EIT Health Business Creation Weekend
27–29 October 2017, Uppsala

Program Overview

This weekend combines instruction, applied learning, peer and coach feedback as well as a competition that helps prepare technology entrepreneurs for later meetings with customers, investors, collaborators and other stakeholders in their success.

Over 2,000 participants have worked through this program with our facilitator, Neil Sheridan, as preparation for a company launch or in anticipation of leading in technology innovation. Our participants and sponsors have taken their experiences on to high-profile competitions, securing investment, and receiving commercialization assistance from industry and research university partners.

The program provides a balanced amount of time for group work and coaching. Participants routinely compare it more favorably to startup weekend experiences, highlighting that they receive excellent instruction and a clear path of actionable next steps for future development.

FRIDAY

1600  Please arrive at the Park Inn
• Registration and informal networking with participants

1630–1730  Start of the EIT Health VentureLab Weekend
• Opening, welcome speech
• Objectives & logistics of the EIT Health Weekend
• Meet fellow students, inventory teams’ ideas and expertise

1730–1830  Lab 1
• What is a Business Model Canvas?
• Basic pitch structure
• Setting up criteria for team member selection and joining a team

1830–1900  Join a Team
• Team leaders give abbreviated team recruitment pitch

1900–2000  Dinner - Recruits meet with potential teams during dinner
2000–2030  Lab 2 - Intro to Finance (costs/revenues)
2030–2200 Pitch 1 - Trying a first group pitch & idea refinement
2200–2300 Drinks and networking

SATURDAY
0800–0900 Breakfast
0900–1000 Lab 4 - Customer discovery in Health sector
1000–1100 Pitch 2
1100–1300 Working with coaches
1300–1400 Lunch with coaches
1400–1700 Customer Discovery exercise
1700–1715 Customer Discovery reports
1715–1800 Lab 5: Selling
1800–1900 Dinner
1900–2000 Pitch 3
2000–2200 Group work on canvas & pitch
2200–0000 Email pictures of draft canvas and pitch to midnight@neilsheridan.com
2200–2300 Drinks and networking

SUNDAY
0800–0900 Breakfast
0900–1000 Pitch 4
1000–1400 Panel coaching on business
  • Teams individually present canvas to expert panel for 15-20 min
  • One team member videos your session on their phone
  • Order is alphabetic
Teams work on the business model with coaches when not before the panel

1300–1400  Lunch
1400–1600  Finalize canvas (Submit final canvas at 1600 sharp)
1600–1800  Final preparations
  • Prepare and practice pitch
  • Judges visit each team individually for canvas discussion
  • Light dinner
1800–2000  Competition
  • Final pitches
  • Awards
2000–2200  Celebration and networking