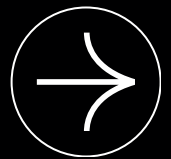


CARETECH in Denmark

2024

INSIGHTS BEHIND THE SOLUTIONS

Get a rare climpse behind the startup journeys



DANISH CARETECH DAYS 2024

22 Startup Stories

CareTech CHALLENGE
Accelerating Care and Health Technology

DANISH CARE
Trade Association for Assistive Technology

INTRODUCING CARETECH IN DENMARK

Denmark is full of startups within CareTech. New ideas are being brought alive all the time but most of this innovation and the solutions are kept in silence.

We wish to change this and give the startups a fair chance to tell their unique story. So welcome to this publication, where all the startups from the project "DANISH CARETECH DAYS 2024" initiated by Danish.Care and supported by Danish Board of Business Development share their journey and solutions.

With this publication showcasing the startups, we hope to encourage aspiring entrepreneurs and at the same time showcase Denmark within the health sector focusing on CareTech.



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DANISH CARETECH DAYS #1

Entrepreneurship, healthcare, professionalism and sparring, all came together at the first of two DANISH CARETECH DAYS in 2024.

The first event of DANISH CARETECH DAYS was held through a collaboration between Danish.Care, Centre for Welfare Technology and the business school ZBC - Zealand Business College.

The event marked an important milestone for innovation and entrepreneurship within the care and health sector in Denmark. The uniqueness was in the combination of showcasing the new CareTech solutions and the sharing of the stories behind the solutions.

The official opening of the day was performed by MEP Astrid Krag (A), who emphasized the importance of assistive technology, which she described as an "easter egg" of good work environment, entrepreneurship and quality of life. Business Developer Brian Jacobsen from Copenhagen Business Hub shined a light on the challenges but also fruitful advice on how to navigate within the CareTech Industry.

Aids and technology of the future

The event housed 20+ visionary startups, where the majority of the participants were part of Danish.Care's startup program CareTech CHALLENGE. The event attracted students from social and health schools, who had the opportunity to get to know the technologies they will encounter in their future work along with people from the ecosystem.



A winner of the Future Welfare Hero was found at each event.



Startups sharing their story and journey was a key element.

Awards & recognition

One of the highlights of the day was the selection of the future Welfare Hero award recipient. The winner, chosen by the visitors, was Drinksaver. Drinksaver has developed a glass that can be used by people with shaky hands or unsteady gait, without spilling and at the same time it looks like a regular glass. An inclusive invention that can improve the quality of life for many.



Winner of the future Welfare Hero Award; Drinksaver.



Brian Jacobsen from Business Hub Copenhagen shared important insights.



Creating an environment for the startups to showcase, present and have one-to-one with potential stakeholders is the hallmark of the DANISH CARETECH DAYS.

Danish design of silence

The winner of CareTech CHALLENGE cohort 2 was also announced. The award went to Anne Mygind with HabiWe, who has created sound-insulated chairs in sustainable material. These chairs allow users to take a break in a busy environment, which can benefit many, including healthcare professionals and patients alike.



The unique story behind the startups brings everyone closer to understand the impact the startups are trying to achieve and why they embarked on the journey.

A new platform for sharing

DANISH CARETECH DAYS 2024 clearly showed how technological innovation can improve the healthcare sector in Denmark, and by bringing entrepreneurs, students and professionals together, the event created a platform to share ideas and solutions.

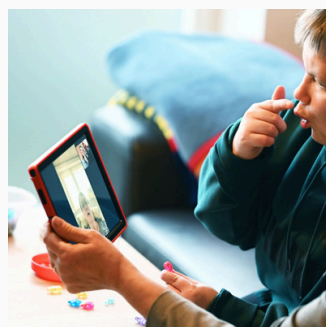
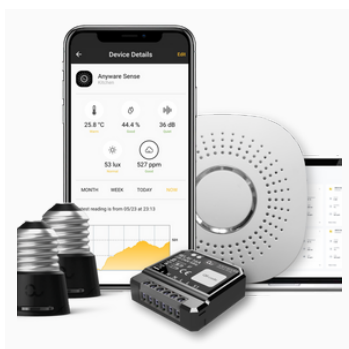
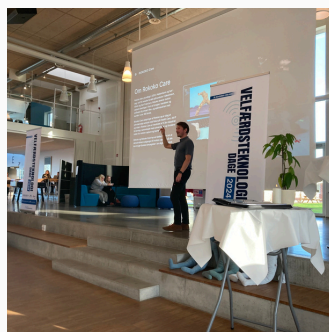
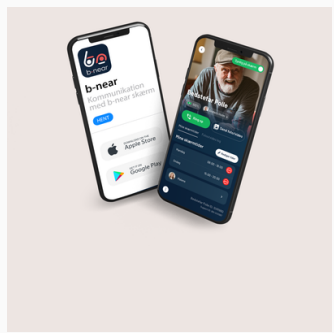


HabiCave
møder man i:
Skolen
Institutionen
Rehabilitering
Biblioteket
Kontoret
Lufthavnen
Hotel lobbyen
Venteværelset
Private hjem



Astrid Kragh in HabiCave by HabiWe.
Winner of Caretech Challenge cohort#2

CareTech in Denmark



Company name: 4mvideo



3,99 km
1:06 min



THE STORY

4Mvideo has been co-created in collaboration with Gladsaxe Municipality. It has been developed in order to offer and nudge daily physical exercises in the users own home. The solution offers an experience of a bicycle tour in known and familiar surroundings for the user, and thereby encourage them to exercise, while experiencing a beautiful scenery.

MILESTONES & STATUS 2024

2017: First edition ready for commercialization to municipalities

2020: Ready for public commercialization

2023: Chosen for clinical trial - Team Rynkeby and COPD patients biking to Paris

www.4mvideo.com

E-mail: kontakt@4mvideo.dk

CARETECH IN DENMARK

4Mvideo's solution consists of an app and a sensor that can be applied to any kind of homebike-solution. The user can then choose between already existing bicycle routes or can via the 4Mvideo-webpage upload their own bicycle-tours.

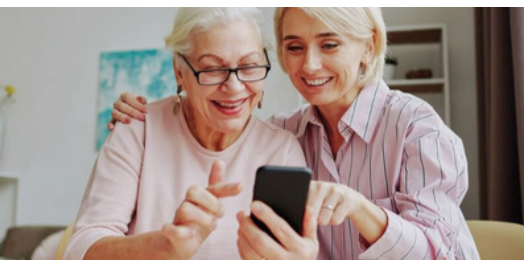


Erik Johannsen,
CEO

Company name: Anyware Solutions

Anyware Solutions is an Innovative IoT and smart living technology company focused on delivering innovative solutions for smarter homes, eldercare, and digital services. It operates primarily as a B2B provider, collaborating with industries like insurance, energy, telecom, and healthcare.

The company's core offerings include retrofit multi-sensor devices and a patented platform that integrates data insights, automation, and personalized services, marketed as Smarter Living™ and Smarter Care™.



THE STORY

Anyware Solutions was founded as a crowdfunding project with a mission to simplify the smart home experience for everyday users. The all-in-one, highly adaptable solution design was awarded the CES Innovation Award in 2018, and the first projects with insurers and energy providers in Denmark paved the road for Anyware Solutions.

In addition to Smarter Living™, Anyware Solutions has expanded into healthcare with non-intrusive remote monitoring for eldercare with the Anyware Care™ offer, reflecting its versatility and commitment to improving quality of life. Anyware Care™ is the result of a recent EU AAL project led by Anyware with field trials in 4 countries during 2023-2024.



Morten Bremild,
Founder & CEO

MILESTONES & STATUS 2024

2018: Launch of the Anyware Smart Adaptor™
2020: First patent achieved
2021: Red Dot Design Award
2024: EU AAL project completed

www.anyware.solutions

E-mail: info@anyware.solutions

CARETECH IN DENMARK

Company name: Aquatime



Kim Toft Madsen,
Managing Director

THE STORY

AQUATIME was the result of the first Innovation Partnership in Denmark, and was developed in close collaboration with elderly citizens, caregiver and healthcare professionals from the municipalities; Albertslund, Esbjerg and Frederikssund.

The solution is digitalizing the time consuming, low quality and manual fluid balance chart process in the care sector. The solution was developed by Møller-Jensen Innovation & Design Aps.



AQUATIME is an intelligent drinking glass that continuously monitors fluid intake, displays drinking status on the glass and sends data to caregivers and healthcare professionals.

Aquatime's nudging functionality stimulates the elderly to drink.



MILESTONES & STATUS 2024

2021: The first sales to a municipality in Denmark

2022: Aquatime v2 and the first international customers

2023: ABENA Group becomes majority owner of Aquatime

www.aquatime.dk

E-mail: info@aquatime.dk

Company name: b-near

b-near® is a digital communication tool with a touchscreen and app, ideal for people with cognitive or physical challenges. Video calls are made with a single touch. Relatives and professionals are invited to the user's network by an administrator, ensuring a secure and abuse-free solution.



THE STORY

A very personal story brought the b-near solution to life. Malene Raundahl, Founder & CEO, saw her niece with a mental handicap, her autistic nephew, and her father-in-law with dementia struggle to use smartphones, longing for family connection.

Finding no solution, she took on the challenge, creating a tool so simple and secure that even the most vulnerable could use it effortlessly. This journey involved sacrifices, including using family savings, and extensive dialogues with target groups and caretakers.



Malene Raundahl,
Founder & CEO

MILESTONES & STATUS 2024

- 2019: First prototype installed with niece, Camilla (August 2021)
- 2021: Software development
- 2022: Nominated for Product of the Year at Health & Rehab
- 2024: Final solution on the market (August 2024)

www.b-near.com
E-mail: info@b-near.dk



Company name: byLink



THE STORY

It was the meeting with the healthcare professional Inge, that set byLink in motion. After having listened to Inge and her challenges, Line & Liza decided to bring Inges idea to reality by creating Roomie - a multifunctional table. In cocreation with Inge and her colleagues from other nursing homes, Roomie was brought to life as the first product by byLink. From there on more healthcare professionals approached byLink, which now has developed multiple products aiding and making everyday situations easier.



byLink is a House of Healthcare Innovation, focusing not only on developing smart solutions aiding and assisting the healthcare professionals, but also on inspiring and helping them to take action on everyday problems in their local organization. byLink offers workshops and development processes, bringing ideas to a full function product - always in close cooperation with the users.



Liza Haslund-Larsen
Co-Founder & COO



Line Bluhme
Co-Founder & CEO

MILESTONES & STATUS 2024

- 2020: Roomie enters the Danish marked/Healthcare sector
- 2020: First exhibition Health & Rehab
- 2021: Add-ons for Roomie have been developed
- 2023: Roomie is introduced to the Norwegian and Swedish marked

Company name: Coco Care



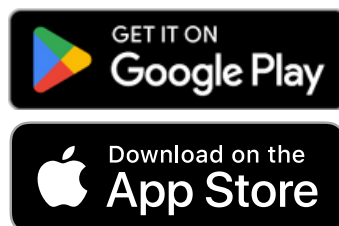
Matias Søndergaard,
CEO & Co-Founder



Coco Care offers a digital therapy platform consisting of an app and a web portal. The solution provides live guidance to users during training sessions at home or work, monitors activities such as steps, and tailors each individual rehabilitation journey. Additionally, the platform helps healthcare professionals save time by empowering individuals to manage more of their own treatment and by automatically journaling progress.

THE STORY

The team and the idea originated from Rokoko, a company specializing in democratizing access to motion capture technology—a process that tracks movement in real time. With support from EU funding, the team discovered that this technology could be used to nudge and monitor home treatment for people undergoing rehabilitation. They also realized it was possible to make the technology even more accessible by leveraging computer vision technology on smartphones. Today, this spinout is called Coco Care and operates as an independent entity.



MILESTONES & STATUS 2024

2022 Development of Rokoko Care

2023: Proof of concept

www.cococare.io

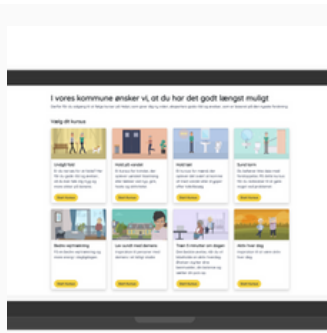
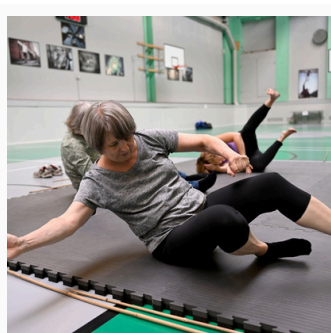
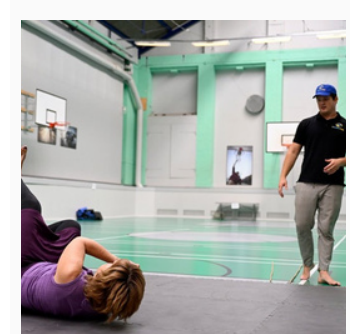
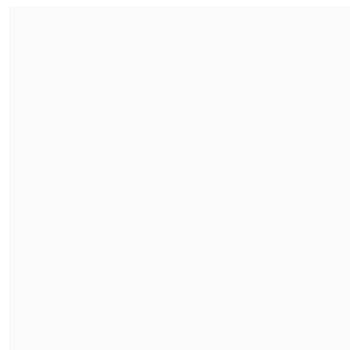
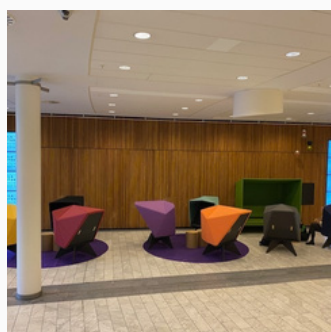
E-mail: hj@cococare.io

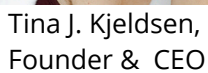
CARETECH IN DENMARK

DANISH CARETECH DAYS 2024

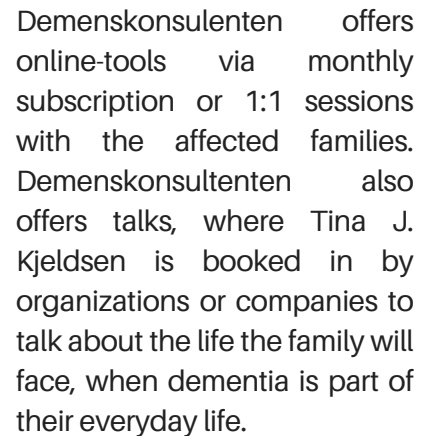


CareTech in Denmark





Through her work as a Leader and Consultant within Dementia at municipalities, Tina J. Kjeldsen decided to make an impact after having experienced the chaos and despair many families experience when a loved one gets dementia, She therefore created her own consultancy and online-media support for the families living and being affected with dementia every single day.



2021: Demenskonsulenter.dk founded
2023: First exhibition Health & Rehab
2024: Book release

CARETECH IN DENMARK

Company name: Drinksaver

Drinksaver is a Danish company that has developed a lid that reduces waste but still makes it possible to drink from. Drinksaver's vision is that everyone should be able to drink independently and safely from a drinking glass with a lid, without fear of spillage or the social stigma that often accompanies visible aids.



THE STORY

Drinksaver is not just an ordinary drinking glass, but revolutionary in everyday aids, created by the two design engineers, Laila and Casper. During their student years, Drinksaver began as an ambitious project with a noble mission: to make festivals and concerts more accessible to the physically challenged.

The development of the solution is the result of a collaboration between design engineers, occupational therapists and other professionals, where all functions have been thought out.

The functional needs are discreetly integrated into an aesthetic design and the lid and drinking glass are today sold to aid people having physiological difficulties when drinking.



Laila Midjord,
CEO & Founder

MILESTONES & STATUS 2024

2023: Official market launch.

2023: Winner of Venture Cup Denmark, product innovation category.

2024: Expansion into the German market.

2024: Winner of the prestigious Red Dot Design Award.

www.drinksaver.dk

E-mail: contact@drinksaver.dk



Company name: En Ven



Anette Krag,
Founder & CEO

THE STORY

Anette Krag had a dream one night. She simply dreamt that she had created a friend for other people needing one. As a former toy designer from amongst others LEGO she sat her dream in motion and created the device. It could be called many things, a toy, a medical device, an aid, but first and foremost it is a friend.



En Ven - (A friend) is a soft companion for people needing a friend. It is a sensory stimulating aid, developed with the aim of creating value for both users, care staff and relatives



MILESTONES & STATUS 2024

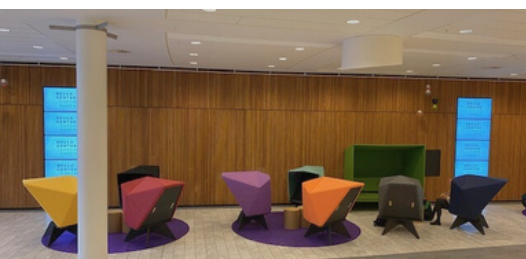
- 2021: First exhibition Health & Rehab
- 2022: Collaboration with relatives and Health Care Professionals
- 2023: Prototype testing
- 2024: CE-Mark

www.enven.dk
E-mail: mail@enven.dk

CARETECH IN DENMARK

Company name: HabiWe

HabiWe, the Danish design of silence, is a furniture design company that develops aesthetically compelling and innovative furniture. HabiWe's development is rooted in sustainability, functionality, and acoustics, with the aim that the furniture contributes to enhancing the well-being of the user and ensuring a sustainable indoor climate.



THE STORY

The goal of the company is not only to be sustainable on the economic and human level but to ensure a focus on the planet throughout the product's life cycle, so that in everything they do, they prioritize the three bottom lines. Anne Mygind has a background in the textile industry where she has been self-employed for 18 years, operating and selling two design/trading houses that worked with clothing for bidding and contract customers, both in the private and public segments. In 2020, she completed a master's degree in sustainability and industrial design at the Design School Kolding, and subsequently started the company HabiWe in August 2020.



Anne Mygind,
CEO & Founder

MILESTONES & STATUS 2024

2021: First exhibition Health & Rehab
 2023: Winner of the year, Entrepreneurship Skanderborg
 2023: DokkX Århus Exhibition
 2024: Winner of CareTech CHALLENGE

www.habiwe.dk
 e-mail: anne@annemygind.dk

CARETECH IN DENMARK

Helpii

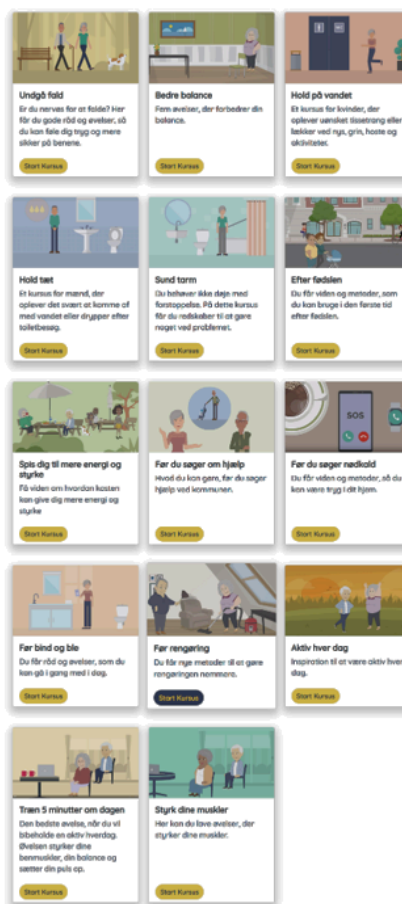
Company name: Helpii

Helpii is an easy accessible digital platform that provides elderly citizens with health information and self-training programs to support their independence, thereby postponing the need for municipal assistance.



THE STORY

Co-founders Christian Wittenkamp and Ivar Havsteen-Mikkelsen worked as civil servants in municipal healthcare, focusing on implementing digital solutions. They observed that many digital tools were too complicated for both staff and citizens to use. Additionally, staff often lacked easy access to digital resources when meeting citizens in their homes—resources that could help address issues like incontinence or fall prevention. To solve these challenges, they developed Helpii, a platform that provides both citizens and staff with straightforward access to health information and practical exercise guidance.



Helpii



Christian Wittenkamp
Co-Founder



Ivar Havsteen-Mikkelsen
Co-Founder

MILESTONES & STATUS 2024

- 2019: Helpii established
- 2020: Collaboration with the municipalities of Slagelse and Fredensborg
- 2022: Helpii licenses sold to 4 municipalities
- 2024: Helpii licenses sold to 15 municipalities and collaborating with two hospitals

www.helpii.dk
E-mail: info@helpii.dk

Company name: I Bedste Fald



Mathias R. Krabholm,
CEO & Founder

THE STORY

Mathias has since he was very young practised judo. During his study at University of Copenhagen he realised that he could use the practices and techniques he had learned doing judo to educate in fall-techniques and created I Bedste Fald. A company that teaches fall techniques and thereby contributes to prevention of falling amongst the elderly population.



I Bedste Fald offers fall techniques workshops either in groups or 1:1 where the participants learn to fall safely.

Mathias takes it to the next level and embraces the participants fear of falling by including mindset-tools. Thereby transforming the participant's fear-mindset to a safe and in balance-mindset.



MILESTONES & STATUS 2024

2021: First workshop

2022: Collaboration with Municipality of Copenhagen

www.ibedstefald.dk

E-mail: mathias@ibedstefald.dk

DANISH CARETECH DAYS #2

Future careworkers and future assistive technology were brought together when SOSU Esbjerg hosted DANISH CARETECH DAYS #2 on Thursday 28th November.

Apps that make it easier for the technologically challenged to get hold of their relatives, aids for gentle preparation of the deceased, apps that can help with daily training. The solutions were many, when students, employees and the many guests who passed by had the opportunity to experience these and many other assistive technologies when SOSU Esbjerg hosted the conference.

The event was organized by Danish.Care in collaboration with Centre for Welfare Technology and SOSU Esbjerg.

Danish.Care had received support from the Danish Board of Business Development to build the event.

"It has been a strategic choice to have the two events at SOSU schools in order to bring the health professionals of the future and the developers of health and welfare solutions together," says Anders Lyck Fogh-Schultz, who is Chief Consultant in Danish.Care and has been part of organizing the day.



"We wanted to create an entrepreneurial event with a focus on the most important topics for our industry, namely development and innovation in the healthcare field. For us, the careworkers are the real welfare heroes who must have the care technology to work together with the individual citizen, so that technology and the human resources make a difference in a healthcare system under pressure."



Winner of the future
Welfare Hero Award; NJORD.

Anders Lyck-Fogh Schultz
Chief Consultant, Danish.Care

That pleases Thomas Eggersen from the Centre for Welfare Technology. According to him, one of the biggest problems in the implementation of assistive technology is getting the technologies widespread and used in elderly care. It is therefore crucial that SOSU assistants and helpers are involved in the development of the technology.

"Ideas arise when we are standing by the bedside," says Thomas Eggersen, who himself has training as a social and health worker and continues:



"Often it is an existing technology that you want to develop further. SOSU students and trainees all know the barriers. We have a fantastic number of SOSU students who are very competent. Let's get them in play. The implementation is what challenges. When we get out into municipalities and regions, there is not much technology out there."

Insight into what is available

For SOSU Esbjerg, it is important to be able to host an event such as DANISH CARETECH DAYS, says Kim Madsen, who is head of courses at SOSU Esbjerg.

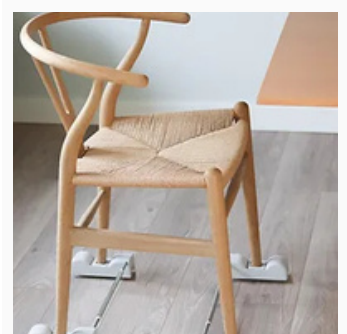
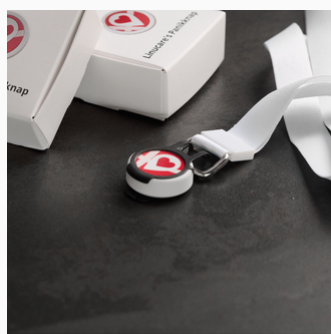
"There is no doubt that assistive technology will fill the future. It is one thing to develop technology, another to bring it to life and create security and understanding for it among citizens, employees and students in elderly care. For us, it is important to strengthen the dialogue between practice and care technology companies and thus contribute to the development of the right care technology solutions in the future,"

The organizers were pleased to see that many other than students and staff stopped by the conference. Among other members of an elderly council and employees

DANISH CARETECH DAYS 2024



CareTech in Denmark



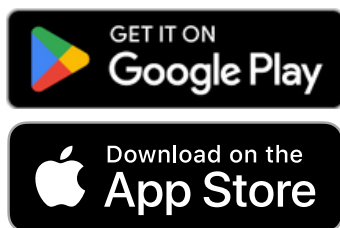
Company name: Linucare

The Linucare system consists of an app and an alarm button. When the button is activated, the network receives an alarm along with navigation to the location of the activation.



THE STORY

A personal emergency in the family, and the need for a fast and easy way of calling for help in emergencies, was the foundation for Linucare, which was founded by Thomas Vinther & Nicklas Lynge, while studying at Aalborg University. Today, the app is used by both elderly, who use the button to quickly contact their family at falling/feeling sick, but also at companies, that use it for quick communication and navigation between colleagues in emergencies.



Nicklas Lynge,
CEO & Co-Founder

MILESTONES & STATUS 2024

- 2023: Winner of Venture Cup Denmark, Social category
- 2023: Launched waterproof bracelet for the safety button
- 2024: Participated in Dragons Den and got the first investors
- 2024: Cooperation with the Elderly Affairs & Missing People in Denmark

www.linucare.dk
E-mail: kontakt@linucare.dk

Company name: LivaWheel



THE STORY

The Founder behind LivaWheel; Lisbeth Jacobsen found out during her pregnancy how complicated and difficult even the most simple task could be, such as to get the chair you sit on being placed under the table. Realizing how this is an everyday challenge for elderly people with reduced body strength or people with back and hip issues, she came up with a portable wheel-solution and founded LivaWheel.



LivaWheel offers a set of 4 wheels to be applied to almost any design of a table chair. The design has been developed in collaboration with engineers from DTU and tested by Danish Technological Institute.



MILESTONES & STATUS 2024

2023: LivaWheel tested and approved at DTU
 2024: LivaWheel ApS was established
 2024: DokkX Århus Exhibition
 2024: First sales in Denmark

www.livawheel.dk

E-mail: LivaWheel@outlook.com

CARETECH IN DENMARK

NJORD

Space to grow

Company name: NJORD

NJORD's mission is to create outdoor spaces that combines the scenery of the nature with whatever wish the user has. Whether they wish it to be a space for mindfulness, a space for joy, a space for creativity or a space for relaxation, NJORD brings it.



THE STORY

NJORD was created when Sif inherited a well-established company supplying windows to greenhouses. While taking over the company, Sif realised that there hadn't been an update to greenhouses for decades and wished to bring everything she knew about art, mindfulness, play, nature and joy into one solution. With these ingredients NJORD was founded and she hasn't looked back since. NJORD is so fortunate that the saying goes when people sees it. "I want one of those"



Sif Orbsen,
Founder & CEO

MILESTONES & STATUS 2024

2020: NJORD Founded
2022: Ready for commercialization
2022: Sales to Region Copenhagen
2024: Export to Greenland
2024: Winner of the future Welfare HERO award

www.njord.green
E-mail: info@njord.green

CARETECH IN DENMARK

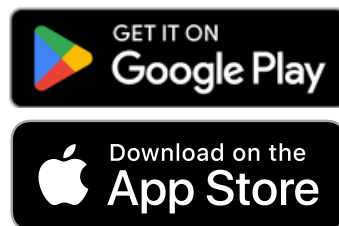
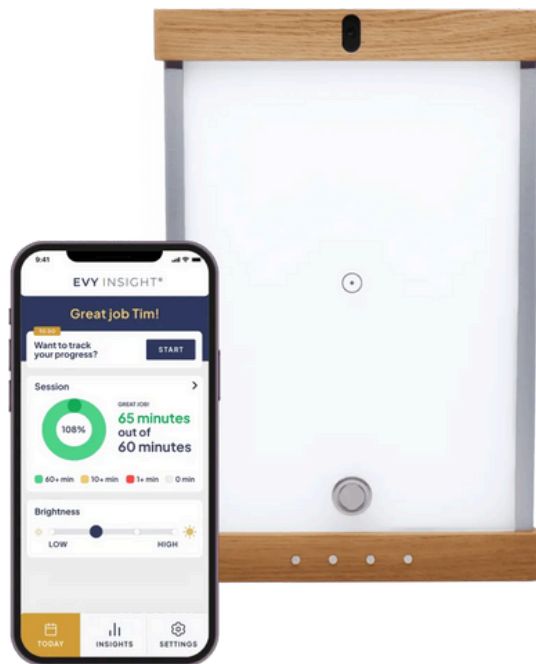
Company name: Optoceutics



Dr. Ngoc Mai Nguyen,
Founder & CEO

THE STORY

Inspired by a 2016 Nature study that demonstrated the potential of 40Hz light therapy to combat Alzheimer's in mice, the vision began to take shape. Born out of a collaboration between the University of California, Berkeley, and the Technical University of Denmark (DTU), Optoceutics was founded by Dr. Marcus Carstensen and Dr. Mai Nguyen to turn this ground-breaking discovery into a real-world solution for cognitive health. They harness the power of precisely timed light pulses to reconnect and strengthen neural pathways, offering new hope for brain health.



At the heart of Optoceutics' innovation is EVY—a cutting-edge multi-sensory platform designed to deliver light and sound stimulation to the brain. The EVY LIGHT® and EVY INSIGHT work together to create an experience that is as powerful as it is simple, seamlessly integrating into daily routines.



MILESTONES & STATUS 2024

2018: Participating in Danish Tech Challenge
2019: First sales
2020: CE-marked

www.optoceutics.com
E-mail: mail@optoceutics.com

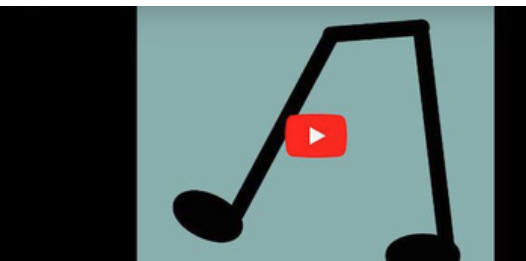


ParkinsonPod

– music made for walking

Company name: ParkinsonPod

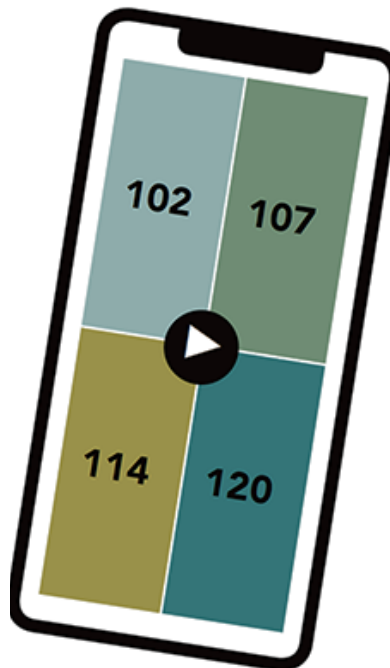
In 2018 Martin Jantzen and his team composed four albums with seven tracks each. The four albums come in four different paces; 102 beats per minute, 107 beats per minute, 114 beats per minute and 120 beats per minute. Within this range of paces, people with Parkinson's disease can be supported. At the beginning of each track there is a count, making sure you are getting the right pace from the start.



THE STORY

The company behind the ParkinsonPod: Music made for walking, was established by Danish physiotherapist Birgitte Brabrand and Musician Martin Jantzen.

In her job as physiotherapist Birgitte Brabrand works with patients with Parkinson's disease. She had for a long time tried to find music with the right rhythm and pace for the workout sessions but wasn't able to. Birgitte Brabrand then teamed up with Martin Jantzen and together they composed the music for the ParkinsonPod.



Birgitte Brabrand
Co-Founder



Martin Jantzen
Co-Founder

MILESTONES & STATUS 2024

2018: Music launched

2021: 100.000 users in the Nordics

www.parkinsonpod.com

E-mail: contact@parkinsonpod.com

Company name: Relift



Relift is still being developed.
Nearing completion and ready to
make a difference.

THE STORY

ReLift is developing an automatic and adjustable toilet-stool that ensures the correct sitting posture on the toilet, enabling dignified and independent toiletvisits for elderly and individuals with reduced mobility. Inspired by personal experiences and public attention on conditions in care homes, they have been working intensively for nearly four years and expect to have a production and market-ready product by 2025.



Victoria Dalby Wachter
Co-Founder



Maria Freund Thinggaard
Co-Founder

MILESTONES & STATUS 2024

2020: Idea developed
2021: First exhibition Health & Rehab
2023: First (functional) prototype

www.relift.dk
E-mail: info@relift.dk

HOW DID IT ALL START?

In 2020 Danish.Care initiated an accelerator programme named CareTech CHALLENGE.

The aim with the programme was to provide an innovative ecosystem for entrepreneurship and health innovation, across Denmark, with a focus on the development of new and better technology-based solutions.

Since the programme's start more than 40 companies have participated. Participation have for some paved the way to strong collaboration with established companies, acquisition and substantial funding.

The participating startup has the opportunity to participate in a competition with a number of targeted activities that helps the company to move forward.

Participation gives the company the chance to showcase the product ideas and solutions - and brings opportunity to create new relationships and enter into direct dialogue with the central players that characterize the industry - Danish and international.

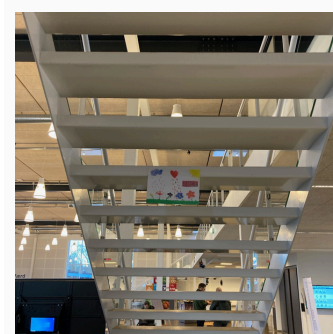
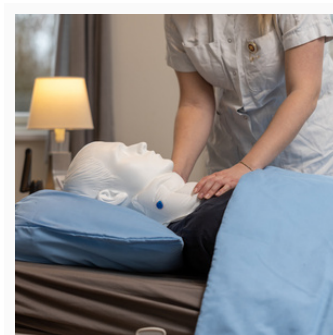
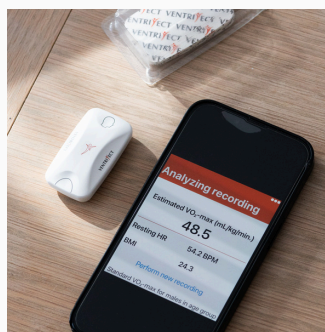
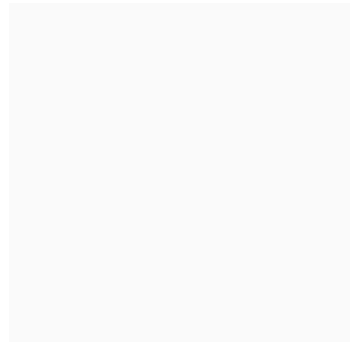
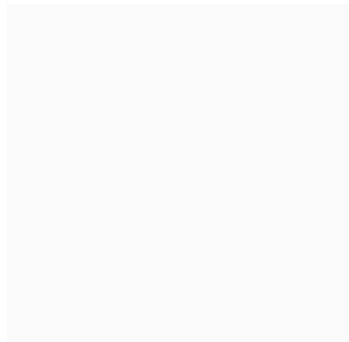
Danish.Care seeks constantly new ways to showcase the CareTech Startup pool in Denmark, hence this magazine supporting the showcasing of CareTech Startups at DANISH CARETECH DAYS 2024.



Read more:

www.danish.care/aktiviteter/caretech-challenge

CareTech in Denmark



Company name: Saluscur

Saluscur is an innovative Danish startup company that develops, manufactures, and sells products for the healthcare industry. One of their offered products is MaxillaAir™; an inflatable neck collar designed to improve the dignity and workflow in preparing the deceased for the final goodbye.



THE STORY

Saluscur started as a school project and became a company in 2022. The two founders were paired by chance, combining their expertises as a nurse and a marine engineer to develop their first product, MaxillaAir. Later, they expanded their portfolio with another product, MEMORITE. MEMORITE uses personalized castings to create meaningful keepsakes with a custom handprint that replicates the feeling of holding hands despite physical distance, but also an assistive tool, such as a tailored cutlery grip to assist individuals with mobility difficulties during meals.



Julie Grønkjær Jensen
CEO & Co-Founder



Simon Poulsen
COO & Co-Founder

MILESTONES & STATUS 2024

- 2022 First prototype of MaxillaAir™
- 2023 Final development and testing of the product
- 2023 First customer in Denmark
- 2024 Collaboration with ABENA

www.saluscur.dk
E-mail: info@saluscur.dk

Company name: Syncsense



SYNCSENSE® is a digital exercise device that transforms boring exercise equipment into meaningful nature experiences, making exercise fun and motivating for the elderly and people with disabilities. The VR solution is an evidence-based tool for hospitals and rehabilitation facilities, used by therapists and caregiving staff to support care and rehabilitation efforts in a new and smart way.

THE STORY

The idea of developing a simple and effective intervention against physical inactivity and social isolation started in 2018 from an R&D project at Herlev and Gentofte Hospital. An idea/project that later spun off by the two founders and former classmates Simon Bruntse Andersen and Steen Petersen from the University of Copenhagen and the Technical University of Denmark.



Simon Bruntse Andersen
CEO & Co-Founder



Steen Petersen
CTO & Co-Founder

MILESTONES & STATUS 2024

2019: Syncsense founded
2021: CE-marked and sales in Denmark
2024: Sales in UK & US

www.syncsense.io
E-mail: contact@syncsense.io

CARETECH IN DENMARK

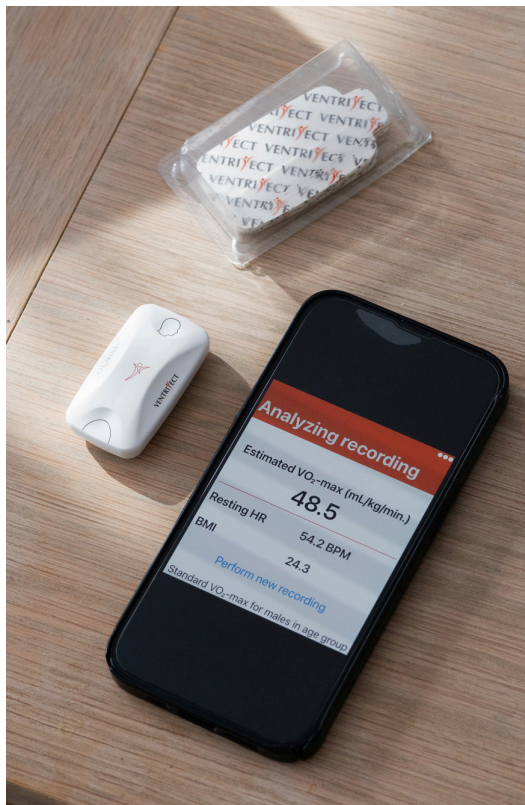
Company name: VentriJect

The mission at VentriJect is to mainstream cardiorespiratory fitness (VO₂max) measurement in routine health checks, ensuring it becomes an integral part of everyone's well-being - as it is one of the best overall indicators of health. Through awareness, user-friendly tools, and educational efforts, VentriJect aims to support healthcare professionals in empowering individuals to proactively manage their cardiovascular health, contributing to a culture of preventive healthcare, improved lifestyles, and better health for all.



THE STORY

VentriJect's journey began in 2018 as a pioneering spin-out from Aalborg University's esteemed medical innovation center. The company was born from the innovative work of Kasper Sørensen, who is now the CTO of VentriJect. During his Ph.D. project focused on Seismocardiography, Sørensen co-developed the ground-breaking Seisomfit device, a project that was greatly influenced by the expertise and mentorship of Samuel Schmidt, who has since taken on the role of Chief Scientific Officer (CSO). This collaboration laid the foundation for VentriJect's mission to revolutionize cardiac health through cutting-edge technology.



Mikkel Kristiansen,
CEO

MILESTONES & STATUS 2024

- 2020: Registered as CE-marked medical device
- 2021: First customers in DK
- 2023: Customers onboarded in both Germany and UK
- 2024: Featured on BBC World News, and invited to present at UN digital health event

www.ventriject.com

E-mail: contact@ventriject.com

CARETECH IN DENMARK

Company name: Weiss-Poulsen/L3WO



Kim Poulsen,
CEO & Founder

THE STORY

Kim, who is born with Cerebral Palsy, has always been fascinated by transportation of some sort, to compensate for lack of proper walking and balance abilities.

After looking through the entire global market for years, not finding anything suitable, a simple idea was formed, then further developed into so far two prototypes, still in the process of further development and growing it into a business.

L3WO – (pronounced “Lewo”) Light as a kick scooter, fast as a moped. Versatility on 3 wheels, with All-Wheel-Drive, L-tracks and variable track width along ability to handle stairs when remote controlled, are some of the technologies and properties.

Product is still under development.



MILESTONES & STATUS 2024

2022: First prototype

2023: Second prototype

www.L3WO.eu

E-mail: kontakt@L3WO.eu

SHOWCASING IS KEY

You have now been introduced to 22 pioneering CareTech startups from Denmark – and the exciting journeys behind their solutions.

These are the companies that attended Danish CareTech Days, showcasing how innovation can shape the future of care. With this publication, our ambition is to make those days live on – not only in memory, but as a source of continued inspiration.

The startups you have met are more than exhibitors. They are role models for future entrepreneurs in Denmark and a powerful reminder to stakeholders across the caretech ecosystem of the potential that new ideas and technologies hold. Their drive and creativity signal a strong future for Danish innovation in welfare and healthcare solutions.

I extend our warm thanks to the Danish Board of Business Development for their support, and to the organizations that helped bring assistive technology solutions and tomorrow's care workers together: Centre for Welfare Technology, ZBC – Zealand Business College and SOSU Esbjerg.

At Danish.Care, we will continue to shine a spotlight on the technologies of tomorrow – and the startups that are already building them today.

Best regards



Anders Lyck Fogh-Schultz



Anders Lyck-Fogh Schultz
Chief Consultant, Danish.Care

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e-mail: alfs@danish.care

**WE HOPE YOU ENJOYED THE INSIGHTS
&
GOT INSPIRED!**



