds (stents). The technology can be applied to patients suffering from coronary artery diseases and presents the following advantages such as the fabrication of personalized 3D printed stents with novel designs. The stents present excellent mechanical properties and can deliver more than one drug substances (e.g. antiproliferative, antiplatelet actives). The stents will disappear from the patient’s body 12 – 24 months after implantation. In the future 3D printed stents will be possible to be fabricated just before the surgery by taking into account the clinical needs of the patients.

### MedFIT’s 4<sup>th</sup> edition key numbers

#### MedFIT & BioFIT digital 2020 key numbers

**1,000** delegates  
**36** countries represented  
**9,000** one-to-one meetings generated  
**14** conferences  
**10** hosted events  
**68** international speakers  
**68** exhibitors  
**62** innovative projects presented during the Pitch Sessions

### Save the Date: MedFIT 2021

**MedFIT 2021 will be held on September 14<sup>th</sup> and 15<sup>th</sup> in Grenoble, France**

## Organisers



### **Eurasanté - [www.eurasante.com](http://www.eurasante.com) @Eurasante**

Eurasanté is a technology transfer tool, an incubator, an accelerator and a cluster manager in the Health field in Northern France. Eurasanté assists French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects. The region includes over 1,000 healthcare companies with 30,800 employees in this sector. Eurasanté also promotes and develops the Eurasanté bio-business Park which hosts 8 hospitals, 4 universities, 7 specialised schools, 170 companies and 50 laboratories within a European-wide scientific and medical site. Eurasanté also organises four international healthcare-related partnering events that aim to increase and improve interaction between academia and industry: BioFIT (Life Sciences), MedFIT (MedTech, Diagnostic, Digital Health), NutrEvent (Food, Feed, Nutrition, Health) and AgeingFit (Healthy Ageing).

### **Clubster NHL – [www.clubstersante.com](http://www.clubstersante.com) @ClubsterNSL**

Clubster NHL is a competitiveness cluster and a network gathering 350 members committed to innovation in Life Sciences. Clubster NHL aims to connect academia, industry and health professionals and to foster innovation for better health and sustainable food. Its goal is to bring together and support stakeholders from the health and food sectors in designing, developing and financing their future products and processes.

### **BioValley France – [www.biovalley-france.com](http://www.biovalley-france.com) @BioValleyFrance**

Competitiveness cluster since 2005, BioValley France aims to federate, develop and promote the healthcare sector in the Grand Est region through innovation. The cluster is based on a dynamic network of companies, a leading academic and clinical research, as well as an integrated network of key stakeholders in innovation. BioValley France supports its members in their R&D Innovation approach and gives them access to high value-added expertise, in a market approach. The Cluster contributes to the networking of the various actors and the creation of regional, national and international partnerships. Finally, BioValley France actively participates in the territory's structuring projects, such as Nextmed, which aims to create a Medical Technologies campus in Strasbourg that hosts an entire ecosystem of excellence dedicated to the development of tomorrow's health technologies.

### **Medicalps – [www.medicalps.eu](http://www.medicalps.eu) @medicalps**

Founded in 2000, MEDICALPS is an NPO and a cluster of companies in the field of healthcare technologies. It is located in Grenoble, in the heart of the French Alps, known as one of the most inventive cities in the world and a top-notch place to innovate in the high-tech industry. MEDICALPS gathers over 100 members including leading edge start-ups, SMEs, global players, world-class research centres and universities. Although actively supported by local authorities, MEDICALPS is mainly governed by a community of entrepreneurs who aim to ensure the visibility, growth and international development of member companies. With a unique emphasis on the healthcare technology sector, our objectives focus on: gathering stakeholders and promoting the local ecosystem through communication tools and networking opportunities, facilitating member operations by setting up workshops, presence at exhibitions and conventions and a soft-landing programme in US in addition to other services, structuring the local healthcare sector by developing shared industrial resources.

## Institutional Partners



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