



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, 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 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