



European eHealth business support

Lean Startup academy

12-13 March 2018 Madrid, Spain

COURSE OUTLINE

KICK-OFF WEBINAR – 22 February

Selected companies will be invited to join a kick-off webinar to set the basis of the course. More information will be provided soon.

WORKSHOP MADRID – 12 and 13 March

The two days workshop will be a mix of lectures, exercises, group discussions and peer reviews.

10 FOLLOW-UP WEEKS – Starting Wednesday 21st March

Companies will conduct interviews to test their hypothesis. They'll join an online telco bi-weekly (5 companies join one week and the remaining 5 join the next week) following the flipped-classroom approach: companies share their learnings and how the lean canvas has evolved after the interviews held every week. Organizers will provide feedback during the telco as well as by email. Next steps will be planned..

WORKSHOP

Two main blocks of topics will be covered during the training:

Hypothesis identification → how to identify critical assumptions

- What are the key assumptions your whole Business model is based on
- The mindset: start small. Experiment. Maximize learning through validation.

Validation → testing outside the building

- Strategy and tips to validate hypothesis: the interviews
- Get customers involved. Fail. Pivot/Iterate
- How to get customer feedback with fast-made prototypes of an idea.

Workshops will follow the flipped classroom approach: video materials will be provided on-line before the coaching, and time in class will be mainly devoted to team-work, discussion, debates and review.

Monday 12 March

Introduction

- Calendar/milestones
- Rules of the game
- Expectations

Hypothesis identification training

Validation training

- Preparation
- Interview
- Team work (Javelin Board)
- Post-interview
- Resources

Tuesday 13 March

Review of the Lean Canvas

Startups: first pitch on their lean canvas

Feedback by experts and next steps

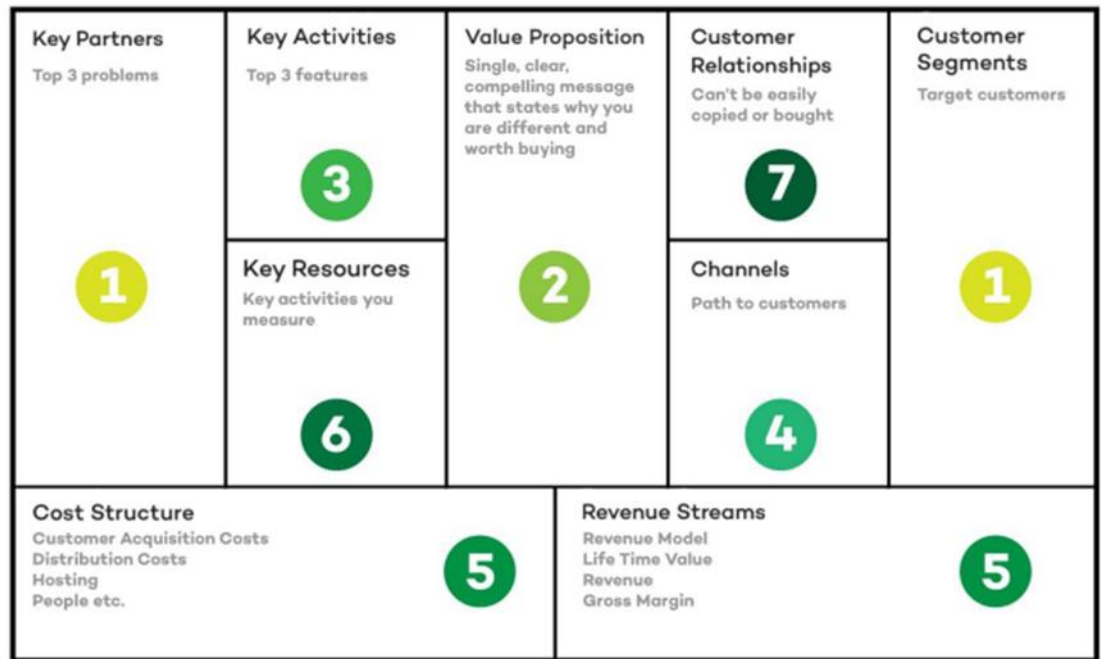
Networking

Inforsalud

- We will provide companies with tickets to the Inforsalud event for the 13th and 14th of March.

TOPICS COVERED

- Lean Canvas
- Javelin Experimentation Board
- Customer discovery and customer development
- (Unique) Value Proposition (Business Model Canvas and Lean Canvas)
- Customer Segments and Channels (Business Model Canvas and Lean Canvas)



TRAINERS



Dario Mazzella. META Group S.R.L.

Dario is an expert in mentoring entrepreneurs and startups to scale up their business through international acceleration programs, and in helping researchers to exploit their research results and bridge the gap to market. He currently works for META Group, an international investment group, where he manages several international projects focused on fostering the development of entrepreneurial ecosystems and acts as advisor for the European Commission. He was in charge of the overall project management of the Global Entrepreneurship Congress 2015, held in Milan last March 2015. He holds a Master Degree in Innovation Management from the Sant'Anna School of Advanced Studies and is completing a PhD at the University of Pisa, focusing on development of entrepreneurial ecosystems in Southern Europe.



Andrea Di Anselmo. META Group S.R.L.

Andrea is a Senior Expert with more than 25 years operational expertise in innovation policies, design and management of financial tools, support to “Knowledge Intensive” enterprises, exploitation of R&D results and spin-off creation. He is Vice President of META, where he is responsible for the Consultancy area. He also sits in the Board of Directors of Zernike Meta Ventures (ZMV), the management company operating the Ingenium seed funds in Italy, Slovenia and Poland and is the President of INSME, the International Network of SMEs. Andrea has a background in civil engineering and research experience in materials science at the Storrs University in Connecticut, USA. He set in the Board of Directors of ISRIM (research institute on advanced materials), Sviluppumbria (regional development agency), TII (European association for TT) and of many SMEs. He is an author of several papers published in international journals.



Jorge González. Ticbiomed

Jorge Gonzalez is Managing Director of TICBioMed, a Spanish business association that promotes Digital Health across Europe. It also organizes the EU SME eHealth Competition and the eHealth Adoption Awards. Mr. Gonzalez is also the coordinator of the European Project eHealth Hub. Furthermore, Jorge is an SME Instrument business coach, specialized in supporting Digital Health entrepreneurs and start-ups. He has also experience in business coaching in other projects like GET. He has supported +30 companies only in the Digital Health sector. Jorge is Doctor in Physics and Jorge is especially interested in connecting corporates (pharma, insurers, big IT) with startups.



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