

Pitch Your Product: Medtech 2025 briefing session

Health Innovation East Midlands in collaboration with
Pennine Healthcare

3rd June 2025



Housekeeping

- This event will be recorded and shared afterwards
- Please keep microphones turned off if you are not speaking
- Feel free to use the chat function for any questions or comments
- There will be an opportunity to ask questions at the end, please raise your hand or share your question in the chat
- A link for you to share feedback on today's webinar will be shared in the chat at the end, please let us know your thoughts so we can shape future events



Agenda

Pennine 


**Health
Innovation**
East Midlands
Local change, national impact

- The Recipe for Success - Tim Robinson, Commercial Director
- Pitching your Value Proposition - Alison Mlot, Commercial Manager
- MedTech Success Stories from:

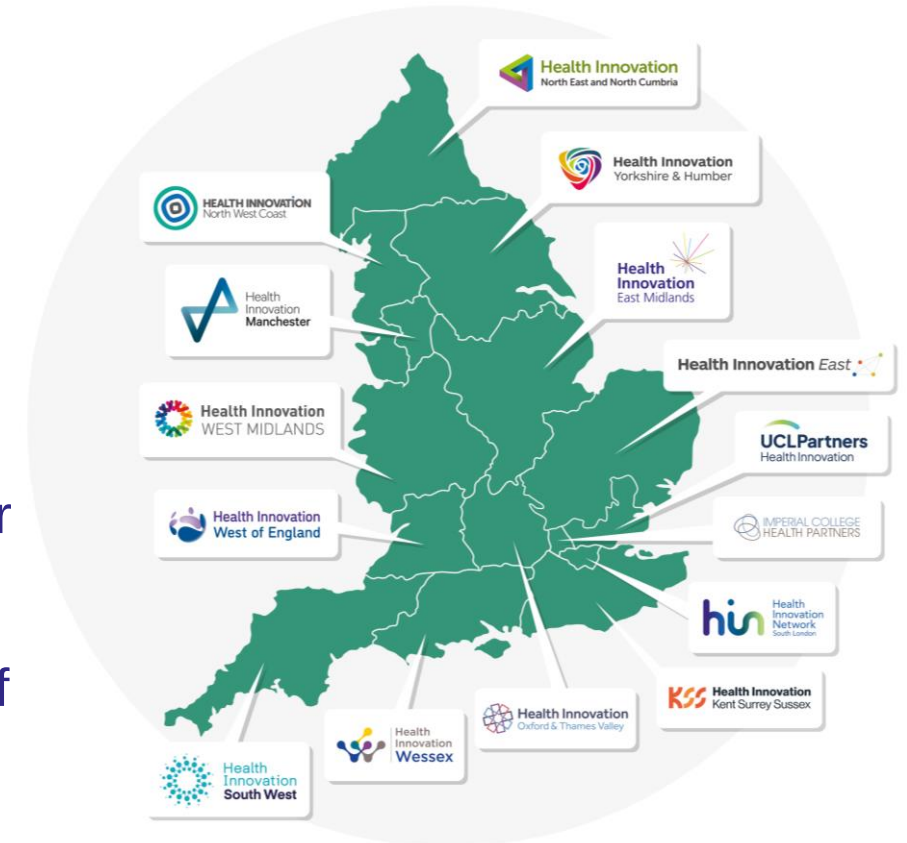


- Supporting Medtech - Graeme Cameron, CEO, Pennine Healthcare
- Expression of Interest Process
- Q&A



An innovation ‘docking station’

- HIEM is one of 15 Health Innovation Networks (HINs) – commissioned by the NHS to operate as the innovation arms for our ICSs and partners.
- We tackle national problems, with local understanding.
- And local problems, with national expertise.
- Each health innovation network is fully-embedded in their local health and research ecosystem.
- This drives economic prosperity and growth in all parts of the country and ensures that everyone benefits from innovation.



What is health innovation? Our definition ...

The development and implementation of **new ideas, technologies, and processes to improve the quality and efficiency of healthcare services** – finding better ways to deliver care, improve patient outcomes & enhance the overall patient experience.

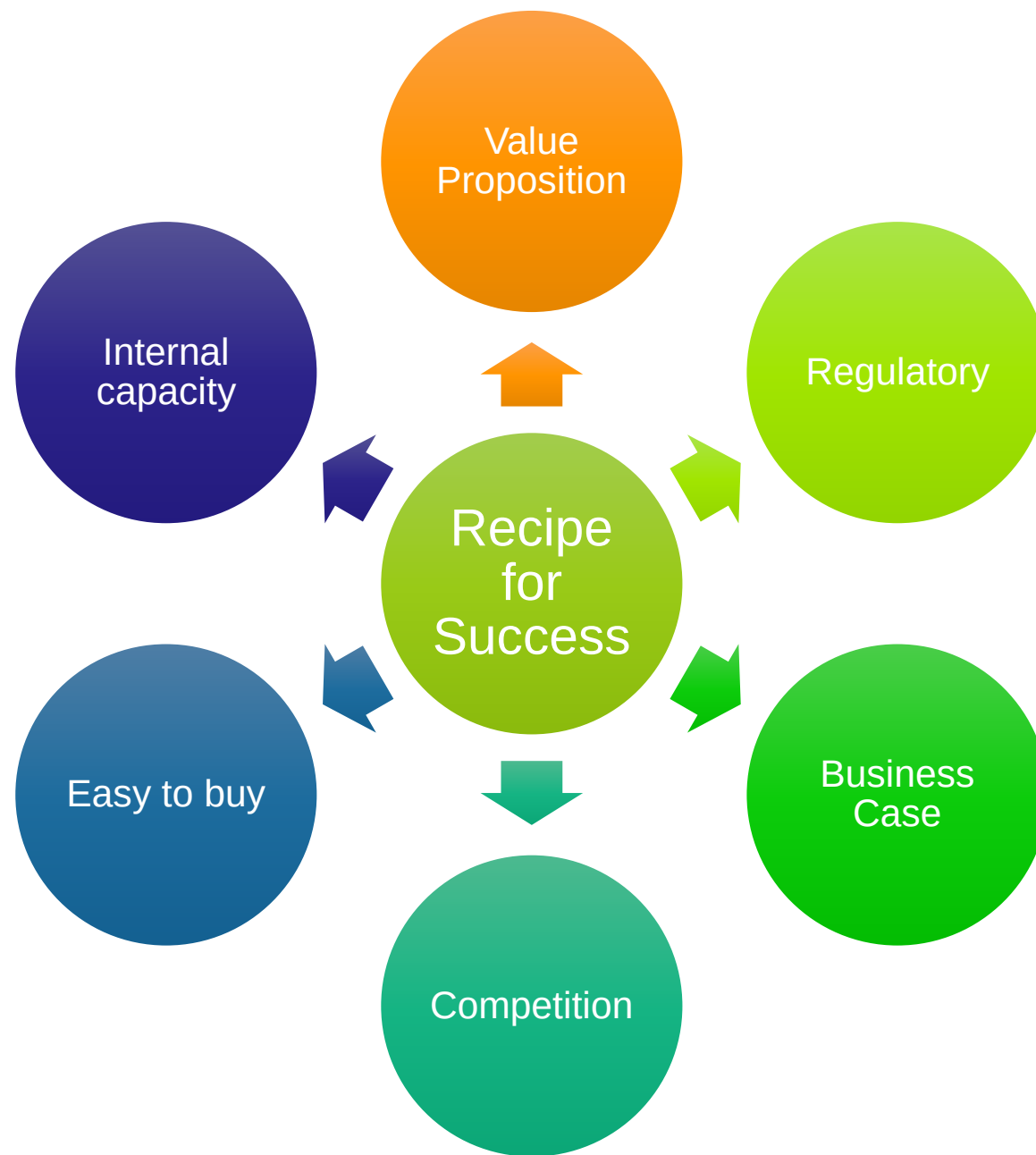
There are several types of innovation used in the NHS – they fit into three broad categories:

1. **MedTech medical devices and equipment** – e.g., diagnostic tools, monitoring equipment & surgical instruments that help health professionals diagnose and treat patients more effectively.
2. **Digital health technologies** – e.g., mobile apps, telemedicine platforms & electronic health records that help patients and health professionals to access and share information more easily.
3. **Service innovation** – e.g., new approaches to delivering care which help to transform the overall patient experience.

Innovation can be incremental, transformative, or disruptive / radical:

- **Incremental Innovation** is an **improvement to something that already exists** within the health and care system that positively affects the delivery of care.
- **Transformative Innovation** applies to a **new application of something that already exists**.
- **Disruptive or radical innovation** applies to something that is **completely new that responds to an unmet need** in the health and care system.





Pitching Your Value Proposition

Alison Mlot, Commercial Manager

3rd June 2025

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Value Proposition Canvas

VALUE PROPOSITION

CUSTOMER PROFILE

GAIN CREATORS

PRODUCTS & SERVICES



PAIN RELIEVERS

PAINS

CUSTOMER JOBS

GAINS



Master Your Pitch

1. The opener

First slide, first impression

Not your logo

Not a vague mission

A crisp summary of what you do and why it matters, in one line

Make it land



Master Your Pitch

2. The problem

What pain are you solving, and for whom? If your audience doesn't recognise it, or if it sounds more inconvenient than urgent, we're off to a slow start.



Master Your Pitch

3. The solution

This is your moment. Be clear, be specific, and resist the urge to overcomplicate. Founders often hide behind product detail. Investors/commissioners want clarity.



Master Your Pitch

4. Market size and shape

Don't just tell your audience the market is "huge".

Where is the opportunity. Who's spending money? How much? And why now?



Master Your Pitch

5. Traction

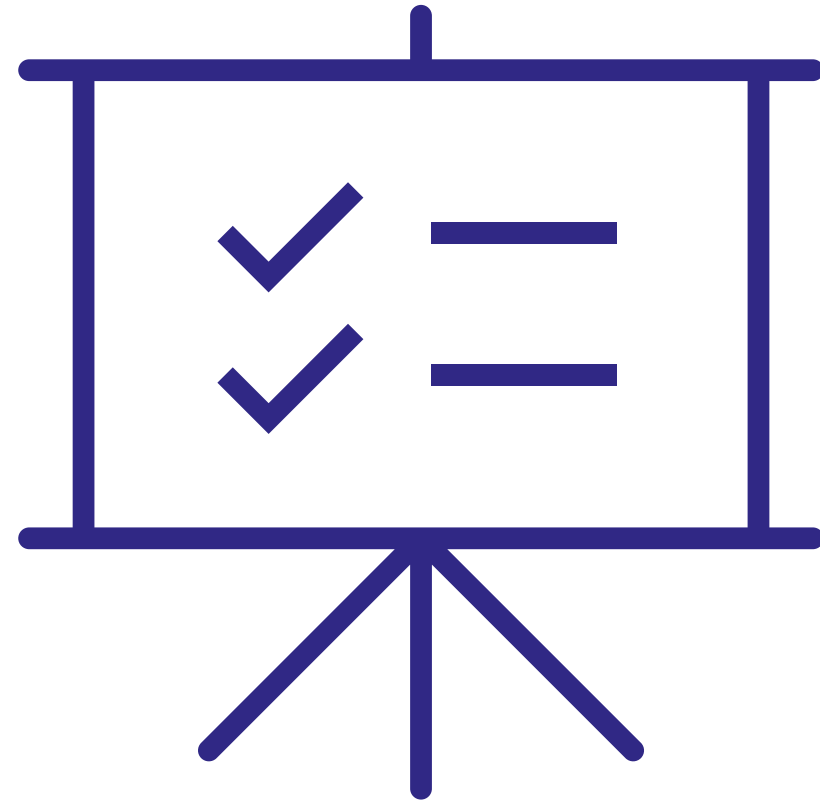
This slide is gold dust. It tells what you've already achieved with limited resources. Revenue, users, evidence, engagement, retention—whatever's strongest, show it clearly.



Master Your Pitch

6. Business model

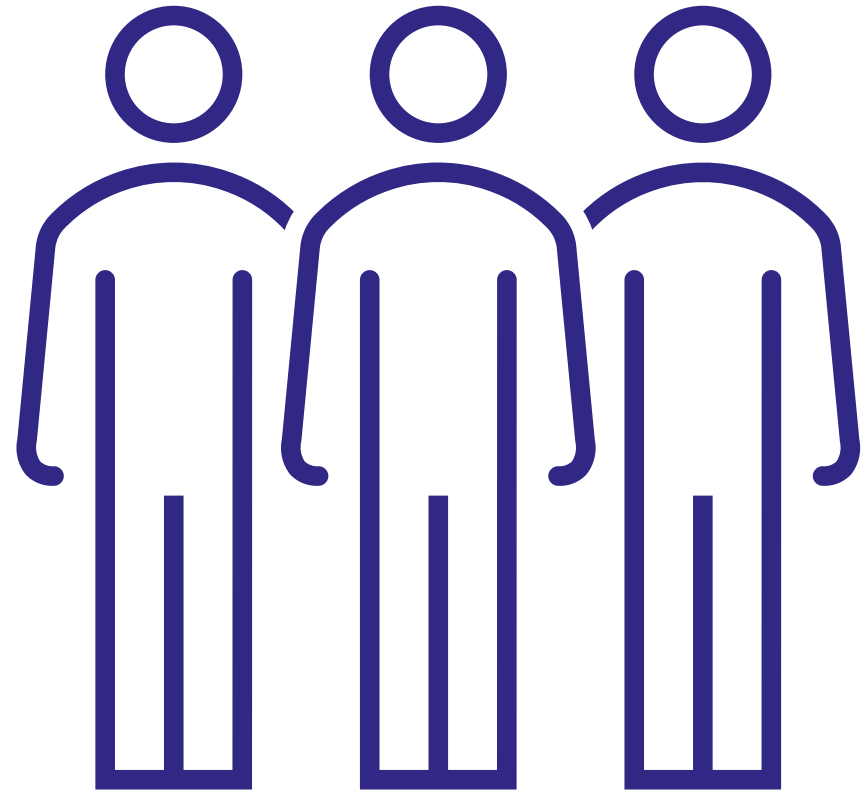
How do you make money, and when? No wild assumptions, no mystery levers. Just a clear explanation of where the value lies.



Master Your Pitch

7. Team

Why you? And why this team?
Founder-market fit,
complementary skills and the
ability to be exceptional.



Master Your Pitch

8. The ask

The final slide should leave no ambiguity. What is the ask/how much are you raising, what will you do with it, and what will success look like 12 months from now?



Success Story

Lara Solomon, Founder, Hoopsy



[Click here to access the success story by Lara Solomon](#)



Success Story

James Carpenter, CEO, SurePulse Medical





Pitching insights

3rd June 2025

SurePulse NeoPatch



The NeoPatch system includes



SpO2



Pulse Rate



ECG
heart rate



Chest Skin
Temperature



RFM



Video

Wireless vital sign monitoring system
designed for use straight after birth



Pitching



- Know your audience
- Be clear on what you want
- Call to action
- Stick to time
- Big yourself up
- Predict the predictable questions
- Practice, practice, practice!

Accelerator and Grant Applications

- Start early
- Don't get disqualified
 - Scope, wordcount, answer the question
- Beware online applications!
- Plain English
- Multi-disciplinary review
- Ask for feedback



Funders and Supporters



Any questions?



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Supporting MedTech

Graeme Cameron, CEO

Pennine 



Expression of interest now open!

- Submit an EOI to attend our Pitch Day at Pennine Healthcare in Derby on **9 July 2025**
- Applicants **must be based in the UK** and **able to attend the Pitch Day in person**
- Must be early stage in product development and a registered company or intent to set up/spin out.
- **Deadline for EOI is 17 June 2025.** Applicants will be notified by the 30th June.
- **Any questions?**

Contact healthinnovation-em@nottingham.ac.uk



Pitch Day Interactive Workshops

- **Customer Discovery** - Pioneer Group
- **The importance of PPI/Co-design/Human Factors** - HIEM
- **Regulatory Pathways** - LFH Regulatory
- **Production/Site Tour** - Pennine Healthcare
- **Business Development** - Sequel Consultants
- **Value Based Procurement for Healthcare** - Luach Consulting

Panel include NHS, Innovate UK, Pioneer Group



Support Package for Top 3 Pitches

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ABHI
HealthTech **for Life**

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Health Innovation Academy



Register for our free on demand courses for all healthcare innovators

- Short courses covering the innovation pathway
- Innovator success stories
- Ask the Expert sessions



Further information

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NHS Innovation Service
Supporting healthcare innovators

