

AZ BioVentureHub & IBM start-up program



How does IBM engage?



Provide expert advice

- Identify & plug tech gaps
- Sales & marketing
- Business growth
- Service scalability

Who can benefit?

- B2B seed to growth stage companies in healthcare/life science
- We look at industry solutions, innovation height, core IT, marketplace



Understand user needs

Exercises to identify and empathize with a user and their pain points found in their current experience.

Example activities Lean Canvas

- What do you know?
- Need to figure out?
- Assumptions made?

Review and set plan

– IT Architecture

- Service overview of current state
- Advise on path forward using open technologies
- Secure app availability & scale reliably
- Meet client SLAs
- Evaluate opportunities to involve IBM [Client engineering](#)



Join IBM Start-up program

Up to 6 -month program

1. Review & set plan
2. Onboard
3. Sales & Marketing
4. Scale & grow
5. Graduate

Example outcomes

- Tech or migration enablement
- Architecture review & strategy
- Business & sales coaching
- Introduction to sales teams
- Sales pursuit assistance
- Marketing and PR plan
- Tech, ops & commercial readiness
- New point of contact
- Define cloud BP plan

What are the benefits?



Free access to IBM Public Cloud

You can use IBM Public Cloud to build or deliver your solution. Starting with 6 months free cloud credits for startups or partners

Example outcomes

- Access to core infrastructure
- Access to Software
- Access to 190 services like Ai, IoT, Databases, Blockchain

Get startup cloud credits

<https://developer.ibm.com/startups>

Get Partner cloud credits

<https://www.ibm.com/partners/start/12k-partner-with-ibm/>



Coaching and IT solutions

IT business coaching

- Value created
- Value captured
- Client business case
- KPIs
- Sales channels
- Pivot or persevere?

Building IT solutions (MVP) – Free or cost, based on agreement

Example activities

- Lean Canvas
- Running Lean
- IBM Design Thinking
- Innovation Workshop – cost
- Design Thinking framework



How to start?

1. Register your interest by contacting [Pernilla Isberg](#) at the AZ BioVentureHub

2. Register your need/interest at IBM here: <https://www.ibm.com/partnerplus> and send an email to Frode Langmoen at IBM (frode@se.ibm.com).

3. Contact our IBM contact for Q&A and guidance:

frode@se.ibm.com

<https://www.linkedin.com/in/langmoen>