



Nordic AMPlify 2021 Launch Event

Accelerated U.S. Market Entry Designed for
Nordic Digital Health and MedTech Companies



Nordic
Innovation



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Nordic AMPlify aims to accelerate the U.S. market entrance and growth for the most promising Nordic digital health and MedTech companies by offering hands-on support from U.S. healthcare systems and best-in-class advisors

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The AMPlify ecosystem is expanding in 2021 with the addition of new U.S. and Nordic players, including Innovation Norway and Innovation Centre Denmark

Healthcare Systems



Venture Funds



Government & Trade Consultancies



Partners



Based on critical success factors, the Nordic AMPLify team has developed learning modules to provide a structure for your U.S. market activities

AMPLify modules for
U.S. market entrance
and growth



The Nordic AMPlify core team is comprised of stakeholders from both the Nordics and North Carolina



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Clay Johnson
Director,
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Initiatives, Greater
Winston-Salem



Adrian Smith
Executive Director,
Flywheel Foundation



Peter Marsh
Founding Partner,
Flywheel
Coworking LLC



Steve Lineberger
Board Member,
Winston Starts

Launch workshop speakers



Mayor Allen Joines

Mayor, City of Winston-Salem



Julie Murchinson

Partner, Transformation Capital



Dr. Shante Williams

CEO, Black Pearl Global Investments



Secretary Machele Sanders

North Carolina Secretary of Commerce



Secretary Mandy Cohen

Secretary of North Carolina Department of HHS



Bruce Fried

Partner, Dentons



Dr. Joseph Kvedar

Senior Advisor of Virtual Care, Mass General Brigham



Dr. William Morris

Interim Executive Director, Enterprise Business Development, Innovations and Ventures, Cleveland Clinic



Lee Shapiro

Managing Partner, 7wire Ventures



Angela Yochem

EVP, Chief Transformation and Digital Officer, Novant Health



Dr. Jonathan Gertler

Managing Director, BioVentures MedTech Funds & CEO, Back Bay Life Science Advisors



Jim Sargent

Founder & Managing Partner, RQR Partners



Robert Garber

Partner, 7wire Ventures



David Heenan

Principal, Cone Health Ventures

“

Nordic AMPlify focuses on clear business driven requirements and needs that companies entering the US market need to understand thoroughly instead of superficial or generic overview info that are so common in accelerator programs.

To a large part this is due to the good selection and commitment of the US organizations in the program. The investor driven selection process, which already in itself brings value to the companies and shows the value to companies taking part - this is not just an exercise by the national export organizations, but a program that has U.S. knowhow and infused in it from the get-go

Seppo Salorinne, Co-founder Kamu Health

”

The Nordic AMPlify program is structured into three main activities: Launch workshop, U.S. Discovery Tour and U.S. Immersion program

May 25th – Launch Workshop

During this workshop, key U.S. investors and healthcare leaders will discuss the future direction of the US healthcare market and essential topics; hence, where opportunities can be found for Nordic companies.

Participating Organizations



Q3 21' - Discovery Tour

Attendance at the Launch Workshop qualifies you to apply for the Online Training and Discovery Tour that will take place in Winston-Salem, North Carolina in Q3 2021

AMPlify Network



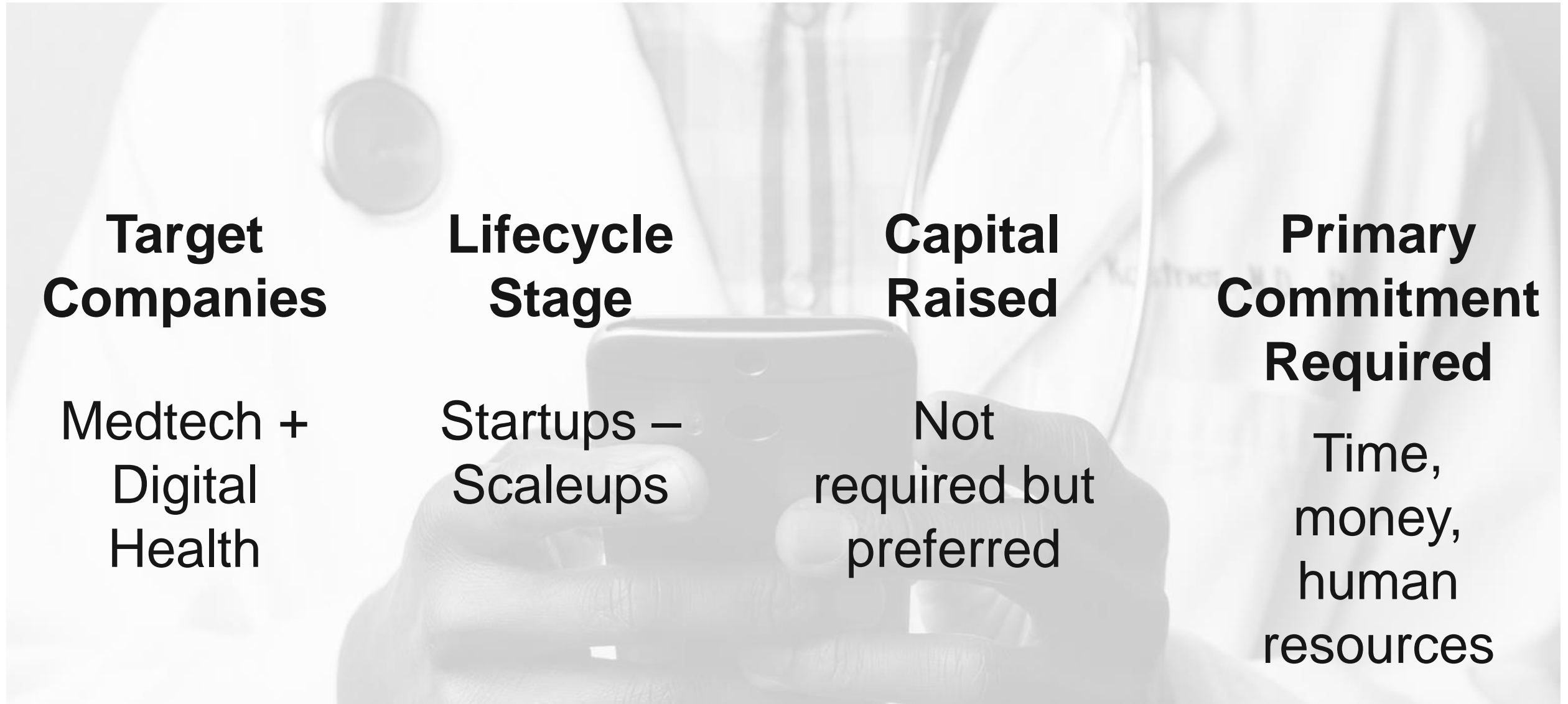
Q1 22' – Immersion Program

The most promising Nordic companies graduating from the program will be invited to join a 8-week immersion program to further accelerate their market entry in the U.S.

Partners



Who should apply for Nordic AMPLify?



Target Companies	Lifecycle Stage	Capital Raised	Primary Commitment Required
Medtech + Digital Health	Startups – Scaleups	Not required but preferred	Time, money, human resources

AMPlify 2021 Calendar



Applications Open	Applications Close	Program Start	Program Duration
May 25	July 1	September	9+ months
<i>Program Fee 7,500 USD</i>			

Thank you for joining us today! Please reach out to your country representative with any questions about the application process



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