

# SimDH Application Form

Thank you for applying to join the SimDH Programme, co-funded by the European Regional Development Fund (ERDF). Please answer all questions below. If you are interested in academic collaboration as part of the support you receive through the programme please indicate when prompted, and you will receive a link to a separate form.

## Eligibility

Please note to be eligible to join the SimDH programme your business must:

- Be registered in Greater London, or registered in the UK with an operational address in Greater London (co-working spaces or virtual offices are fine)
- Be a digital health company - a company which relies on technology as an advantage in its products and is operating or looking to trade within the health and wellbeing sector
- Have received less than €200,000 in the last 3 years
- Have no more than 25% ownership residing in entities with: more than 250 employees, an annual turnover above €50m and/or a balance sheet above €43m

If you are unsure whether you meet the above criteria please contact [simdh@lsbu.ac.uk](mailto:simdh@lsbu.ac.uk) prior to submitting your application.

## Contact Details

First Name

Last Name

Email

Phone Number

## Company Overview

Company Name

Please provide a brief summary of your business?  
**Maximum 250 words.**

Who are the key people in the business?  
Maximum 250 words.

Who are the key people in the business?  
Provide their roles and areas of expertise.

## Product Overview

Please tell us about the health tech innovation you're looking to test or develop?  
Describe the problem you're trying to solve, and what the product or service does.

What stage are you at in product development?  
Select multiple if appropriate.

- Idea
- Market Research
- Design Prototype
- MVP Development
- MVP Testing and Validation
- Preparing to Launch
- Commercialised

What are the key milestones in your product development roadmap?  
Give a brief overview of the milestones and approximate timelines (max 250 words).

Have you done any market research?  
If yes, please provide a brief outline of the target market, main competitors etc. (max 250 words).

Is your company currently, or has it previously been, part of any other support programmes or networks? If so, please list:

## Support Requirements

What expertise do you require?  
Select multiple if appropriate.

- Product/Service Usability Testing
- Product/Service Efficacy Testing and Validation
- Clinical Expertise (Nursing, Midwifery, Physiotherapy, Health Promotion)
- Mental Health and Psychology Expertise
- Business Model and Strategy
- Fundraising Support
- Software Development
- AI / Data Science
- Electrical Engineering



Design

Are you interested in academic collaboration, to develop or test your product, as part of your support through the programme?

[Selecting no will not impact on the assessment of your application.](#)

## Other Information

Is there any further information you would like to add in support of your application?

Supporting Documentation: please upload any documents you think would be useful in support of your application (multiple files accepted).

[If you have any documents that will provide some insight into your business and current stage of development, please upload them here.](#) Suggestions include a research roadmap, pitch deck, financial model or executive summary.