

Elevate your
HealthTech Startup's

Asia readiness

Founder's
Education Program

About the program

Are you the Founder of a HealthTech Startup who needs to work on your Business Plan and Strategy for Asian markets? Do you recognise that Asian markets offer vast opportunity but don't know how to get there? **Uprasia has the program designed just for you.** The ACHA Uprasia program is designed to help HealthTech Startup Founders:



Build

a usable and practical understanding of Asian business culture – not just business etiquette



Develop

a deep understanding of Asian markets to build solid and real understanding of Asian market opportunities, risks and optimal market access pathways



Provide

Asian masterclasses that align with and build on your knowledge gained from Incubators and Accelerators



Connect

startups with Asian angel and VC funds, commercial partners and market channels

Why choose us

Startups that are incubated and accelerated and ready to go global often have little or no Asian knowledge or connectedness. Innovators and Startups who want to find commercial partners in the world's fastest growing markets often hesitate, because they consider Asia and in particular China, to be risky and they may have no connections in market.

Uprasia will provide curated assistance with experienced staff, advisors and mentors who are capable of translating, guiding and performing due diligence is a vital part of the program.

**Second cohort starting
17th July 2019**

Asia facts

Asia makes up around **64%** of Australia's trade in Goods and Service and is rapidly growing.

China is **Australia's biggest trading partner** and is larger than the next three combined (US, Japan, Korea)

China's health expenditure will reach **AUD\$1.6 T** by **2020**

China will be the largest healthcare market by 2030 reaching **AUD \$3.2 T**

Asia has a **growing interest** in investing in Australian Healthcare and Lifesciences technology (**AUD\$1.43 B+** in Australian health investments in 2016)

Get in
touch

Tim Carroll
Director of Technology
Australia China Health Accelerator (ACHA)

 tim.carroll@achealthaccelerator.org.au

 +61 474 063 187

Program proudly supported by:



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Australia China Health Accelerator
中澳大健康加速器中心