STARTUP SCHOOL
by heiINNOVATION
HEALTHCARE IN A DIGITAL WORLD
WHY?
The **STARTUP SCHOOL** is designed to motivate and to educate scientists to think and act like an entrepreneur and to teach them skills to solve problems with innovative ideas.

HOW?
Professional coaches and mentors will guide the participants through the **Innovation** journey in 6 weeks:
1. Testing the human **Desirability** and understanding the user needs.
2. Exploring the technical **Feasibility** by discovering digital technologies like AI and wrapping it to a prototype.
3. Financial **Viability** by creating a business model.

WHAT?
The participants work in interdisciplinary teams on real-world problems. While being qualified using state of the art innovation methods like **Design Thinking**, **Rapid Prototyping**, **Business Model Innovation**, they also gain hands on experience in technologies that will shape our future.
WHEN?
October 5th to November 13th – 6 intense weeks with video lectures, (online) workshops and (remote) fieldwork (~12h/week)

WHO?
PhD students and Postdoctoral researchers from the region, from all disciplines are welcome.

WHERE?
Online and if possible @Heidelberg University
SIX WEEKS FULL OF INNOVATION METHODS

Agenda

Week 1: Introduction
- Choose Challenge & teambuilding

Week 2 - 3: Human Desirability
- Understand user needs
- Explore Solutions

Week 4: Feasibility
- Discover new technologies & Hackathon

Week 5: Viability
- Create a business model

Week 6: Presentation
- Pitch Training & Final pitches

Structure of the weekly program:

Monday – Wednesday:
Self-study videos and tasks

Thursday – Friday:
Workshops and Interviews
WEEK 1: INTRODUCTION

Challenge Assignment and Teambuilding

Kick-off
- Talk: Digital Healthcare
- Networking/Design Thinking in Action

Challenge Assignment
- Presentation of challenge/problems
- Challenge & team assignment

Workshop
- The team gets to know each other, the challenge and the challenge owner

Goal: Get to know the challenge and the team
WEEK 2: HUMAN DESIRABILITY

Design Thinking: Understand and Observe

**Self-study videos and tasks**
- Introduction to Design Thinking
- How to conduct empathy interviews
- How to network

**Workshop**
- The team gains a common understanding of the challenge/problem
- Exploring the user needs through observation and conducting empathy interviews

Goal: Understand user needs
WEEK 3: HUMAN DESIRABILITY

Design Thinking: Ideate, Prototype, Test, Iterate

Self-study videos and tasks
• Design Thinking Lecture 2

Workshop
• Summary of the interview results and identify the pain points
• Create creative ideas
• Decide which idea should be tested, build prototype and explain idea
• Collect feedback on the concept & prototype from the target group

Goal: Explore solutions
WEEK 4: TECHNICAL FEASABILITY
Deep Dive into Digital Healthcare

Self-study videos and tasks
• AI and ethics
• AR/VR in healthcare
• AI in Healthcare

Workshop
• Participants experience the essentials of AI programming
• AR/VR hardware, software and coding
• Coding and hacking

Hackathon Weekend:
Participants use new skills and concepts to wrap a prototype

Goal: Discover new technologies and map it to own project
WEEK 5: BUSINESS VIABILITY

Business Model Innovation

**Self-study videos and tasks**

Introduction to Business Model Innovation
- Value Proposition and Customer Needs
- Test and verify Business Model
- Introduction to business cases
- How to present a business model

**Workshop**

- Business model canvas
- Value proposition canvas
- MVP Canvas
- Test and change business model
- Calculate numbers
- Present Business Model

Goal: Create a viable business model
WEEK 6: FINAL PRESENTATION
Pitch Training and Final Pitch

Self-study videos and tasks
• How to pitch
• Storytelling
• Branding and Marketing

Workshop
• Pitch Training
• FAQ Branding
• Rehearsal

Presentation
• Talk about Funding Opportunities
• Talk about further start-up programs
• Final presentation in front of jury
• Farewell

Goal: Convince with your solution