



HealthTech Tour SXSW 2023

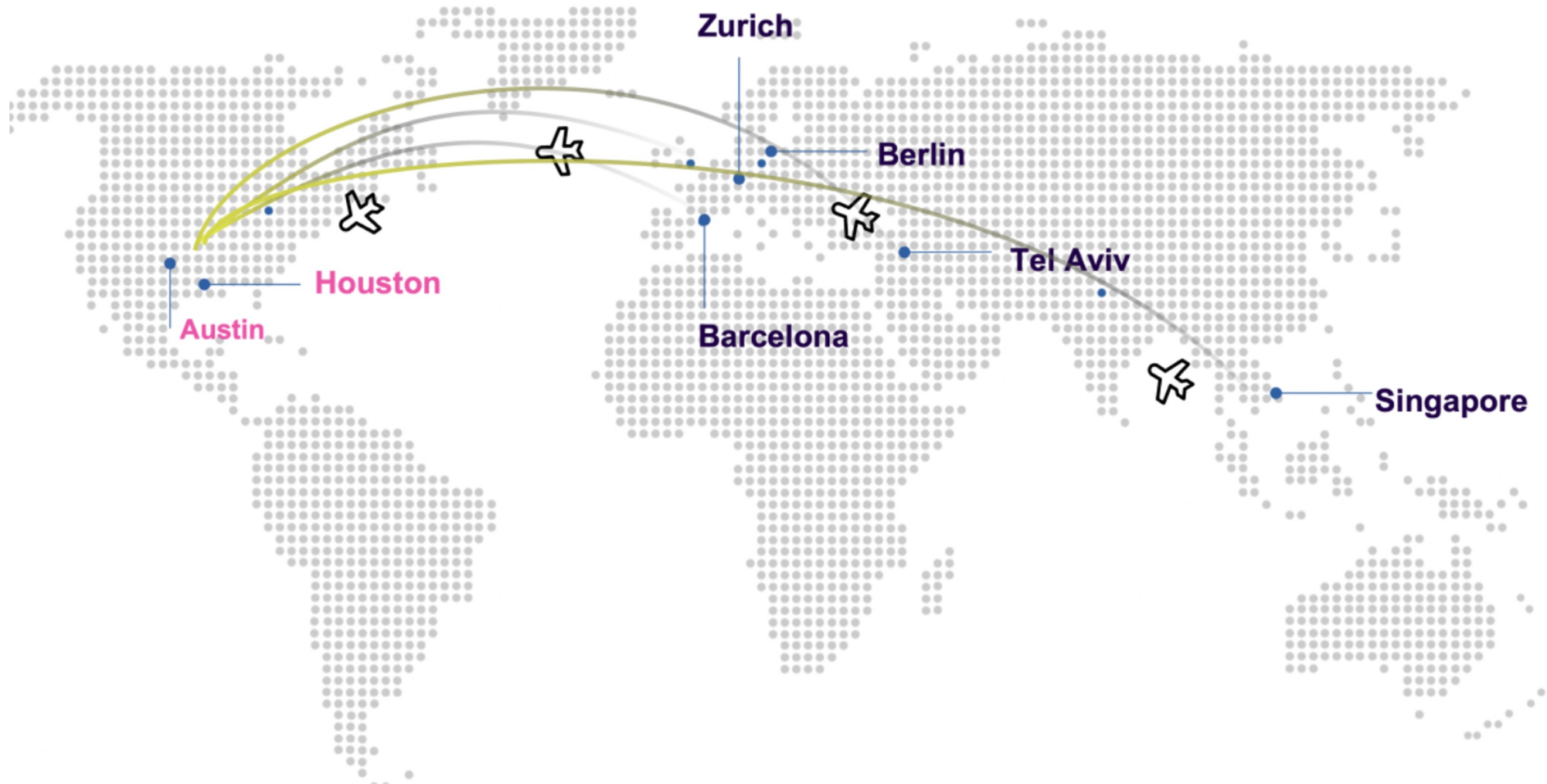
March 7 - 13, 2023





HealthTech Tour SXSW 2023

Our Journey





HealthTech Tour **SXSW 2023**

Partners





HealthTech Tour **SXSW** 2023

Key Elements

**2 Days in Houston
with up to 5
meetings**



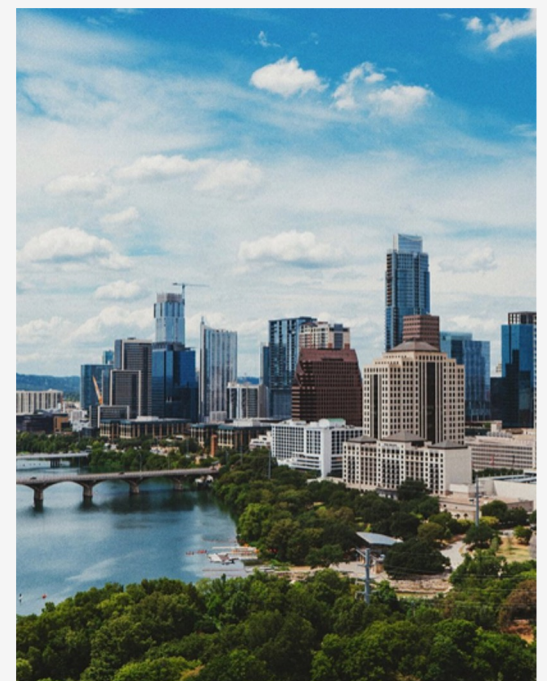
**3 Days in Austin
with up to 4
meetings plus
SXSW**



**1 Interactive
SXSW Ticket for
10 days of
Inspiration**



**Accommodation &
local Travel
included (see
packages)**





HealthTech Tour **SXSW 2023**

Why SXSW 2023



- South by Southwest – short SXSW – is one of the worlds most famous innovation festivals. Founded in 1987, SXSW celebrates the convergence of tech, film, music, education, and culture.
- Topics include CRISPR, telemedicine, mental health, CBD and psychedelics, 3D printed body parts, brain implants, and other new tech-driven innovations
- 3 days are dedicated to Health & MedTech, 5 days focus on startups



HealthTech Tour **SXSW 2023**

Why SXSW 2023



SXSW 2022 in numbers:

- **3,520** speakers shared their knowledge in 1,446 Conference sessions including 10 Keynotes, 518 Panels, 128 featured sessions, and more across multiple formats.
- **68 Meetups**, 40 Workshops, and **9 Pitch Events** gave registrants direct access to events highlighting networking and professional growth.
- **1,504 Music Artists** and 583 Film & TV Festival Screenings provided even more opportunities to connect with industry experts.



HealthTech Tour SXSW 2023

Why SXSW 2023

Exhibition

- Not your typical exhibition area!
- XR experience

Networking

- Side activities across the city in hotels, saloons, coworking spaces, etc

Other tracks during the first part of the conference include climate change, food, game industry, psychedelics, sports, travel, workplace revolution, metaverse, ...



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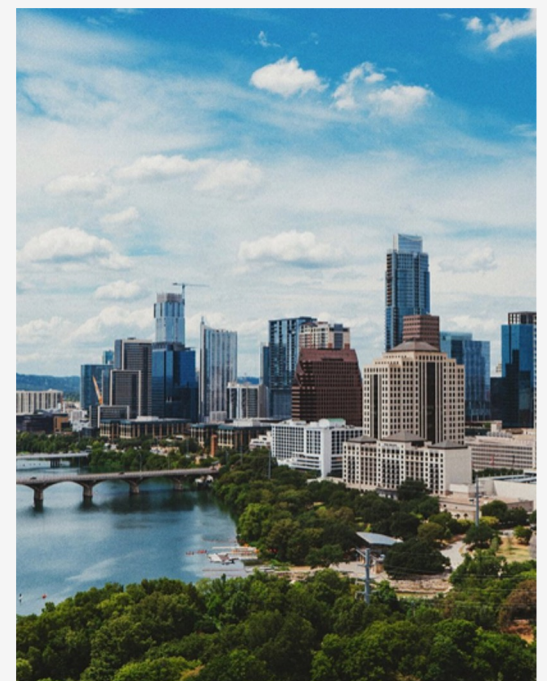
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HealthTech Tour SXSW 2023

Why combining Houston & Austin?



- Houston has the largest medical center in the world. The Med Center's 21 hospitals offer a total of 9,200 patient beds for the more than 10 million patients who visit each year.
- Houston is also home of TMCi - the Texas Medical Center Innovation that is supporting innovation and entrepreneurship internationally. More than 221 companies have been accelerated. Focus sectors are cancer and biotech.
- Houston is also known for RICE University, one of the strongest academic institutions for entrepreneurship



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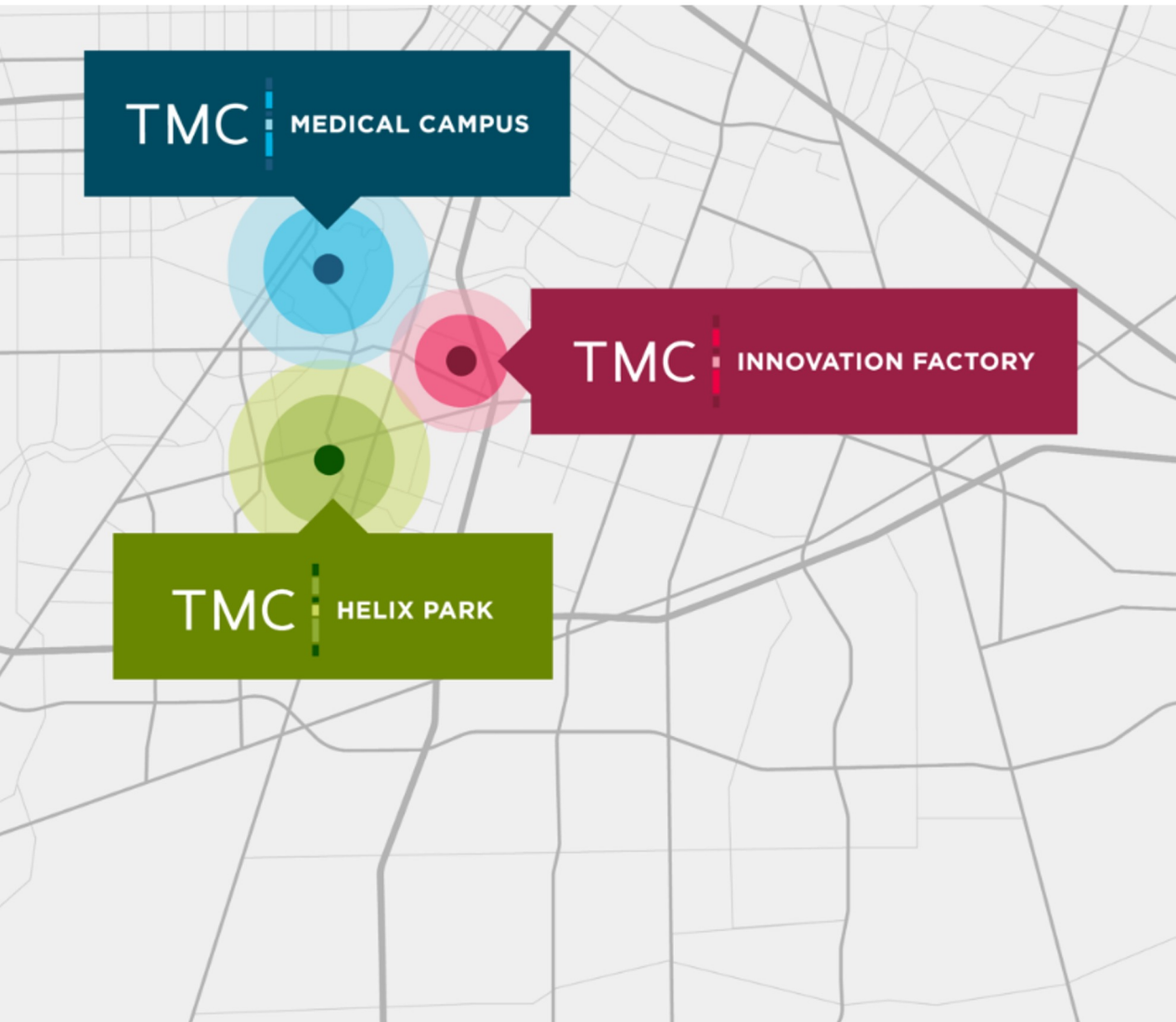


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Why combining Houston & Austin?



- TMC is the world's largest medical complex, world's largest children's and cancer hospital. TMC delivers one baby every 20 minutes and begins one surgery every three minutes!



HealthTech Tour **SXSW 2023**

Who is Joining?



Our Group:

- 12 - 15 ppl per group
- European digital health experts

Who will you meet:

- Healthcare ecosystem
- Accelerators/incubators
- Investors
- federal innovation agencies
- later-stage startups
- KOL in different areas such as mental health, neuroscience, nursing, oncology, etc
- Pharmaceuticals
- Investors



HealthTech Tour SXSW 2023

Example Agenda 2023

Tuesday March 7, 2023	Wednesday March 8, 2023	Thursday March 9, 2023	Friday March 10, 2023	Saturday March 11, 2023	Sunday March 12, 2023	Monday March 13, 2023
Houston	Houston	Houston - Austin	Austin	Austin	Austin	Austin
Arrival in Houston (one of the bigger airport hubs so many international passengers have to stop over)	9:00 - Breakfast with selected founders	9:00 - Visit of MassChallenge Texas in Houston	9:00 – Check in SXSW	8:00 - Joined Breakfast at AirBNB	8:00 - Joined Breakfast at AirBNB	Departure from Austin
	11:00 - Visit of MD Anderson Cancer Center & Visit of Rice University & Houston Exponential	10:00 - Transfer to Austin / Roadtrip	10:00 - SXSW Pre-Events + Guided Tour to SXSW Locations	10:00 - Start SXSW Pitch	10:00 - SXSW Creative Industries Expo	
	1:00 - Lunch	Lunch on the Road	Lunch	Lunch		
Welcome Dinner with traditional Texas food	3:00 - Joint event at Texas Medical Center	2:00 - Arrival Austin in AirBnB	1:00 - SXSW Keynote by Co-founder of 23andMe Anne Wojcicki	2:00 – Recommendations for SXSW Conference Program	2:00 – Visit Capital Factory	
		5:00 - Visit Michael Dell Center	4:00 - Visit German House	4:00 – SXSW Conference Program	4:00 - SXSW Conference Program	
	7:00 – Dinner with Health Influencers from Houston	7:00 – Free time	8:00 - Interactive Opening Party	Guided Tour Austin or Free time	7:00 - Dinner with Health Influencers from SXSW	



HealthTech Tour SXSW 2023

Activities at SXSW 2023

The FINN/Humble House

- 3 days of healthtech programming (11-13 March)
 - Future of Health, future of tech, future of work/life entertainment
- Networking
- Daily Humble Hang

The Health Disruptor Dinner

An intimate dinner to network with key stakeholders while enjoying Texan food





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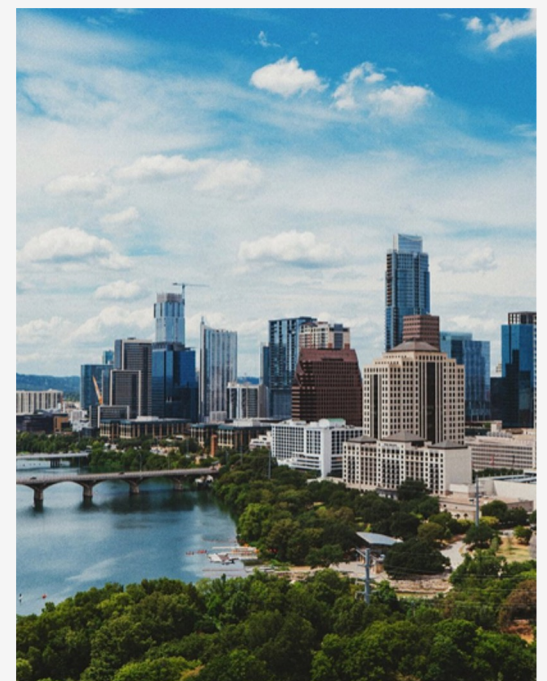
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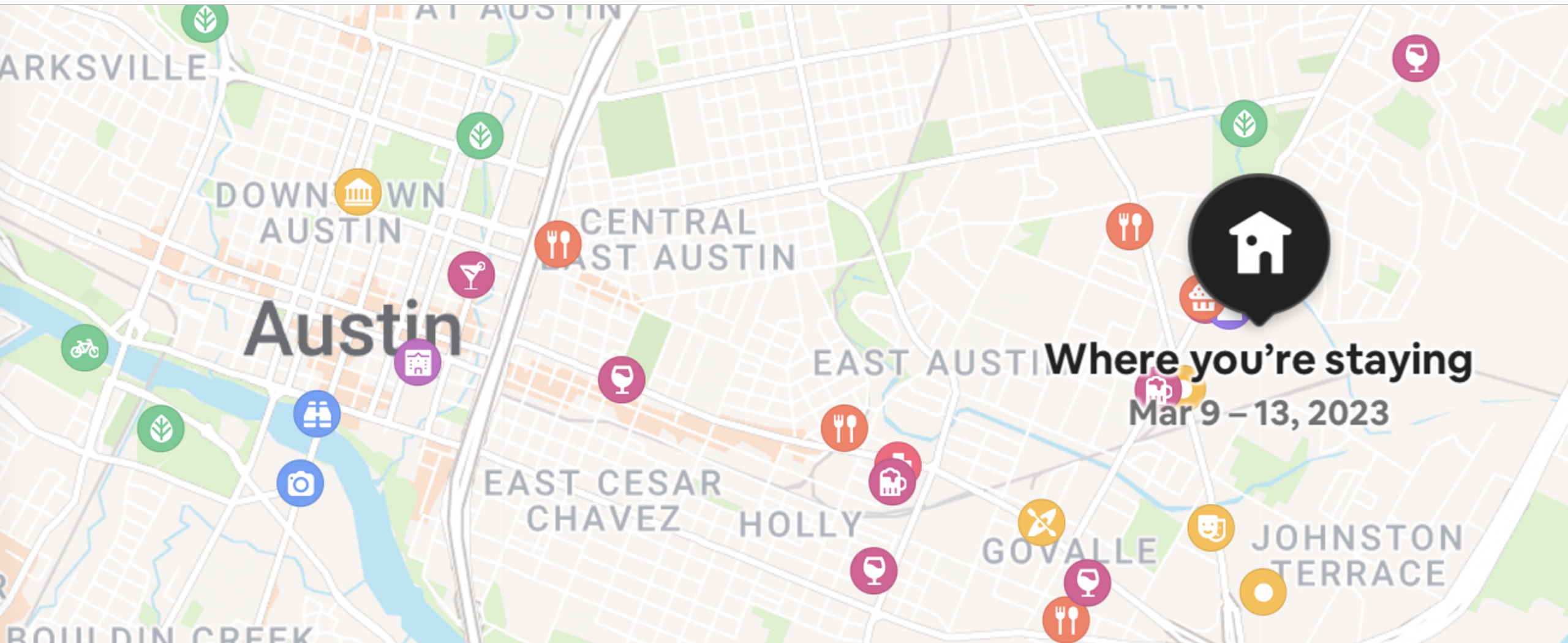
Logistics





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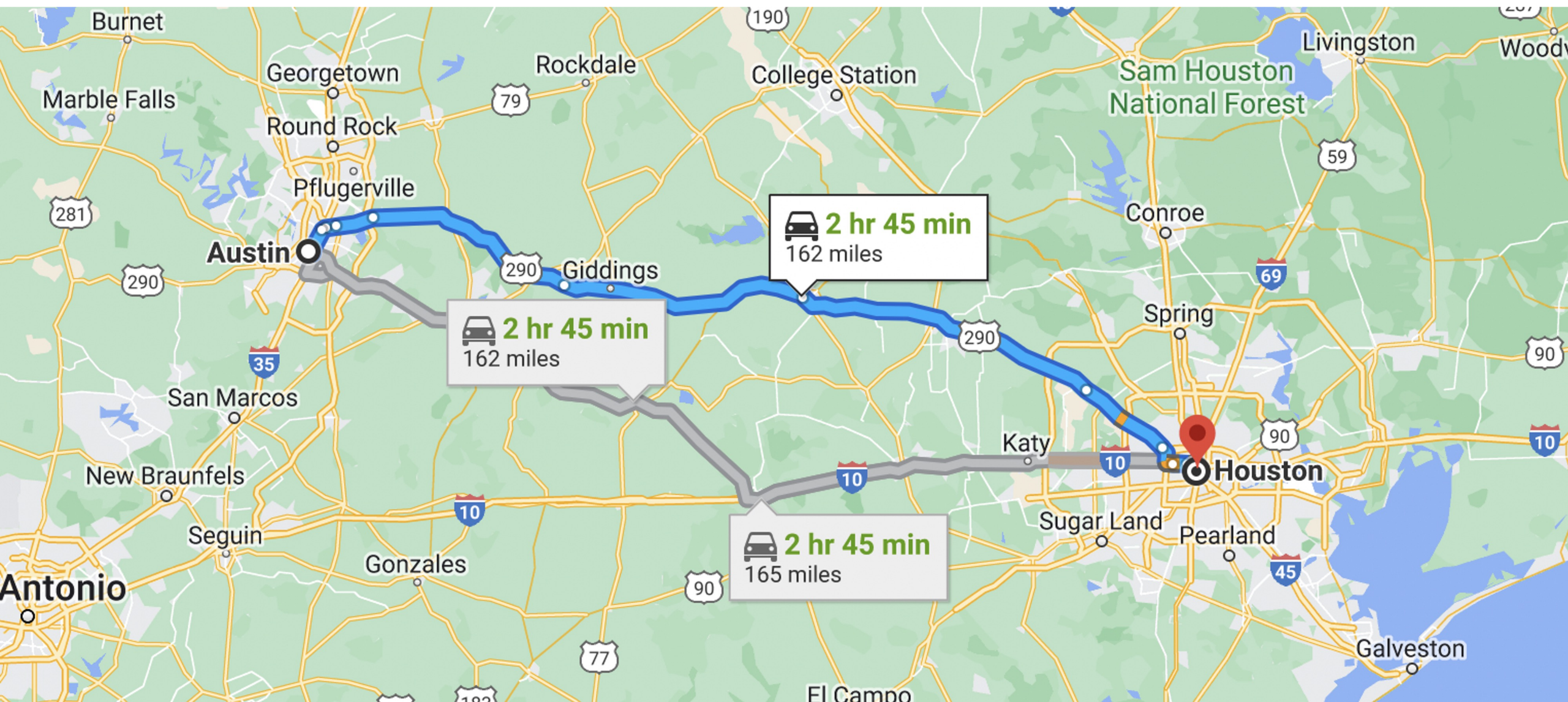
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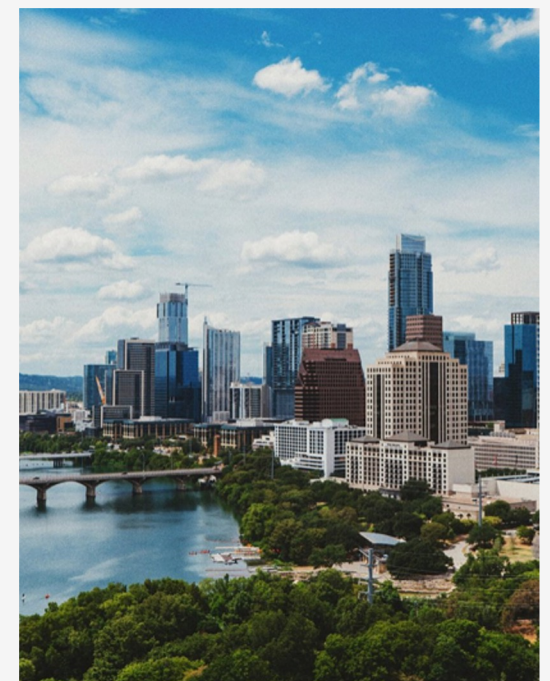
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HealthTours Packages

Choose your best Option!

All Inclusive 8,000 Euro

- 5 days program with 10+ meetings, visits of Coworking and Innovation Hubs and Digital Labs
- Meeting of 5 selected Startups
- Curated SXSW program
- Accommodation in Austin + Houston (Hotel/AirBnB) including breakfast plus 2 dinner
- Ticket SXSW Interactive (value: 1,500 Euro)
- Bus Shuttle Houston to Austin
- ***Not included: Flight***

Half 6,000 Euro

- 5 days program with 10 meetings, visits of Coworking and Innovation Hubs and Digital Labs
- Meeting of 5 selected Startups
- Curated SXSW program
- Ticket SXSW Interactive (value: 1,500 Euro)
- Bus Shuttle Houston to Austin
- plus 2 dinners
- ***Not included: Flight, Accommodation in Austin & Houston***

„Backpacker“ 3,000 Euro

- Participant joins in Austin only
- SXSW Only: Curated SXSW program
- Plus 1 dinner in Austin
- Ticket SXSW Interactive (value: 1,500 Euro)
- ***Not included: Flight, Accommodation in Austin***

Our HealthTech Experts

The Team

Maren Lesche

Founder & CEO



Ecosystem & Innovation Expert, Startup Mentor & Coach, University lecturer and speaker on Healthtech, Applied Data, Logistics, Mobility, Angel Investor.

Natalia Karbasova

FitTech Club



Natalia is the founder & CEO of the FitTech Club, the global networking & business acceleration platform for founders, executives & investors in fitness, health, wellbeing and tech.

Aline Noizet

Healthcare Advisor



Founder of Digital Health Connector as well as mentor and coach at Vision Health Pioneers Incubator. Ex-Bayer

Anic Malgaroli

Healthcare Advisor

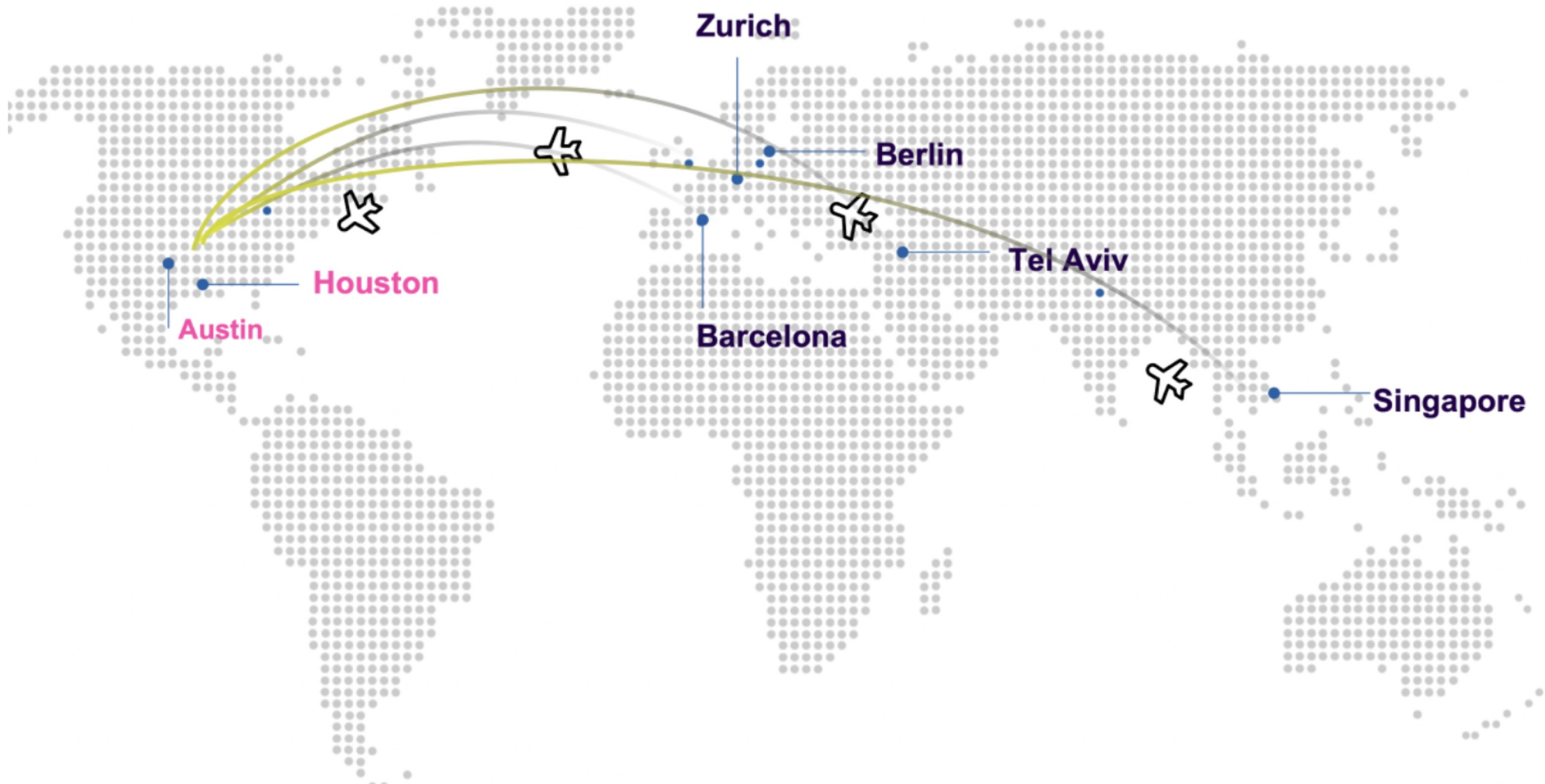


Team Lead at Orthopodo Malgaroli in Switzerland and Healthcare Advisor at Vision Health Pioneers Incubator.

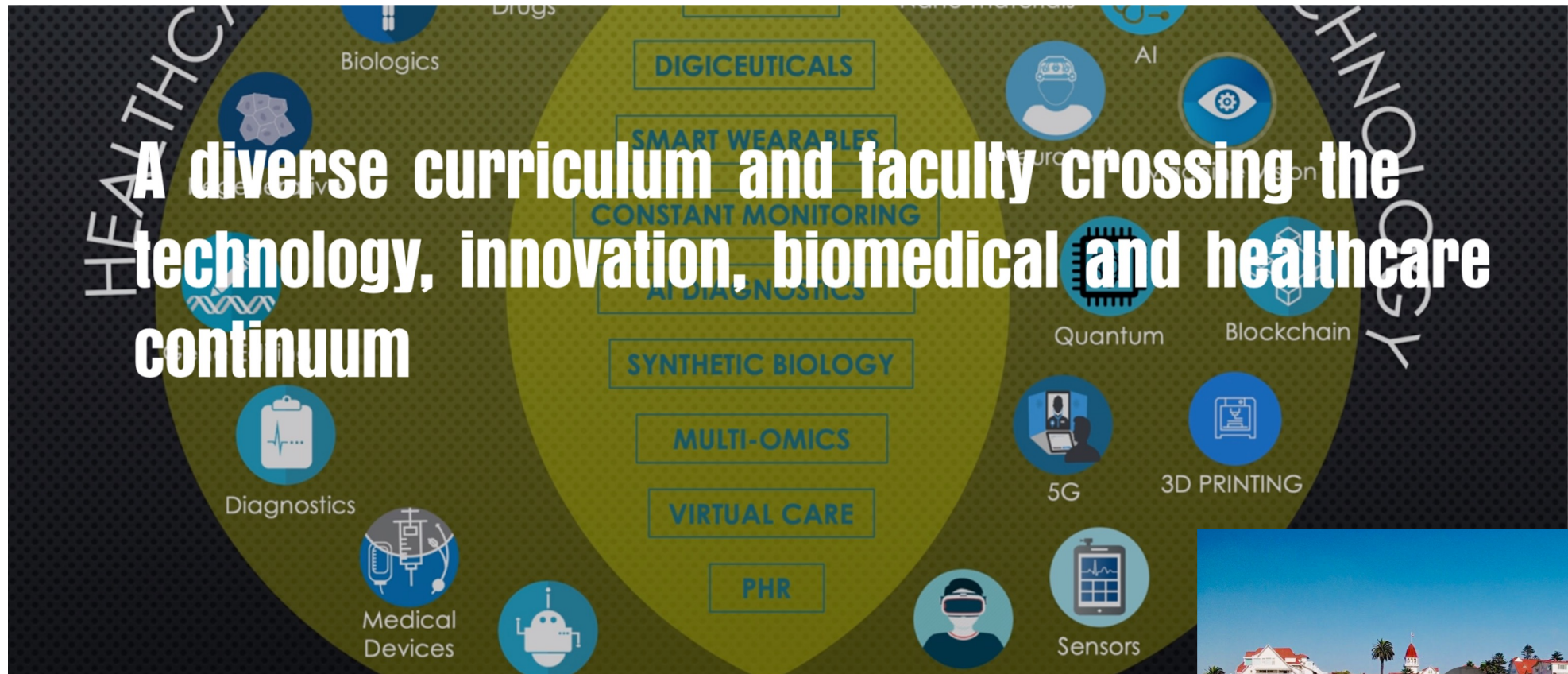


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Our Journey



NextMed.Health 13-16 March, San Diego



Special discount for the Healthtech Tour participants!



IHRSA's International Convention & Trade Show
March 20-22, 2023 in San Diego, CA





Thanks

Maren Lesche
CEO Startup Colors

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