

# MOEBIO

ACCELERATING ENTREPRENEURSHIP  
AND INNOVATION IN HEALTHCARE

An initiative of



SUPPORTED BY:



# IGNITE·HEALTH BARCELONA

## Entrepreneurship Course in Healthcare

[www.moebio.org/ignitehealth-barcelona](http://www.moebio.org/ignitehealth-barcelona)

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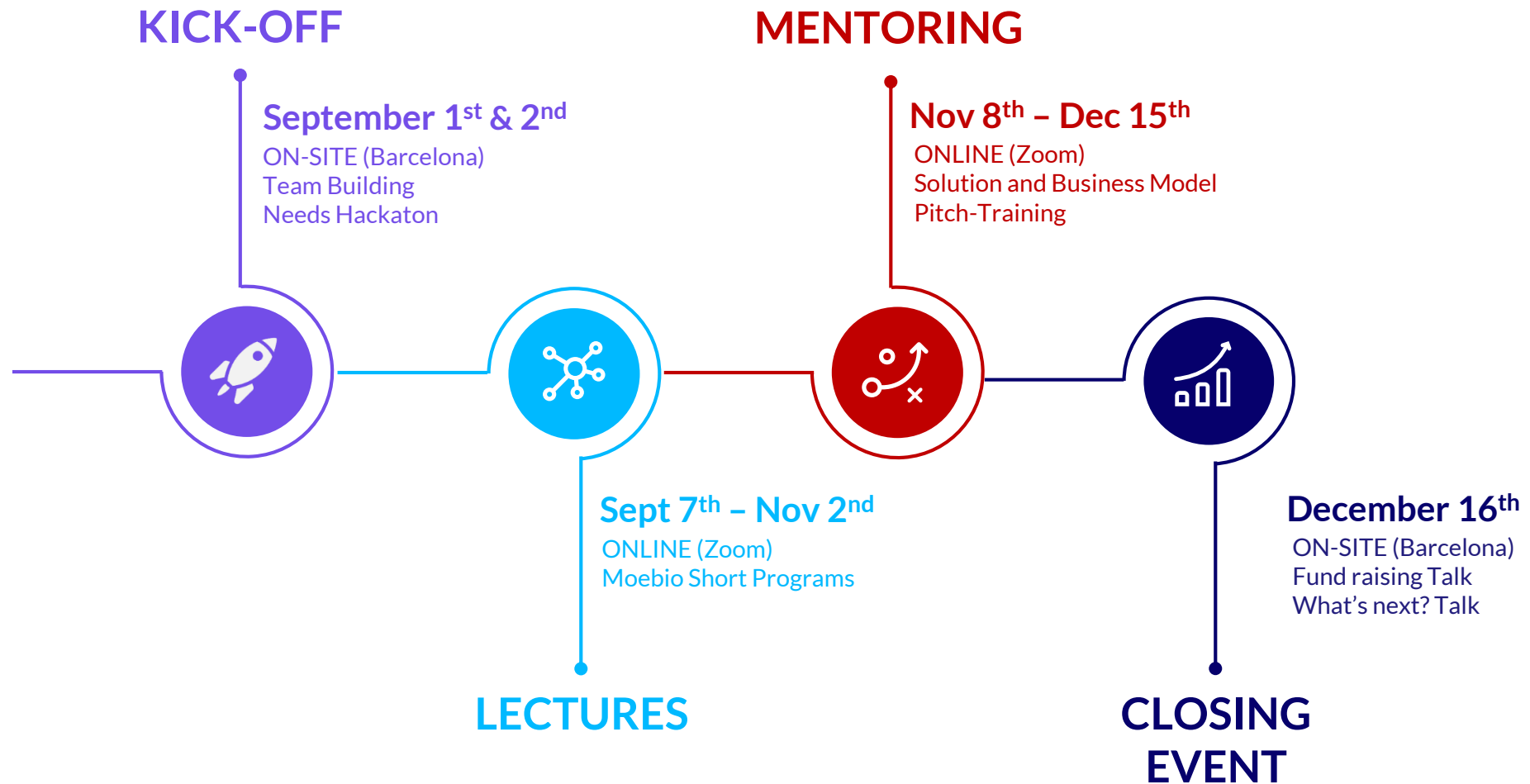
## The program

- **Introductory course to entrepreneurship and innovation in life sciences and healthcare**
- Focus: medical devices and digital health
- Within the biodesign framework (*needs-led approach*)
- Practical learning from a real-life case (*unmet clinical need*)
- Combination of lectures, mentoring sessions and entrepreneurs small talks



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## Calendar and Locations



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## 2 days to kick-off the course

- Overview of the program, teams building, and needs hackaton to generate the business ideas that will be the guiding thread through the rest of the program
- ON-SITE (Barcelona)



### DAY 1: Team Building

- September 1<sup>st</sup> 2021 (17h - 20h)
- Program overview
- Group dynamics to create the working teams



### DAY 2: Hackaton

- September 2<sup>nd</sup> 2021 (17-20h)
- Introduction lecture to *biodesign*
- Presentation of the 12 challenges (needs)
- Exercise 1: need filtering and Top 1 selection
- Exercise 2: *brainstorming* (concept generation)

#### 12 NEEDS



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## Lectures Package (MOEBIO Short Programs)

- ONLINE (Zoom platform)
- 29 hours
- Tuesdays & Thursdays
- Time: 17:30h-19:30h

### Modules

#### 1. Introduction to the life sciences industry

- 6 hours
- 07/09/2021 - 09/09/2021 - 14/09/2021

#### 2. Understanding the healthcare systems

- 4 hours
- 21/09/2021 - 23/09/2021

#### 3. Social entrepreneurship and global health

- 4 hours
- 30/09/2021 - 05/10/2021

#### 4. Product development

- 6 hours
- 07/10/2021 - 14/10/2021 - 19/10/2021

#### 5. Market access

- 6 hours
- 21/10/2021 - 26/10/2021 - 28/10/2021

#### Entrepreneurs Small Talks

- 3 hours
- 16/09/2021 - 28/09/2021 - 02/11/2021

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## LECTURES PACKAGE (MOEBIO SHORT PROGRAMS)

### 1. Introduction to the life sciences industry

- The future of the life sciences: trends and patterns
- Medtech industry
- Digital health industry

### 2. Understanding the healthcare systems

- Healthcare Systems & Economics
- Private healthcare insurances

### 3. Social entrepreneurship and global health

- Introduction to social entrepreneurship
- Health & Disease in the Developing World

### 4. Product development

- Prototyping
- New Materials
- Artificial Intelligence in Health

### 5. Market access

- Medical products regulatory
- Business models in the healthcare industry
- Reimbursement basics

### Entrepreneurs Small Talks

- Medtech
- Digital health
- Social project

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## Mentorig

- A group of experts will help students to consolidate the learnings acquired during the lectures phase, applying them to the team's project
- Mentors will also give advice on how to create a viable roadmap with next steps to follow for those students that wish to further pursue their project after finishing the program
- ONLINE - Zoom
- 6 hours of mentoring in three different key aspects:



**Solution - 2h**  
Personalized for each  
team



**Business model - 2h**  
Personalized for each  
team



**Pitch training - 2h**  
Workshop

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## Closing event

- The program will close with an event to present next steps and motivation to continue with the entrepreneurial journey, either with the project developed during the program, a personal project or to keep their training.
- December 16<sup>th</sup> 2021 → 17:30h-19:30h
- ON-SITE (Barcelona)
- A networking cocktail will be held to end the event (subject to COVID-19 safety measures)





# SPARKING YOUR ENTREPRENEURIAL SPIRIT !



**MOEBIO**  
ACCELERATING ENTREPRENEURSHIP  
AND INNOVATION IN HEALTHCARE

AN INITIATIVE OF: **biocat**

SUPPORTED BY: **eit Health**  
EIT Health is supported by the EIT, a body of the European Union

**APPLY NOW!**

**Ignite·Health  
Barcelona**

Entrepreneurship Course  
in Healthcare

**FULL  
PROGRAM**

**Starting Date: 1<sup>st</sup> September, 2021**

Application period is open until **August 27<sup>th</sup>, 2021**