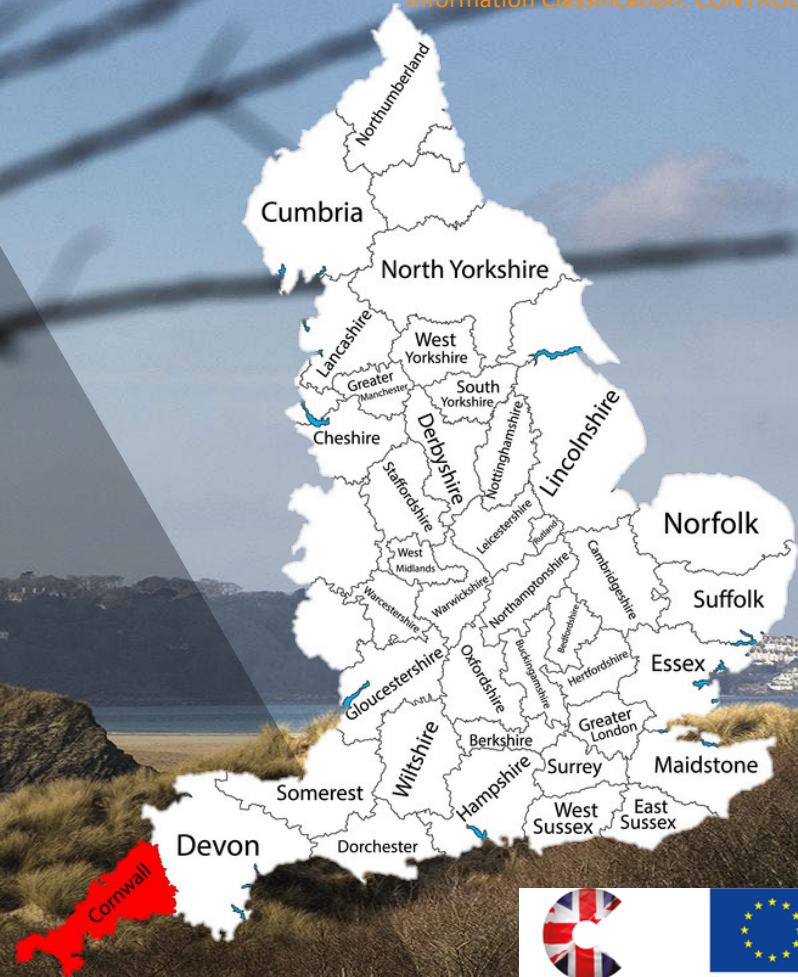


CORNWALL: Your gateway to the UK and beyond

Cornwall Trade & Investment

Oliver Sleeman, Healthtech

Why Cornwall?



Why not London?

- Streamlined, agile healthcare system
- Open-minded & embraces innovation
- Strong collaborative culture

London

30+

Acute Care
Trusts

32

Clinical
Commissioning
Groups

30+

Local
Authorities

Cornwall

1

Acute Care
Trust

1

Clinical
Commissioning
Group

1

Local
Authority

A population fit for a testbed



Ageing: 65+

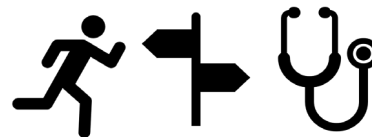


Students



Families & visitors

Dispersed communities



CORNWALL
TRADE AND INVESTMENT



European Union
European Regional
Development Fund

World class research capabilities & talent

- Home to 3 x major universities offering capabilities & talent across industries
- Access leading technology institutions including European Centre for Environment and Human Health and...
- SW Centre of Excellence for Satellite Applications

Support to help you grow

- Dedicated healthcare R&D support programmes right here
- Access to innovation networks across the UK
- Abundance of grant funding



UNIVERSITY OF
PLYMOUTH



South West
Academic Health
Science Network



Smart wellbeing inspired
by the community



Innovate
UK

Spend less and achieve more in Cornwall

- Workspace is 5 x times cheaper in Cornwall
- Business rates are 8 x times lower
- Cornwall's lower cost of living means you pay less for the same great talent.



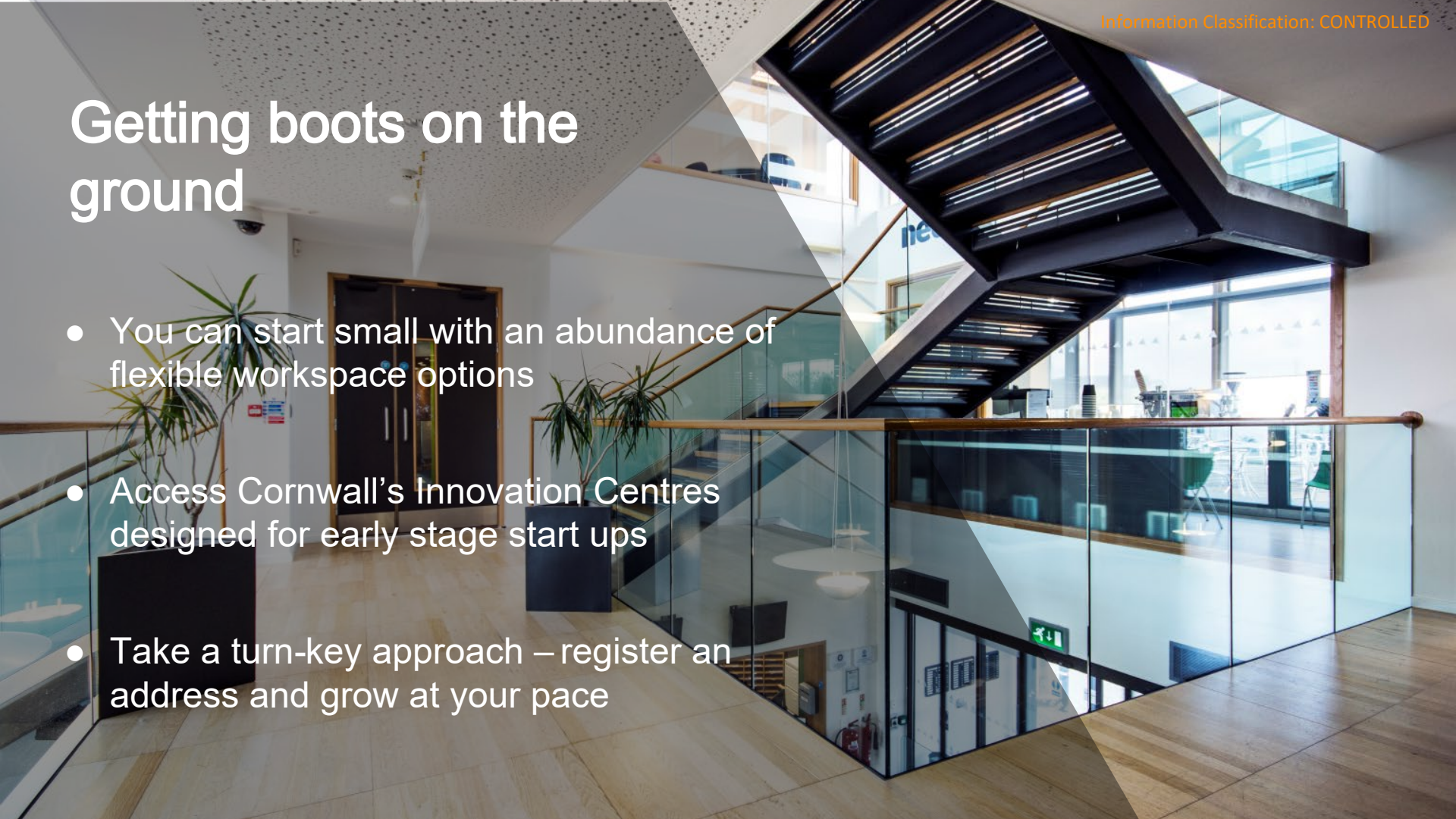
Advantages of a UK presence

- Enhanced local, cultural understanding
- Increased brand awareness - reassurance for buyers
- Support R&D activity - take advantage of the UK's favourable taxation schemes



Getting boots on the ground

- You can start small with an abundance of flexible workspace options
- Access Cornwall's Innovation Centres designed for early stage start ups
- Take a turn-key approach – register an address and grow at your pace



Begin your journey with Cornwall Trade & Investment

1

Local advice & visit planning

2

Introductions to UK key contacts

3

Help accessing funding & finance

4

Finding a new home for your business

5

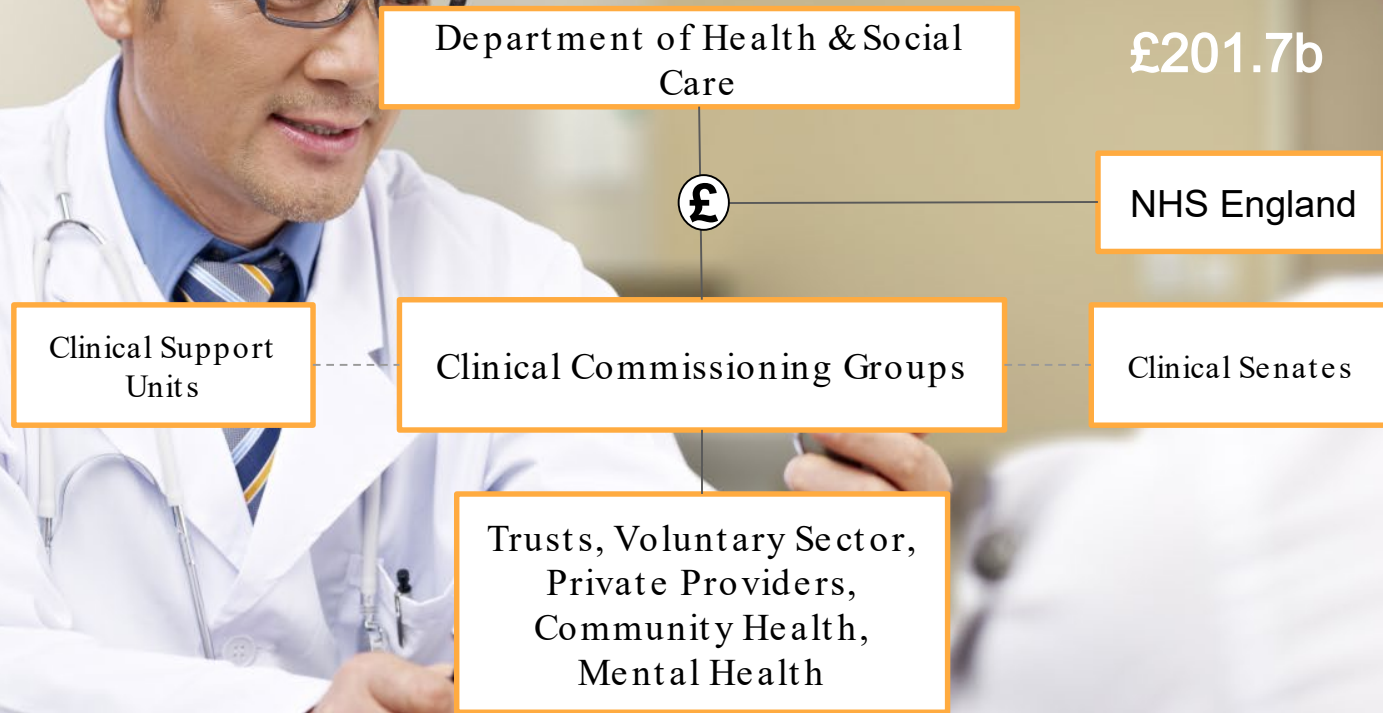
Recruiting talent and building your team

6

Support your ongoing growth

Any questions?

UK Health system



Healthtech & UK political appetite

Tech vision to build the most advanced health and care system in the world

Covid-19 saw uptake of technology in healthcare like never before

‘Mind shift’ among patients and staff which saw technology being embraced

Continued UK government investment in health technology

Frameworks & relationships

“[National Service Frameworks] are important for decision -making, but practical sources of evidence such as local intelligence, benchmarking data and expert advice are also influential”

NICE - Evidence standards framework for digital health technologies - make it easier for innovators and commissioners to understand what good levels of evidence for digital healthcare technologies look like

Relationships and Partnerships - to conduct pilots, gather real world evidence, source local budgets, produce case studies, create advocates

NHSx - Digital Technology Assessment Criteria for Health and Social Care (DTAC)- baseline assessment criteria to validate the suitability and function of digital health technologies for use by the NHS, social care staff or directly by citizens.