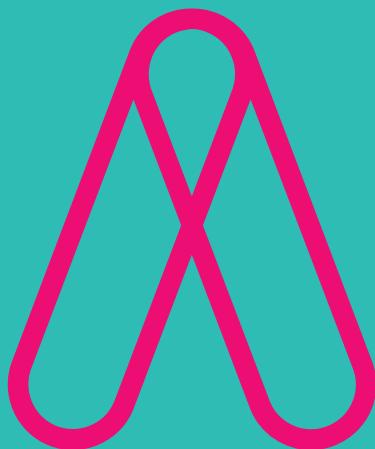




# ACTIVATE

A purpose-built accelerator program for  
Victorian digital and connected health  
companies poised for significant growth

## PROGRAM GUIDELINES





# ACTIVATE

 **ANDHealth**<sup>®</sup>  
Australia's National Digital Health Initiative

## ABOUT ACTIVATE

**ANDHealth ACTIVATE is a purpose-built accelerator program for Victorian digital and connected health start-up companies with significant growth potential that are ready to scale.**

ACTIVATE was designed based on real-world company feedback, recognising the need for extended time to meaningfully implement learnings beyond short-form programs.

The program combines critical elements of the highly regarded ANDHealth+ Masterclass programs into a six-month accelerator-style program, providing leading content, hands on coaching, deep domain expertise and supported implementation.

Targeted to companies that bring together the enabling capabilities of technology to create novel digital or digitally enabled medical technologies, products or services, ACTIVATE is suitable for companies which have reached MVP and can demonstrate early engagement with users and customers.

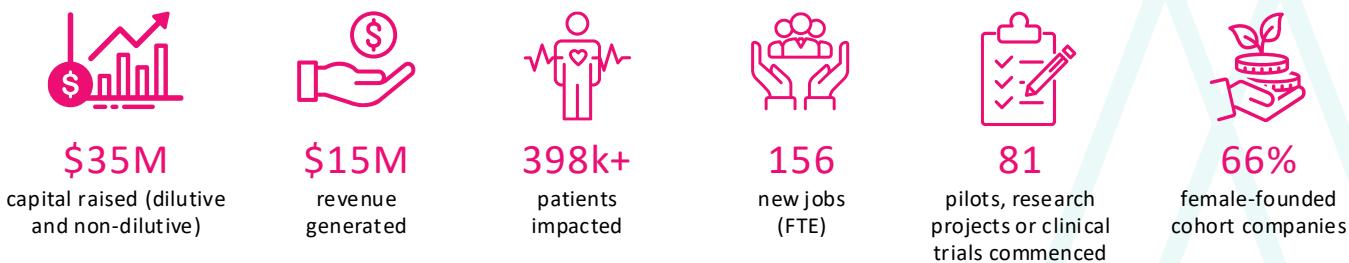
Throughout the 6-month program, companies will receive tailored support and mentorship designed to result in a robust business and investment case which will enable companies to successfully navigate the due diligence processes of professional investors and enterprise customers. The program delivers world-class content with hands on coaching and support to allow companies to implement their learnings into their business on a real-time basis.

Cohort companies also benefit from one-to-one access to a national Executive in Residence with a proven track record in developing, commercialising, scaling and exiting a digital health business, as well as facilitated access to ANDHealth's global network of industry leaders and preferred suppliers.

**ACTIVATE supports digital and connected health companies with practical tools, expert guidance, and a strong peer network. It covers key elements of commercialisation, including:**

- Six modules of **expert content** aligning to key building blocks of a **strategic commercialisation, business and capital plan**.
- Supported **knowledge implementation** phases, which will include practical exercises and self-completion tasks designed to help companies put their learnings into practice.
- **Mentoring and actionable feedback:** 1-1 and small group feedback from executives in residence, national sector experts and international industry leaders to support **continuous growth and improvement**.

## PROVEN, HIGH-IMPACT RESULTS



45 companies supported by ANDHealth ACTIVATE as of July 2025. ACTIVATE Cohort 1 May 2023, ACTIVATE Cohort 2 May 2024 and Cohort 3 May 2025. 1 company unable to disclose the amount of investment raised. 1 company did not graduate from the 2025 program; therefore, figures are reported for 44 companies in total.



# ACTIVATE



## PROGRAM BENEFITS

- No equity or IP taken.
- Access to a network of professionals with proven and demonstrable track records in development, commercialisation, implementation and capital raising in the digital and connected health sectors.
- Ability to apply learnings and implement changes during the program using the Content-Application-Feedback approach, which supports cohort companies to translate content into learning and then to embed those capabilities into business activities immediately.
- Ongoing access to a national Executive in Residence with a proven track record in developing, commercialising, scaling and exiting a digital health business.
- Facilitated access to ANDHealth's global network of industry leaders and preferred suppliers
- Opportunities to present to and receive feedback from ANDHealth's network of professional investors.
- Ability to network with a cohort of companies on a similar journey for the six-month program.
- Participation in a Program Showcase at the end of the program to present learnings.
- Access to ANDHealth's national and international industry development activities and events, including program alumni events and promotions.
- Access to ANDHealth's **CHICC Program**, which includes Office Hours with leading industry experts and targeted commercialisation workshops.



### THE SPEAKERS

Speakers are sourced from ANDHealth's extensive national and international network of industry leaders. Each speaker brings hands-on experience and a proven track record of delivering outcomes in digital and connected health. In previous years, the program has featured more than 115 industry experts.



### THE PARTICIPANTS

15 companies (up to a maximum of 20) will be selected through a competitive process.

A committed senior member of each cohort company is required for active participation in the program. Additional senior staff may be able to participate in specific sessions.



### THE COST

Thanks to the generous support of LaunchVic, this program is free of charge for Victorian-based companies.



launchvic



### THE DELIVERY

The program will be delivered via a hybrid format, with in-person presentations, workshops and networking, and virtual content, meetings and mentoring.

In-person sessions will be held at ACMD, Level 7, 27 Victoria Parade, Fitzroy, Victoria.



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## PROGRAM EXPECTATIONS

The ACTIVATE Program is designed around the realities of founder life, informed by over 4,000 hours of hands-on program delivery by our team. It enables companies to build commercial capability, apply learnings directly to their business, and balance program commitments with day-to-day operations.

A committed senior member of the team is required for active participation in the program. While there is room for other senior members to participate in specific sessions, we require full dedication from a nominated team member of the executive leadership team from each cohort company.

## PROGRAM STRUCTURE

### Onboarding

A short introductory video call to understand business needs, tailor the program accordingly, and align on expectations.

### Content Days (in-person)

Delivered in the first week of each module and mandatory to attend in-person. These sessions feature industry experts and cohort-based connectivity, focused on building the foundations of a robust commercialisation, business, and capital strategy. *3–4 full days per month.*

### Knowledge Implementation (hybrid)

Designed to embed and deepen learnings from the content days through practical application. Sessions include one-off workshops, Office Hours and working groups. Sessions are optional and primarily virtual, with some in-person opportunities, and run across the middle two weeks of each month. *A typical week of knowledge implementation includes one 60-minute workshop and one 45-minute Office Hours.*

### Mentoring (predominately virtual)

One-on-one support tailored to specific company needs, delivered in real-time. The Executive in Residence provides targeted guidance and support. *One 45-minute virtual session (with the occasional in-person session).*

### Investor 1:1 Sessions

Towards the end of the program, companies meet individually with an investor to receive tailored feedback.

### Showcase

A culminating networking event where companies present their product and impact to investors and the ecosystem.

### Certification

Upon completion, ACTIVATE graduates receive a certificate of completion, verified digital badge and formal recognition across the ecosystem as being supported by ANDHealth.

## ONE MODULE PER MONTH



### Week one: content

Mandatory in-person attendance  
*3–4 full days per module*



### Weeks two & three: knowledge implementation

Hybrid delivery  
*One workshop & one Office Hours*



### Week four: mentoring

One-on-one virtual mentoring with ACTIVATE EIR  
*One 45-minute session*



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## TIME COMMITMENT

Companies are required to attend key sessions in person throughout the six-month program, which runs from **May 2026 to December 2026**.

Over the course of the program, a senior representative (and other nominated staff members where appropriate) are expected to attend at least **90% of all content and mentoring sessions**. Please refer to the below table for some scheduling.

Companies must attend **all six mentoring sessions** with the Executive in Residence. Where necessary, sessions may be rescheduled by mutual agreement outside the standard program timetable.

### Program activities include:

- Content Weeks:**  
Each module begins with an in-person content week running for **3–4 full days (9:00 am – 5:00 pm)**. This equates to approximately **18–20 in-person days** across the six-month program.
- Knowledge Implementation Sessions:**  
Companies are expected to actively engage in knowledge implementation activities. While some sessions are optional, ongoing participation is strongly encouraged.
- Mentoring:**  
Attendance at all mentoring sessions is mandatory.

## KEY DATES FOR THE FIRST MONTHS OF THE PROGRAM

Event/Session	Date	Delivery Mode
Onboarding	20 – 21 April	Virtual
Day 0 Kick Off	14 May	In-person
Digital Health Festival	20 – 21 May	Ecosystem event (with interactive activities for attendees)
Module 1: Content Week	26 – 29 May	In-person (final day virtual)
Module 1: Knowledge Implementation	1 – 12 June	Hybrid delivery (mostly virtual)
Module 1: Mentoring	15 – 19 June	Scheduled in this week 1x 45-minute session per company
Module 2: Content Week	6 – 10 July	In-person

*We recommend holding the key program dates in your diary upon submitting your application. Once onboarded, all sessions will be added to your calendar, with future dates provided in advance.*



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## APPLICATION PROCESS TIMELINE

Process	Date
Applications open	Wednesday 28 January
<u>Information session #1</u>	11:00 am – 12:00 pm (AEDT) on Wednesday 4 February
<u>Information session #2</u>	12:00 pm – 1:00 pm (AEDT) on Wednesday 18 February
Bookings for Office Hours open	12:00 pm (AEDT) on Wednesday 4 February
Shortlisted applicants notified	Tuesday 31 March
Shortlisted applicant interviews	Wednesday 1 April & Thursday 2 April*
Successful applicants notified	15 – 17 April

*\*Please hold these dates in your diary upon application, in case you progress to the interview stage.*

## ELIGIBILITY CRITERIA

The program is designed for digital and connected health companies that:

- Are able to service the commitment of a six-month part-time program for senior leaders in the business (founder, C Suite level)
- Are registered in Victoria (as shown in the Australian Government's Australian Business Register) or have been founded in Victoria (with the majority of the company founders having a primary residence in Victoria and the majority of its assets [e.g., office] in Victoria)
- Have an Australian Business Number (ABN)
- Have more than 1 employee and fewer than 200 employees
- Have annual revenue of less than \$20 million
- Be developing and commercialising a digital health or digitally-enabled medical technology such as mobile health (mHealth), health information technology, decision support software, remote patient monitoring, digital diagnostics, wearable devices and sensors, telehealth and telemedicine, personalised medicine, connected medical devices, Software as a Medical Device ([FDA definition](#))
- Have a functioning MVP which can be deployed to generate clinical and commercial evidence
- Can provide evidence of customer and/ or end-user demand

**“** ACTIVATE was one of the best things we did this year. The speakers knew the health system inside out, and the advice was practical, not theory. The digital health focus made it easy to apply what we learned straight into StatDoctor, especially around evidence and commercial readiness. It pushed us to make real progress, and I rate the program very highly.”

– Anurag Ganugapati, Founder, StatDoctor

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## ACTIVATE CURRICULUM

Module	Theme	Topics Covered
#1	<b>Get your Foundations Right: Problem, Product &amp; People</b>	<ul style="list-style-type: none"> <li>• The important of the Problem</li> <li>• Value Proposition</li> <li>• The Health System</li> <li>• Systems Thinking</li> </ul>
#2	<b>Users &amp; Usability: Defining Your Product Development Roadmap &amp; Milestones</b>	<ul style="list-style-type: none"> <li>• Designing User Experience for Health Environments</li> <li>• Human Factors</li> <li>• Usability</li> <li>• User Experience</li> </ul>
#3	<b>Safety, Efficacy &amp; Trust: Managing Regulation, Compliance &amp; Risk</b>	<ul style="list-style-type: none"> <li>• Regulation including regulation of SaMD</li> <li>• Clinical Evidence</li> <li>• Standards</li> <li>• Quality Management Systems</li> <li>• Risk Management</li> </ul>
#4	<b>How &amp; Where to Grow: Know your Markets Before you Go to Market</b>	<ul style="list-style-type: none"> <li>• International Markets: US, APAC, India, Europe, UK</li> <li>• Global Reimbursement Pathways</li> </ul>
#5	<b>Will Your Customers Pay and Why? The Art of the Business Model</b>	<ul style="list-style-type: none"> <li>• Assumptions vs Claims</li> <li>• Users' vs Customers</li> <li>• Understanding your Customer</li> <li>• Evidence Gap Analysis</li> <li>• Key Opinion Leaders</li> </ul>
#6	<b>Money, Money, Money: What does it really take to raise capital? Are you Ready?</b>	<ul style="list-style-type: none"> <li>• Investors in Digital Health</li> <li>• Due Diligence</li> <li>• Legal Considerations for Raising Capital</li> </ul>

**“** ANDHealth’s ACTIVATE program has everything you’d expect from an accelerator plus more. The network we have been introduced to during the program has not only supported sales but also deepened our understanding of the digital health landscape. Expect your eyes to be open to possibilities for your product, approach to market validation and how you will raise capital with health tech investors.”

– Lisa Stephenson, Founder, I’m In Health

**“** ACTIVATE has been one of the most strategically impactful programs we’ve participated in. The calibre of speakers was exceptional, from healthtech founders, regulators, pharma executives and investors who have built and scaled real companies. Every session delivered practical, real-world insight that we could immediately apply to our business.”

– Harshad Vadakkepura, Co-founder, Actimo Labs



# ACTIVATE

Book a 20-minute Office Hours meeting with Program Director Tayla Turner to discuss your eligibility or application:

**BOOK NOW**

Start your application:

**APPLY NOW**

For more information, please contact Tayla Turner:  
[Tayla@andhealth.com.au](mailto:Tayla@andhealth.com.au)

