Program: Health Innovation and Entrepreneurship, Module 2 (KU)
March 10th-12th, 2021

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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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.

11.15.12.00: What do accelerators look for? Peter Birk, Partner at Accelerace Management A/S
School of Health Innovation and Entrepreneurship

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.