

# Suppliers' Open call: Documentation and Rules

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## Annexes:

- Application form
- Guideline for applicants
- Guideline for evaluators
- Non-disclosure & Confidential Undertaking (NDCU)

# 1. Overview of InnoHSupport

InnoHSupport is a project funded by the European Union, having as its main goal to bridge the gaps that hamper the progress in the definition, implementation, and adoption of innovative solutions in the healthcare ecosystem.

The project, which started in September 2024 and will last until August 2026, offers a portfolio of advisory services for procurers, state-owned enterprises, SMEs and start-ups, research and technological organisations, innovation agencies and other organizations, like investors, responsible for promoting innovation procurement.

These advisory services include, among others, provision of training materials, executive trainings delivered by experts in innovation procurement, dedicated coaching sessions, innovation showcases, scanning of relevant bidding opportunities, matchmaking with potential partners, acceleration services, etc.

The Project methodology is based on three pillars:

**Pillar I.** Capacity building focused on building capacities and skills to the innovation procurement ecosystem.

**Pillar II.** Inventory of innovation procurement advisory services oriented towards the design and testing of a comprehensive set of advisory services covering the whole innovation process cycle.

**Pillar III.** Collaboration and Matchmaking to foster the innovation ecosystem building by developing spaces for co-design and matchmaking.

InnoHSupport is made by and for innovation actors, with a consortium bringing together 7 partners and 2 affiliated entities from 6 EU countries (ES, NL, IE, BU, BE, UK), including a consultancy firm, a university, a public buyer and several associations with high expertise within the public procurement of innovation in the healthcare systems. The list and description of InnoHSupport partners can be found [here](#).

## 2. Collaborative and Matchmaking Programme for Suppliers

As one of the main pillars of the project, showcase and matchmaking is to be considered a crucial aspect of the innovation procurement ecosystem. Beyond providing specific and individual focused services, an ecosystem linked collaborative approach is indeed needed to catalyse, reinforce and address ambitious innovation procurement initiatives in healthcare.

The main gaps identified in the healthcare sector relate to three key stakeholders: first, the difficulties faced by SMEs and startups in predicting demand and effectively participating in procurement processes; second, the challenges for procurers in identifying and aligning with the needs of similar organizations, leading to infrequent collaborative procurement; and third, the absence of adequate channels for investors to discover investment opportunities and communicate their priorities and interests in the healthcare sector.

### 2.1 Aim and objective of the call

This open call for suppliers aims to prepare the selected participants to understand and challenge their procurement processes, as well as their investment and partnering needs. They will receive coaching on effectively presenting their business goals to potential funding organizations, investors, and partners. Moreover, these services will connect the supported suppliers with the broader procurement ecosystem, encompassing public and private procurers, investors, and strategic partners.

### 2.2 Benefits and offered services to selected suppliers

- 1 online individual challenge session with experts in procurement and partnering to refine their procurement needs and strategies.
- 1 online group pitch training session to dry run their investors and partnering pitch, receiving feedback from seasoned coaches and peers.

- 1 online matchmaking event to present in front of investors, corporates, procurers and industrial leaders, and to network with relevant stakeholders.
- Online One2One meetings.
- Access to the Agora community, offering wide visibility opportunities to showcase technological innovations to relevant actors.
- Raise awareness about identified procurement opportunities.

## 2.3 Open call dates

**The open call has 3 cut off dates**, listed here below, and for each cut-off date 10 suppliers will be selected and offered the project services:

- **1st Cohort: 10 February – 18 April 2025**
- **2nd Cohort: 23 June – 21 September 2025**
- **3rd Cohort: 7 January 26 – 15 March 2026**

## 3. Description of provided services

InnoHSupport is committed to fostering innovation within the healthcare public procurement ecosystem, and through this open call for innovative suppliers, the project offers to be selected innovative SMEs and start-ups individual coaching and collaborative insights sessions, including investment and partnering pitch trainings held by selected experts and stakeholders, and online matchmaking events to showcase technological innovation and learn about partnering needs.

Below sections explain in detail the programme and structure of each provided services:

- 1 online individual challenge session with experts in procurement and partnering;
- 1 online group pitch training session with investment experts;
- 1 online matchmaking event to present in front of investors, corporates, procurers and industrial leaders, and to network with relevant stakeholders.

### 3.1 Online collaborative challenge session

Online collaborative challenge sessions will give suppliers the possibility to **present their procurement opportunities, their financing and partnering needs** as well as their strategy to achieve these needs. Experts in procurement, investment and partnering are invited to these sessions to provide observations and recommendations to the selected suppliers. These experts are pre-selected by the InnoHSupport Consortium partners to create a dedicated group with the necessary skills and competences to assist participants in enhancing their procurement process, and their profile and biography are available on the project Agora. This collaborative setting among diverse stakeholders facilitates valuable **interactions in a dynamic and supportive manner**, which helps the suppliers to improve their strategies.

One collaborative challenge session will be organised for each interested supplier. It will take place online and **last about 40 minutes** with the following **format**:

- 10 minutes presentation by the supplier;
- 10 minutes questions by the experts;
- 10 minutes observations and recommendations by the experts;
- 10 minutes lessons learned and next steps by the supplier.

### 3.2 Online pitch training sessions

An online pitch training session will be organised for the suppliers in each cohort, to give them the opportunity to **dry run their investor and partner pitch** and to receive feedback from invited experts to improve it before they are connected to funding organisations, procurers, investors and partners.

The participating suppliers will learn both from the feedback they receive from the experts but also from the feedback their peers give or receive.

Each online pitch training session will accommodate all suppliers from the cohort and 6-8 experts will be invited to provide feedback. After a short welcome and presentation, participants are split into 2 parallel sessions (5 companies and 3-4 coaches per session)

The online pitch training session **will last approximately 1h30**, and the **format** of the online pitch training session will be:

- 10 minutes: Welcome and Presentation on how to create an effective presentation
  - 1h25 coaching session:
- 5 minutes: introduction by the coaches;
- 5 minutes: pitch by each presenter;
- 10 minutes: Questions and Recommendations by the experts;
- 5 minutes: Wrap-up and feedback questionnaire

Prior to the session, the participants will receive email communication including guidelines on what to include in an effective presentation, and after the session a follow-up email will be sent with recording of the session and its outcome.

### 3.3 Online Matchmaking Events

**Multi-buyer matchmaking events** will be organized to bring together in an interactive format the selected suppliers of each cohort with the procurement ecosystem (procurers, funding organisations, investors, partners). **Each stakeholder will present its opportunities and connect with other participants.** One such event will be organized for each cohort, three in total, and will serve all the suppliers selected in the respective cohort.

The online event will also give participants the opportunity to schedule online **One2One meetings** with each other. One2One meetings will be organized on the day of the online event and on the following day to allow participants to have more slots available. The **format** of the online matchmaking will be:

#### **AM (10.00 – 13.00 CET)**

- 10 minutes welcome and keynote speech;
- 10 minutes elevator pitches by the 10 selected suppliers;
- Split into 2 parallel sessions of 50 minutes each
  - 5 minutes pitch + 5 minutes Q&A from the audience;
- 10 minutes break;
- 10 minutes elevator pitches by Procurers and funding organizations;
- Split into 2 parallel sessions of 50 minutes each
  - 5 minutes pitch + 5 minutes Q&A from the audience;
- 30 minutes VC short pitches;
  - 3 minutes pitch by VCs followed by Q&A from the audience

- 10 minutes wrap-up and feedback questionnaire.

#### PM (14.30 – 18.00 CET) & Following day

- Online pre-scheduled One2One Meetings

## 4. Open call process

### 4.1 General Principles

InnoHSupport call will be carried out using the same basic principles which govern European Commission calls:

1. **Excellence.** The companies selected for receiving InnoHSupport services must demonstrate a high quality in the context of the market opportunities and criteria set out in the Open Call.
2. **Transparency.** Company selection decisions will be based on clearly described rules and procedures, and all applicants should receive adequate feedback on the outcome of the evaluation of their application.
3. **Fairness and impartiality.** All proposals submitted to the InnoHSupport open call are treated equally. They are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants but in line with the scope and eligibility criteria of the Open Call.
4. **Confidentiality.** All proposals and related data, knowledge and documents are treated in confidence.
5. **Efficiency and speed.** Evaluation of proposals and award of the acceleration support should be as quick as possible, maintaining the quality of the evaluation, and respecting the legal framework.

InnoHSupport considered these principles when designing its Open Call rules and producing the related documentation.

### 4.2 Publication of the Call

The full call details are published on the InnoHSupport website. This includes the call announcement as well as links to the additional documents of the open call



aiming at helping interested parties to understand the open call and the whole process to prepare their application. The following documents have been prepared and are provided as annexes:

- Application Form (Annex 1);
- Guideline for Applicants (Annex 2);
- Guideline for Evaluators (Annex 3);
- Absence of conflict-of-interest declaration (ACID) (Annex 4);

InnoHSupport open call will remain open for a period of **10/12 weeks** for the submission of proposals for each one of the 3 cohorts. InnoHSupport launches the open calls as following:

- First open call on 10 February 2025;
- Second open call 23 June 2025;
- Third open call 7 January 2026.

In the case of changes in the terms of InnoHSupport open call, the changes will be communicated as soon as possible to all registered applicants and published on the website.

InnoHSupport will provide all applicants with fair and equal treatment. Any information and tools which are supplied to an applicant must be equally available to all interested parties. In this aspect, all applicants will have access to support by email writing to [application@innohsupport.eu](mailto:application@innohsupport.eu), allowing them to ask questions about the InnoHSupport open call and receive feedback.

One online webinar to present the InnoHSupport open call rules and the active procurement opportunities will be organized few weeks after the launch of the open call, to showcase the benefit of participating, encourage potential applicants to apply, answer questions and clarify potential doubts

## 4.3 Company application eligibility

All companies that apply should comply with the following eligibility criteria:

1. Company HQ location (geographical eligibility). The application is submitted by a representative of a company which is a legal entity (a single

organisation, not a consortium) - a SME, start-up, or scale-up, according to the EU definition of SMEs ([https://single-market-economy.ec.europa.eu/smes/sme-definition\\_en](https://single-market-economy.ec.europa.eu/smes/sme-definition_en))

- The company must be based in one of the EU-27 countries (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Latvia, Lithuania, Luxemburg, Malta, Ireland, Italy, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden)
  - Alternatively, the company may be based in one of the following eligible countries: Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Georgia, Iceland, Israel, Kosovo<sup>1</sup>, Moldova, Montenegro, Morocco, North Macedonia, Norway, Serbia, Tunisia, Türkiye, United Kingdom, Ukraine<sup>2</sup>.
  - Applicants must ensure that less than 25% of their (voting) shares are held by Russian shareholders subject to the [EU Restrictive Measures in response to the crisis in the Ukraine.](#)
2. Applicants must present an innovative product for the Healthcare sector, including sectors like biotech, medtech, life sciences, digital health, and others.
  3. Applicants must offer products and services that may offer benefit and innovation in healthcare public procurement. A list of active and/or possible future procurement opportunities may also be identified for each cut call in order to facilitate a potential matchmaking with the applicants.

The Selection Committee will consider and evaluate the applications of all companies that comply with the eligibility criteria. The eligibility check will be done by the consortium partners.

## 4.4 Proposal Reception

Proposals should be submitted via email to [application@innohsupport.eu](mailto:application@innohsupport.eu). Supporting documents (pitch deck and others relevant materials) may also be included as annexes to the proposal template.

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Application form for Open Call 1 will be available on 10<sup>th</sup> of February 2025.

Late submissions will be possible. Suppliers that apply after the first cut call deadline may be recommended to apply to the second cut call deadline, upon relevance and interest.

All eligible proposals for the InnoHSupport open call will be evaluated as per the documentation received upon submission with no changes or additions considered post submission. However, the selection panel may contact an applicant for clarification on the submitted application.

Applications deadline for the 3 cohorts are:

- **1<sup>st</sup> cut-off date: 18/4/24**
- **2<sup>nd</sup> cut-off date: 21/9/24**
- **3<sup>rd</sup> cut-off date: 15/3/26**

## 4.5 Suppliers' Application Evaluation

Proposals will be evaluated according to the criteria and process laid down in the full open call documentation (Guidelines for Applicants in Annex 1).

InnoHSupport will engage a selection committee composed of procurement and innovation experts, as well as members of the consortium's partners. The Experts profile is accessible on the InnoHSupport Innovation Procurement Agora.

The Selection Committee will be made of a number of experts part of the experts' inventory, and each expert and member of the Committee will sign a non-conflict disclosure agreement before they receive any application to assess. The evaluators will use a pre-defined assessment form which will also be provided as part of the Guidelines for Evaluators (Annex 2) to assess each eligible application by merit in scores from 1 (the lowest) to 10 (the highest). The higher scoring range of 1 to 10 is chosen (in comparison with scoring range from 1 to 5) to allow higher definition value (decimal places) range so to avoid many companies receiving the same score.

The Consortium partners will aggregate the results of the expert's individual evaluation form and determine the final range. The top 10 companies for each cut-

call will be selected and offered the coaching and matchmaking services presented in section 3.

Criteria	Rating 1-3	Rating 4-6	Rating 7-9	Rating 10
<b>Eligibility Criteria:</b> Yes or no, checked by the Consortium upon application.				
<b>Relevance to the call</b>	The supplier does not seem to offer products/services relevant to public procurement, but it is nevertheless interested in learning about procurement.	The presented products/services seem to be adequately relevant for public procurement in healthcare.	The presented products/service s are very relevant for public procurement in healthcare.	The presented products/service s add a great value to public procurement in healthcare.
<b>Leadership competence/potential</b>	The supplier team lacks enough skills and experience to grow the business. More manpower is needed and willingness to work with industry and research needs to be improved.	The supplier team has average skills and experience to grow the business. The management team is involved and there is potential.	The supplier team has the necessary skills and experience to grow the business and is able/willing to work with industry and research. Credible and consistent sector expertise.	The supplier team has all the skills and experience to grow the business and is able/willing to work with industry and research. Great potential to take the business to the next level.
<b>Product/Technology Merit</b>	Technology or product solutions are developed with no or very limited track record/commercial deployment. No clear indication of how the	Technology or product solutions are developed, but with unknown/some track record. Address the product/technology	Technology or product solutions are developed with a demonstrable track record of delivery. Address	Technology or product solutions developed are state-of-the-art and well advanced compared to the

	product/technology need is addressed nor how it compares to competitors.	need, but not sufficiently differentiated from the competitors.	the product/technology need and has high potential.	competitors. Address the product/technology need and is produced in operationally meaningful quantities.
<b>Market Potential</b>	The potential market of customers for the presented product is very niche and the business model is weak.	The potential market of customers for the presented product has potential and/or the business model needs to be improved.	The potential market of customers for the presented product is attractive and the business model has high potential.	The potential market of customers for the presented product is attractive and the business model is strong.
<b>Go to Market/ Strategy</b>	The company has a poor go-to-market strategy and no clear distinction in position in comparison to its direct and indirect competitors.	The company has a good go-to-market strategy and must work to improve its position in the market compared to its direct and indirect competitors.	The company has a distinct go-to-market strategy and has potential to improve its position in the market in comparison to its direct and indirect competitors.	The company has a clear go to market strategy and is well positioned in the market in comparison with its direct and indirect competitors.
<b>Presentation Quality</b>	The presentation and/or Video is not complete, lacks clear articulation and provides little information.	The presentation and/or Video has a good and clear message. Has potential for improvement in	The Presentation and/or Video is poised, clear, with proper volume and executed with	The Presentation and/or Video is complete, clear, balanced, with proper volume and convincing.

	Messages need to be more convincing and well executed.	execution and delivering a convincing idea.	confidence. High potential to be convincing.	
<b>Business Clarity/Credibility</b>	The revenue streams on customer acquisition model are poor and have no credibility.	The revenue streams on customer acquisition model are good, but with unknown/some credibility.	The revenue streams on customer acquisition model are well developed and credible.	The revenue streams on customer acquisition model are clear and credible, with proven track record.

## 4.6 Suppliers' Selection

For each one of the three cut-off dates of the open call, 10 innovative suppliers will be selected and offered the services described in section 3.

After having collected all the evaluations forms compiled by the experts, the Consortium partners will prepare a ranking list, with the purpose of selecting the top 10 applicants in the ranking.

The selected applicants will be informed by e-mail and will have a week time to confirm their interest in participating in the offered services. If a confirmation is not received by the deadline, the opportunity will be offered to the next one in the ranking list.

The ranking list will be elaborated putting in first place the suppliers that received a higher average score from all the selection criteria listed in section 4.5 and from all the experts. The consortium partners will make sure to assure that each applicant is being reviewed by a minimum of 2 evaluators.

## 4.7 Reporting of results, documentation, and feedback to applicants

Shortly after the evaluation process and final suppliers' selection decision by the selection committee (within a maximum of 1 week), InnoHSupport will publish on the InnoHSupport website the evaluation results. These will include:

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- Name of the call;
- Number of applications received, and number of applications eligible for InnoHSupport Open Call for Innovative Suppliers.
- Date of Final Selection decision, the composition of the Selection Committee.
- List of selected suppliers.

Following the evaluation process and prior to the publication of the evaluation summary, InnoHSupport will communicate to the applicants if their proposal was successful or not, including a summary of the evaluation result for their individual application with the scores of each criterion.

The internal records need to comprise of the following at a minimum:

- A list of applications received identifying the proposing organizations involved (name and HQ location);
- All received application forms;
- All communications with applicants before closure and during evaluation;
- The names and affiliations of the experts involved in the evaluation;
- A record of the filled forms used for the assessment of each application (a copy for each application);
- A record of signed Absence-of-conflict-of-interest Declaration (ACID) signed by the experts;
- A record of all raised issues that occurred during the evaluation and any deviation from standard procedure.