# 5 tips for fruitful corporate/start-up digital health collaborations

**Key success factors**

- Dedicated internal champion
- Dynamic team, involved as needed
- Scoping is half of the success
- Adjust back office processes
- Start-ups need tangible commitments
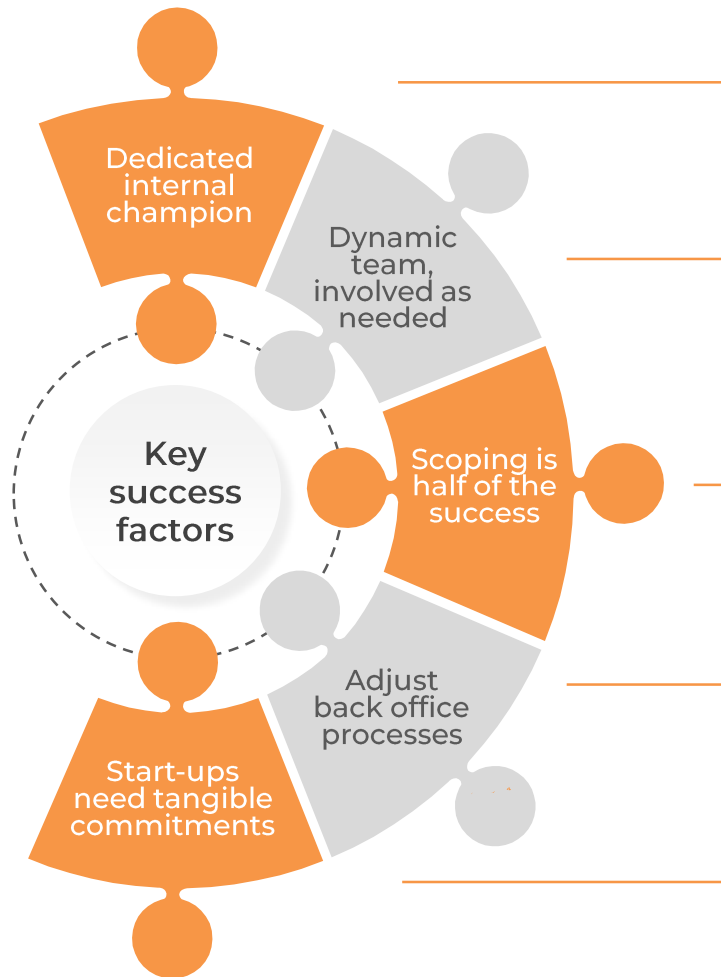
**1** Major life-science corporations have complex organizational structures and informal networks. Co-creation projects require an internal champion who can navigate this "maze", connect start-ups with the business and remove internal barriers.

**2** Corporates are wealth of knowledge. The right functional, product, country expert is always a phone call away, but mostly with full agenda. Make sure they can be called in when needed, but don't block their time with permanent representation.

**3** Integrating digital initiatives with the core business is not an easy undertaking. Geographical scope, business/product fit, impact/actionability, all need to be considered. Pilots shall focus on action and less on planning, yet a solid early scoping / assessment phase will go a long way.

**4** Structuring collaboration frameworks with digital health start-ups will bring new challenges from the intellectual property, contracting and procurement perspectives. Respective functions should adjust their processes accordingly and be ready for flexible solutions.

**5** Co-creation projects are resource and time intensive undertakings. Start-ups face a difficult decision: bet on long term or focus on short term survival. Any tangible corporate commitment (e.g. inclusion in vendor list, small purchase order, letter of intent, joint clinical trial, publication) will help entrepreneurs to justify their involvement to their investors.