

Baze Takes Health.Pioneers Glory

Health.Pioneers took Amsterdam by storm with a day of inspiring pitches, keynotes and panel discussions

Vienna, 26.10.2017 - Personalized nutrients startup Baze was crowned winner yesterday at Health.Pioneers, the ultimate meeting point for innovators advancing digital healthcare across Europe and beyond. 205 health industry attendees including corporate executives, investors and 100 health industry startups took part in 226 one-to-one meetings, with startup pitches and keynotes completing a packed programme in Amsterdam.

Baze emerged as the winner from a day's worth of competitive startup pitching at the event. In total 15 hand-picked startups pitched in three different categories, with the Berlin-based startup the finalist in the Personalized Medicine & Health Management category.

Today wasn't the first time Baze took part in a Pioneers event, having also pitched at Pioneers'17. They'll get another chance next year, as their prize for winning Health.Pioneers is to be fast-tracked into the Pioneers Challenge Top 50 for Pioneers'18 in Vienna.

"We've not had a success like this before," said delighted Baze CEO Philipp Schulte. "I think the judges saw the huge unmet need in the space of using nutrition to keep us healthy, make us fitter and drive our well-being. And I think they saw that we offer an integrated solution to that need, and one with huge business potential."

In the meantime Baze hopes to use this boost to drive their investment round and kick-start the sales launch with which they're currently busy.

"I would definitely think this will open doors for us," continued Schulte. "We're definitely open to working with big corporates: we all know that a great product is wonderful and a great team is even better, but obviously sales are just as important. So we would love to have strong partners on that."

"We had a difficult decision to take," said Pioneers Ventures Managing Director Philipp Stangl, who sat on the judging panel during Baze's pitching session. "All the startups who presented in our session were of high quality and delivered very appealing pitches. Baze impressed us with their bottom-up approach to putting the tools to improve nutritional

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status in a patient's own hands, thereby disrupting this huge industry with a data-driven approach."

Apart from the startup contest and all those meetings engineered by the automated Pioneers Match & Meet service, attendees enjoyed a full day's action on the stage.

Johannes Schildt, co-founder of market-leading Swedish video doctor platform KRY, opened the morning session with his Shifting the Healthcare Paradigm keynote, during which he underlined the impact of the digital revolution in the health industry. Then attention turned to data in the subsequent Patient Empowerment and Data-Driven Innovation in Healthcare session, after which Vishaal Gulati, Healthtech VC with investment company Draper Esprit, took to the stage to deliver a presentation in Healthcare Rebooted.

Later in the day, during the Health Startups & Corporations - Models of Collaboration session, which explored the concept of open innovation, Rocco van den Berg, Innovation Lead at Philips HealthWorks, summed up the importance of such collaborations.

"Big companies like us need small companies that can take big risks, try big ideas and very often move quicker than us because they have no legacy. Corporates on their side can help with access to internal networks of experts, exposure to their own collaborations and perhaps funding and IP sharing."

The final session of the day focused on the potential brought by gene editing. CRISPR/Cas9 Co-Inventor Krzysztof Chylinski delivered a keynote outlining the exciting possibilities for this 'cut and paste' gene-editing technology.

Pioneers'18, our flagship annual event in which 2,500 tech innovators from around the world gather at the Hofburg in Vienna, takes place on May 24th-25th next year. Meanwhile the next event in the Pioneers calendar is Mobility.Pioneers, which takes place in Munich on February 8th. For more information, visit our blog and read the Health.Pioneers report in full length: <http://bit.ly/HealthPio17>

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For further information please contact: press@pioneers.io. For more news from the world of Pioneers, visit our blog (<http://pioneers.io/blog>) or follow us on social media:



Note to the Editors:

About Pioneers:

Pioneers establishes and facilitates direct, meaningful business relationships between leading tech innovators, including startups, corporate executives, and investors. Established in 2009 in Vienna, Pioneers helps redefine industries by creating various platforms to help develop future technologies and introduce cutting-edge solutions. Pioneers Discover, its consultancy services arm that was founded in 2013 shapes the future of corporates and the public sector by introducing them entrepreneurial tools, methods, and innovation driven corporate culture. Its investment arm Pioneers Ventures, which was founded in 2015, advances the growth of early-stage startups.

