STARTUP SCHOOL 2002 | Healthcare in a Digital World | Programme

Oct. 5-9: WEEK 1

CHALLENGE ASSIGNMENT, TEAMBUILDING AND NETWORKING

Monday, 5-7 pm
Welcome, Teambuilding & Technical Check-In

Thursday, 2-6 pm
Workshop: Networking in the Digital Age

Friday, 9 am-3 pm
Opening STARTUP SCHOOL
Welcome notes: Prof. Matthias Weidemüller (heiINNOVATION)
Dr. Katharina Ladewig (EIT Health Germany)
Workshop: Human Desirability (Design Thingking: Understand & Observe)

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

„THE FUTURE OF HEALTHCARE IN A DIGITAL WORLD"

Keynote by Dr. Henrik Matthies, health innovation hub

Oct 12-16: WEEK 2

HUMAN DESIRABILITY: UNDERSTAND USER NEEDS AND EXPLORE SOLUTIONS

Monday, 1h (during the day)
Remote Interviews with Experts

Tuesday, 1h (during the day)
Remote Interviews with Users

Thursday, 2-6 pm
Workshop: Human Desirability (Design Thinking: Share Interview Insights & Create a Persona)

Friday, 9 am-3 pm
Workshop: Human Desirability (Design Thinking: Ideate, Prototype & Test)

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

„CHALLENGES AND STATUS QUO IN DIGITAL HEALTH"

Speaker: Prof. Dr. Oliver Opitz, KTBW und Heinrich Lanz Zentrum

Oct 19-23: WEEK 3

HUMAN DESIRABILITY: ITERATE

Monday, 1h (during the day)
Remote Interviews: Test your Prototype

Tuesday, 1h (during the day)
Remote Interviews: Test your Prototype

Thursday, 2-6 pm
Presentation Workshop: How to Pitch (1)

Friday, 9 am-3 pm
Workshop: Human Desirability (Design Thinking: Iterate & Pitch Your Ideas)

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

„FROM IDEA TO PROTOTYPE, FROM PROTOTYPE TO PRODUCT"

Speaker: Diana Heinrichs, Lindera

Oct. 26-30: WEEK 4

TECHNICAL FEASIBILITY: DISCOVER NEW TECHNOLOGIES

Monday
9 am-3 pm, optional: **Joint EIT Health Germany & EIT Health Innostars Symposium**

Tuesday, 5-6 pm
Talk: AI in Medicine by Math Works

Thursday, 2-6 pm
Workshop: Hands on Deep Learning by Math Works

Friday, 30.10, 9 am (open end)
Hackathon

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

„RESEARCH AND STATE OF THE ART TECHNOLOGIES IN DIGITAL HEALTH"
Speaker: Jun. Prof. Dr. Sandy Engelhardt, Universitätsklinikum Heidelberg

Nov. 2-6: WEEK 5

BUSINESS VIABILITY: CREATE A VIABLE BUSINESS MODEL

Monday, 1h (during the day)
Remote Interviews with Customers

Tuesday, 1h (during the day)
Remote Interviews with Customers

Thursday, 2-6 pm
Workshop: Viability (Business Model Innovation: Value Proposition and Business Model)

Friday, 9 am-3 pm
Workshop: Viability (Business Model Innovation: MVP, Kill the Company and Buisness Cases)

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

MARKET ACCESS FOR DIGITAL HEALTH PRODUCTS AND SERVICES
Speaker: Dr. Henrik Matthies, health innovation hub

Nov. 9-12: WEEK 6

FINALE PRESENTATIONS

Monday, 2-6 pm
Presentation Workshop: How to Pitch (2)

Tuesday, 5-6 pm
Pitch Rehearsal and Feedback Session

Thursday, 2-5 pm
FINAL PRESENTATIONS & FAREWELL

Wednesday, 5-6 pm
heiINNOVATION talks
Digital Health.
From an Analog to a Digital World

„HOW DO YOU RAISE MONEY FOR DIGITAL HEALTH START-UPS? WHAT ARE VCS LOOKING FOR?"
Speaker: Uwe Horstmann, Project A

More info: https://www.uni-heidelberg.de/en/transfer/startup-school