

Dear Newsletter Subscriber,

The last two weeks have shown a strong Nordic focus on Healthtech.

On 18 June Nordic Innovation published a comprehensive open-source report on accessing health data in the Nordics. **On 24 June** SLUSH and AstraZeneca announced a partnership to accelerate Healthtech startups on a global level. And **on 30 June** Nordic Innovation House in Tokyo held a webinar on *HealthTech & COVID-19 in Japan: Industry Insights and Recent Developments* together with JETRO.

Why Nordic Healthtech?

The Nordics have long been a global leader within Healthtech and Life Science. The large public healthcare systems of the Nordic region have traditionally been quick to adopt new Healthtech and digital solutions, providing an ideal framework for startups developing new solutions in public-private partnerships.

Also, the public healthcare systems are characterized by a high level of trust and transparency, and medical institutions find it relatively easy to launch pilot projects between government and citizens, testing new developments in personalized medicine.

Today, Nordic Healthtech companies excel in e-health, **ambient assisted living**, personalized care, smart healthcare infrastructure, remote doctor-patient meetings and telemedicine solutions. Check the report to learn more about the highlighted Nordic startups and technologies.

Accessing data

Another defining characteristic of the Nordic Healthtech sector is the prevalence of high quality data compiled by the public healthcare systems. These data are often stored on centralized, digital platforms.

Accessing this data for secondary use is often difficult, and strictly regulated (see the recent Nordic Innovation report **Bridging Nordic Data** for further information, and national differences across the Nordics).










Finland at the front

However, things are changing. According to the report, "Finland became the first Nordic country (in May 2019) to adopt an act on secondary use of health and social data, enabling regulated secondary use of health and social related information and providing a one-stop permit and data shop for secondary use purposes".

As an extension, Finland recently launched **Findata**, a one-stop shop for the secondary use of social and health data. And this, as we say in the Nordics, is only the top of the iceberg.

We are happy to help, if you need to connect with experts on Nordic health data.

SHORT NEWS FROM THE NORDICS

-  **SE** Stockholm-based Healthtech startup **Doktor.se**, which offers digital consultations to patients through its smartphone app, **raises €45 million in a Series C round** led by Carnegie and Handelsbanken.
-  **EE** Estonian companies Starship and Cleveron **roll out a fleet of delivery robots** on the streets of London, taking groceries to homes without need of human contact.
-  **NO** The Norwegian tech media, **Shifter**, has launched **CapHub**, a comprehensive database for Norwegian startups.
-  **FI** Finnish food delivery scale-up Wolt **raises €100 million**, capitalizing on recent market growth, and fencing against future uncertainty.
-  **DK** Danish startup Flow Robotics has launched a robot **automating COVID-19 testing processes** in hospitals across Europe.
-  **EE** Estonia-based mobility company Bolt raises **€100 million**.
-  **EE** Estonian educational technology companies have **grown up to 170% during the crisis**, with Mistletoe backed Clanbeat experiencing the biggest growth.
-  **DK** **AGC Biologics** partners up with the Copenhagen University spin-off **Adapt-Vac**, to manufacture COVID-19 vaccines. Clinical trials are planned in the second half of 2020.
-  **DK** **SoftBank Robotics EMEA - Whiz** has opened an office in Copenhagen to improve their operations in the Nordics.

NORDIC COVID-19 UPDATE

With a mortality rate of just 46 per million inhabitants (249 of 5.4 million on 25 June), Norway has one of the lowest COVID-19 mortality rates in Europe. Several factors contribute to the Norwegian success in containing the virus.

Obviously, being a large and sparsely populated country reduced the contamination rate, but the authorities also acted swiftly, implementing a decisive lockdown of the country. In the north, local authorities even adopted measures to quarantine people travelling domestically from the more populous southern parts of Norway.

Also, the Norwegian authorities quickly mobilized an enormous testing capacity. By 3 April more than 100,000 people had been tested, a ratio per capita which at the time that was only exceeded by Iceland and the United Arab Emirates. Experts believe this effort was key to ensuring Norway's success in keeping the virus under control.

Today, Norwegian life is now mostly back to normal, except for some restrictions on major events and international travel. By 15 July, most European citizens will be allowed to visit Norway.

INTERVIEW WITH SENSIBLE 4

What tech solution does your company offer and what markets are you operating in?

Sensible 4 develops mobility solutions to the public transportation sector, which includes a full-stacked autonomous driving system for last-mile application. We work closely with tier one suppliers of original equipment manufacturers within the automotive industry and operate in Europe and Asian markets. This is where we find the most advanced and widely used public transportation sectors.

Why is the Japanese innovation ecosystem and market interesting for your company?

There is a high level of technology in the Nordic automotive industry, but the market is small. Therefore, it is essential for us to integrate in ecosystems with large industry actors and supporting parties from the industry value chain, but still with room for new players to enter. In Japan, there is a huge automotive industry with a constant demand for new technology.

What are the main barriers to accessing the Japanese market?

While Finnish business culture surprisingly seems to compliment well with Japanese etiquette, it is still difficult to enter the Japanese market for foreign companies. However, once you have the right local partner there, my experience is that it opens up a lot of new doors. It takes time and trust to be local enough to become a key partner that can be introduced to their ecosystem. Our own company is a success story on this matter, as we have been able to build a lot of traction with Japanese investors, industry and partner companies, such as MUJI.



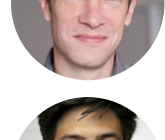
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NORDIC EVENTS – ONLY DIGITAL

• **27-28.08** Join **Latitude59**, the flagship startup and tech event in Estonia, the world's first digital society (Hybrid physical/digital event).

• **17-18.09** **TechBBQ Digital**, Scandinavia's largest tech summit that connects Nordic startups with international investors and stakeholders

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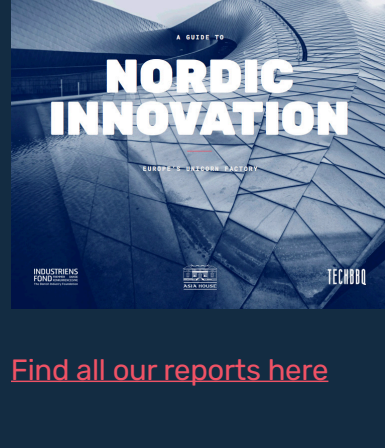
INNOVATION LAB ASIA

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