



INDovation program to incubate and commercialise Indian healthcare start-ups launched

- Program supported by Pfizer Limited (“Pfizer”), Atal Innovation Mission (AIM), NITI Aayog, Social Alpha, Foundation for Innovation and Technology Transfer (FITT), IIT-Delhi and AGNii; with UN Health Innovation Exchange (UNHIEX) as knowledge partner
- First year focus on Oncology and Digital Health
- Customised incubation support across technology incubation centers like the IITs and other major technology institutes across India; grant upto Rs. 65 lacs per selected start-up

MUMBAI and DELHI, April 5th, 2022: Ahead of the World Health Day, Atal Innovation Mission, NITI Aayog, AGNii, Foundation for Innovation and Technology Transfer (FITT), IIT-Delhi, Pfizer and Social Alpha have come together to launch the **Pfizer INDovation Program to support breakthrough healthcare innovations by start-ups in India**. Social Alpha is the core implementation partner responsible for executing the program.

This is Version 2.0 of the Pfizer IIT-Delhi Innovation and IP Program and is one of Pfizer’s CSR initiatives. In Version 1, Pfizer successfully incubated 9 healthcare innovators and supported 19 IP filings. Now, in the first year of Version 2.0, three winning start-ups each in the areas of **Oncology** and **Digital Health**, will receive a grant of up to INR 65 lakh each for product trials, pilot studies, and product market launches to accelerate the lab-to-market journey of their innovation. This is one of the largest such programs, both by grant value and partnerships, to focus on incubating and commercialising healthcare start-ups in the country.

AIM and NITI Aayog will provide the startups with access to their entire network of incubators and facilities via co-incubation and will also provide technical and strategic advisory to support to both the program and the startups. The Indian Institute of Technology, Delhi (**IIT Delhi**), will be the principal incubation partner while customised incubation support will be provided across technology incubation centers such as the IITs, other major technology institutes and incubation network of Atal Innovation Mission across India. **Social Alpha**, as the implementation partner, will support start-ups to accelerate their lab-to-market journey.

The program is also being supported by AGNii, PATH, AHPI, St Johns Research Institute, HCG Hospitals, Cytecare Hospitals, FICCI, UNHIEX, Google for Startups, Design Alpha, HIMSS, Marico Innovation Foundation, and TenX2.

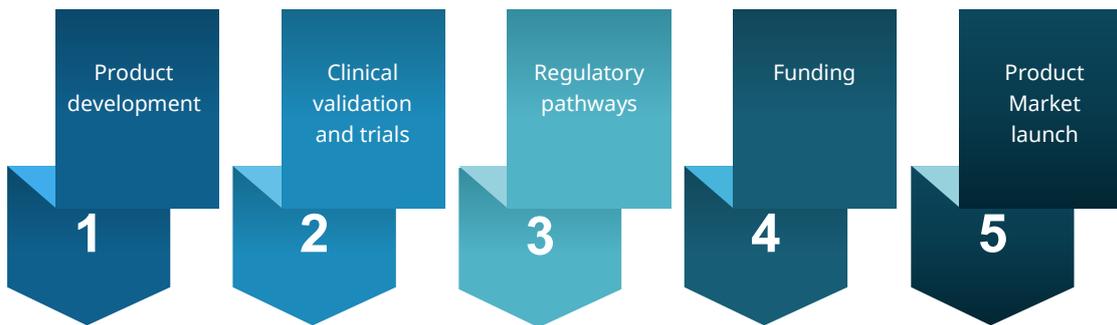




A nationwide call for applications in a grand challenge format will be announced to invite Digital Health and Oncology start-ups working on the identified priority problem statements. Eligible participants include:

- Medical devices and diagnostics start-ups and companies with product stage of Technological Readiness Level (TRL) 4 or above
- Start-ups or companies in artificial intelligence, big data analysis, IoTs, software development and bioinformatics at TRL level 5 or above.

The program offers support towards:



Commenting on the value of such a program, **Shri Amitabh Kant, CEO, NITI Aayog**, said, “India has proven itself to be a healthcare innovation powerhouse in the world. We expect this program to help start-ups and young innovators to bring healthcare solutions that will address unmet needs in the priority areas of Oncology and Digital Health for not just India, but the world.”

Dr. Chintan Vaishnav, Managing Director, Atal Innovation Mission, NITI Aayog, said, “The need of the hour is to focus on the high burden of diseases the country is experiencing. It is through innovations in screening, pathology and disease management, mortality rates and costs of terminal care, can be effectively targeted. I appeal to all the startups focusing on Digital Health and Oncology to contribute towards the National Digital Health Mission and to help India come out of the cancer epidemic.”

Dr. Pankaj Chaturvedi, Deputy Director, Center for Cancer Epidemiology, Tata Memorial Center and member National Cancer Grid stressed on the fact that technology enabled, prevention, early detection and standardized cancer care delivery will reduce significant cancer burden in India and more programs like INDovation that focus on accelerating adoption of disruptive technologies are needed to change the cancer care landscape.

Speaking about this program, **Mr S. Sridhar, Managing Director, Pfizer Limited**, said, “Worldwide and in India, Pfizer stands for innovations and breakthroughs that change patients’ lives. With the success of our earlier collaboration with IIT-Delhi, we are confident that we can scale up our Industry-Academia-Government partnership to support India’s brilliant young healthcare start-ups to become solution providers to the world and commercial success stories in the process. With this program, we are looking to address the challenges start-ups face after crossing the early-stage product development so that many of these unique ideas and solutions can become commercially successful products.”



“Foundation for Innovation and Technology Transfer (FITT) at IIT Delhi and Pfizer created India’s Pioneering healthcare-focused industry-academia collaborative program in 2015. This program has already incubated 9 startups and supported IP filing by 19 innovators. The INDovation initiative takes this program to a next level. As one of the country’s foremost healthcare incubators, FITT IIT-Delhi will provide access to resources and the knowledge to help start-ups create sustainable healthcare solutions,” said **Dr Anil Wali, Managing Director, FITT.**

Social Alpha and IIT Delhi together will provide support and guidance for 24 months to facilitate the journey of the startups to market launch; help refine the business model; navigate the regulatory landscape; and provide an understanding of national and global market dynamics. **Mr. Manoj Kumar, Founder and CEO, Social Alpha,** said, *“Quality universal health coverage needs to be affordable to improve access and experience for all. At Social Alpha, we search for breakthrough innovations that have the potential to revolutionise patient care and help promising start-ups with clinical and regulatory pathways as well as funding and market access. Our association with Pfizer will allow us to sharpen our focus on Oncology and Digital Health innovations, two high priority areas with large impact potential.”*

The two focus areas of Oncology and Digital Health in the first year of the program have been chosen due to the increasing burden of cancer in India coupled with late intervention, and the emerging use of digital health as a solution to ensure better outcomes. Innovations in screening, early detection, better cancer management, and palliative care solutions can help reduce the mortality and morbidity of the disease and lower the cost of terminal care. The focus on digital health is closely aligned with the National Digital Health Mission that forms the backbone of the integrated digital health infrastructure of India. Digital healthcare can enable and improve care delivery, making quality healthcare accessible and affordable.

About Pfizer: Breakthroughs That Change Patients’ Lives

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development, and manufacture of health care products, including innovative medicines and vaccines. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments, and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world’s premier innovative biopharmaceutical companies, we collaborate with health care providers, governments, and local communities to support and expand access to reliable, affordable health care around the world. For more than 170 years, we have worked to make a difference for all who rely on us. We routinely post information that may be important to investors on our website at www.pfizerindia.com.

About Social Alpha:

Social Alpha is a multistage innovation curation and venture development platform for science and technology start-ups that address the most critical social, economic, and environmental challenges through the power of entrepreneurship and market-creating innovations. Since its inception in 2016, Social Alpha has supported more than 200+ start-ups including 60+ seed investments. For more information, please visit www.socialalpha.org
LinkedIn: [Social Alpha](https://www.linkedin.com/company/social-alpha) | Twitter: [@SocialAlphaIN](https://twitter.com/SocialAlphaIN) | Facebook: SocialAlphaIN | Instagram: socialalpha_in

About FITT, IIT Delhi:

IIT Delhi created the Foundation for Innovation & Technology Transfer (FITT) as a special purpose vehicle to facilitate, inter alia, research translation, technology development, technology transfer & commercialization, industry engagement, project management, startup incubation & mentoring, etc. One of the pioneering academic institution-based technology transfer offices and startup incubators in the country, FITT has strong Intellectual Property, Technology Transfer, Industry Consultancy, and startup incubator management experience. The organization has supported more than 250 startups and entrepreneurs through various funding and mentoring schemes. FITT is a nodal agency for various government and Industry funded programs for



startups and brings in extensive experience in startup incubation and program management.

About Atal Innovation Mission, NITI Aayog:

Atal Innovation Mission (AIM) is Government of India's flagship initiative setup in 2016 to promote a culture of innovation and entrepreneurship in the country. AIM's objective is to develop new programmes and policies for fostering innovation in different sectors of the economy, provide platform and collaboration opportunities for different stakeholders, create awareness and an umbrella structure to oversee innovation ecosystem of the country. To promote creation of a supportive ecosystem for start-ups and entrepreneurs, AIM has been establishing world class incubators called Atal Incubation Centres (AICs) in universities, institutions, corporate, etc. These AICs would foster to support world class innovative start-ups and help them from idea stage to become scalable and sustainable enterprises.

About AGNii:

The AGNii Mission is a flagship initiative under the Office of the Principal Scientific Adviser to the Government of India. It is one of nine technology Missions under the Prime Minister's Science, Technology and Innovation Advisory Council (PM-STIAC), executed in partnership with Invest India, the national investment promotion and facilitation agency. The Mission catalyses commercialisation of Indian emerging technologies. It helps private, public, and non-profit sector to upgrade capability and competitiveness with innovative Indian startups and public R&D technologies. It has helped organisations from global multinationals to Government agencies and non-profits, leverage technologies from artificial intelligence (AI) and drones, to cleantech and food processing.

About UNHIEX:

UNHIEX is a platform to identify challenges faced by implementers and connect them with innovations that have high potential for impact. Founded by UNAIDS with other UN agencies this platform curate investment opportunities for capital providers, prepare innovators for regulatory approvals, assist in market access, and leverage all partners and their network for global advocacy.

About Google for Startups India:

The Google for Startups Partner Network empowers global tech entrepreneurs and ecosystems to solve the world's biggest challenges by connecting startups with the right people, products, and best practices to help them grow. GFS's partners with 70+ startup support organizations across the world to develop diverse, inclusive startup ecosystems, helping founders turn big ideas into successful businesses. Partners include local tech hubs in more than 60 countries, from Accra to Zurich, as well as accelerators, and organizations offering training and resources for underrepresented founders. Startups receive exclusive Google programming and access to the Google for Startups' global partner network to help their business grow.

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