

STOP IMAGINING - STARTUP REALIZING YOUR IDEAS

Heidelberg / 11 September >> 22 September 2017

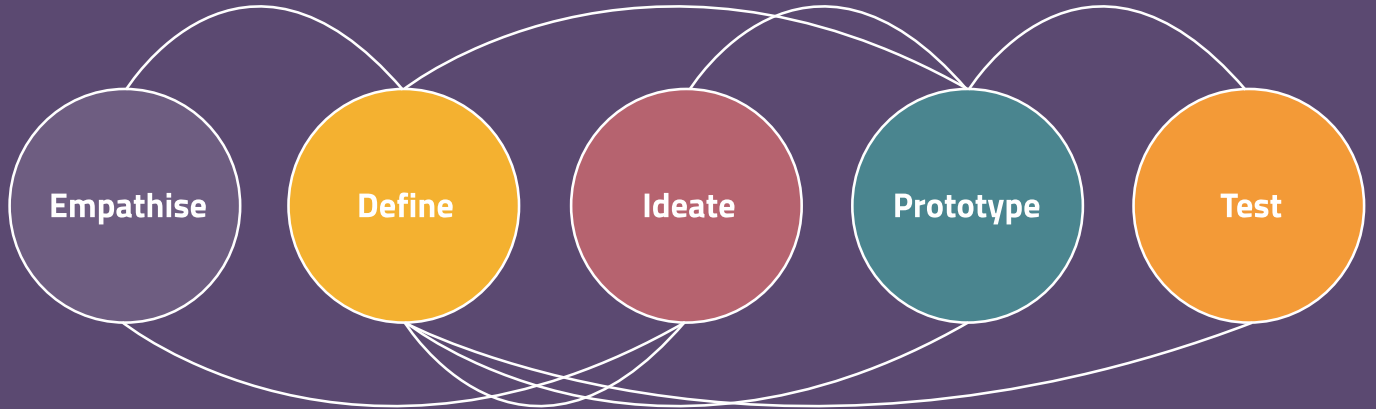
Join the **EIT Health Summer School** and change the way chronic diseases are prevented and treated. Develop tangible, ground-breaking solutions for real-world challenges!
Participation is free of charge.



Location: **Marsilius Arkaden**

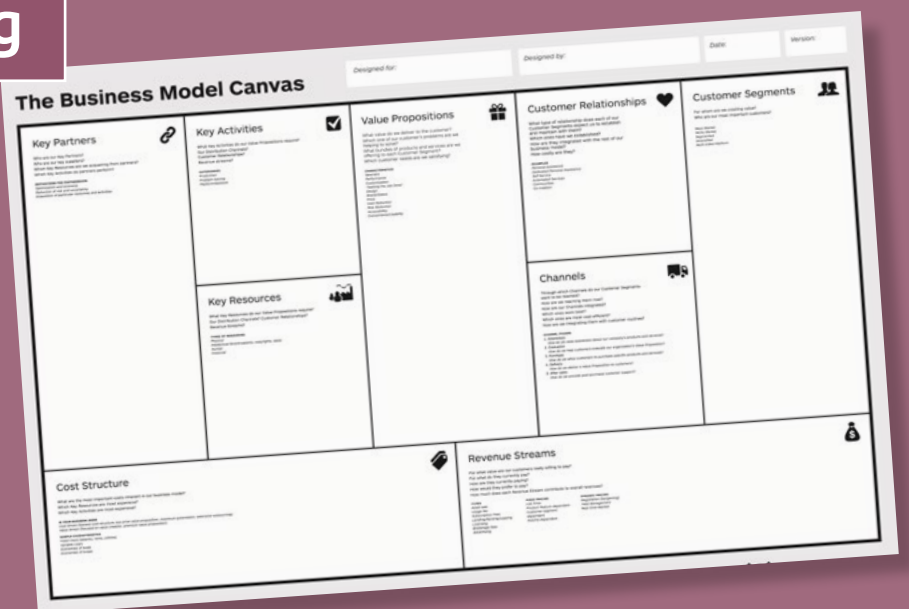


Design Thinking



Hackathon

Business Modelling



Timetable: EIT Health Summer School

euVENTION is a two-week program that covers all the necessary steps and tools to create your own startup.

Monday: Teambuilding



Arrival and registration
 Talk - challenges of care for people with chronic conditions
 Presentation of challenges
 Group - understand the challenge
 Welcome party

8.00 - 9.00
 9.00 - 9.30
 9.30 - 10.30
 Break
 10.45 - 12.00
 12.00 - 13.00
 Lunch
 14.00 - 15.30
 15.30 - 17.00
 17.00 - 17.30
 17:30 - open

Welcome
 Talk - innovation in healthcare
 Group - teambuilding
 Reception

Tuesday: The Challenge (at SAP AppHaus)



Talk - ethical implications of healthy living
 Group - understand the context
 Group - interviews with experts
 Group - persona

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 16.00
 16.00 - 17.00
 17.00 - 17.30

Introduction to Design Thinking
 Group - prepare your interviews
 Plenum - what is health and how do you value health?
 3min presentation - point of view

Wednesday: Talk to Experts



Talk - design and methods for the evaluation of interventions
 Group - ideation
 Group - interviews with experts

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 18.00

Talk - how do health care financiers promote innovation?
 Group - prototyping
 Visiting Heidelberg Castle

Thursday: Prototyping



Talk - how to get money for your solution and ambitions of older individuals
 Group - re-Ideate
 Group - interviews with experts
 3 min presentation - point of view

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 17.00
 17.00 - 17.30
 19.00 - open

Talk - experiences of startups with design thinking
 Group - improve your prototype
 Group - Finalize your point of view
 Keynote + get-together / Bel Etage, Uni HD

Friday: Deep Dive



Deep Dive (all day)
 Track 2: Hardware hackers toolkit (program your own microcontroller)

Breakfast
 9.00 - 17.00
 Lunch

Track 1: Rapid prototyping (build your own 3D printer)
 Track 3: Leadership and management skills

Saturday: Hackathon



Talk - experiences from the life science meets IT Hackathon
 High fidelity prototyping
 Doors are open till the last group leaves

Breakfast
 9.00 - 9.30
 9.30 - open
 Lunch
 Dinner

Get assistance from professional programmers and designers
 Create your working prototype

Monday: Test your Prototype



Talk - spending money wisely
 Group - perform a simple market research
 Group - Business Model Canvas
 Dinner with dinner speech

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 17.00
 17.00 - 17.30
 18.00 - open

Talk - how to earn money with a medical product
 Group - Value Proposition Canvas
 Group - get out and test your prototype in the old town of Heidelberg

Tuesday: Business Model



Talk - ethical implications for business models
 Group - market intelligence
 Group - interviews with experts
 3min presentation - business model

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 17.00
 17.00 - 17.30

Talk - legislative framework
 Group - question your business model
 Group - Business Model Canvas

Wednesday: Finance Model



Talk - how I got rich with my startup
 Finance
 Group - SWOT analysis
 3min Presentation - business model

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 17.00
 17.00 - 17.30

Talk - marketing and finance
 Group - interviews with experts
 Boat trip - Heidelberg to Neckargemünd

Thursday: Preparation of Pitch



Talk - how I failed with my startup
 Finalize Business Model Canvas
 Group - preparation of final presentation
 Group - preparation of final presentation
 Farewell party

Breakfast
 9.00 - 10.15
 10.15 - 10.45
 10.45 - 11.30
 11.30 - 12.30
 Lunch
 13.30 - 15.00
 15.00 - 17.00
 18.00 - open

Talk - how does a good pitch look like
 Group - preparation of final presentation
 Group - visit the pitch doctor

Friday: Presentation

Talk - (EIT) funding opportunities
 Lunch & farewell

Breakfast
 10.00 - 10.30
 10.30 - 12.30
 12.30 - 13.30

Presentation of business models to jury with extensive feedback

Human Desirability – Do they want it?

Technical Feasibility – Can we do it?

Business Viability – Should we do this?

Pitch and Presentation

Sunday: Free Day