

Comprehensive Checklist for e-Health & Telemedicine Startup Investment

1. Problem-Solution Fit & Clinical Relevance

- Does the startup address a clearly defined medical pain point?
- Is the target disease area clinically significant or policy-relevant?
- Is the solution feasible for real-world healthcare settings?

2. Technological Strength & Innovation

- Does the technology (AI, telemedicine, sensors, etc.) provide key value?
- Does it improve upon existing systems?
- Is there any IP protection or explainable algorithm involved?

3. Regulatory & Compliance Readiness

- Is the product certified (MFDS, FDA, CE) or in the process?
- Are IRB approval and data protection strategies in place?
- Is legal liability distribution considered in system design?

4. Market Potential & Scalability

- Is the TAM/SAM/SOM large enough to justify investment?
- Can the model scale to both B2B and B2C markets?
- Does the product have global potential or international traction?

5. Revenue Model & Sustainability

- Is there a clear monetization model (e.g., SaaS, usage fees, platform)?
- Is pricing strategy aligned with market willingness to pay?
- Does the product have reimbursement or out-of-pocket strategy?

6. Data & Clinical Outcomes

- Is the data source trustworthy (e.g., via hospitals)?
- Are there validated clinical results or publications?
- Is there evidence of real-world use (PoC, pilot hospital use)?

7. Team Composition & Execution Capability

- Is there a balanced team of healthcare and tech experts?

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- Does the team have healthcare domain knowledge and network?
- Is there a talent retention and vision alignment strategy?

8. Investor Risk Considerations

- Are regulatory or clinical failure risks mitigated?
- Is the market positioning vs competitors clearly defined?
- Is there a long-term financial runway and capital plan?

9. Strategic Differentiation & Clinical Network

- Build a clinical champion network (KOLs, advisors, physician advocates).
- Define unique market positioning based on real clinical insights.
- Foster trust within medical communities to support adoption.

10. Global Readiness & Pilot Validation

- Build for global scalability with region-specific compliance in mind.
- Conduct pilot programs with local hospitals to validate use cases.
- Evaluate cultural and regulatory barriers to international expansion.