Romanian HealthTech Startups Overview Report | December 2024

Created by

ACTIVIZE   **FRESHBLOOD**   **inosano** mind body tech

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FRESHBLOOD

FreshBlood is a non-profit organization with the mission to support healthcare innovation and startups in Romania through projects and partnerships. Since 2018 FreshBlood is representing EIT Health in Romania as a Regional Innovation Scheme Hub (www.freshblood.ro)

ACTIVIZE

Activize is a company focused on startup scouting, ecosystem mapping, corporate innovation, acceleration programs and fundraising support for startups.

Started in 2015, we worked with 50+ acceleration programs, 30 corporations and 300+ startups.
(www.activize.tech)

inosano mind body tech

Inosano is a company focused on healthcare innovation with 3 main lines of activity at European level:
- market access strategy and support for healthtech startups
- innovation project strategy and support for health and tech corporates (through hackathons/innovathons and startup collaborations)
- innovative healthtech project development

Linnify

Linnify is the go-to digital product studio when it comes to transforming authentic ideas into successful and scalable products.

We help bold innovators change the way people experience life. Simplifying life through innovation is our thing. And we do that by using a dynamic validation-driven process that is smartly adapted to the market needs.

Join us and validate your product idea, prototype and make all needed steps to secure a successful start for your business.
(www.linnify.com)

evozon

Long story short, we are a software development and software consulting agency located in the heart of Transylvania, Cluj-Napoca, that offers custom software solutions, UX/UI, business analysis, testing, security, or IT services.

We know that saying we're flexible doesn't make us flexible, so we aspire to make that a reality, starting with our approach to using fitted tools & frameworks for your needs, way of working, communication and responsiveness, and some other things that you will find out when we start working together.
(www.evozon.com)

EIT Health is a network of best-in-class health innovators with approximately 130 partners and is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union. As Europeans tackle the challenge of increasing chronic diseases and multi-morbidity and seek to realise the opportunities technology offers to move beyond conventional approaches to treatment, prevention, and healthy lifestyles, we need thought leaders, innovators, and efficient ways to bring innovative healthcare solutions to the market. EIT Health addresses these needs. They connect all relevant healthcare players across European borders – making sure to include all sides of the "knowledge triangle" so that innovation can happen at the intersection of research, education, and business for the benefit of citizens. The InnoStars cluster is one of the eight geographical areas of EIT Health. It covers half of Europe, including Poland, Hungary, Italy, and Portugal, as well as additional regions included in the EIT Regional Innovation Scheme – the Baltic States, Croatia, Slovakia, Czechia, Slovenia, Greece, and Romania. This is a group of countries qualified by the European Innovation Scoreboard (EIS) as moderate innovators (www.eithealth.eu)

Introductory Words

This is the 4th edition of the Romanian Healthtech Startups Overview Map, which we have improved based on trends and new developments.

We believe that a regular update of healthtech startups report for Romania is necessary not only because other countries have one, but also because there is an increasing ambition in the Romanian health tech ecosystem to address the challenges of the Romanian and European healthcare system. Startups play a critical role in the healthcare ecosystem by addressing significant problems and challenging the status quo.

Unfortunately, in many cases, people tend to focus on the peaks of innovation rather than the underlying base. However, we believe that this report and the startup list it provides will help identify the future peaks of Romanian healthcare innovation.

Despite the pandemic, the healthcare sector has changed little in terms of management and implementation. Nonetheless, we have observed increased activity and growth in the startup field, with more professionals and patients using startup solutions as tools. Although global trends have led to less funding for these startups in 2023 and 2024, we believe this is a temporary situation, and that trust and funding will continue to grow as the impact of these startups becomes more evident.

We hope that this map will serve as a valuable resource for investors, entrepreneurs, healthcare professionals, and policy makers.

By providing a comprehensive view of the healthtech startup landscape in Romania, we aim to foster collaboration and knowledge-sharing, which can further accelerate the growth of the ecosystem.

Personally, i'm not so enthusiastic about the startup sector, but i'm realistic and very optimist. I do believe we're on the right track with many challenges and hurdles to pass.

Despite this situation, there is growth, there is progress and the end outcome is clear towards digitalisation in health sector and masive use of technology. Question is how soon will this happen and how much effort will be put into this.

In this context, I want to mention the birth of ROStartup Association, which has the aim to support the development of the ecosystem enablers on many layers (such as advocacy, representation, funding, internationalisation)

PS: I'm a firm believer that at core of health is the mental health sub-sector, which now obviously is playing a major role in our wellbeing. Denied for many years as importance in Romania, now we see this growing.

Mircea Vădan
Co-founder @Activize
*Board member @FreshBlood*

The Romanian HealthTech Ecosystem is competitive

Startup maps and lists are often categorized according to the technology or medical context they address. However, given the emerging stage of development of the healthtech ecosystem in Romania and the wider audience of this map we have divided our list into four categories: 1 tools for self care (with nutrition and mental health focus), 2. tools for patients and relatives, 3. tools for healthcare professionals (doctors, but not only), and 4. tools for institutions (healthcare providers and companies).

We moved this time from 70 to 100 Romanian HealthTech startups that we deemed worthy for follow-up and we also chose to include 10 healthtech startups from Moldova because they are increasingly connecting to the Romanian ecosystem in order to collaborate, grow and develop towards the EU market (including participating in programs in Romania)
You will notice that the Romanian HealthTech Startups are rather focused on professional (doctors and therapists) and institutional players, similar to other domains, and this shows a more pragmatic approach from the founders, compared to the consumer driven hype of 5 years ago.

There are now Romanian HealthTech Startups that participate at international medical conferences showcasing their solutions and who have their solution evaluated and adopted in large international markets while at the same time the Romanian market is explored by startups from Poland, Czechia or Estonia.
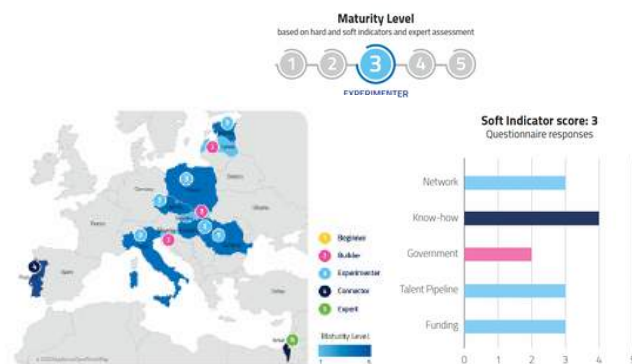
We need to become more competitive as an ecosystem and we should aim to get the most of the funding that will be available following the Draghi Report by the new EU Comission
The funding provided through Digitalisation for Hospitals in PNRR will also include startup-built solutions and the challenges supported through EU projects like Healthchain (where Medisprof Oncological Center is collaborating with Rayscape) will prove the skeptics that there is both need and trust for hospital-startup collaboration.
In April 2023 (after the previous map release) we have seen for the first time an evaluation of the Romanian Healthtech Ecosystem done by EITHealth that confirms the fact that the Romanian HealthTech ecosystem is maturing surprisingly fast, currently being ranked at the level 3 (experimenter) out of 5, similar with Italy and Poland. Unfortunately the government remains the weakest link, and we do hope that the National Digital Health Strategy to be implemented starting in 2025 will provide a clearer path for the adoption of digital tools (many of them built by startups) in the healthcare ecosystem.

As a summary, the number and the quality of Romanian and Moldovan healthtech startups is growing, and we at FreshBlood remain committed to strenghten the framework and the collaborations in Romania and at European level.

We hope that this map will once again help showcase the potential of the healthtech startup ecosystem in Romania, and encourage further collaborations, investments and adoption since we all might need it.

Dr. Ion-Gheorghe Petrovai
Director of Innovation and Co-Founder
@FreshBlood and @Inosano

Tools for Patients & Families

Doctor31 · Vault by Syndical · HeroDoc · CARDIONLINE

Agatha · X.doctor · Ringdoc · VISENNA

LUMEN EMPOWERING THE BLIND · NutriCare LIFE · Docbook · THE CARE HUB

MedValet · Beesers · Tully · respiro psihologul tău online · Wello.

myInfoBand · InsulLoc · TeTELEDOC

Tools for Healthcare Professionals

DRG GROUPER · alprevia · EasyPlan · BIOMAP · Carbon.dentist

alter medico · eduson · medicentrum · FEMYO

SymptoChat · digital clinics Conectați la sănătatea ta · Genet precision medicine · InnoVR - Solutions · StomaLink

DR-ONLINE · miiosmile Digital Smile Book · NutritIO · re.flex recovery made simple · Doc.landia

Anima Felix · synovius let your joints play again · ULPIA · VOXi Clinic Easy Speech · BRINOS

RehabX · GETVIG.HEALTH · EXIGO play to recover · alini · feeling nest · Zala Medical

Tools for Self Care

dahna · reset

nutrifix. SCIENCE BASED NUTRITION · ARI

yummdiet by Cori Gramescu · Crave

mooshee · VITALOS

Eating Ai. · fastinSync

Nutrition

WakeZ #keepyoursleep · Calmly · i'm fine · psyne ai powered app · ragaz

Mental health

IKANOS · MEDy bot · Eldie

ASPECT · 121 TRIBE

Opticare.app · InstaSun

medic.chat · esx

ZITAMINE · S4F SENSE 4IT

Well-being & others

Tools for Institutions

DΣΛ Medicine telemedicine & health · acertivo · MEDICAI · docviser · Delphi

iCamin.ro · Medical Softverse · mira · Klinica.io · hilio · Optimerix · argus ai

Telios Care · MediNav · Originis · AiMedExpert · IZI DOC · Apartinator.ro Sănătate celor dragi!

ZAYA

RAYSCAPE · Sunaptiq · 4mind health benefits · INTEROCLOUD · neurorevive · LEDD

careshaper · Smilemobilul · MEDI JOBS.ro · EZYMEM · AiGIA HEALTH

Selftalk · smilecloud BIOMETRICS · MEDICAL PILOT Unifying Care · zen AI OS · parol

Romania & Moldova HealthTech Startups Map 2024

Romania Startup Ecosystem - Programs/Organizations/Investors/Events

HealthTech Focused

Biodyssey — HEALTH INNOVATION HUB
ROHEALTH — The Health and Bioeconomy Cluster
iMAGO·MOL
MED STARTER HUB
BioMentor Hub
MAVIS
HIVE
FRESHBLOOD
LEVEL UP
HIZ — Health Innovation Zone by DIZ
Johnson&Johnson | Hackathon 4Health
cleverage
Hubvantage
HealthTech Forum
Hub de Inovație în Sănătate România
inosano mind body tech
asaih
ieH-UWFCS
eit Health — Co-funded by the European Union

Involved and supporting in HealthTech

INNOVATION LABS
Bright Labs Incubator
rubikhub
Orange Fab
Innovators for children
Microsoft for Startups
uefiscdi
eit Digital — Co-funded by the European Union

STEP FWD
MOONSHOT X
endeavor
F!X
techcelerator
STARTUP survivor
STARTUP MOLDOVA
launch
INSTITUTUL DE EXCELENȚĂ ÎN ANTREPRENORIAT

evozon
Wolfpack Digital
Linnify
AROBS Transilvania Software
REBELDOT — LEADING THE LINE
MCRO
salt&pepper
FAITH BASE
around 25
no code yet
Accelerated Growth

HOW TO WEB
Techsylvania
IQ DIGITAL
TRANSILVANIA IT CLUSTER
CLUJ IT
ICEBERG+
INNO
Social Innovation Solutions
stup
IMPACT HUB Bucharest
ROMANIAN UNITED FUND

FORTECH INVESTMENTS
TechAngels
RocaX
GROWceanu — de la greu la grow
GAPMINDER
EARLYGAME VENTURES
seedblink — backing visionaries
CR CATALYST ROMANIA — Early Growth Investor
V7 CAPITAL
SPARKING CAPITAL

underline ventures
Transylvania Angels Network
start up
STARTUP CAFE
THE RECURSIVE — STORIES SHARE STORIES
BR Business Review — WHERE ROMANIA TALKS BUSINESS
ZF
STARTUPS & THE CITY
cluj.info
ACTIVIZE
ventures "n" law
ROStartUp

Map done by ACTIVIZE (if we have missed something, let us know at mircea@activize.tech)

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Foreign Startups with Romanian Founders

HealthTech innovation from the ecosystem

We gathered here innovative projects that are supported/part of larger organisations for profit or not for profit. We believe these deserve to be acknowledged since the individuals using them might further develop their opening to innovative approaches when dealing with their healthcare problems.

Innovative Projects from NGOs and universities

Innovative Projects from Companies

DentalVerse

Harta șpăgii

Startups we have been supporting in the past year

While running the program and our regular activities at InoSano, Activize and FreshBlood, we worked and supported the following startups:

Adriana Dunca
Head of Projects
@FreshBlood

Vault is a cutting-edge platform dedicated to streamline healthcare data management. With a focus on facilitating medical data access, storage, and sharing, it integrates seamlessly with clinical services and doctors to optimize the patient journey towards accurate treatment.

Calmly is offering personalized Mental Health Solutions for people aged 20-40 in Romania. We recognize there are no "One-Size-Fits-All" solutions in Mental Health. Therefore we provide a range of self-help resources, therapist matching services and support groups, based on our customers' objectives and preferences. Prospective customers fill out a quiz on our website in order to determine which solution fits them best.

Dr-Online app aims to ensure easy access to quality medical services by building an independent telemedicine platform, based on modern technology, partnerships with doctors, clinics, and other related service providers.

Clinic management software that helps clinics reduce their operational time and costs.

Alter Medico provides an comprehensive LIS / LIMS platform (Laboratory Information Management System) that empowers digital pathology providers to bridge the gap between demand and supply by.

OptiCare is an affordable and comprehensive solution for monitoring eye health for everyone. The application works very simply and is similar to an exam done in an office. It only requires a laptop and a mobile phone, and by scanning a QR code, you can access the visual acuity measurement services.

spatialice

Immersive VR and AR solutions for healthcare education and training.

VISENNA

AI-enabled pocket health management app for patients that doubles as a medical document wallet, enhancing doctor-patient communication through automation and summarization.

LabTraker

LabTraker is helping people by keeping them informed about their health state using and CNN OCR to extract the health data from the laboratory test performed (companion for understanding laboratory test results).

aide we drive education

AIDE provides training automation for high regulation environments, pharma, biotech and medicine. Training is extremely expensive, and difficult to automate. Through behavioural analysis, and data and knowledge analytics, we can automate and accredit training, sinking training costs by orders of magnitude.

HeroDoc

HeroDoc is a platform that allows patients to have video/chat consultations with healthcare professionals. Patients can download the app and select a suitable time and date for an appointment with a specialist.

Stride Day

App to help people with smoking cessation and habit changing.

DATA SWEEP

Data Sweep develops an artificial intelligence search engine specialized in processing online data, using advanced algorithms to identify and classify relevant data sets.

ELPIDA DOCTOR DIGITAL PLANT VACCINE.

Elpida Research INC it is a biotech company specialized in production of innovative plant nanovaccine and molecular testing methods address to health, in order to detect and treat different types of diseases, including cancer, using a plant vaccine platform for development of nanovaccine and a molecular testing methods for diseases, including cancer.
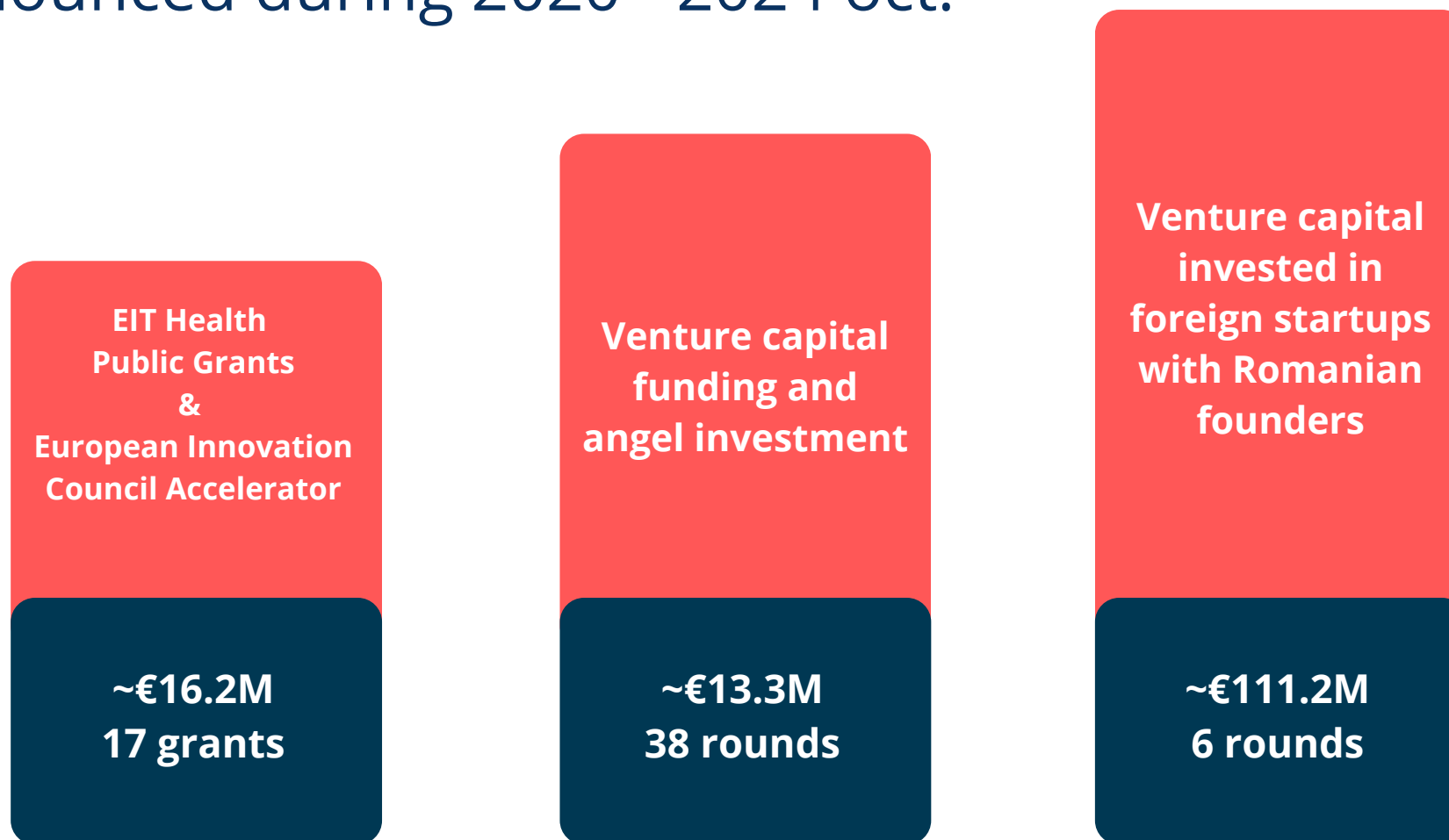
BRINOS

accessible and accurate monitoring of behavioral changes in children with autism saving time for parents and therapists

EZ Practice

EZ Practice will be a platform enables the digitalization of small clinics and private medical offices.

Romanian HealthTech Startups Fundraising Rounds announced during 2020 - 2024 oct. *

**EIT Health
Public Grants
&
European Innovation
Council Accelerator**

**~€16.2M
17 grants**

**Venture capital
funding and
angel investment**

**~€13.3M
38 rounds**

**Venture capital
invested in
foreign startups
with Romanian
founders**

**~€111.2M
6 rounds**

* the information gathered is based on the public information and sources we have access to, but there could be other funding we didn't find or wasn't made public

Our Services

Acceleration programs
Helping various organisations innovate and collaborate with startups by creating acceleration programs from scratch, based on the strategic objectives, and business needs (program design, promotion, management, and working with startups).

Startup Scouting
Helping venture capital funds, accelerators, companies, conferences, or other organisations to find startups which fit their needs, and criteria in the Romanian startup ecosystem (1000+ startups).

Support in tech transfer and corporate innovation
Working with companies to understand a business case or problem which can be solved by using or building a new software product to satisfy the demand, either used internally or as a standalone company.

Ecosystem overview
We provide startup ecosystems overviews, through reports tailored on specific topics and needs; through analysis on technology trends, and investment opportunities.

Business development
Support startups in the business development activities: strategic partnerships, sales processes, help with the go-to-market strategy, and client acquisition.

Organizing startup events
Useful for the ecosystem stakeholders: like conferences, meetups, investor-startups matching sessions, pitching events, competitions, or other formats which can serve the targeted audience.

Fundraising support
Working closely with startups in the fundraising process: understanding the business case, financial needs, investment deck, support in contacting investors.

HUBVANTAGE - 2024 update

Hubvantage started in 2022 as a pilot program for a group of selected startup founders in partnership with Freshblood HealthTech, UBB's HIVE Health Innovation Centre and Activize, with the support of EITHealth, with the aim of helping startup founders identify the new resources they need to grow and advance into their startup developement. Based on excellent feedback received from registred startup founders our intention is to expand the program nationally and to other Eastern European countries in the future.

The main benefits for startup founders
- Thorough needs assessment for each startup founder;
- Identifying the immediate need to address;
- Personalized, one-on-one mentoring with selected mentors;
- Access to healthcare specialists to receive real feedback and/or testing of the innovative product;
- Facilitate access to other healthtech startup founders;
- Relevant and verified information about the healthcare system;
- Easier access to various opportunities and resources;
- Promoting, national and international exposure through the consortium network.

The main benefits for mentors, investors and companies
- Verified information about health tech startups present in our ecosystem;
- A better understanding of the healthcare system;
- New connections with startups and access to investment opportunities;
- Connections with other players in the healthcare ecosystem.

The main benefits for Healthcare Professionals (doctors, pharmacists, ...)
- Access to health tech innovations that could be used in the medical practice;
- Information about healthtech startups in our ecosystem;
- Support in understanding how tech improves healthcare;
- Access to resources related to innovation in the healthcare system;
- The opportunity to create new revenue streams.
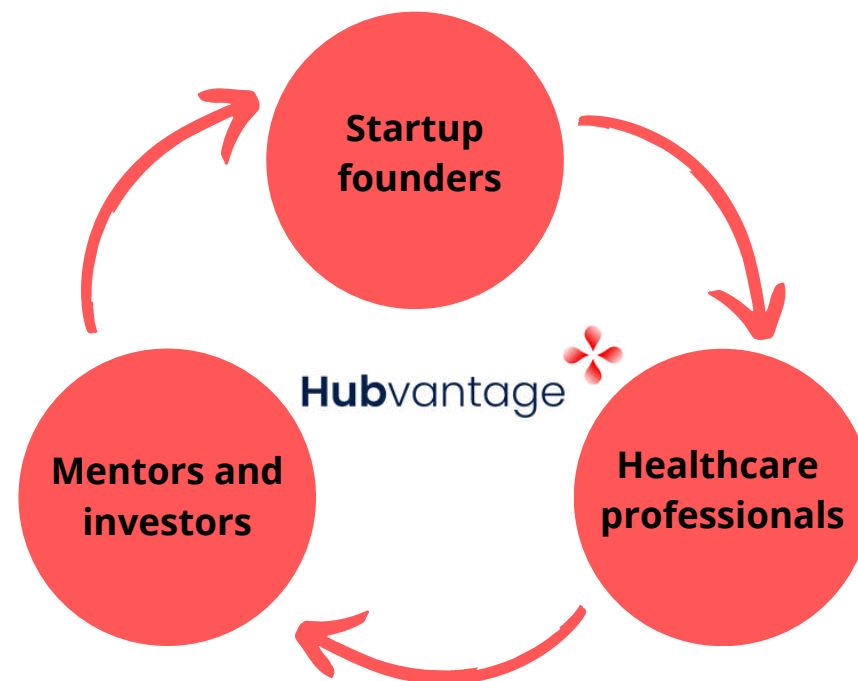
If you are interested to join this hub, please fill in the following form: https://bit.ly/3ImBrI2

Startup founders

Healthcare professionals

Mentors and investors

Hubvantage

Adriana Dunca
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EIT Health is one of eight Knowledge and Innovation Communities (KICs) of the European Institute of Innovation and Technology, an EU body and an Institutionalised Partnership under Horizon Europe's Pillar III - Innovative Europe.

Today, approximately 130 Partner organisations and institutions collaborate across disciplines, borders, and sectors to reinforce excellence, create knowledge and innovation, and encourage more significant investment. What connects us is our joint ambition to drive healthcare innovation and create societal impact in Europe.
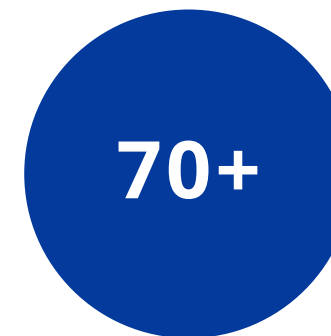
EIT Health in numbers

35,000+
students and professionals trained
(2016-2021)
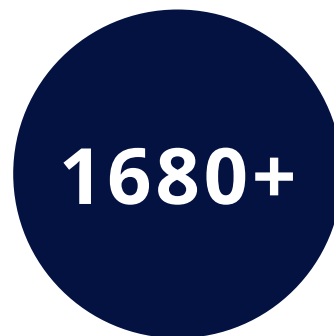
1680+
start-ups received EIT Health support
(2016-2021)

300+
innovative healthcare solutions from Central, Eastern and Southern Europe fast-tracked
(2016-2021)

70+
EIT Health solutions launched to the market
(2016-2021)

www.eithealth.com

THANK YOU!

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