School of Health Innovation and Entrepreneurship

Schedule for Health Innovation and Entrepreneurship
Module 2 in Trondheim, March 21st-23rd, 2018

Venue: Hotel Scandic Lerkendal, Lerkendal, Trondheim (https://www.scandichotels.no/lerkendal)

Before arrival:
Pitch: Prepare a pitch of 2-3 minutes regarding your research project with focus on the innovation aspects or potential if any (voluntary and to be presented at the get-together day 1).

Pre-reading material: “Talking to Humans”, PillPack

Wednesday March 21st 2018:

Innovation is the Unique Field of Healthcare: An Exercise in Balanced De-Risking

Lecturer: John M. Collins, Ph.D. is the Chief Operating Officer at CIMIT – Consortia for Improving Medicine with Innovation and Technology, Boston, USA (https://www.cimit.org/web/cimit/people)

12.00-12.45: Registration and Lunch buffet

12.45-13.00: Welcome to NTNU and the School of Health Innovation and Entrepreneurship, module 2
Brita Pukstad, Vice Dean of Innovation and Tonje S. Steigedal, Associate Professor, Faculty of Medicine and Health Sciences, NTNU

13.00-13.45: Overview of Innovation in Healthcare
- The Healthcare Innovation Cycle
  - A Learnable Discipline
  - The “Journey” – Key Milestones

- Successful Entrepreneurs Constantly De-Risk Solutions in Four Dimensions:
  - Clinical
  - Market/Business
  - Regulatory
  - Technology

- Some Key “Lessons Learned” from HealthTech Entrepreneurs

13.45-14.00: Break

14.00-14.45: Understanding your Users and Buyers
- The Difference Between Users and Buyers
- Interviewing Customers (See pre-reading material “Talking to Humans”)
14.45-15.00: Break

15.00-15.45: Discussion of Case Study: Pill Pack (see pre-reading material on PillPack)
- Who are the Possible Users?
- Who are the Possible Economic Buyers?
- What is the Value Proposition for Each?
- What did TJ and Elliot Ultimately Select to Do?

15.45-16.00: Presentation of Student Case Studies

Cases:
- System to Treat Stress Urinary Incontinence
- Pain Free Bone Biopsy

Questions to be Answered:
- Who are the Possible Users?
- Who are the Possible Economic Buyers?
- What is the Value Proposition?

16.00-16.15: Break

16.15-17.45: Group tasks with mentoring

17.45-19.00: Group presentations orally or by use of power point
(10 groups, 6 min each, short break)

19.00-19.15: Summing up

20.00: Tapas and get-together at Scandic Lerkendal
From student to entrepreneur, Nicolas Elvemo, PhD, CEO, GlucoSet AS
Pitch your own research project with focus on the innovation aspects or potential (voluntary).
Thursday March 22\textsuperscript{nd} 2018:

Intellectual Property (IP) Protection and Commercialization go Hand-in-Hand

08.15-09.00: Intellectual Property Management and the story of the CRISPR patents
\textit{Knut Jørgen Egelie, NTNU Technology Transfer}

09.00-09.45: The importance of IP – the tale of two businesses
\textit{Mikael Ørum, Ventac Partners}

09.45-10.00: Break

10.00-10.45: How to create a new innovative business
\textit{Mikael Ørum, Ventac Partners}

10.45-11.00: Presentation of Case Study: Continuous Glucose Monitoring (Glucoset)
\textit{Eivind Andersen, NTNU Technology Transfer}

11.00-11.15: Presentation of Case study: Playpulse – High intensity training made fun
\textit{Elina Willert, Co-founder and CEO Playpulse}

11.15-11.45: Introduction to group work, selection of tasks

11.45-12.30: Lunch buffet and walk-and-talk

12.30-14.15: Group tasks with mentoring

14.15-14.30: Break

14.30-15.00: The elevator pitch
\textit{Mikael Ørum, Ventac Partners, DK}

15.00-16.45: Group tasks with mentoring

16.45-17.00: Break

17.00-18.45: Group presentations orally or by use of power point
\textit{(10 groups, 8 min each)}

20.00: Dinner at Scandic Lerkendal
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Friday March 23rd, 2018:

08.30-09.15: Lessons learned from a MedTech entrepreneur; Experience from merging biomedical optics, medicine and innovation.
   Lise Lyngsnes Randeberg, Professor and Entrepreneur in Picterus

09.15-10.00: Innovation in the health-care sector - from a research perspective
   Joseph Samuel Schultz, PhD, Innovation advisor St. Olavs Hospital

10.00-10.15: Break

10.15-10.45: Highlights of ongoing innovation projects at NTNU and St. Olavs Hospital
   Tonje S. Steigedal, PhD, Innovation Manager NTNU Technology Transfer

10.45-11.30: Capa Care - Capacity building for a better future
   Håkon A. Balkan, PhD, Surgeon and Founder of Capa Care

11.30-12.00: Wrap-up Trondheim and next module at KI/Stockholm
   Tonje S. Steigedal, Bjarte Reve and Samer Yammine

12.00-13.00: Lunch buffet