Google for Health Startups

Your Resource Roadmap

As a health-focused startup, you're dedicated to improving lives.

Google is too. We build foundational platforms and ecosystems to help health startups like yours do what you do best. Together we accelerate the market and drive impact while **advancing health equity** and making health accessible to everyone, everywhere.

This guide will introduce you to the breadth of Google's ecosystem—showcasing how technology and a deep understanding of health can help you scale your impact and transform the future of health.

Google Health

Programs Designed for
Health Innovation

Google for Startups   **Google** Startups for Sustainable Development   ☁ **Google** Cloud

Google for Startups:

Connect with the right people, products, and best practices to grow and scale your startup. There are programs, academies, and community groups tailored to startups at every stage and vertical.

Pro Tip

Browse our **Alumni Directory** to get connected to other passionate startup founders! The Google for Startups alumni network is made up of 1,000+ startups across all industries and markets.

Startup Growth Academies: AI for Health

A three-month program equipping healthcare/wellbeing startups using AI with growth skills, internationalization strategies, and Google tools.

Google Startups for Sustainable Development:

This program supports impact-focused startups with advisors, funding, and platform technology. The UN's 17 SDGs are used as the framework for measuring impact.

Google for Startups: Cloud Program

Build scalable and secure health solutions on Google Cloud with credits, technical support, and training tailored to your needs.

Pro Tip

Bookmark the **Google Cloud Startup Learning Center** for a wealth of technical guides, click-to-deploy solutions, and hands-on labs focused on AI, Web3, Data, Infrastructure, and more.

Google Health

Resources to Empower Your Growth

Google Ads | Google Play | Android | fitbit

Google for Small Business:

Build a strong online presence with marketing tips, website tools, and Google Ads guidance.
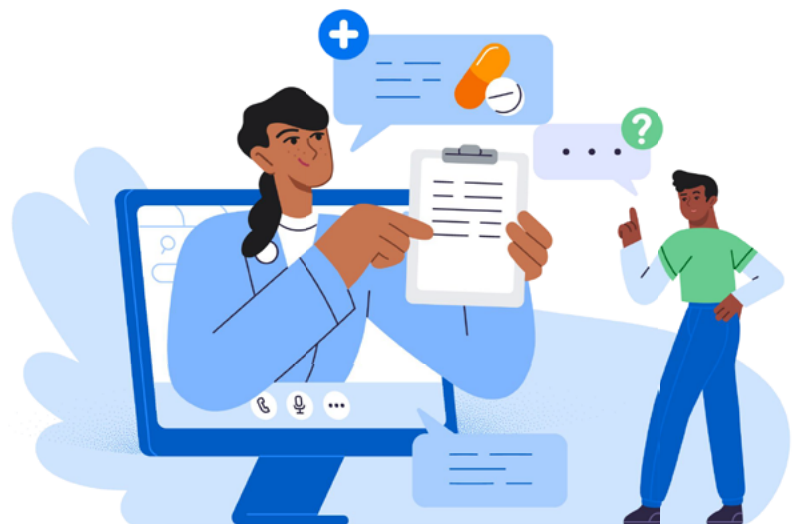
Google Ad Grants:

If your startup is a non-profit, you may qualify for free Google Ads advertising credits to further your mission.

Pro Tip

Jumpstart your health solution's first campaign with a Google Ads Expert consultation for hands-on guidance to design a media plan, explore new AI features, optimize your budget and more.

Google Play Academy, Android Developer Newsletter, and Android Developers YouTube Channel:

Learn and stay up to date on developing, launching and maximizing Android Apps on Google Play.

Fitbit for Healthcare:

Empower your research and development with Fitbit's wearable technology and data insights, with potential discounts on devices based on your investment.

Google Health

Google's Technology
Built for Health

Fitbit Web API:

Utilize Fitbit's Web API to develop guidance and initiatives that help your user base better understand and improve their health and wellbeing.

Google Cloud Platform (GCP):

HIPAA-compliant infrastructure for healthcare data storage, machine learning, & more. Build & scale your solutions securely.

Pro Tip

Get connected with Cloud experts on cloudonair.withgoogle.com – a weekly content series showcasing how to get the most from Google Cloud.

Health Connect:

Combine health & fitness data (with user permission) to generate powerful insights for your apps.

Google Maps Air Quality API:

Provide air quality data and insights that help people reduce their exposure to pollution.

YouTube Health:

Certain categories of healthcare professionals and health information providers can apply for YouTube's health product features. See if your channel is eligible and apply.

Pro Tip

Get advice from trusted health creators here.

Open Health Stack:

Provides building blocks for creating next-gen healthcare apps. These open source components save time and make it easier to adopt modern healthcare standards (HL7® FHIR®).

Population Dynamics Foundation Model (PDFM) Embeddings:

A cutting-edge tool that uses AI to analyze complex relationships between location, environment, and population behavior - develop more accurate predictions for public health trends, disease spread, and healthcare accessibility.

Google Health

Remember, this is just a starting point.

As you grow and evolve, Google's ecosystem will continue to expand with you, offering new opportunities for collaboration and innovation. Be sure to follow Google for Startups below for the latest updates.

Let's build a healthier future together!