



## **Terveysalan startup-rahoitus**

Rahoitusmahdollisuudet nyt sekä  
kehitys- ja toteutusehdotukset, alustus

**Ali Omar**

MD, MBA, Co-founder, Angel Investor

B2B SaaS



Witview



Rentle



Sweetspotter



Meeshkan



OGOship



Vibemetrics



Dwellet



On-Time



B2B Analytics SaaS



Feelingstream



Screenful



Screenful



Lumoa



Financial Network Analytics



Claned



Healthcare SaaS



Inscripta



Buddy Healthcare



Nursebuddy



Sustainability



Fiksuruoka



Woodyly

Hardware



Loupedeck



QuietOn



Exits



Jolie Natura



Perfect Dashboard



Supported by:

**BUSINESS  
FINLAND**

<https://loupedeck.com/en/products/loupedeck-ct>

# Healthcare SaaS



Inscripta

**Medical dictation end-to-end solution.** Proprietary cutting-edge NLP speech-to-text engine.

**~80%**

improvement in efficiency



Buddy  
Healthcare



**Automating patient care pathways for hospitals.**

**-50%**

No-shows and cancellations of hospital



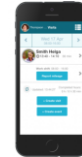
Nursebuddy



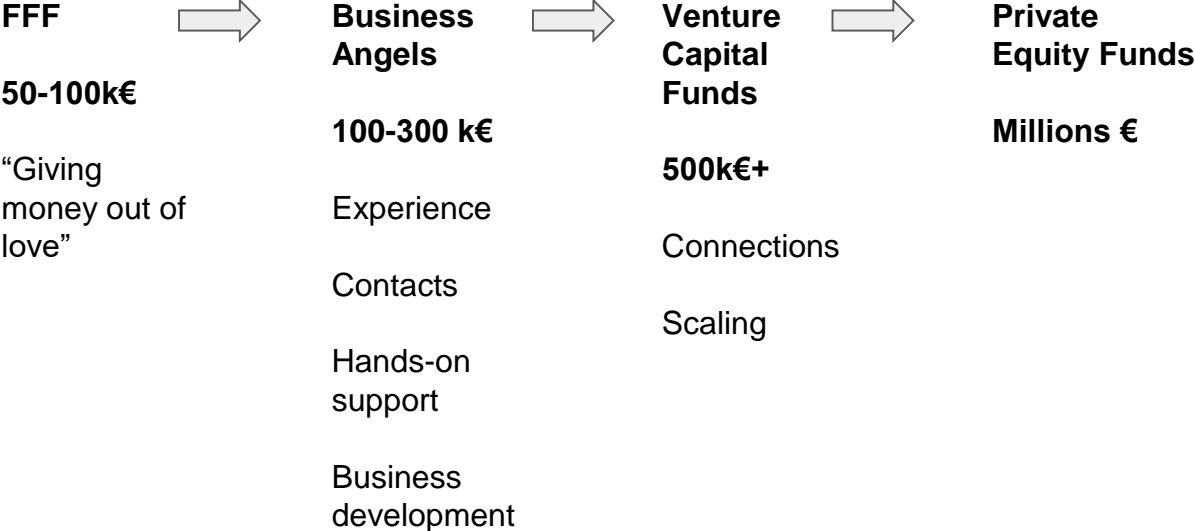
**Home care ERP for SMB home care providers**

**10.000+**

users in UK & Finland



# How companies get funding?



# What's the problem with Finnish healthcare sector?

Business Angel's perspective

**Lack of greedy Founders**

Young generation have not enough positive pressure (competition)

→ Work harder



**Lack of deep understanding of customer & stakeholder needs**

“How to understand business”

→ Think & iterate harder



**Shortage of SaaS companies**



**Shortage of Deal Flow & Momentum**

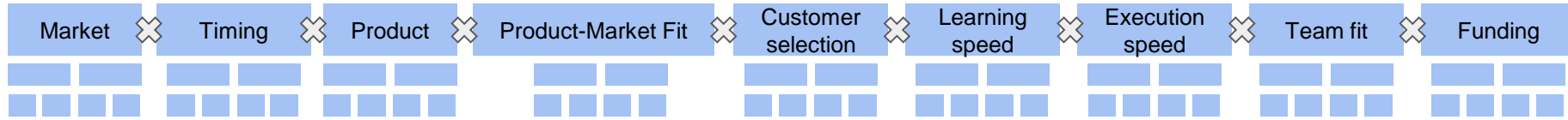
→ Lack of high-quality startups



**Attitude in public healthcare as a client**

(note: testbed issues)

# Think separately and holistically, iteratively



“Failure is created with millions of ways, but success only with one way – the right way”  
– old Somalian proverb

# Suggestions

## Founders

Find the better **peer group**

Build things faster

## Universities

Raise more **entrepreneur-friendly generation**

University led **incubators**

## Public HC sector

**Purchase** early, innovative technology solutions from Finnish startups

**Commit** on developing new innovations by collaboration, co-creation

## Investors (VCs)

Provide more showcase examples of successful **exits** (“**show me how it’s done**”)