Program: Health Innovation and Entrepreneurship, Module 1 (NTNU/UIO)
February 10th-12th, 2021

Wednesday February 10th 2021:

09:00-10:45: Opening of the School of Health Innovation – Welcome, and brief presentation of the participants. UIO - Bjarte Reve, NTNU – Tonje S Steigedal, KI – Samer Yammine, and KU - Adrian Ramon Santonja

Task to participants: prepare a 1 minute presentation of yourself including 1 powerpoint slide (template will be distributed)

10.45-11.00: Break

11:00-11:15: Welcome to NTNU and the School of Health Innovation and Entrepreneurship. Brita Pukstad, Vice Dean of Innovation and PhD education, Faculty of Medicine and Health Sciences, NTNU

11:15-12:15: The Pleasure of the pitch. Terje Lindberg, Creative leader in Company Stories

12:15-13:15: Lunch

13:15-14:15: Introduction to business modelling and team-work. Samer Yammine, Course director Unit for Bioentrepreneurship, KI

14:15-14:30: Break

14:30-14:50: Case 1: Cimon Medical, Tormod Thomsen, PhD, CEO

14:50-15:10: Case 2: Lybe Scientific, TBD

15:10-17:00: Group work. Prepare a suggested business strategy for your case

Thursday February 11th 2021:

08:00-09:30: Continue group work

09:30-12:00: Pitch presentations from groups – their solution/suggestion to the business case.

12:00-13:00: Lunch

13:00-14:30: How to create an innovative academic lab and collaborate with industry. Professor Jan Terje Andersen, Torleif Tollefsrud Gjølberg, PhD and Simone Mester, PhD, all from UIO/OUS.

14:30-14:45: Break

14:45-15:15: How the TTO is here to help you. Eivind Andersen, Head of Projects NTNU Technology Transfer

School of Health Innovation and Entrepreneurship

Friday February 12th, 2021:

“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.

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

09:00-10:15: 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.

10:15-10.30: Break

10:30-11:45: 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.

11:45-12:45: Lunch

12:45-14:00: 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.

14:00 -14:15: Break

14:15 – 15:30: 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.

15:30-15:45: Break

15:45-16:30: Group discussion - which project would you like to work on for the next modules?

16:45-17:00: Course wrap up and closing UIO - Bjarte Reve, NTNU – Tonje S Steigedal, KI – Samer Yammine, and KU - Adrian Ramon Santonja
Wednesday March 10th, 2021:

09:00-9.10: Welcome. Adrian Ramon Santonja & Trine Winterø, Vice-Dean of Innovation and External Relationships.

9.10-10.05: Drug Development process - overview.
General overview introduction to the drug development steps, from early research to market (basic research, lead identification, phases in clinical trial...).

15min break

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15min break

11.30-12.00: Clinical strategy – group work.

12.00-13.00: LUNCH

13.00-13.30: Confirming case chosen + team strategy.
Participants are divided in groups. Participants would have pitched their research for their group and based on that, chose a case to work on for the rest of the program during module 1. Participants have 30 min now to confirm their election and will have to decide on a team working strategy.

13.30-14.00: Choosing case + team strategy / sharing in plenum.

15min break

14.15-15.00: From research to business. Kamilla Rolsted, Sr. Business Unit manager and Chief Innovation consultant, University of Copenhagen
General overview introduction to the commercialization process.

15min break

15.15-16.00: Define strategy and identify players - group work.

Thursday March 11th, 2021:

9.00-10.00: Market analysis.
Analyse market. Problem sizing, market sizing and validation. Is there a real need?

15min break

10.15-11.00: Market analysis - group work.
School of Health Innovation and Entrepreneurship

11.15-12.00: What do accelerators look for? Peter Birk, Partner at Accelerace Management A/S
15min break

12.00-13.00: LUNCH

13.00-13.45: Funding an early-stage project. Charlotte Bruun Piester, Investment Director at Væskfonden
How to get the first funding.
15min break

14.00-14.45: Funding an early-stage project.
What investors want to hear.
15min break

15.00-15.45: Funding strategy + how to talk with investors - group work.
15min break

Friday March 12th, 2021:

9.00-10.00: Risk assessment.
Asset identification, Risk Analysis, Risk likelihood & impact, and Cost of Solutions.
15min break

10.15-11.00: Risk assessment - group work.
15min break

11.15-12.00: Proof-of-concept.
How to design PoC studies to show potential effect.
15min break

12.00-13.00: LUNCH

13.00-13.45: Proof-of-concept - group work.
15min break

14.00-14.45: Developing a business plan.
Identify the most important milestones and value inflection points.
15min break

15.00-16.00: Business plan workshop - group work.
15min break

16.00-16.15: Concluding remarks and farewell.
Program: Health Innovation and Entrepreneurship, Module 3 (KI)

April 28th-30th 2021

Wednesday April 28th, 2021:

09:00-9.15: Welcome. Samer Yammine and Carl Johan Sundberg, Chair, Dept of Learning, Informatics, Management & Ethics (LIME)

TBA

15min break

10.45 - 12.00: Communication skills for scientists
TBA

12.00-13.00: LUNCH

13.00-15.00: Communication Workshop and group work
TBA

15min break

15.15-16.15: Expert Talk
TBA

Thursday April 29th, 2021:

9.00-10.00: Process Design
NABC and Value Proposition

15min break

10.15-12.00: Process Design
NEED (User vs Customer, Interview Guide...)

12.00-13.00: LUNCH

13.00-14.00: Process Design
APPROACH (User Journey, HMW, Brainstorming)

15min break

14:15-15:15: Process Design
Prototyping (Group Work)

15min break
15:30-17:30: PITCH building - group work. (break rooms)

30min break

18:00-19:00 OPEN DINNER and mingling on ZOOM (Please prepare/order some food and let us all eat and have some fun)

Friday April 30th, 2021:

8.00-10.00: PITCH rehearsal in Groups (break rooms)

15min break

10.15-12.00: PITCH Presentations

12.00-13.00: LUNCH

13:00-16:00: PITCH Presentations (We might finish earlier depending on the number of groups)

15min break

16.00-16.15: Concluding remarks, feedback and farewell.