

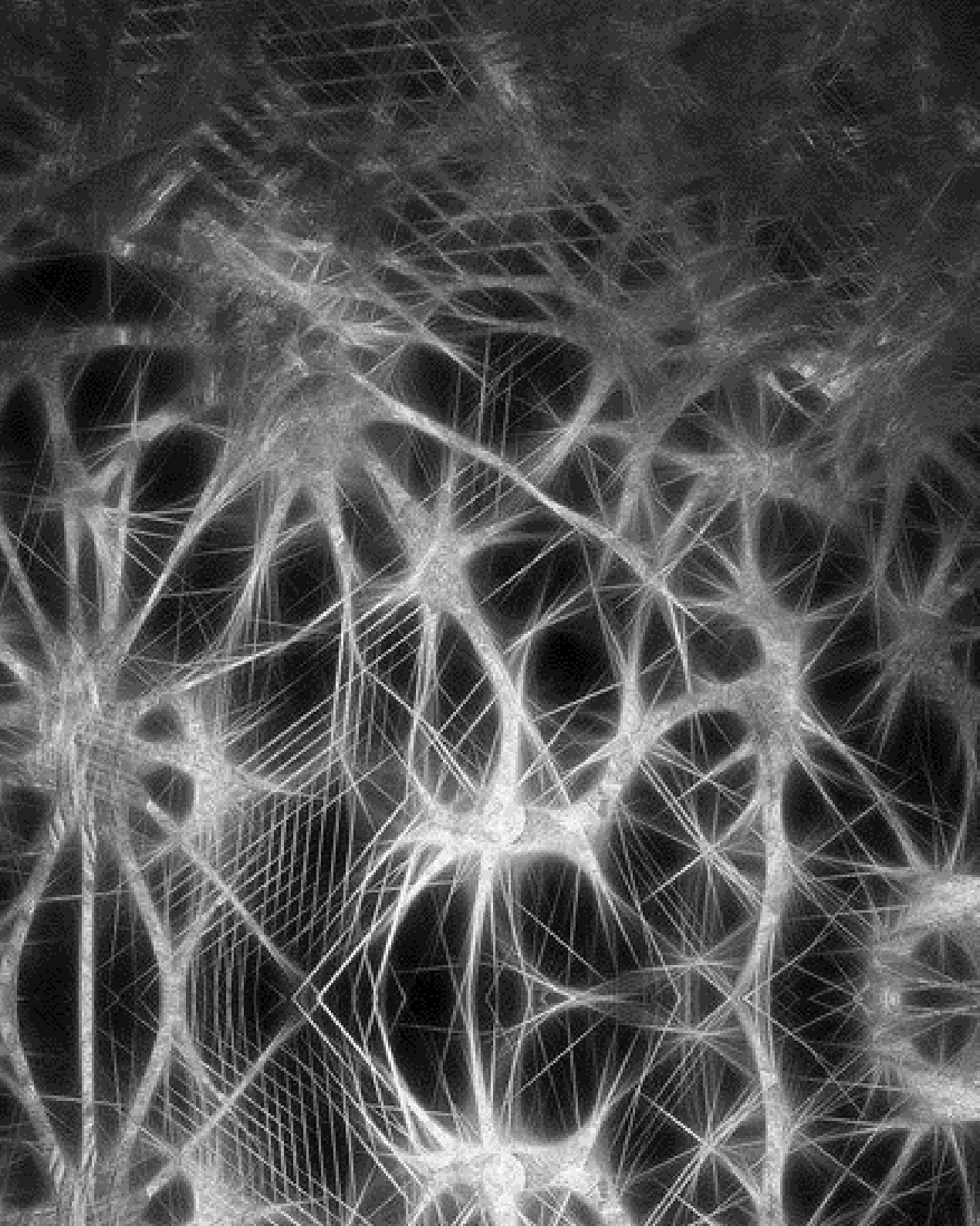


AURA: A HEALTH STARTUP CASE

**AUDIOVISUAL CONTENT
SUPPORTING DOCUMENT**

TABLE OF / CONTENTS

Purpose	01
Topic Structure	02
To Highlight	03
Expert's Bio	04
Additional Material	05



A startup can either succeed or go under for many reasons. Though failure hurts, it is a far better teacher than success. Sharing the learnings from other entrepreneurs could provide a unique insight and experience so that you can start working on your project decreasing your chances of failure as well. Health market has its own particularities, too.

Anyway, Aura startup keeps on fighting and has great expectations...

AURA: A HEALTH START-UP CASE topic has been structured around 3 educational videos:

Aura, from the beginning

Keywords: need; multidisciplinary team; medtech; neurology; product

Length: 3'

We need money!

Keywords: validation; public-private funding; crowdfunding; business plan; first investment

Length: 5'

Reaching the market

Keywords: regulation; clinical phase; re-design; providers; from laboratory to market

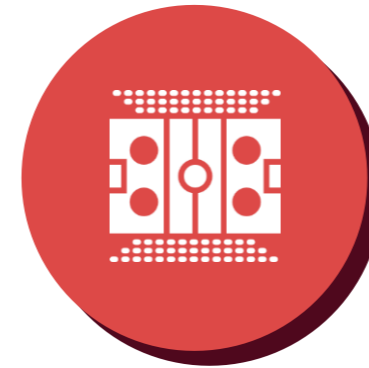
Length: 4'

Some tips you should consider from the very beginning...



LET'S START

Better to start than to start right? Take small steps toward validating your idea. Your brand, your first product design, a customer survey for validating your first decisions



THE A-TEAM FOR YOUR STARTUP

You are not as good as you think you are. Health sector means engaging multidisciplinary qualified people. Take your time when choosing co-founders too. And starting a project or company doesn't necessarily qualify you to run it



INVEST IN PEOPLE

If you raise a little bit of money, you would probably think you need people... 'That guy is great, but it's too expensive'. Big mistake. Hire few people, but talented people. The right people is the right decision



SEEKING FUNDING

First, try to understand your nearest investment environment and check the sources of investment that could be the most suitable (public-private, crowdfunding...). Healthcare investors look for projects that are likely to be transformative





VALIDATE YOUR PRODUCT

Start getting insights on how to design and test your product as soon as possible. Now talking to patients, hospitals or customers is far much better than creating a perfect product. Probably, the idea you fell in love is not the startup you are about to run



HEALTH-CARE MARKET

If it doesn't sell, it really doesn't matter. Get to know your market by interacting with it. Probably, it is a complex 5-sided one: provider, patient, hospital, payer, regulator. Governments could be leading payer for health-care



PLAN-B?

Resilience usually leads great entrepreneurs to success. Having a plan B from the very beginning is a bad idea. You are either all in, or all out. There's nothing in between when starting an innovative company




TAKE ADVANTAGE OF REGULATIONS

Health-care industry is heavily regulated. Knowing and navigating by these ones could be really tough. Take a positive approach: don't try to beat them, join them and turn them into a competitive advantage

Lisandro J. Puglisi is mainly focused on the quality and control and project management activities in AURA. He has obtained the Engineer degree in Electronics from Universidad Nacional de Tucumán (Argentina), and the M.Sc. and Ph.D in Robotics and Automation from the Universidad Politécnica de Madrid (Spain). He has more than 10 years working in R&D projects and more than 3 years in the industrial sector in EU projects. He holds three patents, and has contributed with more than 30 articles reported in conferences and in indexed journals listed in the JCR, consolidating his interest in biomechanics, robotics, dynamic systems, control algorithms and Smart Grids.

 <https://aurarobotix.com>

 hello@aurarobotix.com

 @AuralnnRobotics



Check these other references for further information:

- Books for founders <https://medium.com/@georgelovegrove/books-for-founders-at-each-stage-of-a-startup-424d5cb75473#.8n0yuq8by>
- Guidelines on the qualification and classification of stand alone software used in healthcare within the regulatory framework of medical devices. European Commission. <https://ec.europa.eu/docsroom/documents/17921/attachments/1/translations/en/renditions/native>
- Jeffry A. Timmons, Stephen Spinelli: New Venture Creation. Ed. McGraw Hill.
- Stewart Friedman: Total Leadership. Harvard Business Press.
- Aura - OneStart EU 2016 - 1' Pitch https://youtu.be/Qo8MH_8zfAA



AURA: A HEALTH STARTUP CASE

**AUDIOVISUAL CONTENT
SUPPORTING DOCUMENT**