

# STOP IMAGINING - STARTUP REALIZING YOUR IDEAS

Heidelberg / 21 Juli >> 02 August 2019  
Application Deadline: 31.05.2019

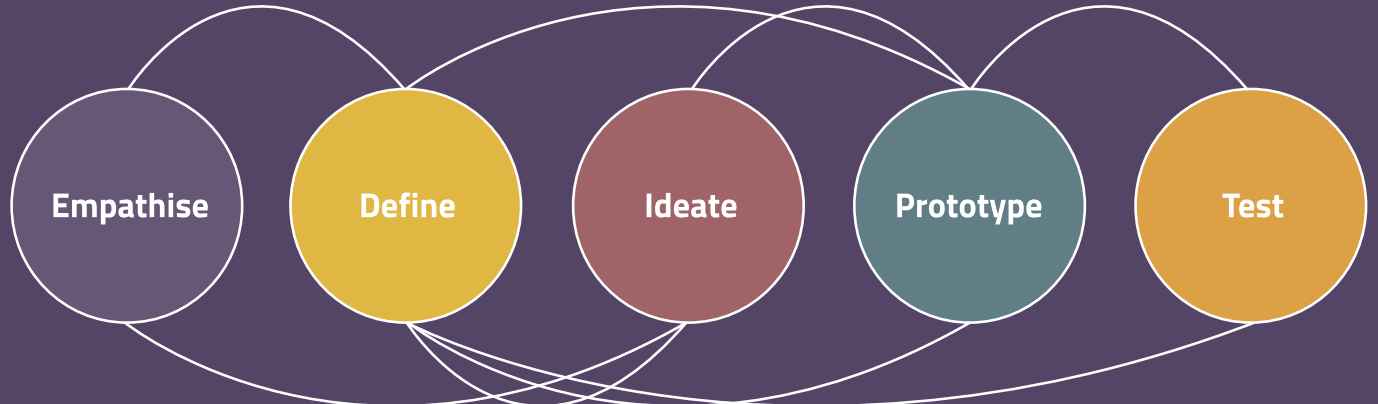
Join the **EIT Health Summer School** and change the way chronic diseases are prevented and treated. Develop tangible, ground-breaking solutions for real-world challenges!  
**Participation is free of charge.**



Location: **Marsilius Arkaden**

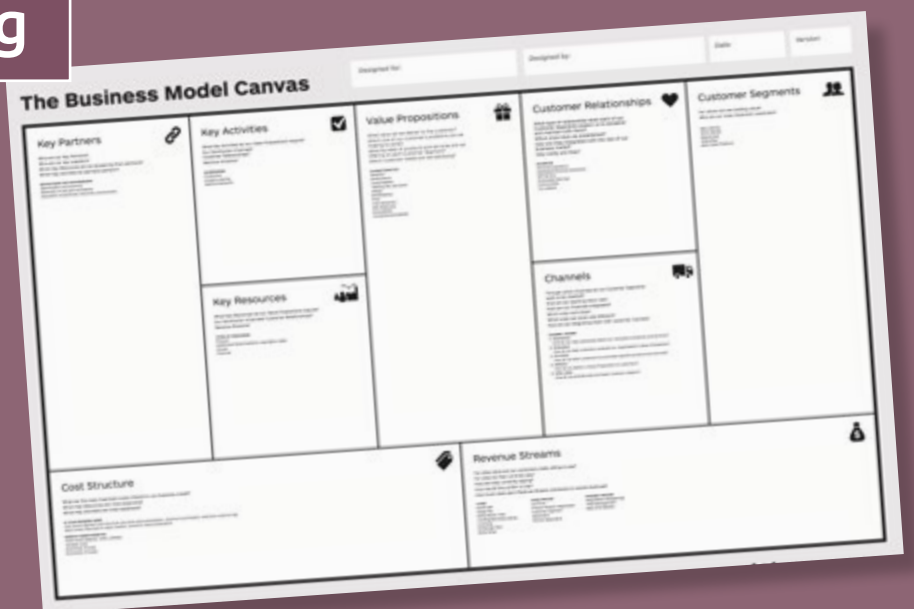


## Design Thinking



## 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.

We would like to welcome all participants to our **Kick Off event on Sunday, July 21, 2019**. We start at 15.00 with the registration and a following welcome note at 16.00. From 16.15 we will give you an introduction to „Design Thinking in Action“. Afterwards, you will have the opportunity to meet your peers during networking.

## Monday: Teambuilding



Welcome and overview	←	09.30 - 10.00	
Talk - Innovation for individuals with chronic diseases	←	10.00 - 11.00	→ Talk - Challenges of care for people with chronic conditions
		11.00 - 12.00	
Talk - Societal costs and QALYs	←	12.00 - 12.45	→ Talk - Reimbursement of new intervention in health care
		Lunch	
Hot Seat challenge owners	←	13.45 - 14.30	→ Presentation of challenges
Teams - Understand the challenge	←	14.30 - 15.15	→ Team assignment
		15.15 - 16.15	
		16.15 - 16.45	→ Welcome reception
		16.45 - 18.00	
		18.00 - open	

## Tuesday: The Challenge



Welcome and Recap	←	09.30 - 10.00	
Design Thinking in 60 Minutes	←	10.15 - 10.45	→ Talk - Ethical principles for biomedical research and technology assessment
		10.45 - 12.00	
		12.00 - 12.30	→ Introduction to Design Thinking
		Lunch	
Teams - Understand the context	←	13.30 - 14.30	→ Teams - Prepare user interviews
Teams - Interview users	←	14.30 - 15.15	→ Teams - Storytelling
		15.15 - 16.45	
Feedback and next steps	←	16.45 - 17.15	
		17.15 - 17.30	

## Wednesday: Talk to Experts



Welcome and Recap	←	09.30 - 09.45	
Teams - Prepare expert interviews	←	09.45 - 10.15	→ Talk - How do sick funds promote Innovation
		10.15 - 10.45	
Teams - Create Persona and POV	←	10.45 - 11.30	→ Teams - Interview experts
		11.30 - 12.30	
		Lunch	
Teams - Prototype	←	13.30 - 14.00	→ Teams - Ideate
		14.00 - 14.45	
Teams - Test with users	←	14.45 - 15.15	→ Teams - Prepare Test
		15.15 - 16.30	
Feedback and next steps	←	16.30 - 17.00	→ Teams - Share insights and test results
		17.00 - 17.15	

## Thursday: Prototyping



Welcome and Recap	←	09.30 - 09.45	
Teams - Iterate	←	09.45 - 10.15	→ Talk - How to present
		10.15 - 11.15	
		11.15 - 12.00	→ Teams - Finalize your presentation
		Lunch	
Present results	←	13.00 - 14.00	
Summary and reflection	←	14.00 - 14.30	→ Teams - Next steps
		14.30 - 15.00	
Keynote + Reception	←	15.00 - 19.00	→ Visiting Heidelberg Castle
		19.00 - 22.00	

## Friday: Deep Dive



Welcome and Assignment to tracks and groups	←	08.30 - 09.00	
		09.00 - 18.00	→ Tracks to be chosen by groups:
		Lunch	
		13.00 - 14.00	- 3D Printer Hands-on - 3D CAD Fundamentals
			- Hacking Code for Prototyping - Basic Electronics for Control
			- Leadership and Team Dynamics - Managing and Marketing the Message

## Saturday: Hackathon



Prepare Pitch Presentation	←	09.30 - 10.00	
Talk - Why to participate at a Hackathon?	←	10.00 - 10.15	→ Welcome to Hackathon
		10.15 - 10.45	
Define High-Fidelity Prototype	←	10.45 - 11.15	→ Pitch presentations & Team Assignment
		11.15 - 12.15	
		Lunch	
Design and code High-Fidelity Prototype	←	13.15 - 18.15	→ - Design and code H.-F. Prototype - Support by Experts - Interviews @ city center
Support by Experts	←	Dinner	
		19.15 - open	

## Sunday: Excursion

### Monday: Test your Prototype



Welcome	←	09.30 - 09.45	
Pitch your project	←	09.45 - 10.15	→ Talk - Importance of a Business Model
		10.15 - 10.45	
Team - Network Graphic	←	10.45 - 11.00	→ Business Model Baseline
		11.00 - 12.00	
		12.00 - 13.00	→ Team - Business Model Canvas
		Lunch	
Value Proposition and Customer needs	←	14.00 - 14.30	→ Team - Value Proposition Canvas
Team - Update Business Model Canvas	←	14.30 - 15.30	→ Gallery Walk, Wrap up and Outlook
		15.30 - 16.15	
		16.15 - 17.30	

### Tuesday: Business Model



Welcome and Recap	←	09.30 - 10.00	
Triggers for Change and New Opportunities	←	10.00 - 10.30	→ Talk - Adapting your Business
		10.30 - 11.00	
		11.00 - 12.00	→ Team - Trigger Matrix
Team - Update Business Model Canvas	←	12.00 - 12.45	
		Lunch	
Team - Logo Battle, Kill Company, Blue Ocean	←	13.45 - 14.30	→ Challenge & Change your Business Model
		14.30 - 15.30	
		15.30 - 16.15	→ Team - Update Business Model Canvas
Gallery Walk, Wrap up and Outlook	←	16.15 - 17.30	

### Wednesday: Finance Model



Welcome and Recap	←	09.00 - 09.30	
Evaluate & Decide	←	09.30 - 10.00	→ Talk - Business Case and Numbers
		10.00 - 10.30	
How to present a Business Model	←	10.30 - 11.15	→ Team - Create individual Business Case
		11.15 - 11.45	
Pitch your Business Model	←	11.45 - 12.15	→ Team - Prepare your Pitch
		12.15 - 12.30	
Boat Trip to Neckarsteinach	←	12.30 - 13.00	→ Wrap up and Close
		Lunch	
		13.30 - 17.30	

### Thursday: Preparation of Pitch



Welcome	←	09.30 - 09.45	
Talk - Storytelling	←	09.45 - 10.15	→ Talk - How to do a business presentation - Experiences from a startup
		10.15 - 10.45	
		10.45 - 12.15	→ Teams - Presentation Workshop part 1
		Lunch	
Teams - Presentation Workshop part 2	←	13.15 - 14.45	→ Pitch Presentation rehearsal
		14.45 - 16.45	
Talk - EIT Health Alumni Network	←	16.45 - 17.00	
		17.00 - 17.30	→ Wrap up and Close
Farewell Party	←	17.30 - open	

### Friday: Presentation



Welcome	←	09.45 - 10.00	
Final presentation	←	10.00 - 10.30	→ Talk - Funding opportunities (EIT Health)
		10.30 - 12.30	
Lunch + Farewell	←	12.30 - 13.00	→ Final remarks
		13.00 - open	

Human Desirability – Do they want it?

Technical Feasibility – Can we do it?

Business Viability – Should we do this?

Pitch and Presentation