STARTUP SCHOOL 2002 | Healthcare in a Digital World | Programme

Oct. 5-9: WEEK 1

CHALLENGE ASSIGNMENT, TEAMBUILDING AND NETWORKING

Monday, 5-6 pm
Welcome, Teambuilding & Technical Check-In

Tuesday, 5-7 pm
Opening STARTUP SCHOOL & Challenge Assignment

Thursday, 2-6 pm
Workshop: Networking

Friday, 9 am-3 pm
Workshop: Understand the Challenge

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, Berlin

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: tba

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
Workshop: Human Desirability (Design Thinking: Iterate)

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

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

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

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

Thursday, 2-6 pm
Workshop: Viability (Business Model Innovation 1)

Friday, 9 am-3 pm
Workshop: Viability (Business Model Innovation 2)

Wednesday, 4.11, 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, Berlin

Nov. 9-12: WEEK 6

FINALE PRESENTATIONS

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

Tuesday, 5-6 pm
Pitch Rehearsal and Feedback Session

Thursday, 2-6 pm
FINAL PRESENTATIONS & FAREWELL

Wednesday, 11.11, 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: tba

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