MedTech Odense

Call and information for applicants

Invitation to apply for MedTech funds in 2025

Are you working on the next breakthrough in health technology? We are now accepting applications for funds for innovative MedTech Odense projects that can help solve challenges in healthcare.

The focal point of MedTech Odense is to accelerate the journey from idea to clinic to market for new technological solutions that can create impact in the healthcare system. This requires collaboration between researchers and healthcare professionals. Therefore, priority is given to projects that are based on identified clinical needs and challenges and that have business potential.

This demands an early focus on commercialization, regulation, and certification so that the projects are ready, through collaboration with companies and investors, to deliver concrete and testable technological solutions. The path to impact requires special attention to implementation and scaling as an integrated part of the project development process, ideally through the involvement of patients and end-users.

For the same reason we invite all disciplines to contribute with their ideas and professional expertise, to promote the often-crucial collaboration across disciplines, institutions, and key stakeholders.

A steppingstone towards more

MedTech Odense has high ambitions for the projects it selects. This means the projects will be characterized by a high level of innovation and a potential for significant national, and preferably international, impact with tangible positive changes for patients, society, and industry.

As such the funds awarded through MedTech Odense are solely to be seen as seed money or steppingstones to mature and develop concrete ideas, solutions, and cross-disciplinary collaborations. This means the funds must be used for a specific deliverable that can move the project a step further along its path.

Furthermore, it is expected that the full project idea or solution will require substantial additional funding and expertise targeted at development, commercialization, certification, and implementation.

Calls in 2025:

The purpose of the first pilot calls in 2025 is to support, mature, and accelerate innovation-focused medtech projects that are in the very early stages of development. The projects

must target the healthcare sector in the broadest sense, aiming to improve treatments and workflows for the benefit of patients, healthcare professionals, and society through new technologies.

Examples of relevant project types:

Examples of relevant project types are projects that, through new technology, aim to:

- Mature new and medtech-relevant knowledge
- Improve existing clinical treatment or diagnostics
- Prevent disease and health issues
- Increase the quality, efficiency, or productivity of clinical workflows
- Relieve or free up healthcare staff from certain tasks
- Create service improvements or quality enhancements for patients and/or staff
- Significantly improve and develop existing workflows, organizational structures, decision-making processes, conventional business models, as well as behaviors and competencies

IDEA

The IDEA funds in this call can be applied for to realize ideas and projects in the development stages ranging from the maturation of relevant knowledge and identification of needs and solutions to early concept development.

The IDEA funds aim to help create a broad foundation for growth within MedTech Odense by initiating new research and innovation collaborations at an early stage, which in turn must be conceptualized and validated against one or more clinical needs.

IDEA also supports the development of new prototypes, concepts or pilot projects that may eventually form the basis for larger external grant applications and business collaborations.

There are no technological limitations, but the focus is on solutions that are feasible and, in the long term, commercially scalable within a healthcare context.

Project proposals are therefore encouraged to include relevant considerations and perspectives regarding commercialization, certification, as well as implementation and scaling of the proposed solutions, where applicable.

It is not the expectation that the MedTech Odense funding will cover the full project, but rather that it will be used for a specific deliverable that can move the project one step forward.

Applicants can apply for up to DKK 150,000 for projects lasting up to 12 months under the IDEA program. Projects must begin within 3 months of receiving the grant, expectedly in early 2026.

The GAITS-model

MedTech Odense uses the [GAITS model](#) as a conceptual framework for its collective efforts. GAITS is a model for MedTech projects' Innovation Maturity Levels (IML) and focuses on four domains: Technology, Regulation, Business Development and Clinical Practice.

It is not the expectation that applicants are to fully adhere to the entire model, but it can serve as inspiration for describing a project's IML level and identifying specific tasks associated with that level.

Applicants to the IDEA funding program are therefore encouraged to consult the checklist for [GAITS levels 1 and 2](#)

What can funding be applied for?

Funding can be applied for projects that aim to reach a maturity level corresponding to Innovation Maturity Level 1 (Need) and Level 2 (Idea), as described in the [MedTech Innovation Cycle Checklist](#) mentioned above.

Funds can e.g. be used for activities such as:

- Idea development on medtech solutions in knowledge forums
- Dialogue/interviews with relevant stakeholders and potential collaborators
- Travel for idea exchanges with international knowledge centers
- Mapping of clinical needs in hospitals
- Interviews and data collection
- Cross-disciplinary matchmaking and networking events between researchers, developers, and clinicians
- Development of early prototypes and planning and execution of small-scale pilot projects
- Early exploration of relevant commercialization opportunities, regulatory pathways, and implementation strategies, or identifying how these aspects can be integrated into a project

The budget must be allocated among the partners in accordance with the distribution of tasks and the project's objectives, and in compliance with the funding usage requirements (see below).

There are no overhead costs for this funding.

The funds can, for example, be used to cover the following types of expenses in the project

- Salaries for the project team, in accordance with applicable guidelines
- Procurement of services from external companies performing tasks described in the project proposal
- Travel and transportation costs related to consortium building, project progress, knowledge exchange, information gathering, and skills development
- Materials, including hardware, software, components, licenses, and similar items that support the project's objectives and progress

The application budget must be divided among the project partners and across the four expense categories defined above. A budget template for the application is available in Appendix 2.

Funds are to be distributed among the participating organizations according to the application budget and are to be administered in accordance with each organization's internal requirements.

What can funds not be used for?

The funds cannot be used for basic research or for projects whose sole purpose is to test existing commercially available technologies in clinical practice.

Who can apply?

The main applicant must be employed either by the Region of Southern Denmark or at the University of Southern Denmark. Projects must be carried out in collaboration between at least two partners, and there must be partners from both the university and the region.

It is not a requirement to have a collaboration with a company, but as a minimum, potential business or other collaboration partners must be identified as part of the project. This is to assess the potential for further development, commercialization, and certification of the idea and product, where relevant.

Further info:

In 2025, it is also possible to apply for funding under the "CONCEPT" program within MedTech Odense, which focuses on projects aiming to reach a maturity level corresponding to Innovation Maturity Level 3 (Proof of Concept), 4 (Proof of Feasibility), or 5 (Proof of Value), as described in the MedTech Innovation Cycle Checklist.

Please refer to a separate call for these funds.

Additional calls for more mature projects will be announced in 2026.

Application format

Project Quality and Originality

- **Describe the project**
  What clinical need or problem is the project aiming to solve, for whom, and how?
  What result, product, or solution is the project ultimately expected to lead to?

- **Describe the knowledge and research results the project is based on**
  What data, knowledge, and research findings form the foundation of the project?
  How is the project innovative compared to the current state-of-the-art?

- **Describe, if applicable, the commercialization and scaling potential**
  How is the project unique and clearly differentiated from competing solutions?
  How does the project create added value compared to other solutions?
  What commercialization and scaling potential does the project have?

Expected impact of the project

Describe the possible applications, the potential and the overall expected impact of the project
Describe the value the project may bring to patients, healthcare professionals, and/or society

Execution and Continuation of the Activities

What specific activities are to be funded in this phase?
What results are expected to be achieved through these activities?
What prerequisites must be in place for the activities to be carried out?
Which potential collaboration partners are expected to be involved in the activities?
Describe the team's competencies and experience relevant to the activities
Describe plans for leveraging and securing additional funding to continue the activities

Note that for the first two sections, you should describe the overall project as it is envisioned in the long term. For the section on execution and continuation, you should describe the specific activities for which funding is being requested.

Evaluation Criteria

Applications will be assessed based on an overall evaluation of the following three main criteria:

- Project quality and originality
- Expected impact of the project
- Execution and continuation of the proposed activities

Each criterion will be scored on a scale from 1 to 5, and an overall project score from 1 to 5 will also be given. Projects with the highest scores will be recommended for funding.

Application and Funding Process

- Applications must be submitted via [Efond](#) by the deadline: 16 September 2025 at 23:59.

- Applications for the IDEA call will be evaluated through an internal review process by a panel appointed by MedTech Odense.

- Projects awarded funding will be notified no later than 24 November 2025.

The panel will consist of reviewers with combined expertise in commercialization, research, clinical practice, and research support.

The panel evaluates the applications and recommends which projects should receive funding to the leadership of MedTech Odense, which makes the final decision.

No feedback will be provided for applications that are not awarded funding.

What is to be delivered at the end of the project

A brief final report of 2,400 to 4,800 characters including spaces must be submitted no later than three months after the project's end date.
The report should describe the project's activities, the course of the project, results and/or learnings, and plans for further development.

In addition, a final financial statement must be submitted, showing how the funds were used.

A reporting template will be sent to funded projects two months before the project ends.

Projects are also encouraged to contribute to the visibility of MedTech Odense as a funding body, including mentioning and using the MedTech Odense logo where relevant.