

Course 2: Entrepreneurship in Healthcare

Module 1 (Sep 20 – 22)

We will host module 1 at [BI Norwegian Business School – Oslo Campus](#), Nydalsveien 37, 0484 Oslo. Participants from outside Oslo will stay close by.

Module 1 is 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.

Sep 20	From 15:00	Check-in
	18:00	Welcome Dinner
Sep 21	09:00 - 12:00	Session 1: Entrepreneurial Strategy <ul style="list-style-type: none"> ▪ Your role as entrepreneur. ▪ How to create and exploit opportunities. ▪ Planning and smart improvisation.
	12:00 - 13:00	Lunch
	13:00 - 17:00	Session 2: Business Models and Plans <ul style="list-style-type: none"> ▪ The business model canvas as a strategy map for experimentation. ▪ How to write a professional business plan.
	18:30	Dinner
Sep 22	08:30 - 12:00	Session 3: Customer Development and Entrepreneurial Marketing <ul style="list-style-type: none"> ▪ Customer discovery and customer validation. ▪ Minimum viable product(s).
	12:00 - 13:00	Lunch
	13:00 - 15:30	Session 4: Entrepreneurial Strategy & Scalability <ul style="list-style-type: none"> ▪ Partnering and bootstrapping. ▪ Exploiting opportunities: What is a scalable business model? ▪ What does it take to scale a business?

Module 2 (Oct 25 – 27)

We will host module 2 at [BI Norwegian Business School – Oslo Campus](#), Nydalsveien 37, 0484 Oslo as well. Participants from outside Oslo will again stay close by.

Module 2 is targeted towards entrepreneurial projects within healthcare. Based on research within finance/investment theory, combined with practical experiences/cases within the healthcare sectors, we look at how to capture and evaluate the value of products and/or services, assess risks, and access available financing options.

Oct 25	From 15:00	Check-in
Oct 26	08:30 - 09:00	Welcome back
	09:00 - 12:00	Session 5: What is Value? <ul style="list-style-type: none"> ▪ Accounting and financial value – what is the difference? ▪ Models for evaluating the value of a project. ▪ Necessary condition(s) for value creation.
	12:00 - 13:00	Lunch
	13:00 - 17:00	Session 6: The Difference – Business Plan vs. Business Case <ul style="list-style-type: none"> ▪ What should go into the business case? What should not? ▪ Details of the model. ▪ Can the lean start-up canvas help?
	18:30	Dinner
Oct 27	08:30 - 12:00	Session 7: Raising Capital <ul style="list-style-type: none"> ▪ When to raise funds? ▪ Competence acquisition when the company grows. ▪ Important considerations in fundraising (w/ guest speaker).
	12:00 - 13:00	Lunch
	13:00 - 15:30	Session 8: The Value of Flexibility <ul style="list-style-type: none"> ▪ How to attract investors, and what type of investor? ▪ How does crowd funding work – both equity and debt. ▪ Pitching your business plan to banks and investors, what is the difference?

Module 3 (Nov 27 – 28)

We will host module 3 at [Oslo Science Park/Forskningsparken](#), Gaustadalléen 21, 0349 Oslo.

Nov 27	From 10:00	Check-in / Baggage-drop
	11:00 - 12:00	Welcome Lunch
	12:00 - 14:30	Pitch Group A
	14:30 - 15:00	Coffee Break
	15:00 - 15:30	Presentation: Incubators
	15:30 - 18:00	Pitch Group B
	18:30	Dinner Party
Nov 28	09:00 - 11:30	Pitch Group C
	11:30 - 12:00	Lunch
	12:00 - 13:00	Tour of Oslo Science Park
	13:00 - 15:30	Pitch Group D
	15:30 - 16:00	Closing & Goodbyes Location: <i>Flora Lounge</i>