**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 power point 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**

**15:15-16:15:** Securing Intellectual Property - what, how and why? **Sabina P. Strand, PhD and IP Specialist at NTNU Technology Transfer**
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