

AZ BioVentureHub & IBM Accelerator



How does IBM engage?



Provide expert advice

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



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

Who can benefit?

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

What are the benefits?



Join Startup with IBM Accelerator

12-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



Free access to IBM Public Cloud

You can use IBM Public Cloud to build or deliver your solution. Starting with 12 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) - Cost

Example activities

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

Contact



How to start?

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

2. Register your need/interest here:

www.ibm.biz/startupsweden

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

frode@se.ibm.com,

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