



Heartbeat
VENTURES

POINT OF VIEW

Updated 19.03.2018



We envision a healthier world ...

... where **people are thriving** and living their best lives

...where **healthy living** is the norm – completely accessible and affordable for everyone

... where **global health challenges**, such as chronic and infectious diseases, hunger and access to clean water, have been solved

Our work brings us closer to this vision every day.

This is our **INTENTION.**



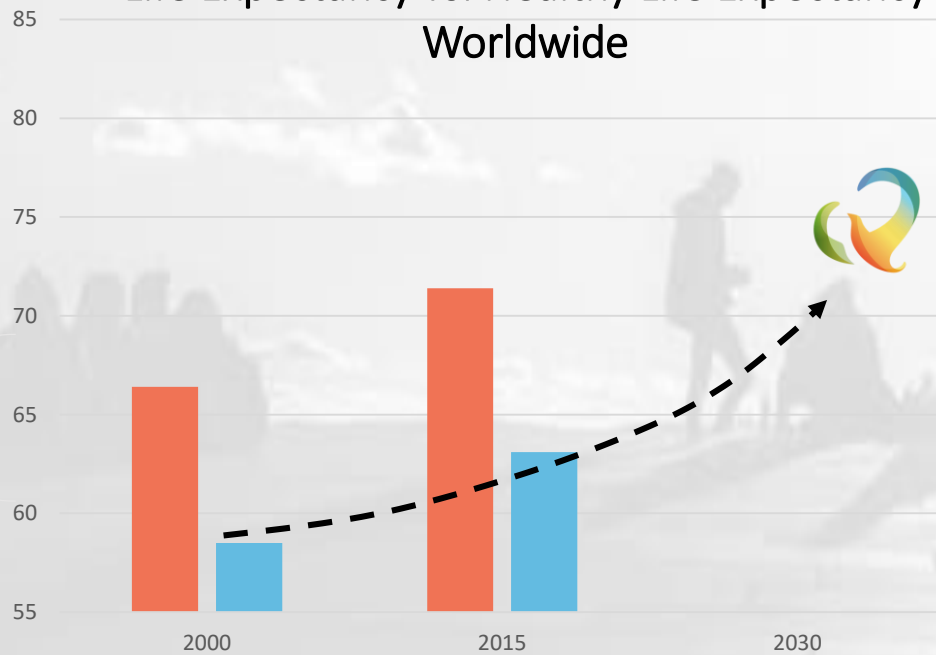
WE FOCUS ON INCREASING HEALTHY LIFE EXPECTANCY

▶ Improve Quality of Life

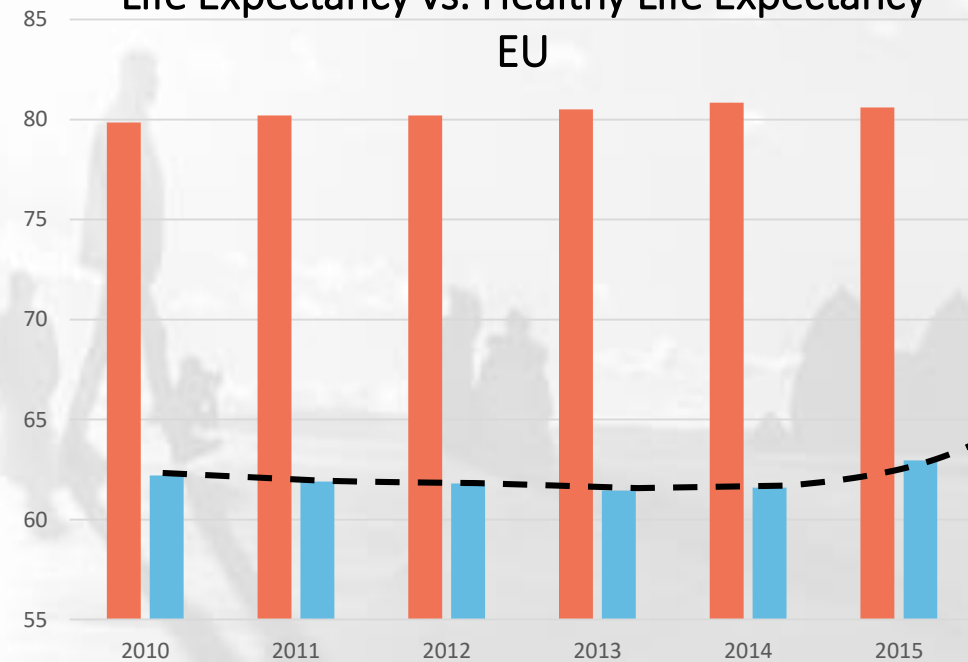
▶ Prevent Chronic Disease

▶ Eradicate Infectious Disease

Life Expectancy vs. Healthy Life Expectancy Worldwide



Life Expectancy vs. Healthy Life Expectancy EU



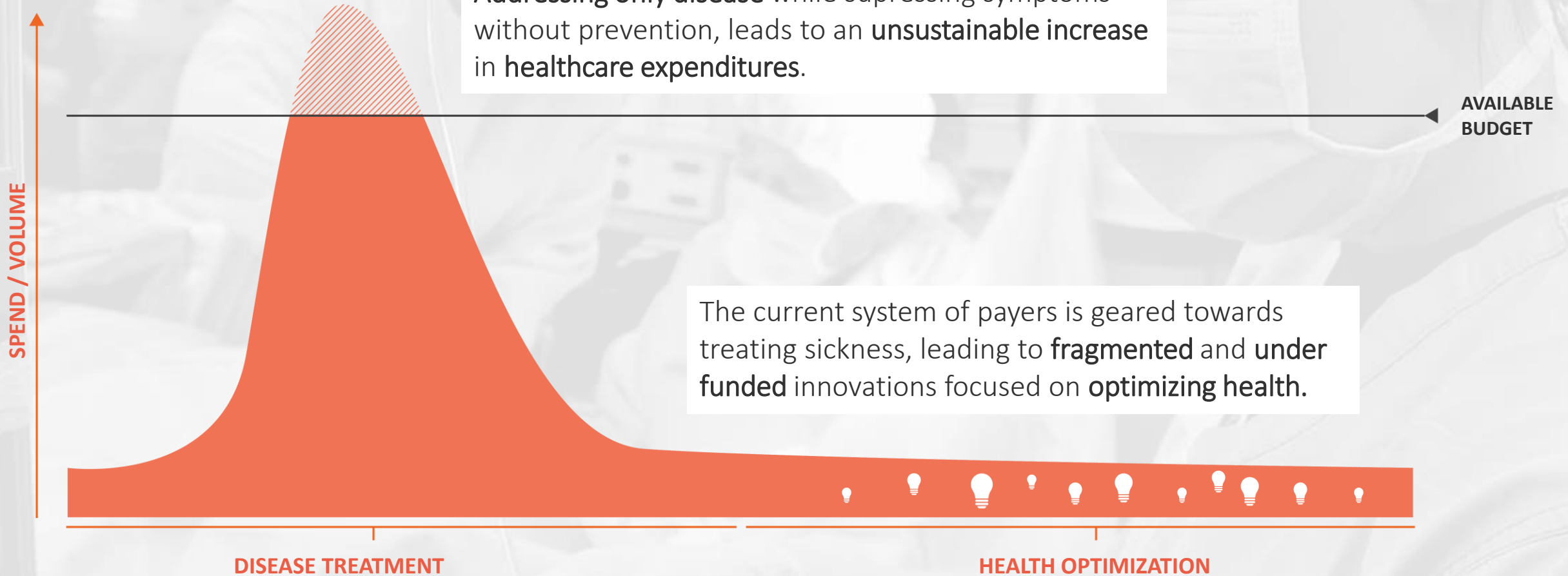
**Healthy Life Expectancy* is a measure of population health that combines length and quality of life into a single measure, estimating the amount of years an individual lives in good health, while adjusting for years lived with disability and disease.

■ Life Expectancy
■ Healthy Life Expectancy

*Eurostat, *Healthy Life Years and Life Expectancy at Birth*
**WHO Global Health Observatory data repository

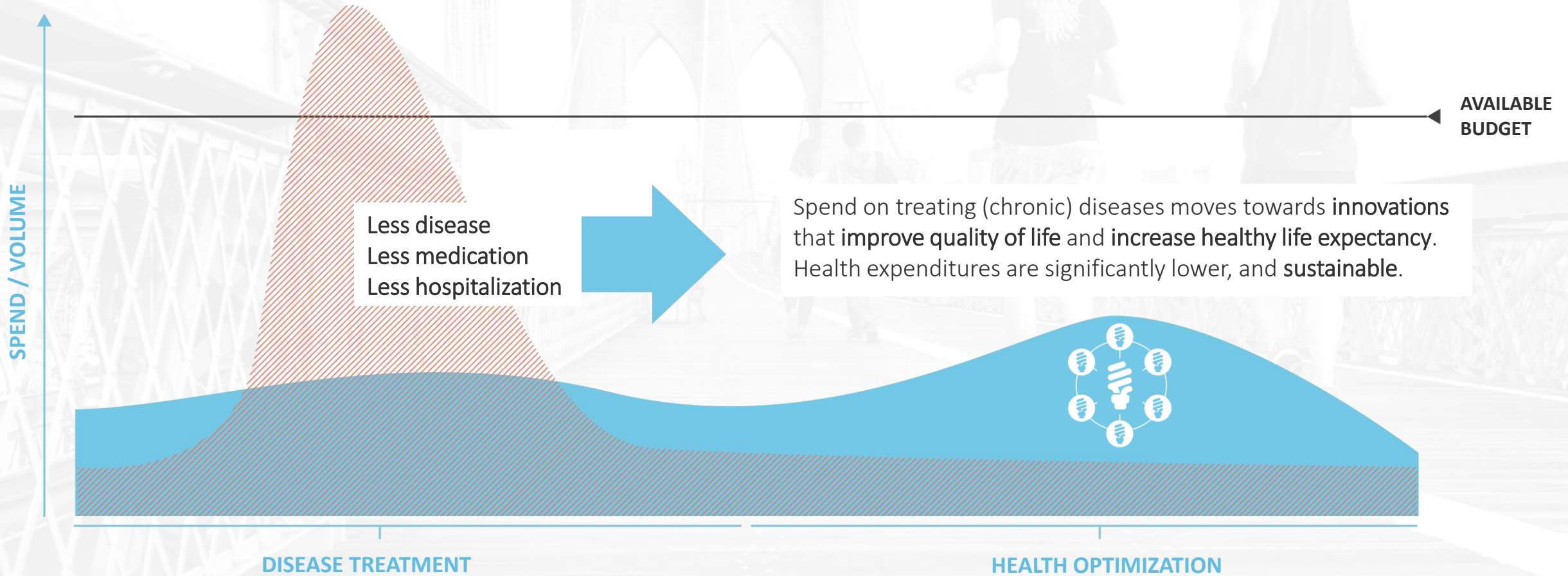
DISEASE-CENTRIC APPROACHES TO HEALTHCARE ARE UNSUSTAINABLE AND NEGATIVELY REINFORCING

Addressing only disease while suppressing symptoms without prevention, leads to an **unsustainable increase** in **healthcare expenditures**.



The current system of payers is geared towards treating sickness, leading to **fragmented** and **under funded** innovations focused on **optimizing health**.

MARKET-BASED SOLUTIONS THAT OPTIMIZE HEALTH ARE SUSTAINABLE AND POSITIVELY SELF REINFORCING



A person is captured in mid-air, jumping over a wooden fence. In the background, a group of people is standing and watching. The scene is set outdoors, possibly on a farm or a park, with a bright sky. A blue horizontal band is overlaid on the image, containing the main text.

We scale solutions for a healthier world.

Ready for a daring perspective?



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We believe in the spirit of entrepreneurship.

Bringing **health to more people** in a sustainable way.

This is what we're passionate about.

Moving beyond research and innovation, to **user adoption** with **business models** that scale.

WE UTILIZE A PROCESS THAT BLENDS DESIGN THINKING, STRATEGIC MARKETING, & LEAN OPERATIONS

SCAN

for focus areas and identify solutions with the potential for highest impact



FROM FRAGMENTATION

CLARIFY

current reality and user needs by engaging relevant stakeholders



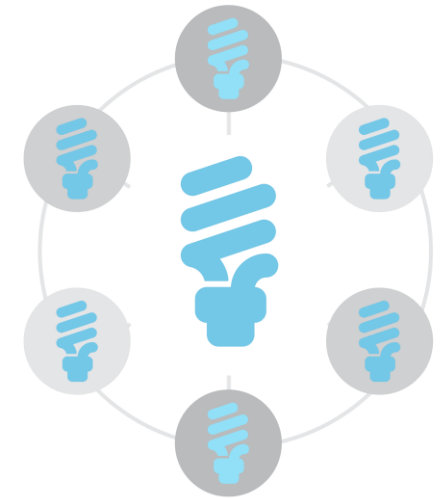
DEVELOP

value propositions, revenue models and go-to market approaches



SCALE

through lean operations and disciplined execution



TO HIGH IMPACT

OUR SOLUTIONS ARE MAKING AN IMPACT ACROSS THE HEALTH CONTINUUM

Reducing Childhood Obesity in Cities

Scaling nationwide operations to deliver an evidence-based lifestyle intervention to parents children 7 – 13 years old

Saving Lives through Smoke-Free Companies

Scaling the number of companies that are entirely smoke-free through an innovative marketing approach and self-sustaining business model.

Improving Quality of Life for children with ADHD

Scaling the adoption of an evidence-based serious game through online channels, directly to parents.

Reduce Sickness

Prevent Disease

Positive Health

Healthy Living

Peak Performance

Improving Disease Outcomes in Healthcare

Scaling best-in-class E-Health Solutions with sustainable business models

Designing and scaling a national program to improve nutrition, physical activity, sleep and rest while reducing smoking and alcohol abuse across the Netherlands

Improving Youth Health Nationwide

Improving Municipal Public Health

Scaling public-private research through sustainable business model, and designing a cross-department platform for scaling public health innovations in a large Dutch City.

WHO WE WORK WITH

We collaborate to scale our impact with leaders from multinationals, public governmental agencies, academic and research institutions, and entrepreneurs.



OUR TEAM

*Committed to
building a healthier
world*



ADNAN



REMCO



MATTHIJS



ASHLEY



MARK



BOUDEWIJN



ADRIAAN



JEAN-PIERRE



Are you a **leader** (in a large organization or start-up) looking to create **positive societal impact**?

- ▶ Do you have a **solution** for a **healthier world** that needs to be scaled and adopted by more people?
- ▶ Do you have a **marketing or organizational challenge** in building a sustainable business model?
- ▶ Do you want your team to benefit from learning **entrepreneurial skills** so they can effectively bring their solutions to the market?

Let's take action.

Join forces
with us

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