



Digital Therapeutics Investment Whitepaper

February 2022 - **Sabin Charles Carme**



Healthtech investment momentum

2022 will see seed investment to prepare 2025 healthtech boom



<https://sifted.eu/articles/into-the-metaverse-this-years-healthtech-trends-to-watch/>

The metaverse doctor's office gets closer to reality

Surgical robotics, behavioural sensors, blockchain cybersecurity and mixed-reality wearables are all on the horizon.

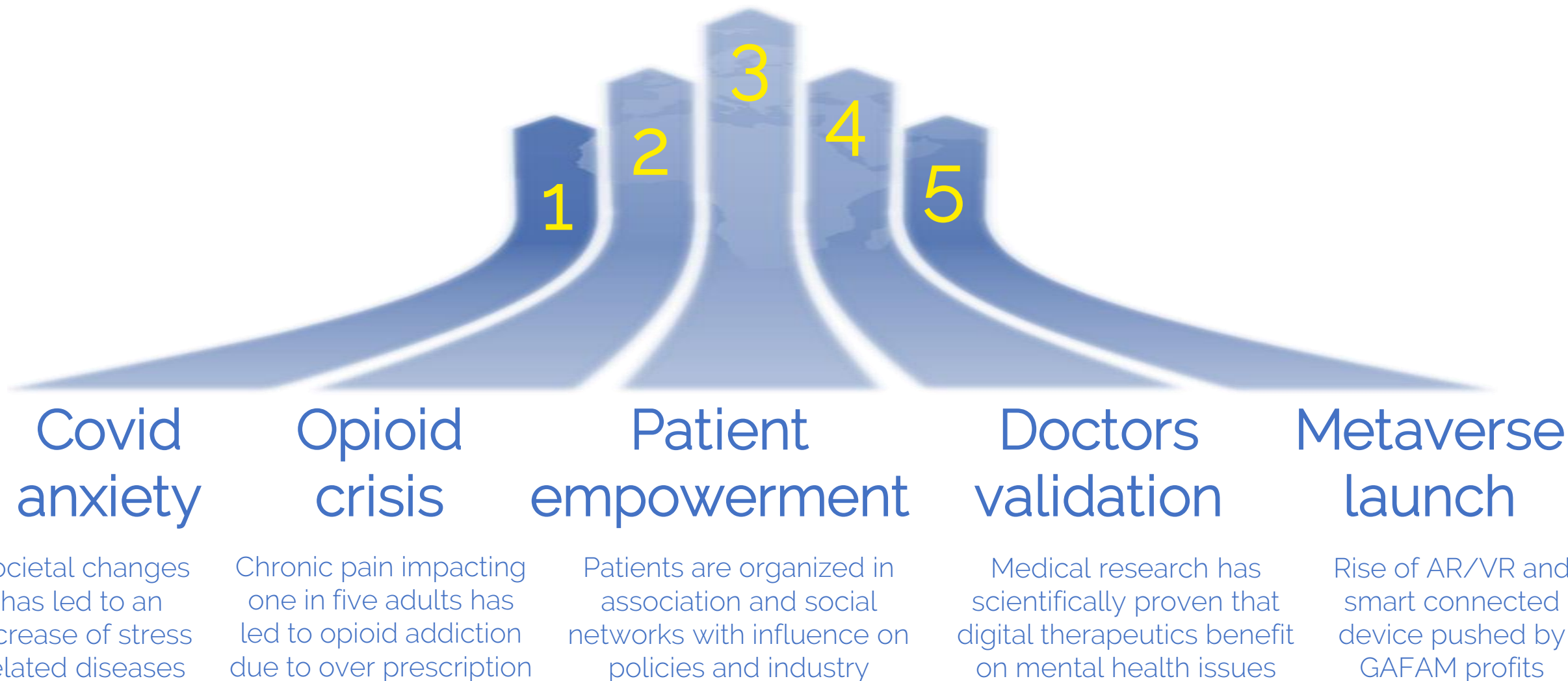
Statista forecasts the European AR/VR market **will be worth \$20.9bn by 2025**, and back in 2016 Goldman Sachs named healthcare as a key sector for its adoption.

Strasbourg-based HypnoVR's €4.5m seed round in December could see its tech incorporated into a range of medical fields from psychotherapy and pain management to immersive pre-operative consultations from your kitchen. This also means big things for healthcare education, as it could be used by consultants to share an operating theatre with students on another continent — students can feel the exact pressure of a beating heart against their fingertips with none of the associated risk.



5 trends converging to maturity

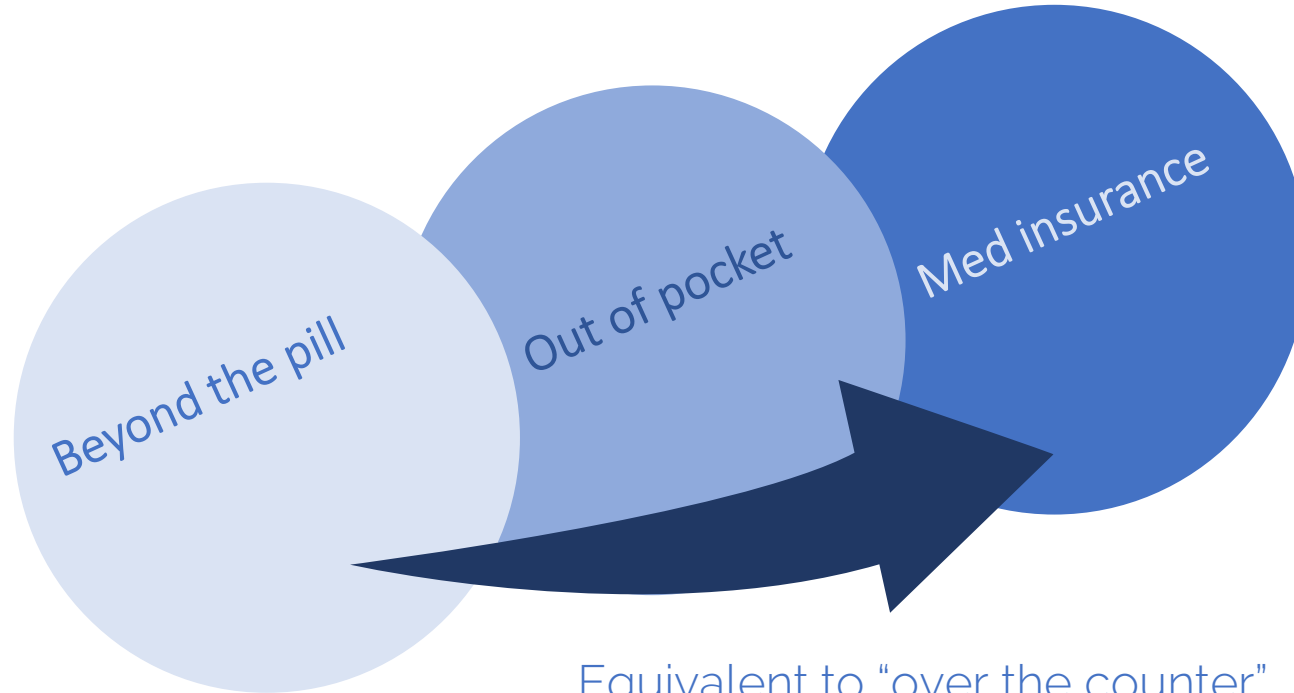
2025 converging trends revealing billion dollars market





Monetization

Escaping the B2B dead end and Doctors prescription lure



Service offering included in the pricing of a drug medicine with synergy effect for improving observance, dosing and bioavailability
B2B Pharma deals

Equivalent to “over the counter” medicine, with consumer ready to pay for perceived efficacy and relay from doctors and patient association

B2C Monthly subscription

Pay per use reimbursement by health insurance for medically validated solutions accredited by governmental agencies
Doctors prescription

Pharmas have internalized their solutions development

BIX

 **Boehringer Ingelheim**

What we do

BI X is Boehringer Ingelheim's digital lab. We create digitally innovative products and services to accelerate the development of better healthcare for humans and animals.

Designing and developing Medical Device Software is our next frontier. We will remain BI's digital lab, but we will also do so much more. From early-stage to end-to-end digital innovation, from ideas to pilots – and beyond.

<https://www.bix-digital.com/>

Consumerized patient driving growth



Fabian Erici, investment associate at Norrskan VC, thinks the uptick in funding is down to consumers increasingly seeking out their own tools for mental health support.

"We have seen a shift in the market from being led by psychologists to being consumer driven — consumers are proactively searching for solutions to control their mental health," he says.

<https://sifted.eu/articles/mental-health-startups/>

Doctors prescription downside



"It turns out that being prescribable doesn't mean being prescribed"

Furthermore, many companies withdrew their applications for the new reimbursement scheme or were rejected. This was mainly because they could not meet the requirements for clinical studies, and many doctors and insurers were reluctant to support tools that were considered to have weak evidence.

And it remains unclear how lucrative this new reimbursement scheme can be in the long run because current prices are often seen as disproportionately high compared with "offline" comparables.

<https://sifted.eu/articles/europe-germany-digital-health/>



Investment strategy

\sifted/ <https://sifted.eu/articles/mental-health-startups/>

Medical

Deep Tech

Wellness

Digital Tech

Therapy

moka.care Frankie Din Psykolog

Sanctus HC healingclouds my online therapy

Oliva Ahum spill Mindler

Coaching

INUKA SIBU

More Happi. freudify

Chat services

ibindo ieso digital health

BlueCall

Marketplace

nuna harley THERAPY PLATFORM

Group therapy

LIKEMINDED

HEALTHY MIND

LUCINE

Remedee Labs

PainkillAR

We like PainkillAR® scalable technology & patients' adoption with monthly subscription

Therapy

HelloBetter InsideOut Selfapy

Big Health MINDLABS

MindDoc nevar H&WDY KeepAppy

Self-coaching / wellbeing

nilo.health tahora teale.

MINDERFUL FABULOUS

kooth mindshine

Remente reflectly

Meditation

MEDITOPIA

SILATHA SPOKE

Chatbot

tomo

Human Resources monitoring

Winningtemp DEAR EMPLOYEE

PSYT Psychological technologies everymind at work

beterspace KyanHealth

Peer support network

Oyama togetherall

Devas

Games

Betwixt BfB LABS

All-in-one

Koa Health unmind

Treatment

SYMPATIENT Clementine

pizz m dreem

moshi mementor SHLEEP

Patient management

Co-Opts Klenico

limbic SilverCloud

Biometric diagnostics

FLOW NOVOS

HUMA thymia

OURA word diagnostics

VR / AR

neomento mendi

Psylaris psious

oxfordvr



Business Angels



Since 2016 Sabin Carme is Senior Consultant at the Science & Technology Office of the German Pharmaceutical Merck corporate incubator

Sabin has a PhD from Insa Lyon and MBA from Warwick University and 15 years experience in healthcare new venture creation