

Smartups in Health, 5 ECTS

Monday 14.8.2017

9.15-16, E14-15 at Technopolis, Microstreet 1,

E-wing

Introduction to the course

Team building activities

Exploring end user needs and problems

Tuesday 15.8.2017

9.15-16, E14-15 at Technopolis

Co-creating solutions for end-user needs and problems

Developing business ideas

Defining the key business idea to continue with

Wednesday 16.8.2017

9.15-16, E14-15 at Technopolis

Analyzing markets and competitors

Finding collaborators and partners

Defining a business model

Thursday 17.8.2017

9.15-16, E14-15 at Technopolis

Cash flow analysis

The first pitch & comments

Friday 18.8.2017

9.15-16, E14-15 at Technopolis

Ownership, management & leadership

Team competence analysis & development

Saturday and Sunday 19.-20.8.2017

Project work continues, no classes

Monday 21.8.2017

9.15-16, E14-15 at Technopolis

Business valuation

What investors look for in a business venture?

Tuesday 22.8.2017

9.15-16, E14-15 at Technopolis

Distribution and supply chain

Sales & marketing

Wednesday 23.8.2017

9.15-16, E14-15 at Technopolis

Sources for funding

Innovative funding instruments (e.g. crowd funding, peer funding)

Thursday 24.8.2017

9.15-16, E14-15 at Technopolis

Consultation day – ask anything

How to present your business project to different audiences?

Friday 25.8.2017

9.15-16, E14-15 at Technopolis

Second pitching

Feedback for further development

Course evaluation