

Program: Health Innovation and Entrepreneurship Module 1 (NTNU/UIO) March 9th-11th, 2022

Wednesday March 9th 2022:

11:00-11:15: 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*

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: XX, NN

14:50-15:10: Case 2: XX, NN

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

Thursday March 10th 2022:

“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.

Friday March 11th, 2022:**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: Commercialization of research-based inventions. What, How and why?** *NN // NTNU Technology Transfer***15:45-16:30: Group discussion. Get to know your team and start discussing 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*

Program: Health Innovation and Entrepreneurship Module 2 (KU)**April 6th-8th 2022**

Hotel: Wakeup Copenhagen, Borgergade (Wakeup). Borgergade 9, 1300 København

Dinner (6th and 7th April): Restaurant Von Plessen, Bredgade 37, 1260 København

Location of the course: Faculty Club ((16.6.16), Panum, Blegdamsvej 3B, 2200 København.

Location of the group sessions: Faculty Club (16.6.16) + rooms 16.6.09, 16.6.13, 16.6.31 and 16.6.35.

Wednesday 6th April 2022**11:00-11.15: Welcome****11.15-12.15: Teams.** *BiInnovation Institute, BII*

How to look for a team. How to assign roles in an early team. Share distribution. Differences between board of director, advisers and executive team.

12.15-13.00: Lunch**13.00 – 14.00: Team – group work.**

1. Organize the main roles in the team and identify which ones are missing.
2. Who do you need to get on board at the different stages of the company?
3. Shareholder agreement? Letter of intent? Shares/warrants for newcomers?

14.15-15.00. Drug Development process - Experience from a start-up point of view. *Martin*

Roelsgaard, Professor at Aarhus University & Member of Board of Directors at Stipe Therapeutics.

General overview introduction to the drug development steps, from early research to market with focus on timing: when to do what.

15.15-16.00: MedTech Development process - Experience from an entrepreneur. *Jesper Kimer, Co-Founder & CEO, HEI Therapeutics*

General overview introduction to the MedTech development steps, from early research to market with focus on timing: when to do what.

Thursday 7th April 2022:**9.00-10.00: Market analysis.** *Taus Holtug – Venture Developer at People Ventures*

Unmet medical need. Analyze market. Problem sizing, market sizing and validation. Is there a real need? Work with hypothesis to validate your assumptions.

10.15-11.00: Market analysis - group work 1.

1. What does the market look like?
2. How well does your solution fit in the market?
3. What are your assumptions for that market-fit?
4. How will you prove them?

11.15-12.00: Market analysis - group work 2.

1. What is the solution, who is the customer, who is going to pay.
2. How does the competitor landscape look?
3. Why are you succeeding and not your competitors?



12.00-13.00: LUNCH

13.00-14.00: Business Modeling. *Kamilla Rolsted, Sr. Business Unit manager and Chief Innovation consultant, University of Copenhagen*

How to formulate business out of your research-based ideas. Focus on business model, business plan, business case and business strategy.

14.15-15.00: Business Modeling – group work 1

How does your business plan look?

15.15-16.00: Business Modeling – group work 2

Define the milestones of your project.

Friday 8th April 2022:

9.00-9.50: Types of funding for early-stage project. *Cathrine Nygaard Christensen, Funding Specialist at BioInnovation Institute*

10.00-10.50: PoC studies (for Pharma) & prototyping (for MedTech). Parallel sessions.

How to design PoC studies/prototype that will convince funding agencies and investors that the technology works, and it is worth investing in.

- **Pharma Track:** *Simon Glerup, CSO at Draupnir Bio*

- **MedTech Track:** *Morten Wagner, Head Of Department - IoT, Business and Service Innovation at FORCE Technology.*

[Location for MedTech track: Maesk Tower, 15th floor. Room 7.15.149](#)

11.00-12.00: PoC & prototyping – group work.

[Location for MedTech track: Maesk Tower, 15th floor. Rooms 7.15.149, 7.15.72 and 7.15.72A](#)

12.00-13.00: LUNCH**13.00-14.30: Regulatory Affairs.**

- **Pharma Track:** *Ann Christine Korsgaard, CEO at Ozack*

Location for MedTech track: Maesk Tower, 15th floor. Room 7.15.149

- **MedTech Track:** *Helen Quie, Managing Director, Qmed Consulting*

What regulatory aspects an early-stage project/idea start-up should consider at the beginning and keep in mind throughout the development process.

14.45-15.45: Regulatory strategy – group work

Location for Pharma track: Maesk Tower, 15th floor. Rooms 7.15.149, 7.15.72 and 7.15.72A

1. What are the regulatory needs for our product (drugs, diagnostics, technology platform, medtech)?
2. Identify when they have to be considered in the development plan.
3. Are there any specific certificates (eg CE), guidelines (eg GxP, ICH) that need to be considered?

15.45-16.00: Concluding remarks and farewell.

Program: Health Innovation and Entrepreneurship Module 3 (KI)

May 9th-11th, 2022

Monday 9th May, 2022:

11.00-11.15: Welcome. *Samer Yammine and Carl Johan Sundberg, Chair, Dpt of Learning, Informatics, Management & Ethics (LIME)*

11.15-12.00: Failure – Innovation Needs Failure.
Dr. Samuel West, Museum of Failure

12.00-13.00: LUNCH

13.00-15.15: Find your entrepreneurial story and how to compel (any) an audience using storytelling + "Storify yourself"
Anna Birgersdotter, PhD, Head of Bioentrepreneurial Culture & Facilitator

15.30-17.00: Storify your presentation – group work

Tuesday 10th May, 2022:

9.00-9.40: "From Clinic to Product Launch" an Expert Talk
Caroline E Dahl, Clin Innov Fellow, PhD, Chairman

9.40-10.00: Winners from course 1, 2021

10.20-12.00: NABC and Value Proposition *Samer Yammine*

12.00-13.00: LUNCH

13.00-14.00: Workshop

14.00-15.30: Feedback on pitch

Wednesday 11th May, 2022:

9.00-10.20: Pitches (4 groups)

10.40-12.00: Pitches (4 groups)

13.00-13.40: Pitches (2 groups)

14.30-15.00: Winner announcement. Conclusions, feedback and farewell.

