

Health Innovation and Entrepreneurship for Professors, Group leaders and managers November 23rd-24th 2022

Location: NTNU Trondheim, Campus Øya, 1902-bygget, seminarrom 02S21

Tuesday November 22nd, 2022:

19:00: Dinner and get-together at TBD.

Wednesday November 23rd, 2022:

08:30-09:00: Registration and coffee.

09:00-09:45: Opening of the School of Health Innovation – Welcome, and brief presentation of the participants. *NTNU – Tonje S Steigedal, UIO - Bjarte Reve, KI – Samer Yammine, and KU – Pil Larsson*

09:45:-10:00: Why organize a course on Health Innovation for Professors/Pis? *Brita Solveig Pukstad, Vice Dean of Innovation and PhD studies, UIO*

10:00-10:45: Commercialization of research-based inventions. What, how and why? Including highlighting some of the IPR differences between countries *Yngve Sommervoll /Business developer - NTNU Technology Transfer*

10:45-11:00: Break

11:00-11:30: Balancing basic research, commercialization and clinical trials - *Marit Otterlei, Professor at Dept of Clinical and Molecular Medicine at NTNU and Founder of APIM Therapeutics*

11:30-12:00: The secrets of the perfect pitch - *Jennifer Wold, TedX Trondheim*

12:00-13:00: Lunch

13:00-17:00: Introduction to business modelling and team-work / How to formulate business models based on your research idea. Business Model Canvas. *Samer Yammine, Course director Unit for Bioentrepreneurship, KI*

19:00:- Dinner at TBD.

Thursday November 24th, 2022:

This series of three interlinked sessions is designed for researchers who are interested in getting involved in the 'commercial' development of their technology but don't know how to go about it. Over this half day we will use a real case based on mostly biomedical technologies - to explore and illustrate the role that researchers play in leading new 'medtech' ventures. These sessions are led by Dr Jeff Skinner, from the Strategy and Entrepreneurship group at London Business School and ex Commercial Director at University College London.

Commercializing Biomedical Technologies"

Jeff Skinner, Strategy and Entrepreneurship group at London Business School and past Commercial Director at University College London.

09:00-10:00: "Developing a commercial strategy for a promising technology", in which we set out the components of a commercial strategy and show how this develops over time from a 'best guess' to a credible (investible) plan.

10:00-10:15: Break

10:15 –11:30: "How investors think", in which we put you in the position of an investor and ask why you wouldn't part with your money – generalising on these insights to ask how investors appraise any new venture opportunity.

11:30-12:30: Lunch

12:30-13:30: "Using Proof-of-concept funds wisely", in which we put you in the position of a researcher who has money to spend on some proof-of-concept work but doesn't know how to prioritise that spend on activities that matter.

13:30-15:00: Identify the commercial potential in your research - Group work

Course Managers, Yngve Sommervoll and Jeff Skinner

15:00-15:30: Course wrap up and closing *NTNU – Tonje S Steigedal, UIO - Bjarte Reve, KI – Samer Yammine, and KU – Pil Larsson*