

School of Health Innovation and Entrepreneurship

Program: Health Innovation and Entrepreneurship Module 2 in Trondheim, March 27th-29th 2019

Venue: Hotel Scandic Lerkendal, Lerkendal, Trondheim (<https://www.scandichotels.no/lerkendal>)

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

Wednesday March 27th 2019:

11.30-13.00: Registration and Lunch buffet

13.00-13.15: Welcome to NTNU and the School of Health Innovation and Entrepreneurship, module 2

Brita Pukstad, Vice Dean of Innovation, Faculty of Medicine and Health Sciences, NTNU

13.15-14.15: Video lecture, "How to discover, evaluate, and test new technologies and business models to impact human health"

Zen Chu, Faculty Director of MIT's Hacking Medicine Initiative. Senior Lecturer in Healthcare Innovation, MIT Sloan School of Management and Harvard-MIT Health Sciences & Technology program.

14.15-15.15: Break and final preparations for the pitching session

15.15-17.00: Group presentations part I (max 10 min presentation + 5 min questions per group)

17.00-17.15: Break

17.15-18.30: Group presentations part II (max 10 min presentation + 5 min questions per group)

18.30-18.45: Summing up

19.30: Dinner and get-together at Scandic Lerkendal

Pitch your own project!

Maximum 2 min presentation, no slides. Prize for best presentation.

Thursday March 28th 2019:

08.30-09.30: Securing Intellectual Property - what, how and why?

Sabina P. Strand, PhD and IP Specialist at NTNU Technology Transfer

09.30-09.45: Break



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“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.

09.45-10:45: 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.

10:45-11.00: Break

11.00-12.30: 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.

12.30-13.30: Lunch

13.30-15:00: 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.

15:00 -15.30: Break

15.30 - 17.00: 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.

19.00: Dinner at Scandic Lerkendal



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Friday March 29th, 2019:

08.15-09.00: Balancing a cancer innovation project with PhD-studies, is it possible?

Nina Kongshaug, MD, PhD-student

09.00-09.45: Innovation postdoc: working at the interface of industry and academia

Shalini V. Rao, PhD, post.doc at NTNU/University of Cambridge

09.45-10.00: Break (Check-out of hotel)

10.00-10.30: NTNU's program for research based innovation

Vikram Singh Parmar, PhD, Innovation Leader at NTNU

10.30-11.00: Technology Transfer at NTNU and St. Olav's Hospital

Tonje S. Steigedal, PhD, Business Developer at NTNU Technology Transfer

11.00-11.15: Break

11:15-12:00: Capa Care - Capacity building for a better future

Håkon A. Bolkan, PhD, Surgeon and Founder of Capa Care

12.00-12.15: Wrap-up Trondheim and next module at KI/Stockholm

Tonje S. Steigedal, Bjarte Reve and Samer Yammine

12.15-13.00: Lunch buffet

13.00-: Possible tour at St. Olavs University Hospital (Facilitated by Miriam Gustafsson?)



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