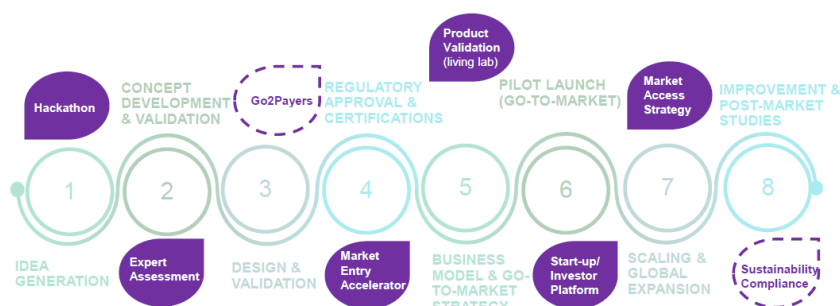


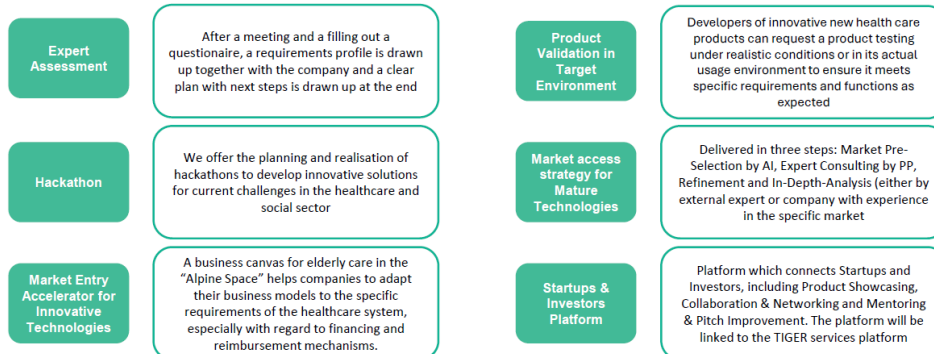
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Name of the project:	FosTering ehealth and social Innovations as Game-changers in sEnior and Remote care
Acronym:	TIGER
Proposal number:	ASP0500472
Project Duration and start date:	36 months, 1.9.2024
Contact:	Christina Rupp
Email:	Christina.rupp@ic-steiermark.at
Website:	https://tigerpath.eu/
Deliverable number:	D1.3.1
Title of deliverable:	Service Portfolio
Objective of deliverable:	It describes the services to be provided within the Systemic Support Model, with a focus on those to be tested and validated, completed by an outlook on further services of relevance.
Version of deliverable:	Ver1 (31.8.2025)
Date of submission:	Scheduled for 31.8.2025
Responsible partner:	Human.technology Styria (HTS)

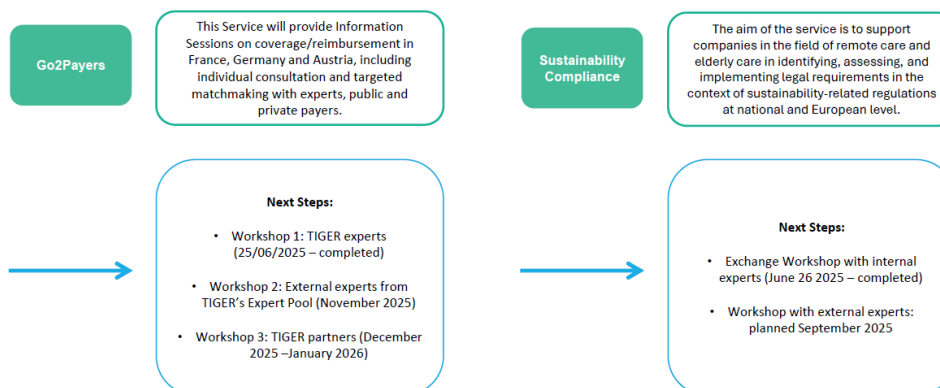
8 TIGER Innovation Support Services



Services (Short descriptions)



Outlook new Services (Short descriptions)



Service Descriptions

Expert assessment (EA)

Expert Assessment - TIGER Platform Service Description

The "Expert Assessment" service, offered through the TIGER platform, is designed to help SMEs and startups in the eHealth sector take the next strategic step in developing customer-driven, impactful solutions for senior and remote care. This service guides companies through a structured and collaborative process to better understand their innovation needs and establish a clear path forward.

How it works:

1. **Initial Meeting and Questionnaire:** The process begins with a comprehensive meeting between the company and the experts at your regional service point. In this session, a tailored questionnaire is completed to capture the company's unique challenges, goals, and requirements within the field of eHealth and elderly care.
2. **Requirements Profile Development:** Based on the insights gathered during the meeting and from the questionnaire responses, a detailed requirements profile is created. This profile outlines the company's specific needs, opportunities for innovation, and areas where their products or services can make the most impact within the context of senior and remote care.
3. **Action Plan and Next Steps:** Following the development of the requirements profile, a clear and actionable plan is crafted. This plan identifies the next steps for the company, offering practical guidance on how to move forward with their product or service development in alignment with international standards and emerging trends in eHealth.

By engaging in the Expert Assessment, companies gain access to specialized knowledge and insights that will enable them to refine their products, improve service delivery, and ultimately contribute to the transformation of elderly and remote care systems across the Alpine region.

Impact:

The service fosters innovation in sectors most affected by the growing shortage of skilled labor. By leveraging international expertise and creating actionable, tailored strategies, the Expert Assessment empowers companies to create solutions that address real-world needs in senior and remote care, accelerating the development of much-needed products and services.

This is your first step in shaping the future of eHealth solutions, and it all starts with Expert Assessment through the TIGER platform.

Table 1: EA identity card

Name:	Expert assessment
TRL level:	LOW TRL
Countries providing:	Austria (GGZ), Germany (OTH-AW), France (EBM), Slovenia (TPLJ)
Leader:	Human.technology Styria, <i>Michael Pichler</i>
Activities:	<p>1.) workshops with internal experts: 5.2.2025 (<i>Partner Meeting Ljubljana</i>)</p> <p>2.) workshops with external experts: 11.6.2025 (<i>online exchange workshop</i>)</p>
Description:	<p>The "Expert Assessment" service, offered through the TIGER platform, is designed to help SMEs and startups with low TRL in the eHealth sector take the next strategic step in developing customer-driven, impactful solutions for senior and remote care. This service guides companies through a structured and collaborative process to better understand their innovation needs and establish a clear path forward.</p> <p>How it works:</p> <p>1.) Initial Meeting and Questionnaire: The process begins with a comprehensive meeting between the company and the experts at your regional service point. In this session, a tailored questionnaire is completed to capture the company's unique challenges, goals, and requirements within the field of eHealth and elderly care.</p> <p>2.) Requirements Profile Development: Based on the insights gathered during the meeting and from the questionnaire responses, a detailed requirements profile is created. This profile outlines the company's specific needs, opportunities for innovation, and areas where their products or services can make the most impact within the context of senior and remote care.</p> <p>3.) Action Plan and Next Steps: Following the development of the requirements profile, a clear and actionable plan is crafted. This plan identifies the next steps for the company, offering practical guidance on how to move forward with their product or service development in alignment with international standards and emerging trends in eHealth.</p>
Target Group needs:	The target group are SMEs and startups with low TRL in the eHealth sector. The service fosters innovation in sectors most affected by the growing shortage of skilled labor. By leveraging international expertise and creating actionable, tailored strategies, the Expert Assessment empowers companies to create solutions that address real-world needs in senior and remote care, accelerating the development of much-needed products and services.

Novelty:	The Expert Assessment brings something new to the table by focusing specifically on elderly and remote care innovation — a sector that's often underserved when it comes to tailored support. The structured yet conversational approach, plus the regional and international dimension, gives it added value compared to more generic innovation services.
TIGER experts contribution:	Feedback was provided by the Head of technology transfer department at Pomurje technology park and the Head of the "Connected Computing" research group at Joanneum Research DIGITAL. As a result, we will try to extend the service with the following add-on: Benchmark inspiration box – we try to add a short section in the final report with 2–3 short examples of similar innovations from other Alpine regions (if available). This gives companies inspiration and shows them what's working elsewhere.
Validation KPI:	Mandatory 1 SME per country; recommended additional 2 per country

Table 2: Steps of EA

1.step	Initial Meeting and Questionnaire
output	Online Meeting (0.5-1 hour) between RCP and customer and filled out questionnaire.
2.step	Requirements Profile Development
output	A detailed requirements profile is created. This profile outlines the company's specific needs, opportunities for innovation, and areas where their products or services can make the most impact within the context of senior and remote care
3.step	Action Plan and Next Steps
output	A clear and actionable plan is crafted. This plan identifies the next steps for the company, offering practical guidance on how to move forward with their product or service development in alignment

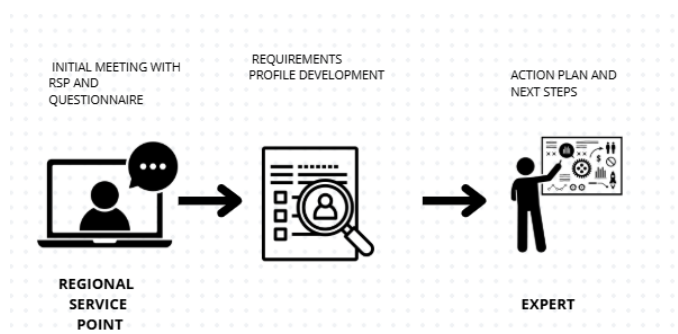


Figure: Customer journey for EA

Hackathon (HA)

ITALY

We offer the planning and realisation of **one international hackathon in Italy in 2026** (we ensure participation from Italy and Slovenia and we open participations to all other countries of the Alpine Space) to develop innovative solutions for current challenges in the healthcare and social sector. We target as **participants startups and entrepreneurs**, together with interdisciplinary teams of students, developers, health care professionals or other industry experts to tackle a specific challenge, that will be launched by PoloAA and UniVE, in collaboration with the innovation ecosystem we work with in our Regions. As already did in the past, we aim at organize this with the collaboration and support of the AAL Programme, which claim is „**Ageing Well in the Digital World**”.

We target especially early stages startups/enterprises with low TRL when agility, learning, and connections are crucial. For startups, hackathons are **strategic testbeds** — offering a mix of **validation, networking, visibility, and speed**.

The participation to this event give to the startups and entrepreneurs a broad range of added values:

1. Validation of Ideas

They can test their ideas quickly in a high-pressure environment.

Feedback from mentors, peers, and potential users helps refine the business or technical concept.

Real-world challenges ensure solutions are aligned with actual market needs.

2. Networking & Exposure

Hackathons bring together **investors, corporates, mentors, and other startups**.

These events open doors to **partnerships, funding, or future collaborations**.

They also raise visibility within the ecosystem — especially if there's media or industry attention.

3. Acceleration of Product Development

The intense timeframe forces teams to **focus and build a prototype or MVP fast**.

It's a great opportunity to test new technologies or pivot without long development cycles.

Access to tools, APIs, or data sets that may not be otherwise available can speed up innovation.

4. Talent Acquisition & Team Building

Startups and entrepreneurs can spot potential team members among other participants.

Working together in a time-constrained setting reveals strengths, leadership, and gaps in the team.

5. Market Insight

Understanding **what problems corporates or institutions care about** helps fine-tune a startup's and entrepreneurs' roadmap.

Hackathons often revolve around sector-specific themes (e.g., healthtech, climate), giving startups and entrepreneurs insight into **trends and regulatory landscapes**.

6. Prizes & Follow-up Opportunities

We will define whether to offer **cash prizes, mentoring programs, accelerator access, or pilot contracts**, together with our challenge partners.

Even without winning, being selected or shortlisted adds credibility and opens doors.

FRANCE, GERMANY, AUSTRIA

We offer the planning and realization of **national hackathons on demand for SMEs/startups** in 3 Countries (France, Germany, Austria) that face a challenge (design, technical, etc) in their development journey. These hackathons are strategically designed as collaborative innovation sprints, **aimed at solving a specific problem faced by the SME**. The service supports SMEs and startups throughout the entire process—from identifying key challenges and defining innovation goals, to recruiting interdisciplinary teams, mentoring participants, and guiding the prototyping process. The focus is on delivering tangible, near-to-market solutions that address real business needs. By leveraging the hackathon format, SMEs and startups gain access to fresh perspectives, technical expertise, and creative energy, all within a condensed timeframe. This approach not only accelerates product development cycles but also fosters a culture of open innovation and collaboration, aligned with the EU's priorities for competitiveness and digital transformation.

SMEs and startups with needs that can be addressed with an hackathon, can book the service with the partners in France, Germany and Austria. The event will be in national language.

The added values for a SME/startups in booking hackathon as a service are:

1. Problem-Solving Through External Innovation

SMEs and startups can bring **concrete challenges** to a hackathon and get **fresh, out-of-the-box solutions**.

It's a cost-effective way to access **innovation without long-term commitments** to R&D teams or consultants.

2. Access to Diverse Talent

Hackathons attract developers, designers, researchers, and entrepreneurs.

SMEs and startups can observe potential hires or collaborators **in action**, solving relevant problems under pressure.

3. Acceleration of Digital Transformation

Many SMEs and startups struggle to modernize operations or adopt new tech due to limited in-house expertise. Hackathons offer a **safe space** to explore solutions like AI, automation, or data tools, often with mentor support.

4. Market Intelligence & Trend Awareness

Exposure to **emerging trends and disruptive approaches** helps SMEs and startups stay relevant in rapidly changing markets.

Observing how others solve problems can **spark internal innovation** or process improvements.

5. Networking with Innovators and Stakeholders

SMEs and startups can build connections with **startups, corporates, researchers, and institutions**.

These networks can lead to **joint projects, grants, or new revenue opportunities**.

6. Positioning & Reputation

Being seen as **innovation-friendly** enhances the company's brand with clients, partners, and even talent.

This positioning can help in **attracting young professionals** and in marketing efforts.

7. Low-Risk Innovation Testing

SMEs and startups often avoid experimentation due to cost and risk.

Hackathons offer a **low-cost, low-risk environment** to test new ideas or models before full-scale implementation.

8. Internal Culture Shift

Participating can **inspire employees** and help shift company culture toward agility, creativity, and innovation.

It's a great way to **boost internal engagement**, especially if teams participate directly.

Table 3: HA identity card

Name:	Hackathon
TRL level:	low in Italy, high in other countries
Countries providing:	Austria (GGZ), France (CCI NCA), Germany (IGZ), Italy (PoloAA and UniVE)
Leader:	PoloAA, Tiziana Perin
Activities:	Workshops with internal experts: 05/03/2025, 7 project partners Workshops with external experts: 16/06/2025, 3 external experts

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Description:	The hackathon enables the co-creation of innovative, digital solutions for healthcare and social challenges by connecting startups, SMEs, and interdisciplinary teams in intensive, expert-supported sprints. It supports SMEs and innovators by offering a low-risk, high-impact environment to validate ideas, access diverse talent, accelerate product development, and gain visibility. In Italy, the focus is on early-stage startups (low TRL) , fostering experimentation and networking. In France, Germany, and Austria, the service targets higher TRL (near-to-market) challenges through on-demand hackathons. Regarding AI, telemedicine, or wearables, the hackathon framework allows for such technologies , depending on the SME's or startup's specific challenge. The model promotes cross-border collaboration and is aligned with EU digital and innovation priorities.
Target Group needs:	The target group includes startups and SMEs , particularly those in the healthcare and social sectors across Italy, France, Germany, and Austria , including Alpine regions. Their key unmet needs are access to innovation, limited internal R&D capacity, difficulty attracting talent, and slow digital transformation . Many also lack cross-border collaboration opportunities and exposure to emerging tech and markets. The TIGER hackathon service responds by offering a structured, low-risk format to solve real problems , test ideas, and connect with experts and peers. In mountainous and rural Alpine areas , these challenges are amplified by isolation, limited networks, and brain drain. The service fosters cross-border innovation , supports digital inclusion, and enhances competitiveness—directly addressing needs unique to the Alpine Space.
Novelty:	The TIGER hackathon service is new to the Alpine territory by introducing international, cross-border innovation sprints where SMEs act not just as participants but also as challenge owners and promoters . It differs from typical hackathons by offering on-demand customization , expert guidance, and a focus on real-world, near-to-market solutions . The service builds on regional strengths in health innovation, silver economy, and research networks , while aligning with smart specialization strategies like digital health, ageing well, and regional resilience. It directly addresses Alpine challenges: improving rural healthcare access , responding to ageing demographics , and fostering cross-border collaboration . By embedding innovation into the regional economy, the service strengthens the Alpine innovation ecosystem and supports sustainable, inclusive development in areas often underserved by traditional R&I programs.
TIGER experts contribution:	We had feedback from 3 experts from 2 countries: Nicole Traxler (social innovation, startup mentoring), Alberto Monachesi (strategic communication, territorial engagement), and Patrick Holzmann (entrepreneurship, digital innovation). Their combined expertise enhances the impact and relevance of TIGER hackathons. Key suggestions: improve communication, clarify the value

	<p>proposition, and tailor engagement. Use strong health/innovation messaging, clear calls to action, and a digital ecosystem. Pricing should be flexible and SME-focused post-project. The cross-border, SME-led model is innovative but needs strategic outreach and possible involvement of public institutions.</p> <p>All recommendations were integrated into the revised hackathon definition, emphasizing the added value for SMEs and startups.</p>
Validation KPI:	<p>The success will be measured with number of SME/startups involved.</p> <p>All the partners providing the service will contribute to the cross validation process.</p> <p>We will provide a questionnaire to all the participants to have feedback on the events and suggestions for improvement.</p> <p>We will open the call for the participation in 1 event in Italy at international level and participation in at least 1 national hackathon per other countries involved (France, Austria, Germany), so minimum of 4 is going to be respected.</p> <p>PoloAA and UniVE will invite target groups from Switzerland and Liechtenstein to the international hackathon in Italy if specific contacts will be established with the support of the LP and all PPs.</p>

Table 4: Steps of HA

1.step	In Italy: receive applications to the hackathon after launching the challenge
output	RCP: evaluate them with criteria to be defined (in Italy: PoloAA and UniVE with support by an external agency) – 20 hours.
2.step	Performance of Hackathon
output	PoloAA and UniVE with support by an external agency) – 2 person months including preparation and realization. In other countries: please ask them directly.
3.step	Cross-border validation
output	Validation of the hackathon with the other PPs providing the service (number of participants, winners ideas, elaboration of feedback from questionnaires) – 20 hours.
4.step	Delivery report
output	Delivery report on the hackathon realization and results (20 hours).
Parallel step	In Austria, France and Germany: local hackathon on demand
output	Hackathon offered as a service to solve challenge of one or several SMEs. Steps will be elaborated during T2.2.

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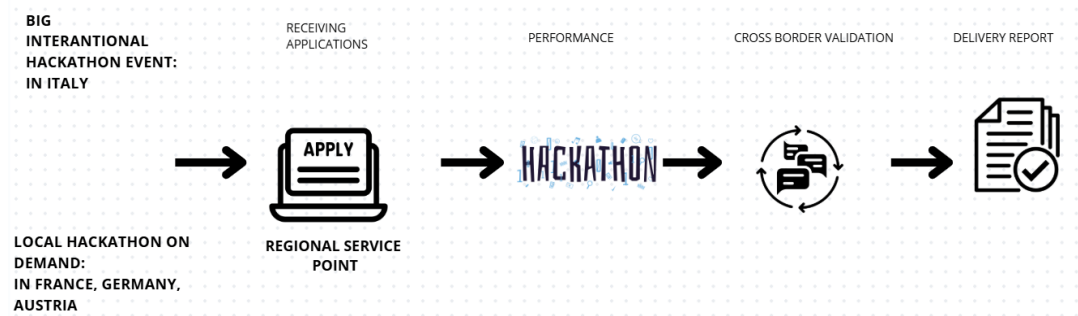


Figure: Customer journey for HA

Market entry accelerator for innovative technologies (MEAIT)

Market Entry Accelerator

The **telemedicine business canvas** already in use ("Innovage project" between Estonia, Slovenia and other partners), which was developed specifically for start-ups with a low TRL, serves as a proven model. It helps companies to adapt their business models to the specific requirements of the healthcare system, especially with regard to financing and reimbursement mechanisms. Such a canvas could be used as a visual tool to illustrate concepts and strategies for companies.

The idea is to further develop this approach for the current project and create a separate canvas that is specifically tailored to elderly care. The focus areas could be adapted accordingly.

For new solutions in particular, start-ups need to consider at an early stage how to explain them to providers, prepare training sessions and adapt the sales process accordingly. The inclusion of these aspects could be a central component of a business canvas.

Another important aspect is payment and reimbursement options for care products. In many countries, certain aids are not financed by health insurance but from other budgets. Start-ups need to be aware of these financing channels in order to position themselves on the market. This could also be taken into account in a canvas model to support companies in their market launch.

Table 5: MEAIT identity card

Name:	Market entry accelerator for innovative technologies
TRL level:	Low (TRL 1-4)
Countries providing:	Austria (HTS), Germany (IGZ), France (EMB, CCI-NCA), Slovenia (TPLJ)
Leader:	Technology park Ljubljana
Activities:	Workshop with internal experts: 5.5.2025, 8 participants; 26.6. 2025, 8 participants 12.5. 2025 – workshop with external experts: 10 participants
Description:	<p>The service supports early-stage companies in elderly care and telemedicine through a business model canvas and expert guidance.</p> <p>This service will provide hands-on support at an early stage (low TRL) to help innovators:</p> <ul style="list-style-type: none"> ➔ Understand the complex needs of elderly users and care ecosystems ➔ Build trust-based, practical care models — not just tech prototypes ➔ Align their solution with market realities, funding pathways, and health outcomes ➔ Receive multi-country feedback to improve cross-border potential <p>The business canvas serves as a guideline for companies on how to explain their product/service to providers, prepare training sessions and adapt the sales process accordingly. Another aspect is payment and reimbursement options for care products.</p> <p>The business model canvas is designed to reflect real-world complexity in elderly care — from human needs to delivery systems and funding models.</p>
Target Group needs:	Startups and small or medium-sized enterprises (SMEs) based in the Alpine Space, working on early-stage (low TRL) solutions in the fields of elderly care or telemedicine; who wants to approve business model as a strategic planned document.
Novelty:	<p>A newly developed business Canvas tailored to remote and elderly care sector.</p> <p>Cross-regional feedback as a perspectives on market opportunities and challenges.</p>
TIGER experts contribution:	<p>Confirmed the need and relevance of the service for early-stage companies.</p> <p>Emphasized focus on low TRL-level questions to match early development stages.</p> <p>Found the proposed/ new canvas too complex; recommended simplifying using the classical business model canvas.</p> <p>Highlighted the importance of in-person or live interaction, especially from regional service points.</p> <p>Called for a guided, user-friendly process to improve clarity and reduce drop-off.</p>
Validation KPI:	Mandatory 1 SME per country; recommended additional 2 per country.

Table 6: Steps of MEAIT

1.step	Meeting with RCP for introducing the Business Model Canvas
output	Online meeting (0.5-1 hour) between RCP and customer, providing business model brief by RCP site.
2.step	Delivery of tools and scheduling / assigning of expert session
output	A digital version of business model canvas provided by RCP A confirmed date/ time for 1:1 online session with sector-specific / internal or external expert.
3.step	Preparation phase for customer
output	Completing Business Model Canvas.
4.step	Expert-led canvas review session
output	Reviews the prepared canvas inputs during online 1:1 session (online, 60-90 min) Discusses key sections with the costumer Offers concrete advice on improving business logic and health fit.
5.step	Cross-regional expert input
output	One additional opinion on cross-border relevance, market potential and business model soundness, gained by expert from another region.
6. step	Delivery of consolidated feedback
output	Written feedback report, combining input from both experts, highlighting i) strengths to build on, ii) critical gaps or risks, iii) referrals to other services, funding opportunities or partners.

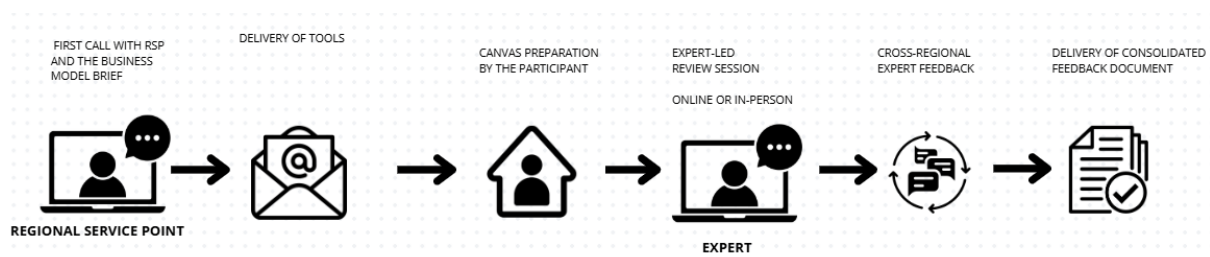


Figure: Customer journey for MEAIT

Product validation in target environment (PVTE)

This service offers product validation in the target environment for SMEs and start-ups with a high TRL (Close2Market).

Developers of innovative new health care products can request a product testing under realistic conditions or in its actual usage environment to ensure it meets specific requirements and functions as expected. The goal is to identify potential issues early, allowing for optimization before market launch or entry.

A partner organization of experts conducts the validation under a standardized protocol in various settings (e.g. private households, nursing homes, artificial labs). The target environment for testing depends on the subsequent use of the product. Products for nursing homes should ideally be tested in nursing homes, household products in private households, etc. this can be done either in real conditions or in a simulation environment– preferably involving the actual target users such as older people or care staff.

The test process will be divided in **four steps**:

1. Test planning:

As a first step, principal needs and expectations of the client will be agreed upon. Test scenarios, key performance indicators and procedures will be defined, including functional and usability tests. Depending on the research questions to be asked, standard tools and questionnaires will be applied including but not limited to:

- Willingness to pay,
- User experience,
- Market fit assessment
- Clinical indicators related to the intended purpose of the product

2. Execution of tests:

In a second step, the product will be tested in real-world conditions, with methods like feedback loops and real-life case studies.

3. Analysis of results:

In a third step, the results from the tests will be evaluated to see whether the product meets requirements and performs well in real conditions.

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4. Final evaluation:

In a last step, the project partner will provide feedback and prepare a validation report documenting the tests and results.

Novelties:

- **New to methodology** à A 4-step approach including standard operating procedures to ensure equal level of testing quality and comparable outcomes. Standardizing the process is a challenge, as the products and services to be tested can vary greatly. A standardized protocol for all scenarios is therefore not feasible. Nevertheless, the process should follow certain rules and standards.
- **New to sector** à Product evaluations and validations have been done within health care and research institutions. However, companies with limited financial resources such as SME's often struggle to find testing partners who are willing to test their products, especially those meant for the nursing sectors (such as nursing homes) as those potential partners struggle with the lack of R&D resources themselves. Also, such product validation services for the intended scope (senior care and remote care) and in the intended setting (nursing homes, private households) have not yet been offered on the free market to SME's.

Table 7: PVTE identity card

Name:	..Product validation in target environment
TRL level:	High TRL
Countries providing:	Austria (GGZ), Italy (Polo-AA), Slovenia (IZRIIS)
Leader:	Geriatric Health Centres of the City of Graz, Albert Schweitzer Institute for Geriatrics and Gerontology
Activities:	Workshop with internal experts: March 5 th , 2025, 6 participants, July 7 th , 2025, 5 participants Workshop with external experts: May 22 nd , 2025, 5 participants
Description:	This service offers product validation in the target environment for SMEs and start-ups with a high TRL (Close2Market). Developers of innovative new health care products can request a product testing under realistic conditions or in its actual usage environment to ensure it meets specific requirements and functions as expected. The goal is to identify potential issues early, allowing for optimization before market launch or entry. A partner organization of experts conducts the validation under a standardized protocol in various settings (e.g. private households, nursing homes, artificial labs). The target environment for testing depends on the subsequent use of the product. Products for nursing homes should ideally be tested in nursing homes, household products in private households, etc. This can be done either in real conditions or in a simulation environment – preferably involving the actual target users such as older people or care staff.

Target Group needs:	SMEs often struggle to get access to real world validation and feedback from (final) users for their product in the course of product development. This leads to products that might not fit market demands or the target customer. This service should therefore offer easy and fast critical appraisal of service or product prototypes by the target audience in a standardized way and provide feedback to the SME to improve it before market access.
Novelty:	<p>The service product validation is new-in-implementation-method. The test process will be divided in five steps, which represents a novel methodology: 1) Preparation, 2) Test planning, 3) Execution of tests, 4) Analysis of results, 5) Final evaluation.</p> <p>The service addresses regional health challenges, especially rural access and demographic shifts. The service helps SMEs to get access to real world testing and in order feedback from end users for their product development. This leads to products that fit the market as well as the demands of target customers in the alpine region.</p>
TIGER experts contribution:	In the process of service development three expert workshops were held. Two workshops with internal experts and one workshop with external experts. The external experts come from the fields of start-up, SME, business angel and ministry of health. They provided valuable feedback, which was then incorporated into the service definition. They suggested the following aspects: i) Add a preparation step before the test planning step ii) Communication – always be in touch with SME, prepare a communication plan at the very beginning, create a joint communication channel, stay in touch with SME throughout every step (not just beginning and end iii) Involvement of SME – they should be heavily involved, e.g. explaining the product to test persons The expert feedback improved the impact and usability of the service by adding an additional step and describing the individual points in more detail.
Validation KPI:	At least one product validation service needs to be done in four regions. GGZ will cover applications from the DACH area (Austria, Germany, German Switzerland, Liechtenstein), PoloAA will cover Italy and IZRIIS will cover Slovenia. The validation of the service is done when it is delivered in four regions, all feedbacks of SMEs are received and feedback is evaluated with documented suggestion for improvement. A critical KPI of the service validation will be whether expectations of the applicant were met and whether the service contributed to improvement of the product tested. Therefore, a standardized questionnaire will be developed to assess SME feedback. To standardize the service in all countries the principal 5 steps of the service must be followed for every product validation service provision. Every content partner will, after considering acceptance of an application by a manufacturer, develop a product validation concept, outlining the 5 steps and defining the basic validation process including study design, appropriate and validated testing tools and outcome parameters. If necessary, external reviewers will be

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	invited to the service validation as well as product validation process.
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Table 8: Steps of PVTE

1.step	Meeting with service provider (preparation) & Communication
output	Decision on feasibility Mutual expression of intent to collaborate (Letter of Intent) Documentation of TIGER project
2.step	Test planning
output	Complete test plan with test methodology, role allocation, schedule Signed cooperation agreement between SME and provider.
3.step	Execution of tests
output	Product was tested under real-world conditions Data material collected (feedback, observations)
4.step	Analysis of results
output	Final report documenting the test and results
5.step	Final evaluation
output	Final report of evaluation

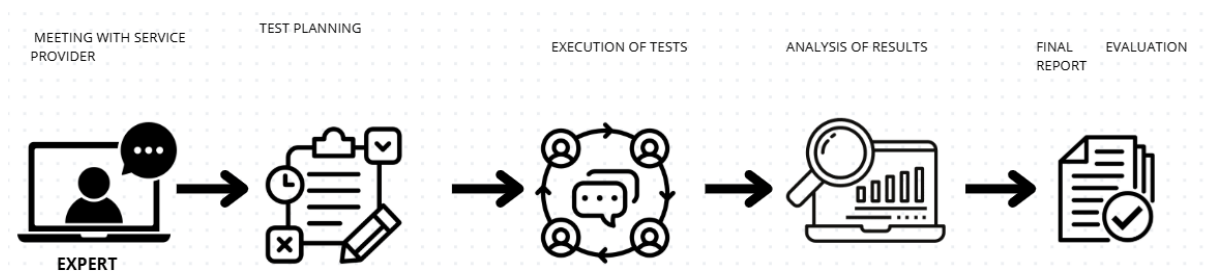


Figure: Customer journey for PVTE

Market access strategy for mature technologies (MASMT)

Market Access Strategy

After an initial meeting with the company, during which the company will explain its product or service as well as its internationalization efforts and - if available - also provide a pre-selection of potential markets it wishes to enter, this service will be delivered in three steps:

1. Market Pre-Selection by AI:

As a first step, an AI tool will conduct a market pre-selection, either starting with the potential markets provided by the company or considering all markets worldwide, using publicly available macroeconomic data. This process will generate a shortlist of potentially relevant markets for the respective product or service. The responsible project partner (PP) will cross-check the results for plausibility.

2. Expert Consulting by PP:

In a second step, the responsible PP will provide additional consulting based on their own expertise, with each PP focusing on their respective country and ICS on the UK and US.

This step will especially include:

- A preliminary evaluation whether the company is ready for the specific market
- Advice on how to gain access to insurance companies and healthcare providers
- Recommendations on how to effectively approach these entities to stand out
- Insights into the healthcare environment, including relevant events, trade fairs etc.

3. Refinement and In-Depth Analysis:

In a third step, the results from the previous steps will be refined and

deepened “at a reasonable cost” by engaging an external expert (selected from the expert pool by the PPs) to provide more in-depth advice on a specific topic.

Table 9: MASMT identity card

Name:	Market access strategy for mature technologies
TRL level:	High TRL (5-8); market ready products
Countries providing:	Austria (ICS, HTS), France (EBM), Germany (IGZ, OTH), Slovenia (TPLJ)
Leader:	ICS Internationalisierungscenter Steiermark GmbH
	<ul style="list-style-type: none"> - Workshop I with 7 external experts: April 23 2025 - Workshop II with 5 external experts: June 2 2025 - Workshop with internal experts: July 8 2025 - AI workshop for RCP: planned in September/October 2025
Description:	<p>This service supports companies that have already developed a market-ready product in entering additional markets in the Alpine space and/or worldwide. On the one hand, companies in the Alpine region will become more competitive and, on the other hand, the Alpine region will be strengthened in terms of elderly and remote care.</p> <p>After an initial meeting with the company, during which the company explains its product/service as well as its internationalization efforts and - if available - also provide a pre-selection of potential markets it wishes to enter, this service will be delivered in three steps:</p> <ol style="list-style-type: none"> 1. Market Pre-Selection by AI 2. Expert Consulting by RCP 3. Refinement and In-Depth Analysis by external experts
Target Group needs:	Companies need support in internationalizing their products because entering foreign markets involves complex challenges that require specialized knowledge and resources. Internationalization requires a holistic view of market conditions, internal capabilities, and external risks. External support from specialized consultancies helps to avoid mistakes, save time, and strategically secure market entry.
Novelty:	The service's novelty lies in its integration of AI-powered screening with human expertise, enabling data-driven internationalization even for small or early-stage companies. Its strength is amplified by supporting AI model combinations, summarized output formats, and privacy-first tools such as locally deployed open-source models. This hybrid system enhances decision-making and market strategy agility of companies in the remote and elderly care sector.
TIGER experts contribution:	2 workshops with external experts were held. One with internationalisation experts and the other with AI experts.

	<p>An important result of the workshop was that we need to understand the following data in order to obtain an accurate market analysis: regulatory requirements (medical device Y/N), socio-economic and healthcare environment, stakeholders, cultural aspects, technical availability (for example, access to internet for digital solutions), desired business model (reimbursement Y/N) or other reimbursement options (selective contracts, innovation fund, DiGA, etc.), chosen marketing strategy (D2C, B2B etc.) & macroeconomic data.</p> <p>The key factors of a market selection are:</p> <ol style="list-style-type: none"> 1. Macro and Market Environment Includes PESTLE factors, regulatory requirements, socio-economic and healthcare context, demographic trends, market size, existing competition, and geographic distribution. 2. Regulatory and Legal Framework Covers medical device classification, telehealth laws, data privacy and security requirements, reimbursement options (e.g., insurance coverage, selective contracts, innovation funds), and administrative complexity. 3. Healthcare Infrastructure and Ecosystem Encompasses the structure of the healthcare system (public/private), long-term and elderly care networks, payer landscape, care pathways, local partnerships, and potential multipliers. 4. Technological and Digital Readiness Refers to telecom infrastructure, device availability and compatibility, integration capabilities, population's digital maturity and acceptance, and environmental sustainability standards for new solutions. 5. Socio-cultural and Demographic Factors Includes aging population statistics, chronic disease prevalence, caregiver landscape, cultural attitudes towards remote care, family dynamics, language and accessibility considerations, and affordability for target groups. <p>The experts' ranking of recommended AI research tools is:</p> <ol style="list-style-type: none"> 1. CHAT GPT 4.0+ for structuring insights and strategic prompting 2. Gemini for multilingual, search-rich, and regional deep dives 3. Perplexity AI for real-time web access and academic source citation 4. cross checked with Google Gemini, Deepseek or Qwen 5. Public data APIs (e.g. World Bank, OECD, WHO): to source macroeconomic and demographic indicators
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	<p>6. Python with Pandas/Scikit-learn or Power BI with AI plugins: for data processing, ranking and visualization</p> <p>7. Optional tools like Quid (for trend analysis) or (for sentiment analysis) can be added later for qualitative research.</p> <p>8. Notion AI or Microsoft Copilot supports structured documentation and reporting</p> <p>Other important conclusions of the workshop were the following:</p> <ul style="list-style-type: none"> → internationalization expert should be involved to help creating the optimal prompt for step 1 of the service → 1st step of the service can only provide a general overview, which is then specified with experts and partners in the respective target countries → shall be a pre-selection tool → data can be gathered and analyzed by AI but need to be double-checked!
Validation KPI:	In each of the four countries where the project partners offering this service are located, at least one company will test and validate the service.

Table 101: Steps of MASMT

1.step	Evaluation of Companies' Market Entry Plans with providing partner
output	Possible target markets will be identified in a discussion with the company.
2.step	Market pre-selection by AI
output	<p>An AI tool will conduct a market pre-selection, either starting with the potential markets provided by the company or considering all markets worldwide, using publicly available macroeconomic data. This process will generate a shortlist of potentially relevant markets for the respective product or service.</p> <p>The responsible partner will cross-check the results for plausibility.</p>
3.step	Expert Consulting by providing partner
output	<p>The partner will provide additional consulting for one market based on the results from step 2 and their own expertise focusing on their respective country (HTS: Austria; ICS: USA and UK, EBM: France, IGZ, OTH: Germany, TPLJ: Slovenia).</p> <p>This step will especially include:</p> <ul style="list-style-type: none"> - A preliminary evaluation whether the company is ready for the specific market. - Advice on how to gain access to insurance companies and healthcare providers. - Recommendations on how to effectively approach these entities to stand out. - Insights into the healthcare environment, including relevant events, trade fairs, regulatory provisions etc.

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4.step	Refinement and In-Depth Analysis by external expert/project partner
output	Building on the previous general consultation for the countries mentioned in step 3, this step involves an individual consultation by an external consultant/project partner tailored specifically to the needs of the company. The results of the consultation will be summarised in a short report provided to the company.

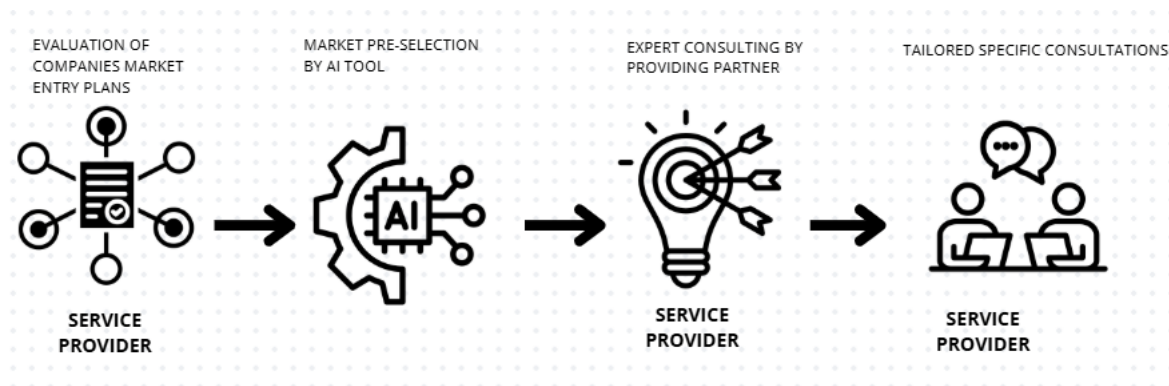


Figure: Customer journey for MASMT

Platform (PLT)

SERVICE DEFINITION: PLATFORM für Startups and Investors

A **new online platform** will be developed **to connect start-ups and investors**, offering the following benefits:

For Start-Ups:

Product Showcasing with two levels of access and visibility:

- Level 1: Open and visible to all (no IP concerns)
- Level 2: Access restricted to start-ups with a higher TRL; visible only to investors who have signed a non-disclosure agreement (NDA). These start ups will also be eligible for funding.

Collaboration & Networking:

- Launch a need along the value chain, allowing others to participate.

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- A private discussion room to facilitate connecting with potential partners.
- Integration with existing platforms such as Living Lab event platform and Collaborative Initiatives for Research and Industry.

Mentoring & Pitch Improvement:

- Tutorials on creating effective pitches.
- Personalized feedback and suggestions for improvement.
- Written feedback from investors to refine pitches.

For Investors:

Exclusive Registration for investors, including venture capitalists and business angels (**KPI: At least 10 investors need to register!**).

Investor-Start-Up Meetings to facilitate direct engagement.

Access to a Pre-Selected, High-Quality Pool of Start-Ups based on a rigorous selection process.

The platform will be linked to the TIGER Services Platform. From Service #7, users will be directly connected to the Start-Up/Investor Platform for seamless access.

Novelty:

Currently, services that connect start-ups and investors are primarily available at the regional level, leading to a fragmented landscape with limited cross-border collaboration. Establishing such a platform in the **Alpine Space area** is a novel approach, aiming to bridge this gap by fostering a more integrated and dynamic ecosystem. By overcoming fragmentation, the platform will enable start-ups to access a wider pool of investors while providing investors with a diverse selection of high potential ventures across the region.

OUTLOOK NEW SERVICES

Go2payers (G2P)

Short Description:

This Service will provide Information Sessions on coverage/reimbursement in France, Germany and Austria, including individual consultation and targeted matchmaking with experts, public and private payers.

Table13: G2P identity card

Name:	Go2payers
TRL level:	Starting from TRL 8 – 9, companies preparing clinical pilots or commercial rollout in the countries below.
Countries providing:	Austria, Germany, France
Leader:	Eurobiomed
Activities:	<p>A collective service + tailored consultancy</p> <ol style="list-style-type: none"> 1. Information Sessions: health insurance and reimbursement pathways in Austria, France, and Germany 2. Selection of high potential CE marked innovations 3. Expert Support: One-on-one calls with national specialists. 4. Strategic planning: Support to define a detailed plan to enter and get reimbursed in the target market.
Description:	<p>This service provides in-depth guidance on healthcare coverage and reimbursement pathways in multiple Alpine countries. It combines:</p> <p style="text-align: center;">Dedicated information sessions that clarify payers' landscapes in Austria, France, and Germany. Individualised consultations with local experts and payers (public and private).</p> <p>Unlike the Market Access Strategy service, Go2Payer focuses exclusively on payer systems and reimbursement strategies for CE-marked products ready for market launch.</p>
Target Group needs:	<input type="checkbox"/> Understanding the fragmented and complex EU payer systems <input type="checkbox"/> Early insight into reimbursement challenges

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	<input type="checkbox"/> Market-specific guidance <input type="checkbox"/> Support to engage the right actors <input type="checkbox"/> Strategic preparation for pilots or entry
Novelty:	<ul style="list-style-type: none"> • Transnational perspective: opportunity to explore multiple countries in a single service • Direct support from payers and reimbursement experts
TIGER experts contribution:	<p>3 workshops to co-develop and refine the service:</p> <p>Workshop 1: TIGER experts (25/06/2025 – completed)</p> <p>Workshop 2: External experts from TIGER's Expert Pool (November 2025)</p> <p>Workshop 3: TIGER partners (December 2025 – January 2026)</p>
Validation KPI:	<ul style="list-style-type: none"> • 1–2 collective information sessions • At least 4 individual consultations between companies and internal/external reimbursement experts

Table 14: Steps of G2P

1.step	Information session/s
output	Companies gain a clearer understanding of reimbursement and coverage landscapes in France, Austria, and Germany, enabling them to take concrete steps toward commercialisation.
2.step	Applications & selection of companies
output	Companies apply to join the service and access reimbursement and coverage guidance for their target market.
3.step	Consultation for qualification
output	Needs are assessed by TIGER experts and the company is matched with the most relevant external expert or payer.
4.step	Expert / payer matchmaking
output	One-to-one consultancy with a reimbursement expert to develop a roadmap, and—where possible—direct dialogue with a public or private payer.
5.step	Consolidated report
output	Final report summarising the service deliverables, guidance provided, and recommended next steps.

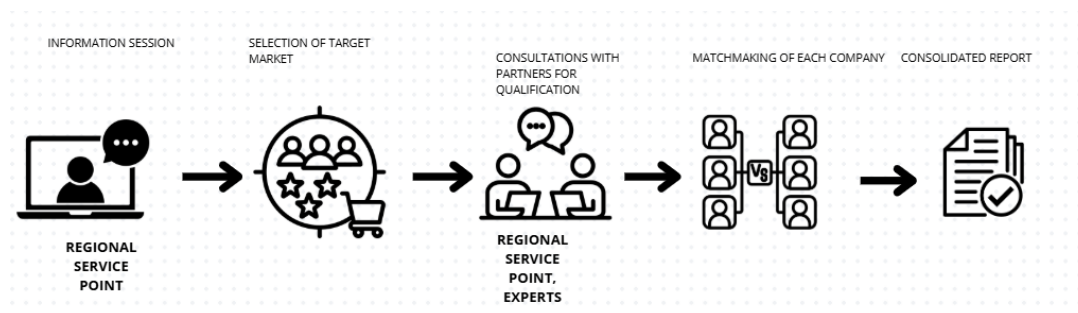


Figure: Customer journey for G2P

Sustainability compliance (SC)

Short Description:

The aim of the service is to support companies in the field of remote care and elderly care in identifying, assessing, and implementing legal requirements in the context of sustainability-related regulations at national and European level.

Table 15: SC identity card

Name:	Sustainability compliance
TRL level:	High TRL (5-8)
Countries providing:	Austria (ICS), Germany (IGZ, OTH), Italy (Polo-AA), Slovenia (TPLJ)
Leader:	ICS Internationalisierungscenter Steiermark GmbH
Activities:	<ul style="list-style-type: none"> - Exchange Workshop with internal experts: June 26 2025 - Workshop with external experts: planned September 2025
Description:	The aim of the service is to support companies in the field of remote care and elderly care in identifying, assessing, and implementing legal requirements in the context of sustainability-related regulations at national and European level.
Target Group needs:	As sustainability-related regulations continue to grow in scope and complexity, the demand for specialized compliance consulting is increasing.

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	<p>Companies must navigate key regulatory frameworks under the European Green Deal such as the CSRD, CSDDD, EUDR, and the EU Taxonomy Regulation and ensure their effective integration into day-to-day operations.</p> <p>We provide consolidated expertise to help companies systematically understand, interpret, and implement these regulatory requirements. These targeted advisory services will reduce operational burden and support efficient, legally compliant sustainability practices across the enterprise.</p>
Novelty:	<p>The regulatory landscape is constantly changing, presenting companies with the challenge of identifying new requirements at an early stage, integrating them into their corporate strategy, and implementing them operationally.</p> <p>This service provides companies with advice on the entire opaque set of rules relating to sustainability from a single source, including the provision of templates for various reports that companies are required to submit (one-stop shop).</p>
TIGER experts contribution:	<p>TIGER experts will consult on the following:</p> <ul style="list-style-type: none"> • Evaluation of the current state (e.g. sustainability strategy, reporting, supply chain management) • Comparison with applicable regulatory requirements (e.g. CSRD, CSDDD, EUDR, Taxonomy Regulation) • Identification of compliance gaps and prioritization of areas for action • Detailed review of relevant legal obligations and timelines based on company-specific exposure (e.g. by sector, size, supply chain structure) • Support in preparing legally compliant sustainability disclosures (e.g. CSRD-aligned reporting) <p>The consulting approach will be modular and tailored to individual company needs</p> <ul style="list-style-type: none"> - strategic project - ongoing compliance advisory - or topic-specific expert support.
Validation KPI:	<p>In each of the four countries where the project partners offering this service are located, one company will test and validate the service.</p>

Table 16: Steps of SC

1.step	Initial Assessment / Sustainability Diagnosis
output	<ul style="list-style-type: none"> Evaluation of the current state: strategy, processes, KPIs, and reporting practices Regulatory relevance analysis (e.g. CSRD, EU Taxonomy, CSDDD) Stakeholder mapping (internal and external expectations) Identification of sustainability-related risks and opportunities
2.step	Regulatory Mapping and Impact Analysis
output	<ul style="list-style-type: none"> Detailed review of relevant legal obligations and timelines Analysis of company-specific exposure (e.g. by sector, size, supply chain structure) Derivation of strategic, operational, and governance implications
3.step	Implementation Support
output	<ul style="list-style-type: none"> Support in preparing legally compliant sustainability disclosures (e.g. CSRD-aligned reporting) Training sessions and awareness-building within the organization

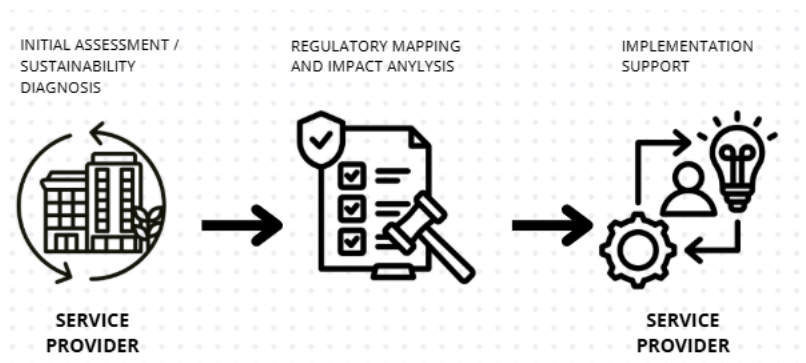


Figure: Customer journey for SC