Program: Health Innovation and Entrepreneurship Module 2 in Trondheim, March 11th-13th 2020

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

Pre-reading material: ‘Gripsense’ pitch deck and brief, ‘Silverglide’ case study, ‘Jerry Sanders’ case and Haemofiltration case

Wednesday March 11th 2019:

09.30-10.15: Registration

10.15-10.30: Welcome to NTNU and the School of Health Innovation and Entrepreneurship, module 2

Brita Pukstad, Vice Dean of Innovation, Faculty of Medicine and Health Sciences, NTNU

“Commercializing Biomedical Technologies”

Jeff Skinner, PhD, Executive Director of the Institute of Innovation and Entrepreneurship at London Business School

This series of four interlinked sessions is designed for PhD and young researchers who are interested in getting involved in the ‘commercial’ development of their technology but don’t know how to go about it. Over the course of the day we will use a number of cases – all of them based on real biomedical technologies - to explore and illustrate the role that researchers play in leading new ‘medtech’ ventures.

10.30-12:00: Part I: The pitching competition and the investor’s mindset

To begin with we’ll explore how investors judge technologies that we bring to them. We’ll use a familiar scenario – a group of young researchers pitching at a business plan competition hoping to win the £10k prize. I’ll ask you to take the perspective of the judges and ask yourselves - from a commercial perspective – what worries you about the opportunity.

12:00-12:45: Lunch

12.45-14.15: Part II: When a bad commercial strategy can kill a great technology

We’ll then swap to a technology at a slightly later stage of development; the researcher is one year into a new venture that seems to be doing dreadfully (‘sales approximating to zero’) and fast running out of cash and energy. We ask whether it is the technology, the product-market fit or the commercial strategy that’s at fault and what he should do about it.

14.15-14.30: Break
14.30-16:00: Part III: Turning a technology into “gold”

Most of you will not have much commercial experience and may be in awe of those who can turn technology into gold. In the third session we explore the tactics of such an individual, dissecting what he did to add value to develop a technology to the point where another business wanted to acquire it.

16:00 -16:15: Break

16.15 - 17.45: Part IV: Bringing it all together

In the final session we come back to earth, applying the concepts and frameworks introduced during the day to the case of a researcher who determines to create a new business based on ‘haemofiltration’ device developed during his PhD. He’s been given a 12 month fellowship and £50k to start developing the device and wonders how he can spend these modest sums ‘strategically’. We explore his product development and financial strategy.

19.30: Dinner at Scandic Lerkendal

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Thursday March 12th 2019:

08.30-09.30: Securing Intellectual Property - what, how and why?

*Sabina P. Strand, PhD and IP Specialist at NTNU Technology Transfer*

09.30-09.45: Break

09.45-10.00: Presentation of cases (Cases TBD)

*TBD*

10.00-11.30: Group work on IP strategy

*Break out-session*

11.30-12.30: Lunch

12.30-14.00: Presentation of group work on IP strategy

*Short presentations (max 7 min)*

14.00-14:30: Break

14.30-15.30: Capa Care - Capacity building for a better future

*Håkon A. Balkan, PhD, Surgeon and Founder of Capa Care*
School of Health Innovation and Entrepreneurship

15.30-15:45: Break
15:45-16:45: The Essence of a Brilliant Pitch
Jennifer Wold, CEO, TEDxTRONDHEIM
16.45-18.30: Group work
19.00: Dinner at Scandic Lerkendal (“Utsikten”)

Friday March 13th, 2019:
08.00-09.30: Group work and preparations for project pitch
09.30-10.45: Group presentations part I (Video + questions for group)
10.45-11.15: Break
11.15-12.15 Group presentations part II (Video + questions for group)
12.15-13.00: Wrap-up Trondheim and next module at KI/Stockholm
Tonje S. Steigedal, Bjarte Reve and Samer Yammine
13.00-14:00: Lunch buffet