

Multiple Stakeholders Design Partnership

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ALYN Hospital

Trailblazing pediatric rehabilitation for 90 years

- The only pediatric rehabilitation hospital in Israel and entire Middle East.
- Among the largest integrative pediatric rehabilitation care settings in the world.
- Experience of over 50,000 patients treated
- Recognized advisor to Israeli government on rehabilitation equipment, legislation, regulation and standards.
- Advisor & partner to the international pediatric rehabilitation medical community.



**Bedside
Rehab**
Est. 1932



**Child
Rehab**
1950



**Environmental
& Social Rehab**
1970-1990



**Global
Rehab**
2010-2022

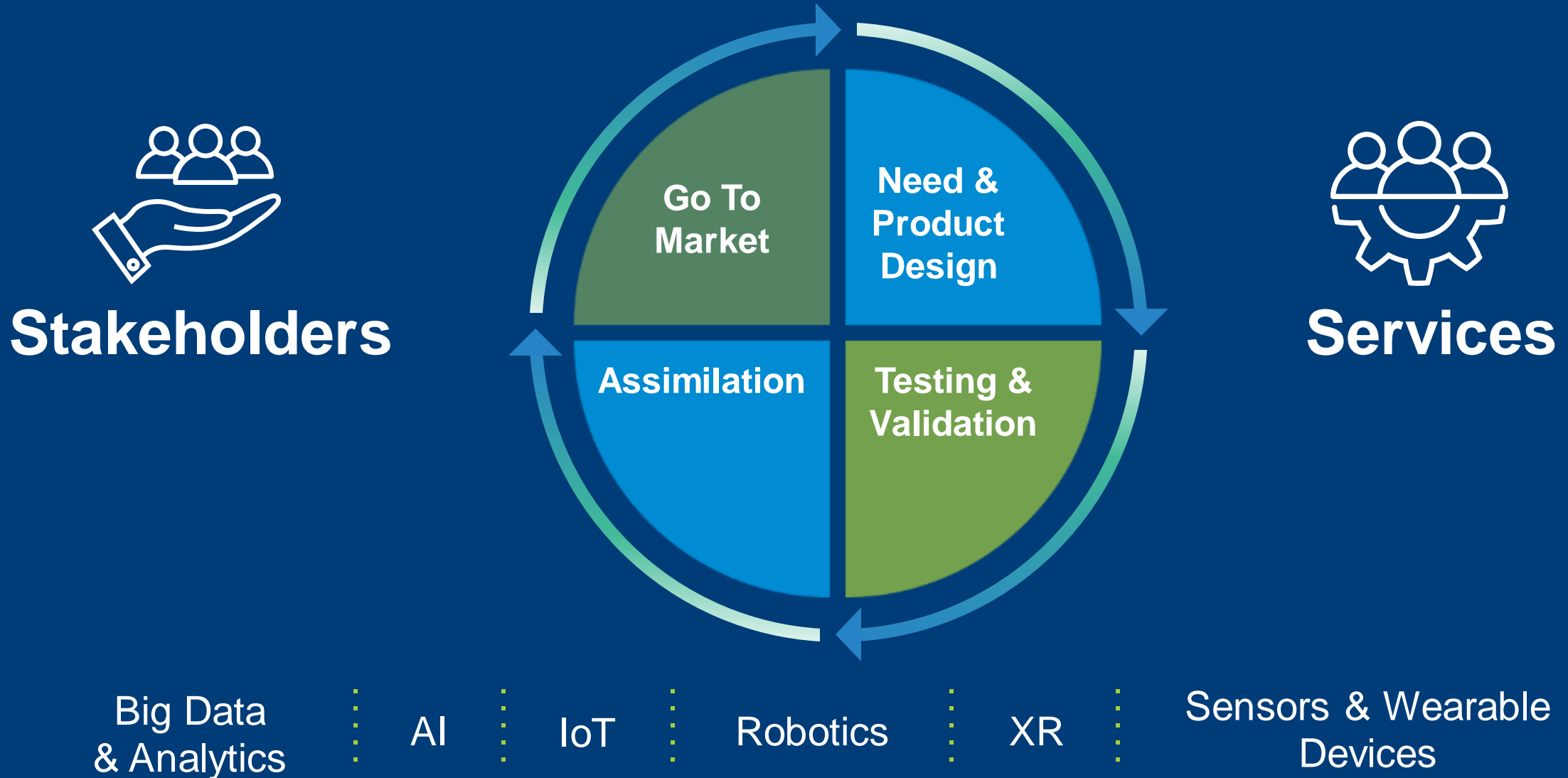


ALYN Hospital's innovation center for the development and commercialization of pediatric assistive technologies.

Startups focused on pediatric rehabilitation challenges



Multiple Stakeholder Design Partnership



Interested in Joining Our Portfolio?

What
Do We
Provide?



Co-development across the product's life cycle



Product testing, validation, and feedback



Comprehensive clinical guidance



Research management



Access to the target population for valuable insights



International and local networking opportunities

Interested in Joining Our Portfolio?

What
Do We
Seek?



Strong solution to pediatric or rehab unmet need



Strong team



Commercial agreement signed with selected startups/companies

Structured Selection Model



Need & Solution

Importance to patients
of potential patients
Alternatives
Technological risk
IP protection



Business

GTM
Sales plan
Exit strategy
Focus

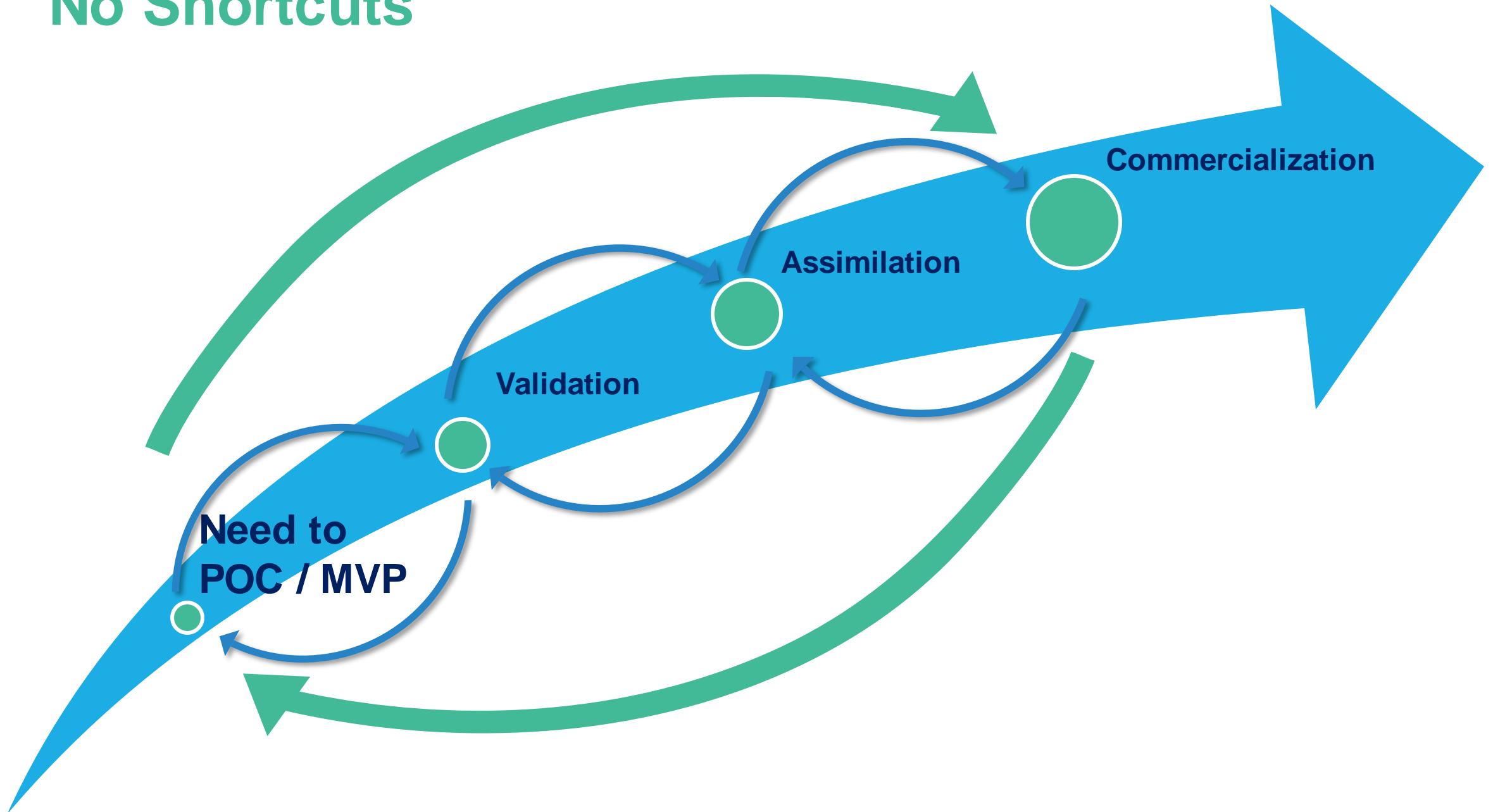


Team

Dedication
Experience & track record
General impression

Evaluation Subject	Criteria	Score	Out Of	Comments	Weighted
P r o f e s s i o n a l	Importance to Patients	18	20		34.4
	Number of patients need the solution	15	15		
	Quality of solution – professional/pragmatic evaluation	10	10		
	Existing alternatives and competitive advantage	12	15		
	Technological gap (risk)	10	10		
	Complexity of implementation in ALYN	8	10		
	IP Protection	3	10		
	Availability of resources	10	10		
	Total Professional	86	100		
B i z	Sales Forecast Exist ?	15	15		26.4
	Market understanding	15	15		
	GTM (Go To Market) plan	15	15		
	Sales potential	10	20		
	Focused approach	20	20		
	Exit strategy	13	15		
	Total Biz	88	100		
T e a m	Can the team lead successful fund raising	20	25		22.2
	Is it dedicated	10	10		
	Funds for 6 months	5	10		
	Track record	1	10		
	Relevant experience (clinical & technological)	19	20		
	Managerial experience	5	10		
	General impression	14	15		
	Total Team	74	100		
	Grand Total	83	100		

No Shortcuts



Selected Portfolio Partners

To Date:

15

Startups

Developing

17

Products



Tips for successful assimilation

- **Customer centric approach**
- **The customer is part of the unmet need identification**
- **A Champion is a “Must Have”**
- **Flexibility in training delivery (repetition, online, localization, Etc.)**
- **Committed & always available, technical support**
- **Preset, agreed, measurable KPI**

My Two Cents

- **Respect your partner interest**
- **Act success oriented**
- **Fall fast**
- **Think “Agile”**



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