

Elevate your  
HealthTech Startup's

# Asia readiness

Founder's  
Education Program

## About UprAsia

Are you the founder or executive of a HealthTech Startup or an SME who recognise that Asian (especially Chinese) markets offer vast opportunity but don't know how to get there? Do you need expertise advice to work on your Business Plan and Strategy for Asian markets? UprAsia is the program designed just for you. The UprAsia program initiated by Australia China Health Accelerator (ACHA), is designed to help HealthTech Startup Founders to achieve business success in Asia. The program is supported by LaunchVic (Vic Gov), Department of Industry (C'wth Gov) and Eureka Technology Innovation and Investment, and is offered to qualified founders free of charge to:



### Build

a usable and practical understanding of Asian business culture – not just business etiquette



### Develop

a deep understanding of Asian markets to build solid and real understanding of Asian market opportunities, risks and optimal market access pathways



### Provide

Asian masterclasses that align with and build on your knowledge gained from Incubators and Accelerators



### Connect

startups with Asian angel and VC funds, commercial partners and market channels

## Why choose us

Startups that are incubated and accelerated and ready to go global often have little or no Asian knowledge or connectedness. Innovators and Startups who want to find commercial partners in the world's fastest growing markets often hesitate, because they consider Asia and in particular China, to be risky and they may have no connections in market.

**UprAsia** will provide curated assistance with experienced staff, and advisors (domestic and international) and mentors who are capable of connecting, guiding and performing due diligence as a vital part of the program.

Online sessions will be optional subject to COVID-19 restrictions.

Cohort 4 will Commence on  
**14 September 2020**  
EOI now open!

## Asia facts

Asia makes up around **64%** of Australia's trade in Goods and Service and is rapidly growing.

China's health expenditure will reach **AUD\$1.6 T by 2020**

Participating start-ups from our **Cohort 1, 2 & 3** from 2019 to 2020 include...

 curatek

 LENEXA MEDICAL

 MDM

 MUYi

 VALD

 MEERQAT  
Quality Assessment Tools


 my life

 GRUNBIOTICS  
Medical Nutrition, Improving Lives.

 pi Planet Innovation

 HalleyAssist®

 stelect

 Glorade industries pty ltd

 MediAR

 myeyes™

 Total Blood Profile

 GYDER

 nutromics

 STINGRAI

 THE UNIVERSITY OF MELBOURNE  
RESEARCH, INNOVATION & COMMERCIALISATION

 PR\_1NTO BOTTLE

 SANOOSA  
Healthier. Longer. Living.

 Soft Sense  
Bringing soft focus to the world

 OMX SOLUTIONS

### Feedback from start-ups

*"A highly immersive program"*

*"A lot of in depth insight into approaching the market"*

*"Very worthwhile"*

*"Extremely helpful in our strategic planning"*

*"In-depth knowledge of investor market"*

*"Extraordinary in response to COVID-19 crisis, very experienced, reacted promptly, mastered it with flying colours"*

**41**

founders

**22**

HealthTech startups

**97%**

satisfaction rating

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#### Initiated by



Australia China Health Accelerator  
中澳大健康加速器中心

#### Proudly supported by



launchvic

