

Call and information for applicants 2026

Need & Idea



medtech
odense

OUH
Odense
University Hospital
Svendborg Hospital

Region of
Southern Denmark

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SDU 
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MedTech Odense: Overall Framework for Calls 2026

A stepping stone to more

MedTech Odense hereby invites applicants to submit project proposals that address concrete challenges in the healthcare system. The focus is on accelerating the path from idea to clinic and market through new solutions that meet clinical needs and create real impact.

Project proposals may involve development and tests of new technological solutions, as well as the development of concrete ideas, concepts, and processes that promote the realisation of commercial potential and thus can be translated into implementable and scalable solutions across the healthcare system. The latter may, for example, also focus on evaluation and health economics, regulation, inequality in health, and ethics.

Projects must be based on identified clinical needs and have a clear business potential. A clinical need may, for example, be a better, faster, or more precise diagnostic method; more effective and less invasive treatment; improved tools in the clinic; improved workflows that free up time for patient-centred tasks; increased patient safety and quality; as well as better support or tools for patients and staff.

MedTech Odense supports strong interdisciplinary collaborations between researchers, healthcare professionals, and other relevant stakeholders, as this increases the project's success, feasibility, and commercial potential. Interdisciplinary collaboration means that projects must integrate relevant disciplines with the aim of developing a distinct medical technological solution. This implies involvement of both clinical and technological competencies at the minimum but may also include expertise in areas such as organisation and management, implementation and user adoption, health economics, evaluation, etc., as these contributions are essential to the project's quality, relevance, and success.

Emphasis is placed on projects that integrate commercialisation, regulation, certification, and preferably the involvement of end-users as “co-creators” at an early stage to address opportunities and challenges related to implementation and scaling from the outset.

The funding acts as seed money to mature ideas and solutions. It is therefore not expected that MedTech Odense will finance the entire project. The funds should be used for activities that can move the project one or more steps forward and be part of an overall funding strategy that also includes external funding sources.

What does the call support?

The call supports projects working on a MedTech solution, which through new technology, concrete concepts, or processes:

- Advance new and relevant MedTech knowledge
- Prevent disease and health problems
- Improve diagnostics and treatment
- Increase the quality, efficiency, or productivity of clinical workflows
- Reduce workload or free up staff in the healthcare system
- Create service improvements or quality enhancements for patients or hospital staff
- Significantly improve and further develop existing workflows, organisational structures, decision-making processes, common business models, as well as behaviours and competencies in the healthcare system

There are no restrictions regarding academic disciplines or technologies; however, there is a focus on solutions that are feasible and ultimately commercially scalable within a healthcare context. This means there must be business potential for the solution.

What does the call not support?

The call does not support projects that involve basic research, or projects whose sole purpose is to test existing commercially available technologies in clinical practice.

General requirements for the application

The following requirements apply to all MedTech calls and are a prerequisite for a professional evaluation:

- The principal applicant must be employed at the University of Southern Denmark or the Region of Southern Denmark
- There must be partners from both the University of Southern Denmark and the Region of Southern Denmark who participate in activities that contribute significantly to the completion of the project
- All mandatory fields in the application form must be completed
- All required appendices must be attached to the application
- It is not permitted to apply for funding for salaries within applicants' own companies among employees employed at the University of Southern Denmark or the Region of Southern Denmark
- The maximum allowed funding amount must not be exceeded

If the above requirements are not met, the application will be rejected immediately after the application deadline.

Requirements for applicants and participants

It is a requirement that there must be genuine interdisciplinary collaboration with significant activity both clinically and in research between healthcare professionals employed in the Region of Southern Denmark from at least one of the region's hospitals and researchers from the University of Southern Denmark—preferably involving multiple faculties.

The application must clearly state where the project participants are employed, their roles and responsibilities in the collaboration, and how the funds are intended to be used in carrying out the individual tasks and project deliverables. There must be a clear link between task execution and the use of the applied funds.

If project participants hold joint appointments at both the University of Southern Denmark and the Region of Southern Denmark, it must be clearly stated which place of employment the tasks carried out by the participants relate to. It is not permitted to represent both the University of Southern Denmark and the Region of Southern Denmark within the same project in one and the same role.

It is possible to apply even if one has previously applied for or received funding from MedTech Odense, and applicants may participate in multiple applications and projects. However, please note that if a total of 1 million DKK or more has been received over time from MedTech Odense, the project must be able to demonstrate relevant project-related external funding before applying again.

Collaboration with companies

It is not a requirement to collaborate with a company. However, as a minimum, potential partner companies or a path to commercialisation must be identified as part of the application and the subsequent realisation of the project idea. This is to enable assessment of the potential for further development, commercialisation, and certification of the idea and product.

If a collaboration with a company has been established, a letter of intent between the applicant and the company must be attached. This should, among other things, describe data processing responsibilities and address intellectual property rights in the project. Funds from MedTech Odense will not be disbursed until a final collaboration agreement covering these aspects has been established and approved by MedTech Odense.

Support for applicants

As support for the projects, applicants are encouraged to draw inspiration from MedTech Odense's conceptual framework inspired by the GAITS model, which focuses on a project's level of maturity and the four domains: 1) Clinical, 2) Technology, 3) Regulation, and 4) Business development.

The framework can be used to clarify the maturity of an innovation project and identify relevant next steps in the process from early stage to commercialisation, certification, implementation, and standardised treatment across each of the four domains, as described in the “[MedTech Innovation Cycle Checklist](#).”

During the preparation of the application, applicants are welcome to contact MedTech Odense and involve relevant supporting units in the region and at the University of Southern Denmark.

Need & Idea

Purpose

The funds for Need & Idea are to be used to qualify and develop concrete ideas and projects at an early stage of development—from maturing relevant knowledge and identifying needs and solutions to early concept development. Within Need & Idea there is room to explore, clarify, and unfold very early-stage needs and ideas, and a finished solution is not expected.

The starting point is maturity levels 1 (Need) and 2 (Idea), as described in the “[MedTech Innovation Cycle Checklist](#).”

The funds are intended to help create a foundation for growth within MedTech Odense by initiating new research and innovation collaborations at an early stage developed based on relevant clinical needs. Need & Idea also supports the development of new prototypes, concepts, or pilot projects that may form the basis for larger external funding applications and industry collaborations later.

To support the business potential, projects may, for example, collaborate with existing companies or other partners to test the idea, where relevant. For the same reason, applicants are encouraged to develop project proposals based on user needs and behaviour. Applicants are also encouraged to consider long-term perspectives regarding potential impact, commercialisation, and leverage (gearing). However, at the Need & Idea stage, it is sufficient to demonstrate a plausible future application or market potential. A fully developed market analysis or business case is not expected at this stage.

Examples of activities

The funds may be used for activities within the clinical, business, regulatory, and technological domains, as described in the “[MedTech Innovation Cycle Checklist](#)” including:

- Mapping of clinical needs within and outside hospitals
- Idea development related to MedTech solutions in knowledge forums
- Dialogue/interviews with relevant stakeholders and potential collaboration partners
- User-centred development of technological solutions
- Travel for idea exchange with international knowledge centres
- Interdisciplinary matchmaking and networking activities between researchers, clinicians, and other stakeholders

- Development of early-stage prototypes, as well as planning and implementation of smaller pilot projects
- Early-stage exploration and activities related to identifying opportunities for commercialisation, certification, and implementation
- Early-stage exploration of socio-economic or ethical impact assessments for a project

Financial framework, duration etc.

Up to DKK 200,000 may be applied for per project, with a duration of up to 12 months. Projects must be initiated within 3 months after the grant has been awarded.

Application format

Application form

Applications must use the Proof & Validation application form in [efond](#).

In the application form, applicants must address and describe:

1. Project relevance and organisation

- Describe the purpose of the project:
 - What clinical need or problem is being addressed, for whom, and how?
 - How significant is the relevance of the clinical need?
 - What outcome, product, or solution is the project expected to deliver?

- Describe the project's knowledge base and methods:
 - Which data, knowledge, and/or research findings form the basis of the project?
 - Which methods, approaches, and/or technologies are applied in the project, and why?

- Describe the project's organisation:
 - How are roles distributed within the project?
 - What competencies and experience do the team have that are relevant to the activities?
 - How is the project anchored in a multidisciplinary context?
 - Who are the collaborators, if relevant?

Note that this section should describe the overall project as it is intended to be developed in the long term.

2. The project's potential for impact and commercialisation

- Describe the project's expected impact and commercial potential:
 - What are the possible applications of the solution and its potential for impact, including what value may the project ultimately create for patients, healthcare professionals, and/or society?
 - Which regulations is the solution expected to have to comply with in the long term, and how will this be managed?
 - Which market and end users is the solution targeting, and what commercial potential is expected?

Note that this section should describe the overall project as it is intended to be developed in the long term.

3. Implementation and leveraging of the activity (gearing)

- Describe plans for the implementation and leveraging of the activities:
 - Which specific activities are to be funded in this phase?
 - Which work packages and/or deliverables are defined for the activities? (Refer to the project plan or Gantt chart).
 - How do the activities contribute to ensuring the project's progress?
 - What concrete plans are in place for leveraging and securing additional funding to continue the activities?

Note that this section should describe the specific activities for which funding is being sought in this phase of the project.

Appendices

The following appendices must be attached to the application:

- Project plan or Gantt chart
- Budget (to be filled out in [efond](#))
- List of participants, roles, and workplace
- Overview of self-financing or other funds already raised for the project (if relevant)
- Letter of Intent or collaboration agreement (if there is collaboration with a company).

Specific requirements regarding the budget

The budget must be realistically distributed among the partners according to their workload and the purpose of the project and administered in accordance with the internal requirements of each organisation. The budget must be filled out in [efond](#).

Funds in the budget may be used to cover the following types of project expenses:

- Salaries for the project team in accordance with the applicable guidelines of the institution of employment
- Procurement of services from external companies and partners carrying out tasks described in the project description

- Organisation of networking activities, workshops, and conferences, including costs for transport and travel related to consortium building, project progress, knowledge exchange, capacity building, and skills development
- Materials, including hardware, software, components, licenses, and similar items that support the project's objectives and progress

As an appendix to the application budget, an overview of co-financing or other funding already secured for the project may be attached. Co-financing is not a requirement for receiving a grant.

Funding for overhead cannot be applied for. Similarly, no overhead costs are to be charged to the funds.

Specific requirements regarding the Letter of Intent

If a collaboration with a company has been established, a Letter of Intent between the applicant and the company must be attached. The letter must describe, among other things, data processing responsibilities and address intellectual property rights in the project. Funds from MedTech Odense will not be disbursed until a final collaboration agreement covering these aspects has been submitted to and approved by MedTech Odense.

Assessment procedure

Evaluation criteria

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

- Project relevance and organisation
- The project's potential for impact and commercialisation
- Implementation and leveraging of the activity (gearing)

Application and funding process

Applications for the call must be submitted via [efond](#) no later than September 15, 2026, at 12:00 noon.

Applications will be evaluated through an internal process by an expert panel appointed by MedTech Odense. The panel will consist of reviewers with combined experience in clinical practice, commercialisation, research, and research support, broadly representing the Region of Southern Denmark and the University of Southern Denmark.

The panel evaluates the applications, after which MedTech Odense's management, based on the assessment, recommends which projects should be awarded funding to the MedTech Odense steering committee, which makes the final decision.

Projects that are awarded funding will be notified no later than November 23, 2026. If funding is granted, the project will become part of MedTech Odense's portfolio program, where projects are expected to, among other things, participate in professional events and networking activities that support competence development and assist grant recipients in their work on the projects.