



## School of health Innovation - Course 2: Entrepreneurship in healthcare

### Programme

#### Day 1 /start 10:00 am

<b>Before lunch</b>	What is value? Accounting and financial value – what is the difference? Model for evaluating the value of a project What is a necessary condition for value generation?
<b>Lunch</b>	
<b>After lunch</b>	The difference between a business plan and a business case What should go into the business case? What should not? Details of the model Can the lean start-up canvas help?

#### Day 2 / ends 4:30 pm

<b>Before lunch</b>	Risk – how to evaluate What does research say – what do practitioners do?
<b>Lunch</b>	
<b>After lunch</b>	The value of flexibility How to attract investors, what type of investors? Is debt financing a viable option? How does crowd funding work – both equity and debt Pitching your business plan to banks and investors, what is the difference?

*The course takes place at Hotel Bristol in Oslo (Kristian IVs gate 7, 0164 Oslo), or Zoom for participants not able to attend due to travel restrictions.*





**Interesting background material:**

<https://www.youtube.com/watch?v=ScA6lO-vMn8>

<https://www.youtube.com/watch?v=MuDdS29M1o4>

<https://www.youtube.com/watch?v=64W4P-fP0Ag>

**Litterature:**

<https://hbr.org/product/hbr-guide-to-building-your-business-case/15038E-KND-ENG>

Crack the Funding Code: How Investors Think and What They Need to Hear to Fund Your Startup, Judy Robinett (Author)

The Little Book of Valuation: How to Value a Company, Pick a Stock and Profit Hardcover – Illustrated, May 3, 2011, Aswath Damodaran (Author)



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