

## Course 2: Entrepreneurship in Healthcare

**Course content:** Do you have an idea for a healthcare business? Then, join this course and develop your idea into a start-up company with excellent entrepreneurship training from The Norwegian Business School (BI) and 1:1 support from experienced business mentors providing invaluable guidance and advice.

This course provides the fundamental skills and Nordic network for researchers and/or clinicians to develop their research-based ideas into a successful business with a commercial and/or social output. Applicants are required to bring their own project idea, which will be the framework for the development of a business plan. Each participant will be matched with an experienced business mentor to work with on a 1:1 basis between the modules. It is an intensive course that requires not only four full days of participation in classes in Oslo (see exact course dates below) and two full days of participation in the final pitching session but also time in-between the three modules for writing the business plan and working with the mentor. Please only apply for this course, if you are able to commit your time and work hard on your start-up idea this fall (Sep – Nov 2023).

**Learning outcome:** This course is very hands-on and teaches you how to develop your own research results into a start-up company. By the end of the course, you will have written a business plan for your start-up endeavor, and you will have pitched your start-up project to potential investors. The three best project pitches will receive a money award that must be used to develop the respective start-up projects further.

**Examination:** The exam has two parts: (1) Written business plan and (2) Investor presentation. Grades are awarded on a pass/fail scale. You need to fulfill both parts of the exam and attend all three modules to pass this course. The course gives 5 ECTS.

**Open to:** 40 participants (PhD students, Postdocs, early-career Clinicians and Professors) from universities and hospitals in Denmark, Norway, and Sweden, who already have an idea for a start-up.

**Travel expenses:** The course is free of charge, and the School of Health Innovation covers most meals during each module. In addition, we reimburse travel expenses for everyone travelling to Oslo and staying at the pre-booked hotels for up to DKK 2,000.00 per person and module. Taxa is to be pre-approved.

**Location:** Oslo, Norway

### Deadlines

01-Sep-2023                      Submit: *Mentor Information Form (PDF)*

22-Oct-2023 (23:59 PM)      Submit: *Business Plan (PDF)*

22-Nov-2023 (23:59 PM)      Submit: *Pitch Deck (PPT)*

## 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 at a hotel close by.

Sep 20	From 15:00	<b>Check-in: Hotel</b>
	18:00	<b>Welcome Dinner</b> Location: Restaurant in Oslo, TBA
Sep 21	08:30 - 12:00	<b>Session 1</b> Location: BI, Room TBA
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room TBA
	13:00 - 17:00	<b>Session 2</b> Location: BI, Room TBA
	18:30	<b>Dinner</b> Location: Restaurant in Oslo, TBA
Sep 22	08:30 - 12:00	<b>Session 3</b> Location: BI, Room TBA
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room TBA
	13:00 - 15:30	<b>Session 4</b> Location: BI, Room TBA

## 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 at a hotel close by.

Oct 25	From 15:00	<b>Check-in: Hotel</b>
Oct 26	08:30 - 09:00	<b>Welcome back</b> Location: BI, Room TBA
	09:00 - 12:00	<b>Session 5</b> Location: BI, Room TBA
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room TBA
	13:00 - 17:00	<b>Session 6</b> Location: BI, Room TBA
	18:30	<b>Dinner</b> Location: Restaurant in Oslo, TBA
Oct 27	08:30 - 12:00	<b>Session 7</b> Location: BI, Room TBA
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room TBA
	13:00 - 15:30	<b>Session 8</b> Location: BI, Room TBA

## Module 3 (Nov 27 – 28)

We will host module 3 at Oslo Science Park/Forskningsparken, Gaustadalléen 21, 0349 Oslo. Participants from outside Oslo will stay at a hotel close by.

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

**Prizes:** During Module 3, all participants will pitch their project to an expert innovation committee, who will evaluate the pitches and award the money prizes: 1<sup>st</sup> prize DKK 50k, 2<sup>nd</sup> and 3<sup>rd</sup> prizes DKK 20k each. The winners will be contacted in early December to provide account information. The prize money will be paid out to the institution/department, where the participant is employed and must be used to develop their start-up idea further.

## Contact Information

Please don't hesitate to contact any of the Nordic Program Managers:

### >Norway

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