

## 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)*

All documents to be sent to SUND-Innovation [Innovation@sund.ku.dk](mailto:Innovation@sund.ku.dk).

## 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.

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	<b>Check-in Hotel</b>	
	18:00	<b>Welcome Dinner</b>	PMs and Hilde Nebb
Sep 21	09:00 - 12:00	<b>Session 1: Entrepreneurial Strategy</b> <ul style="list-style-type: none"> <li>▪ Your role as entrepreneur.</li> <li>▪ How to create and exploit opportunities.</li> <li>▪ Planning and smart improvisation.</li> </ul> Location: BI, Room A2 - Rød/Red 14	Thomas Hoholm (BI)
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room A2 - Rød/Red 14	
	13:00 - 17:00	<b>Session 2: Business Models and Plans</b> <ul style="list-style-type: none"> <li>▪ The business model canvas as a strategy map for experimentation.</li> <li>▪ How to write a professional business plan.</li> </ul> Location: BI, Room A2 - Rød/Red 14	
	18:30	<b>Dinner</b>	PMs
Sep 22	08:30 - 12:00	<b>Session 3: Customer Development and Entrepreneurial Marketing</b> <ul style="list-style-type: none"> <li>▪ Customer discovery and customer validation.</li> <li>▪ Minimum viable product(s).</li> </ul> Location: BI, Room A2 - Rød/Red 14	Thomas Hoholm (BI)
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room A2 - Rød/Red 14	
	13:00 - 15:30	<b>Session 4: Entrepreneurial Strategy &amp; Scalability</b> <ul style="list-style-type: none"> <li>▪ Partnering and bootstrapping.</li> <li>▪ Exploiting opportunities: What is a scalable business model?</li> <li>▪ What does it take to scale a business?</li> </ul> Location: BI, Room A2 - Rød/Red 14	

## 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.

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	<b>Check-in Hotel</b>	
Oct 26	08:30 - 09:00	<b>Welcome back</b> Location: BI, Room A2 - Rød/Red 12	PMs
	09:00 - 12:00	<b>Session 5: What is Value?</b> <ul style="list-style-type: none"> <li>▪ Accounting and financial value – what is the difference?</li> <li>▪ Models for evaluating the value of a project.</li> <li>▪ Necessary condition(s) for value creation.</li> </ul> Location: BI, Room A2 - Rød/Red 12	
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room A2 - Rød/Red 12	Pål Berthling-Hansen (BI)
	13:00 - 17:00	<b>Session 6: The Difference – Business Plan vs. Business Case</b> <ul style="list-style-type: none"> <li>▪ What should go into the business case? What should not?</li> <li>▪ Details of the model.</li> <li>▪ Can the lean start-up canvas help?</li> </ul> Location: BI, Room A2 - Rød/Red 12	
	18:30	<b>Dinner</b>	PMs
Oct 27	08:30 - 12:00	<b>Session 7: Raising Capital</b> <ul style="list-style-type: none"> <li>▪ When to raise funds?</li> <li>▪ Competence acquisition when the company grows.</li> <li>▪ Important considerations in fundraising (w/ guest speaker).</li> </ul> Location: BI, Room A2 - Rød/Red 12	
	12:00 - 13:00	<b>Lunch</b> Location: BI, Room A2 - Rød/Red 12	Pål Berthling-Hansen (BI)
	13:00 - 15:30	<b>Session 8: The Value of Flexibility</b> <ul style="list-style-type: none"> <li>▪ How to attract investors, and what type of investor?</li> <li>▪ How does crowd funding work – both equity and debt.</li> <li>▪ Pitching your business plan to banks and investors, what is the difference?</li> </ul> Location: BI, Room A2 - Rød/Red 12	

## 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 close by 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	PMs and Hilde Nebb
	12:00 - 14:30	<b>Pitch Group A</b> Location: <i>Flora Lounge</i>	PMs
	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>Networking Dinner</b> Location: <i>Gaustatoppen</i> at Oslo Science Park	
Nov 28	09:00 - 11:30	<b>Pitch Group C</b> Location: <i>Flora Lounge</i>	PMs
	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>	3 Tour guides
	13:00 - 15:30	<b>Pitch Group D</b> Location: <i>Flora Lounge</i>	PMs
	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.



**Communication:** We are using SLACK to communicate updates and information about the program. Please make sure that you have access to SLACK.

## Contact Information

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

### >Norway

- Bjarte Reve, Program Manager, UiO Growth House: [bjarte.reve@medisin.uio.no](mailto:bjarte.reve@medisin.uio.no)
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### >Sweden

- Dr. Samer Yammine, Program Manager, KI: [samer.yammine@ki.se](mailto:samer.yammine@ki.se)

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