

4C Accelerator 2025

#10

4C Workshops by



4C Coaching by



funded by



B. BRAUN-STIFTUNG
DER GESUNDHEIT NEUE WEGE BEREITEN



WHAT IS IT ABOUT?

C1 | Commercialization: How do I generate revenue in the healthcare industry?

C2 | Certification: How do I get my product and company certified?

C3 | Clinical Studies: How can I provide the necessary evidence by collecting clinical data?

C4 | Copyright: How can I leverage data and intellectual property rights to my advantage?

4C Business Modelling®: How are the 4Cs connected and how do I integrate them into a business model that is entrepreneurially successful AND regulatory compliant?

WHAT IS THE GOAL?

- You will have identified corresponding barriers to **shorten the time-to-market** and addressed them in an individual project plan.
- You will be familiar with the **reimbursement options** in the German healthcare market (e.g., selective contracts).
- You will understand how **quality management systems** (e.g., ISO 13485) and regulatory processes become a strategic concept and how they effectively lead to the **approval of your product** (e.g., Medical Device Regulation, In-Vitro-Diagnostic Regulation).
- You will be able to assess whether and what kind of **clinical studies** you need and how to best implement them (e.g., ISO 14155, ISO 13612).
- You will know how to deal with **data protection** requirements (GDPR) and how to **strategically protect** and exploit intellectual property rights (e.g., patents).

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HOW IS THE APPLICATION & SELECTION PROCEDURE?



GOT QUESTIONS? CONTACT US!

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