

# BRIDGE – U: APPLYING RESEARCH FOR A HEALTHY LIBERIA

## Innovation Activity Health Entrepreneurship Advancement Leveraging Research (HEALR) Program CREATION COURSE

The HEALR program features three phases: Ideation, Creation, and Implementation. The Ideation phase trained over 25 aspiring entrepreneurs in fundamental business skills and concluded with an opportunity for teams to pitch their business ideas for Creation. Of the 16 pitches, six were selected through a competitive judging process.

Launched in January 2023, Creation is a 6-month course that supports the teams in refining their health business ideas, culminating in completing a business plan. Through lectures, mentorship, and homework assignments, participants define their problems, identify their customers, analyze current solutions, articulate their value propositions, and develop operations, marketing, and financing plans.

Mentorship is at the program's core, and ULCHS is working with experienced health innovators at the Consortia Improving Medicine with Innovation and Technology (CIMIT) and African Health Innovation Centre (AHIC) to offer weekly one-on-one coaching to participants.

### FACILITATORS & MENTORS



The Consortia Improving Medicine with Innovation and Technology (CIMIT), based at Massachusetts General Hospital, fosters collaboration among academics and entrepreneurs to accelerate innovation and catalyze the development of innovative health technologies. CIMIT's expertise lies in connecting research to private-sector entrepreneurship for development impact in the health sector.

### MENTORS



**African Health Innovation Centre**, based in Accra, Ghana strengthens Africa's burgeoning health innovation ecosystem and empowers emerging leaders to improve health outcomes through entrepreneurship and innovation.

### VENTURES



#### LEO Nutrition

Producing highly nutritious and locally-sourced complementary cereals for infants and toddlers between ages 6 and 24 months.

Team Members  
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#### SADERON Pharmaceutical

Producing locally-sourced, plant-based skin care products for the alleviation of skin conditions such as eczema.

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#### Mertu Diagnostic Mobile Laboratory

Mobile healthcare solution providing affordable and efficient lab testing, specialist consultation, and treatment at the convenience of the patient.

Team Members  
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#### Health line First Aid Delivery Service

Providing first aid training and kits to individuals and organizations, such as schools and taxi driver unions.

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#### Pad It Up

Creating affordable, accessible, safe, and hygienic sanitary pads for women and girls, particularly in rural places.

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#### Genesis Medicine & Research Center

Developing, testing, and marketing herbal drugs for treatment of infectious diseases.

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