



SHIFT-HUB Innovation Day in Bucharest

06 May 2025, 10:00-16:00 (EEST)

On May 6, 2025, from 10.00 to 16:00, the SHIFT-HUB Project, the Coalition of Patients Organizations with Chronic Diseases – COPAC and BEIA, in collaboration with the University of Medicine and Pharmacy "Carol Davila" Bucharest, the UEFSICDI - UNITE project and Iceberg+ are organizing the SHIFT-HUB Open Innovation Day @Bucharest.

The Innovation Day will include the following sessions:

Start-up Pitch Session Kick-Off

This session launches a program that will be running until October 2025. 10 registered start-ups will present their Smart Health Apps and Digital Health solutions in 5–7 minutes pitches, following a predefined model. The jury will provide feedback to help align their solutions with investor expectations. We will stay in close contact with the start-ups, monitor their progress, and offer follow-up support. In October, they will present their updated developments to a broader panel of investors.

UNITE - SHIFT-HUB – Workshop on Exploring Innovation Challenges in Health

This workshop will address innovation challenges from the perspective of Romania's realities, needs, and opportunities, focusing on research infrastructure, the health start-up ecosystem, brain drain, and policy gaps. In an interactive one-hour session, we will identify barriers, action points, and priorities for the Romanian health and innovation ecosystem. Your participation will help shape future UNITE initiatives to better reflect Romania's digital health needs and expertise.

Living Lab – Simultaneous Demonstrations

The SHIFT-HUB Living Lab fosters co-creation of innovations in real-world contexts to generate sustainable value for all. Start-ups will interact with end-users (physicians, citizens, and chronic patients) who will test their solutions and provide immediate feedback.

INFO: Event will be broadcasted; if registered participants can follow the stream online (no interaction is possible)

Agenda

Time (EEST)	Agenda	Speakers
10.00-10.15	Opening remarks	Professor Viorel Jinga , MD-PhD Rector of the University of Medicine and Pharmacy "Carol Davila" Bucharest Luminita Valcea , PhD, Executive Director, Coalition of Patients Organization with Chronic Disease
10.15-10.25	Insights from the SHIFT-HUB project	Dr. Alena Bubeck , PhD Coordinator of SHIFT-HUB and project manager at Steinbeis Europa Zentrum
10.25 – 12.00	Start-up Pitch Session Kick off Pitch of 10 health start-ups presenting their Smart Health Solution and business plan	Moderator: Dr. Paul Stefanut , PhD, Managing Partner, BoosterLabs

12.00 – 13.00	UNITE - SHIFT-HUB – Workshop on Exploring Innovation Challenges in Health Key topics: <ul style="list-style-type: none"> • Deep-tech innovations for health equity • Digital innovations for personalized and remote patient-centered care • Advancing the European Health Data Space • Digital solutions for addressing the healthcare workforce crisis 	
13.00 – 14.00	Lunch	
14:00 – 15.30	Living lab - Simultaneous Demonstrations Feedback from potential users – practitioners and other medical establishment representatives and patients.	
	CardiOnline App – Remote Medical Rehabilitation The application monitors patients and their interaction with the medical team. Activity levels, sleep quality, and vital signs (heart rate frequency and regularity, oxygen saturation) are tracked via a smartwatch.	Conf. Dr. Ștefan Busnatu , MD-PhD Vice-Rector of the University of Medicine and Pharmacy "Carol Davila" Bucharest
	ELDIE - virtual friend of seniors Eldie slows down mental deterioration among seniors using AI, scientifically proven mental games and quizzes. It helps middle-aged adults keep track of the evolution of seniors.	Teofil Sturzoiu CEO and co-founder Eldie
	SymptoChat SymptoChat is a cutting-edge health management platform designed to deliver a highly accurate experience. Powered by an advanced diagnostic API, SymptoChat provides users with personalized symptom analysis, actionable health insights, and recommendations on when to seek medical care. Key features include a unique memory system that tracks health trends over time, precise image analysis for visible conditions.	Victor Constantinescu Co-founder SymptoChat

	<p>EmoMonitor is a system intended for both medical specialists (psychologists, doctors, therapists) and patients, adapting to their needs through a personalized and multidimensional approach. It integrates advanced technologies of artificial intelligence, IoT, facial recognition, voice analysis, providing a complete picture of the emotional state of users.</p>	<p>Ing. Marilena Ianculescu, Health Department Head, National Institute for Research & Development in Informatics - ICI Bucharest Ing. Andreea Gușatu - Programmer at ICI Bucharest Ing. Liudmila Valeanu - Programmer at ICI Bucharest Ing. Corina Petean - Programmer at ICI Bucharest</p>
	<p>ONCOSCREEEN ONCOSCREEEN develops non-invasive technologies for early colorectal cancer detection, including ONCO-VOC, an AI-powered breath analyzer that detects specific VOC patterns in exhaled breath, alongside other innovative screening tools, as well as the CAWA and NELI mobile applications, which facilitate data collection, risk assessment, and citizen engagement to improve screening accessibility and awareness.</p>	<p>Cosmina Staldi R&D Engineer at BEIA International</p>
15:30-15:45	Q&A session & discussion	
15:45 – 16:00	Closing remarks	