

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

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| 1600 | Please arrive at the Park Inn <ul style="list-style-type: none">• Registration and informal networking with participants |
| 1630–1730 | Start of the EIT Health VentureLab Weekend <ul style="list-style-type: none">• Opening, welcome speech• Objectives & logistics of the EIT Health Weekend• Meet fellow students, inventory teams' ideas and expertise |
| 1730–1830 | Lab 1 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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
–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 <ul style="list-style-type: none">• 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