

[Type here]



Course 2 “Entrepreneurship in healthcare”

School of Health Innovation is an initiative by:



UiO : Universitetet i Oslo



Karolinska
Institutet

UNIVERSITY OF
COPENHAGEN



Programme / learning outcomes

These 2 days are targeted towards entrepreneurial projects within healthcare and related industries. Contents are based on research in strategy, entrepreneurship and innovation combined with practical experience/cases within the healthcare sector. We take the perspective of understanding customers' needs to develop product and market, thereafter finding a scalable business model and developing strategy and business plan

Day 1 Strategy and business modelling

Before lunch	Entrepreneurial strategy <ul style="list-style-type: none">• Create and exploit opportunities• Planning and smart improvisation• Partnering and bootlegging
Lunch	
After lunch	Business models and plans <ul style="list-style-type: none">• BM canvas as strategy map for experimentation• How to write a professional business plan

Day 2 Customer development and scaling

Before lunch	Customer development and entrepreneurial marketing <ul style="list-style-type: none">• Customer discovery and customer validation• Minimum viable products
Lunch	
After lunch	Scalability <ul style="list-style-type: none">• Why scale, and what is a scalable business model?• What does it take to scale a business?

Interesting background material:

Check out youtube videos with people like Steve Blank (customer discovery, business modelling), Stefanie Marrus (UCSF healthcare entrepreneurship centre), and perhaps Jerry Engel (UC Berkeley), Eric Ries (Lean Startup), and Alexander Osterwalder (the business model canvas).

[Type here]



Litterature:

Blank, S. (2013). Why the lean start-up changes everything. *Harvard business review*, 91(5), 63-72.

Evers, Cunningham & Hoholm (forthcoming). *Technology Entrepreneurship: Bringing Innovation to the Marketplace*, 2nd edition. Macmillan.

Chapter 6: Business modelling: Value creation in lean start-ups

Chapter 9: Business plan and pitching

Learning goals:

After the course the students should have obtained the following learning goals:

Knowledge

- Define the essential elements of business models and their relationships
- Understand core elements of entrepreneurial strategy, including opportunity creation, business model innovation and networking, as well as strategies for growth and scaling
- Understand elements of lean startup: customer discovery and validation, MVPs and smart learning
- Understand the concept and format of a business plan

Skills

- Work with core elements of the innovation toolbox (customer discovery, lean startup, business model canvas) to experiment with, develop and validate their business idea and business model
- Write a simple business plan
- Recognize and do simple analyses of entrepreneurial business opportunities and strategies.

General

- Reflect on the different challenges of early vs scaling phases of entrepreneurial processes
- Reflect on the role of entrepreneurship in transforming healthcare and related sectors